

Welcome to ACR 2005!

We are delighted that you are here in San Antonio to participate in an exchange of ideas, research, and films related to consumers. We are excited that you have traveled from around the world to contribute and that you will share your stimulating and fresh theoretical, substantive and methodological insights with us.

The theme for this year's conference is "For Consumers: Steps Toward Transformative Consumer Research." In your packet you will find a summary report of the ACR Task Force on Transformative Consumer Research. You will hear more about this theme throughout this year's conference. We have elected to dedicate this conference to Kathy Brown who served as ACR's Conference Coordinator for several years and through her dedicated service impacted our association and lives forever. As many of you know, Kathy Brown died tragically in an automobile accident last December. Jim Muncy has written a tribute to Kathy Brown that we have also included in your packet.

In addition, your packet includes information about our off-site event on Saturday night at the *Institute for Texan Cultures*. This offsite dinner event is a chance to get away from the conference hotel and enjoy some of the local charm of San Antonio. We hope you will join us. You can still sign up at the registration table. Complementary beverage coupons for the Thursday and Friday evening receptions are included with your name badge. Remember you must wear your ACR badge to attend luncheons, sessions and receptions.

In addition to a description of the program, the last page of this booklet contains:

- a) A ballot to vote for the best short film screened during the film festival, and
- b) A ballot to vote for the best poster of a working paper that will be on display during the Friday evening reception.

Thank you again for attending ACR this year. We hope you enjoy the conference.

Best Wishes,

A handwritten signature in black ink that reads "Cornelia Pechmann". The script is cursive and fluid.

Cornelia (Connie) Pechmann  
University of California, Irvine

A handwritten signature in black ink that reads "Linda L. Price". The script is cursive and elegant.

Linda L. Price  
University of Arizona

**ASSOCIATION FOR CONSUMER RESEARCH  
2005 ACR NORTH AMERICAN CONFERENCE PROGRAM  
*FOR CONSUMERS: STEPS TOWARD TRANSFORMATIVE CONSUMER RESEARCH***

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David Mick, University of Virginia

**CONFERENCE CHAIRS**

Cornelia (Connie) Pechmann, University of California-Irvine  
Linda L. Price, University of Arizona

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Jeff Inman, University of Pittsburgh	George Zinkhan, University of Georgia

**ROUNDTABLES**

Loraine Lau-Gesk, University of California-Irvine	Patti Williams, University of Pennsylvania
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**FILM FESTIVAL**

Russell Belk, University of Utah	Robert V. Kozinets, York University
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**WORKING PAPERS**

Carolyn Folkman Curasi, Georgia State University	Dan Freeman, University of Delaware
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**ACR DOCTORAL SYMPOSIUM**

Richard G. Netemeyer, University of Virginia	Lisa Peñaloza, University of Colorado
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**LOCAL ARRANGEMENTS**

Tina M. Lowrey, University of Texas-San Antonio	L. J. Shrum, University of Texas-San Antonio
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Mark Otnes

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Melinda Burke, University of Arizona  
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Aleksy Chermas, University of Minnesota-Duluth  
Samantha Cross, University of California-Irvine  
Patty Salo Downs, ACR conference coordinator  
Amber Epp, University of Nebraska-Lincoln  
Gayle Fuguitt, General Mills Corp.  
Merlyn Griffiths, University of California-Irvine

Jeff Hunter, General Mills Corp.  
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Gülner Tumbat, San Francisco State University  
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Xin Zhao, University of Hawaii

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### WEDNESDAY, SEPTEMBER 28, 2005


	<b>Wednesday, September 28, 8:00 a.m.-5 p.m.</b>
Fiesta B	Heretical Consumer Research (HCR) 2005
	<b>Wednesday, September 28, 4:30 p.m.-7:00 p.m.</b>
Grand Foyer	ACR Doctoral Symposium Registration
	<b>Wednesday, September 28, 5:00 p.m.-7:00 p.m.</b>
Texas Ballroom C	ACR Doctoral Symposium Reception
	<b>Wednesday, September 28, 7:30 p.m.-10:30 p.m.</b>
Casa Rio Restaurant	ACR Doctoral Symposium Dinner

### THURSDAY, SEPTEMBER 29, 2005

	<b>Thursday, September 29, 8:00 a.m.-5 p.m.</b>
Fiesta B	Heretical Consumer Research (HCR) 2005
	<b>Thursday, September 29, 7:00 a.m.-8:00 a.m.</b>
SA Ballroom Foyer	ACR Doctoral Symposium Continental Breakfast
	<b>Thursday, September 29, 8:00 a.m.-11:30 a.m.</b>
SA Ballroom	ACR Doctoral Symposium Plenary Sessions
	<b>Thursday, September 29, 12 p.m.-5 p.m.</b>
Fiesta B	ACR Board Of Directors Meeting
	<b>Thursday, September 29, 1:30 p.m.-3:00 p.m.</b>
Executive Salons 1-3, 5	ACR Doctoral Symposium Breakout Sessions
	<b>Thursday, September 29, 3:00 p.m.-3:30 p.m.</b>
SA Ballroom Foyer	Break ACR Doctoral Symposium
	<b>Thursday, September 29, 3:30p.m.-5:00 p.m.</b>
Executive Salons 1-3, 5	ACR Doctoral Symposium Breakout Session
	<b>Thursday Sept. 29, 4:00 p.m. - 8:00 p.m.</b>
Grand Foyer	ACR Registration

	<b>Thursday Sept. 29, 6:00 p.m. - 8:00 p.m.</b>				
<b>Texas Ballroom</b>	ACR Welcome Reception Sponsored by				
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"><b>Marketing Department Eller School of Management</b></td> <td style="width: 50%; text-align: center;"><b>The Terry J. Lundgren Center for Retailing</b></td> </tr> <tr> <td></td> <td style="text-align: center;"><b>John &amp; Doris Norton School Family and Consumer Sciences</b></td> </tr> </table>	<b>Marketing Department Eller School of Management</b>	<b>The Terry J. Lundgren Center for Retailing</b>		<b>John &amp; Doris Norton School Family and Consumer Sciences</b>
<b>Marketing Department Eller School of Management</b>	<b>The Terry J. Lundgren Center for Retailing</b>				
	<b>John &amp; Doris Norton School Family and Consumer Sciences</b>				
					

**FRIDAY, SEPTEMBER 30, 2005**

	<b>Friday Sept. 30, 7:00 a.m. - 8:00 a.m.</b>
<b>Directors Room 1</b>	SCP Executive Committee Meeting
	<b>Friday Sept. 30, 7:30 a.m. - 8:30 a.m.</b>
<b>SA Foyer</b>	ACR Coffee Bar
	<b>Friday Sept. 30, 7:30 a.m. - 9:00 a.m.</b>
<b>Private Dining Room</b>	JCR Associate Editors Meeting
<b>Texas Ballroom A</b>	Keith Hunt Newcomers' Breakfast
	
	<b>Friday Sept. 30, 8:00 a.m. - 5:00 p.m.</b>
<b>Grand Foyer</b>	ACR Registration
	<b>Friday Sept. 30, 8:00 a.m. - 12:00 p.m.</b>
<b>Fiesta B</b>	<b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University
<b>SESSION 1</b>	<b>Friday Sept. 30, 8:30 a.m. - 10:00 a.m.</b>
<b>Session 1.1 Executive Salon 1</b>	<b>In Harm's Way? The Turbulence of Adolescence</b> Session Chair: Julie L. Ozanne, Virginia Tech Discussion Leader: Marvin Goldberg, Penn State

<b>Session 1.2 Executive Salon 2</b>	<b>The Inextricability of Conscious and Nonconscious Processes In Consumer Behavior</b> Session Chair: Stacy Wood, University of South Carolina Discussion Leader: Chris Janiszewski, University of Florida
<b>Session 1.3 Executive Salon 3</b>	<b>Emancipation or Commercial Exploitation? Case Examples</b> Session Chair: Athinodoros Chronis, California State University, Stanislaus
<b>Session 1.4 Executive Salon 4</b>	<b>When Brands Join Hands: Examining the Reciprocal Effects of Brand Alliance Strategies on Partner Brand Equity</b> Session Chair: Vanitha Swaminathan, University of Pittsburgh Discussion Leader: Stijn Van Osselaer, Erasmus University
<b>Session 1.5 Executive Salon 5</b>	<b>Positive and Negative Moods and Information Processing Biases</b> Session Chairs: Nikki Lee-Wingate, Rutgers University Meg Meloy, Pennsylvania State University
<b>Session 1.6 SA Ballroom</b>	<b>Consumer Researchers for Public Health: Insights from Three Government-funded Programs</b> Session Chair: Cristel Antonia Russell, San Diego State University
<b>Session 1.7 Fiesta A</b>	<b>Exploring Masculine Ideologies</b> Session Chair: Gokcen Coskuner, University of Wisconsin, Madison Discussion Leader: Craig Thompson, University of Wisconsin, Madison
<b>Session 1.8 Directors Room 2</b>	<b>Brand Extensions: A Closer Look at Conflict and Context</b> Session Chairs: Sandor Czellar, HEC School of Management
<b>Session 1.9 Boardroom</b>	<b>ROUNDTABLE: From Defining Materialism to Outcome-Based Inquiry A Proposed Shift in Research Emphasis</b> Discussion Leader: Aaron Ahuvia, University of Michigan, Dearborn

	<b>Friday Sept. 30, 10:00 a.m. - 10:30 a.m.</b>
<b>SA Foyer</b>	Morning Break

<b>SESSION 2</b>	<b>Friday Sept. 30, 10:30 a.m. - 12:00 p.m.</b>
<b>Session 2.1 Executive Salon 1</b>	<b>Living Legacies: Exploring Influences on Family Consumption Behavior</b> Session Chair: Eric J. Arnould, University of Nebraska Discussion Leader: Suraj Commuri, University of Missouri
<b>Session 2.2 Executive Salon 2</b>	<b>Prediction, Postdiction and Preference in Hedonic Experience</b> Session Chair: Leif D. Nelson Discussion Leader: Dan Ariely, Massachusetts Institute of Technology
<b>Session 2.3 Executive Salon 3</b>	<b>Brand Dislike: When We Love to Hate and Hate to Forgive</b> Session Chairs: Alokparna Monga, University of Texas, San Antonio Allan Kimmel, ESCP-EAP
<b>Session 2.4 Executive Salon 4</b>	<b>Go Positive or Go Negative? Message Framing Affects on Persuasion</b> Session Chairs: Alan Andreasen, Georgetown University Ashesh Mukherjee, McGill University
<b>Session 2.5 Executive Salon 5</b>	<b>Do I Know What You Want? Do I Care? Interpersonal Influences on Choice</b> Session Chair: Pierre Chandon, INSEAD

<b>Session 2.6 SA Ballroom</b>	<b>New Perspectives on Compulsive Buying: Its Roots, Measurement and Physiology</b> Session Chair: Nancy M. Ridgway, University of Richmond Discussion Leader: April L. Benson, creator of Stopping Overshopping Program
<b>Session 2.7 Fiesta A</b>	<b>Consumption in Soap Operas from Brazil, New Zealand, and the U.S.: Productions, Products and Process</b> Session Chairs: Barbara Stern, Rutgers University Cristel Antonia Russell, San Diego State University Discussion Leader: Marilyn Lavin, University of Wisconsin
<b>Session 2.8 Directors Room 2</b>	<b>How and Why Consumers (MIS)interpret Financial Information</b> Session Chairs: Suzanne Shu, Southern Methodist University Sharmistha Law, University of Toronto
<b>Session 2.9 Boardroom</b>	<b>ROUNDTABLE: Anthropomorphism and Consumer Behavior</b> Discussion Leader: Tina Kiesler, California State University, Northridge

	<b>Friday Sept. 30, 12:00 p.m. - 1:30 p.m.</b>
<b>Texas Ballroom</b>	ACR Luncheon and Presidential Address  <i>Meaning and Mattering Through Transformative Consumer Research</i> David Glen Mick, University of Virginia

	<b>Friday Sept. 30, 2:00 p.m. – 6:00 p.m.</b>
<b>Fiesta B</b>	<b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University


<b>SESSION 3</b>	<b>Friday Sept. 30, 2:00 p.m. - 3:30 p.m.</b>
<b>Session 3.1 Executive Salon 1</b>	<b>Understanding Our Behavior As We Age: Effects of Memory and Time Horizons on Beliefs, Preferences and Choices</b> Session Chair: Ian Skurnik, University of Toronto Discussion Leader: Cathy Cole, University of Iowa
<b>Session 3.2 Executive Salon 2</b>	<b>I Feel Therefore I am (or not)- The Role of Affect in Decision Making</b> Session Chair: Deborah Small, University of Pennsylvania and Monica Wadhwa, University of Iowa Discussion Leader: Antoine Bechara, University of Iowa
<b>Session 3.3 Executive Salon 3</b>	<b>Movies, TV and Sports: Bring Us Together or Pull Us Apart?</b> Session Chairs: Robert Madrigal, University of Oregon David Moore, University of Michigan
<b>Session 3.4 Executive Salon 4</b>	<b>Consumer Response to Price Presentation Formats: Implications for Partitioned Pricing and Transaction Bundling</b> Session Chair: Rebecca Hamilton, University of Maryland Discussion Leader: Eric Greenleaf, New York University
<b>Session 3.5 Executive Salon 5</b>	<b>Information Overload: When Less is Better Than More</b> Session Chair: S. Adam Brasel, Boston College

<b>Session 3.6 SA Ballroom</b>	<b><i>For Consumers: Steps Toward Transformative Consumer Research</i></b> Special Presidential Session, Organized by David Mick Cornelia (Connie) Pechmann and Linda Price, co-chairs
<b>Session 3.7 Fiesta A</b>	<b>Coming Home: The Role of Consumption in the (Re)Construction of Heritage Among African Americans</b> Session Chair and Discussion Leader: Laura Oswald, ESSEC Business School
<b>Session 3.8 Directors Room 2</b>	<b>Consumers' Online Purchase Behavior: Do They Perceive Risks That Aren't There?</b> Session Chair: Anu Sivaraman, University of Delaware
<b>Session 3.9 Boardroom</b>	<b>ROUNDTABLE: Qualitative Data Analysis</b> Discussion Leader: Eric J. Arnould, University of Arizona

	<b>Friday Sept. 30, 3:30 p.m.- 4:00 p.m.</b>
<b>SA Foyer</b>	Afternoon Break

<b>SESSION 4</b>	<b>Friday Sept. 30, 4:00 p.m. -5:30 p.m.</b>
<b>Session 4.1 Executive Salon 1</b>	<b>Understanding and Interpreting Consumer Vulnerability</b> Session Chair: Ron Hill, USF St. Petersburg Discussion Leader: Lisa Penaloza, University of Colorado
<b>Session 4.2 Executive Salon 2</b>	<b>Understanding Consumer Enjoyment and Happiness</b> Session Chair: Tonya Williams, Northwestern University Angela Y. Lee, Northwestern University Discussion Leader: Dipankar Chakravarti, University of Colorado, Boulder
<b>Session 4.3 Executive Salon 3</b>	<b>Transformative Consumer Research: Unrealized Potential</b> Session Chair: Jonathan Schroeder, University of Exeter
<b>Session 4.4 Executive Salon 4</b>	<b>Are Prices Recalled? Are Prices Fair? Consumerism and Pricing</b> Session Chair: Susan Harmon, Middle Tennessee State University
<b>Session 4.5 Executive Salon 5</b>	<b>Information Processing Biases: Inevitable or (Possibly) Avoidable?</b> Session Chairs: Alexander Chernev, Northwestern University Timothy Heath, Miami University
<b>Session 4.6 SA Ballroom</b>	<b>Affect and Its Effects on Compensatory Consumption</b> Session Chair: Nitika Garg, University of Mississippi Discussion Leader: Michel Pham, Columbia University
<b>Session 4.7 Fiesta A</b>	<b>Historical Perspectives on Consumption</b> Session Chair: Katherine Sredl, Univ. of Illinois Discussion Leader: Russell Belk, Univ. of Utah
<b>Session 4.8 Directors Room 2</b>	<b>Various Responses to Price Discounts?</b> Session Chair: Koert Van Ittersum, Georgia Tech
<b>Session 4.9 Boardroom</b>	<b>ROUNDTABLE: Exploring the Co-Evolution of Possession Constellations, Self, and Identity</b> Discussion Leader: Rob Kleine, Ohio Northern University

	<b>Friday Sept. 30, 4:30 p.m. - 6:30 p.m.</b>
<b>Fiesta Pavilion</b>	JCR Editorial Review Board

	<b>Friday Sept. 30, 6:00 p.m. - 8:00 p.m.</b>
<b>Texas Ballroom</b>	<p><b><i>Working Paper Session and Reception</i></b> Sponsored by</p>  <p><b>UCIrvine</b>   THE PAUL MERAGE SCHOOL OF BUSINESS</p> <p><b>Session Chairs:</b> Carolyn Folkman Curasi, Georgia State University Dan Freeman, University of Delaware</p> <p><b>Working Paper Themes:</b> Affect and Emotions Communication, Attitudes &amp; Persuasion Research in the Public Interest Internet &amp; Technology Information Processing Products &amp; Brands Behavioral Decision Theory Sociological Analysis Self-Concept</p>

**SATURDAY, OCTOBER 3, 2005**

	<b>Saturday Oct. 3, 7:30 am - 8:30 am</b>
<b>SA Foyer</b>	ACR Coffee Bar

	<b>Saturday Oct. 3, 7:30 a.m. - 9:00 a.m.</b>
<b>Texas Ballroom A</b>	JCP Board Meeting

	<b>Saturday Sept. 30, 8:00 a.m.- 5:00 p.m.</b>
<b>Grand Foyer</b>	ACR Registration

	<b>Saturday Sept. 31, 8:00 a.m. – 12:00 p.m.</b>
<b>Fiesta B</b>	<p><b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University</p>

<b>SESSION 5</b>	<b>Saturday Oct. 1, 8:30 a.m. - 10:00 a.m.</b>
<b>Session 5.1 Executive Salon 1</b>	<p><b>The McDonaldization of Enchantment and Consumers Practices of Re-enchantment: A Dialectic View of Transformative Consumption</b> Session Chair and Discussion Moderator: Craig Thompson, University of Wisconsin-Madison</p>

<b>Session 5.2</b> <b>Executive</b> <b>Salon 2</b>	<b>What's On Your Mind? Neuroscientific Approaches to Studying Consumer Choice</b> Session Co-Chairs: William Hedgcock and Akshay Rao, University of Minnesota Discussion Leader: Eric Johnson, Columbia University
<b>Session 5.3</b> <b>Executive</b> <b>Salon 3</b>	<b>Holidays and Getaways: Loved or Loathed?</b> Session Chair: Stacey Menzel Baker, University of Wyoming
<b>Session 5.4</b> <b>Executive</b> <b>Salon 4</b>	<b>Consumers' Sense Making of Advertising and Branding Strategies</b> Session Chair: Mickey Blech, San Diego State University Torsten Ringberg, Vanderbilt University
<b>Session 5.5</b> <b>Executive</b> <b>Salon 5</b>	<b>Impulsivity: When You Just Can't (Or Won't) Resist The Urge</b> Session Chair: Siegfried Dewitte, Catholic University, Leuven
<b>Session 5.6</b> <b>SA Ballroom</b>	<b>Psychological Processes in Financial Decision-making: A Consumer Perspective</b> Session Chair: Eric M. Eisenstein, Johnson School of Management, Cornell University Discussion Leader: Andrew Gershoff, University of Michigan
<b>Session 5.7</b> <b>Fiesta A</b>	<b>Lost in the Story: Factors that Affect Narrative Transportation and Advertising</b> Session Chair: Jing Wang, Northwestern University Discussion Leader: John Deighton, Harvard University
<b>Session 5.8</b> <b>Directors</b> <b>Room 2</b>	<b>Consumers' Participation in Service</b> Session Chairs: Shashi Matta, University of Southern California Patricia Warrington, Purdue University
<b>Session 5.9</b> <b>Boardroom</b>	<b>ROUNDTABLE: The Manipulation and Measurement of Regulatory Focus in Consumer Research</b> Discussion Leader: Yun-Oh Whang, University of Central Florida

	<b>Saturday Oct. 1, 10:00 a.m.- 10:30 am</b>
<b>SA Foyer</b>	Morning Break

<b>SESSION 6</b>	<b>Saturday Oct. 1, 10:30 a.m.- 12:00 p.m.</b>
<b>Session 6.1</b> <b>Executive</b> <b>Salon 1</b>	<b>A Sociocultural Investigation of Consumer Credit and Consumer Debt</b> Session Chair: Craig Thompson, University of Wisconsin Discussion Leader: Eric J. Arnould, University of Arizona
<b>Session 6.2</b> <b>Executive</b> <b>Salon 2</b>	<b>Goal Distance and Consumer Choice</b> Session Chair: Ran Kivetz, Columbia University Discussion Leader: Drazen Prelec, Sloan School M.I.T.
<b>Session 6.3</b> <b>Executive</b> <b>Salon 3</b>	<b>Consumer Migration and Acculturation: Making It Our Of the 3<sup>rd</sup> World</b> Session Chairs: Teresa Davis, University of Sydney Jim Hunt, Temple University
<b>Session 6.4</b> <b>Executive</b> <b>Salon 4</b>	<b>It Matters Who You Are: New Perspectives on the Role of Individual Differences in Brand Behaviors and Evaluations</b> Session Chair: Rohini Ahluwalia, University of Minnesota Discussion Leader: Deborah John, University of Minnesota

<b>Session 6.5 Executive Salon 5</b>	<b>Tastes: The Misunderstood and Understudied Sense</b> Session Chairs: Peeter Verlegh, Erasmus University Meera Venkatraman, Suffolk University
<b>Session 6.6 SA Ballroom</b>	<b>When Increasing Control Decreases Consumers' Well-Being: The Negative Psychological Consequences of Choosing</b> Session Chair: Simona Botti, Cornell University Discussion Leader: Rik Pieters, Tilburg University
<b>Session 6.7 Fiesta A</b>	<b>Representations in Consumer Research</b> Session Chair: Julien Cayla, Australian Graduate School of Management Discussion Leader: Fuat Firat, University of Southern Denmark
<b>Session 6.8 Directors Room 2</b>	<b>Consumers' Cultural Orientation and Receptivity to Marketing Offers</b> Session Chair: Dawn Lerman, Fordham University
<b>Session 6.9 Boardroom</b>	<b>ROUNDTABLE: Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture Based Research</b> Discussion Leaders: Sharon Shavitt, University of Illinois, Urbana-Champaign Ana Valenzuela, Baruch College

	<b>Saturday Oct. 1, 12:00 p.m. - 1:30 p.m.</b> ACR Luncheon and Business Meeting
<b>Texas Ballroom</b>	Sponsored by  <b>Labovitz School</b> OF BUSINESS AND ECONOMICS

	<b>Saturday Oct. 1, 2:00 p.m. – 3:00 p.m.</b>
<b>Fiesta B</b>	<b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University  SPECIAL SHOWING OF 2005 PEOPLE'S CHOICE AWARD FILM FOLLOWED BY DISCUSSION WITH FILMMAKER

<b>SESSION 7</b>	<b>Saturday Oct. 1, 2:00 p.m. - 3:30 p.m.</b>
<b>Session 7.1 Executive Salon 1</b>	<b>Children's Obesity: Is Consumer Research Relevant?</b> Session Chair: Elizabeth S. Moore, University of Notre Dame William L. Wilkie, University of Notre Dame Discussion Leader: Jerome D. Williams, University of Texas, Austin
<b>Session 7.2 Executive Salon 2</b>	<b>Thinking About the Future: Positive and Negative Effects on Consumer Judgment and Well-Being</b> Session Chairs: Cecile Cho, Columbia University Gergana Yordanova, University of Pittsburgh Discussion Leader: Peter Gollwitzer, New York University/University of Konstanz

<b>Session 7.3 Executive Salon 3</b>	<b>Consumer Activism in Online Communities: Can David Become Goliath?</b> Session Chairs: Dipyan Biswas, Bentley College Kirsten Grasshoff Passyn, Salisbury University
<b>Session 7.4 Executive Salon 4</b>	<b>Consumers' Self Perceptions as Moderators of Advertising Effects</b> Session Chair: Alan Malter, University of Arizona Priyali Rajagopal, Southern Methodist University
<b>Session 7.5 Executive Salon 5</b>	<b>Satisfaction and Regret in Consumer Decision-Making</b> Session Chair: Eric Shih, Wake Forest University
<b>Session 7.6 SA Ballroom</b>	<b>Does Knowledge of the Marketplace Really Help Consumers? The Case for (or against) Persuasion Knowledge</b> Session Chair: Christina L. Brown, University of Michigan Discussion Leader: Ian Skurnik, The University of Toronto
<b>Session 7.7 Fiesta A</b>	<b>Transformative Consumer Culture Theory</b> Session Chair: Julie L. Ozanne, Virginia Tech Susan Dobscha, Bentley College Discussion Leaders: Eric J. Arnould, University of Arizona Craig Thompson, University of Wisconsin
<b>Session 7.8 Directors Room 2</b>	<b>Retail Price Promotions and Consumers Gullibility</b> Session Chairs: Shailendra Pratap Jain, Indiana University Kyle Murray, University of Western Ontario
<b>Session 7.9 Boardroom</b>	<b>FERBER AWARD SESSION</b>

	<b>Saturday Oct. 1, 3:30 p.m. - 4:00 p.m.</b>
<b>SA Foyer</b>	Afternoon Break

<b>SESSION 8</b>	<b>Saturday Oct. 1, 4:00 p.m. - 5:30 p.m.</b>
<b>Session 8.1 Executive Salon 1</b>	<b>A Variety of Explanations for Variety-Seeking Behaviors: Physiological Needs, Memory Processes, and Primed Rules</b> Session Chair: Rebecca Ratner, University of North Carolina, Chapel Hill Discussion Leader: Don Lehmann, Columbia University
<b>Session 8.2 Executive Salon 2</b>	<b>Motivational Influences in Consumer Behavior: The Role of Regulatory Focus</b> Session Chairs: Rongrong Zhou, Hong Kong University of Science and Technology Jaideep Sengupta, Hong Kong University of Science and Technology Discussion Leader: Robert Wyer, Hong Kong University of Science and Technology
<b>Session 8.3 Executive Salon 3</b>	<b>Children and Adolescents: How (In)dependent Are They?</b> Session Chair: Sabrina Neeley, Miami University
<b>Session 8.4 Executive Salon 4</b>	<b>Do Products Smile? When Fluency Confers Liking and Enhances Purchase Intent</b> Session Chair: Aparna A. Labroo, University of Chicago Discussion Leader: Stijn van Osselaer, Erasmus University
<b>Session 8.5 Executive Salon 5</b>	<b>Mental Accounts, Inferences and Miscalculations</b> Session Chair: Ashwani Monga, University of Texas, San Antonio

<b>Session 8.6 SA Ballroom</b>	<b>Public Policy Prescriptions from Consumer Research</b> Session Chair: Nina Mazar, MIT Sloan School of Management Discussion Leader: Joel Cohen, University of Florida
<b>Session 8.7 Fiesta A</b>	<b>Word-of-Mouth and Word-of-Web: Talking About Products, Talking About Me</b> Session Chair: Andrea C. Wojnicki, Harvard University Discussion Leader: Robert V. Kozinets, York University
<b>Session 8.8 Directors Room 2</b>	<b>Advertising Executions: Music, Number, and Position Effects</b> Session Chair: Hayden Noel, Baruch, CUNY
<b>Session 8.9 Boardroom</b>	<b>ROUNDTABLE: Philosophy and Consumption</b> Discussion Leader: Janet Borgerson, University of Exeter

	<b>Saturday Oct. 1, 4:30 p.m. - 6:00 p.m.</b>
<b>Texas Ballroom C</b>	<b>ACR 2006 Program Committee Meeting</b>

	<b>Saturday Oct. 1, 6:00 p.m. - 9:30 p.m.</b>
<b>Optional Off Site</b>	Dinner Event
<b>First bus pickup at hotel 6:00 p.m.</b>	<i>Institute of Texan Cultures</i> (\$25/adult) Event begins 6:30 p.m. Sponsored by
	<b>UTSA</b> <b>The University of Texas ★ San Antonio</b> College of Business Department of Marketing

**SUNDAY, OCTOBER 3, 2005**

	<b>Sunday Oct. 2, 7:30 a.m.- 8:30 am</b>
<b>SA Foyer</b>	ACR Coffee Bar

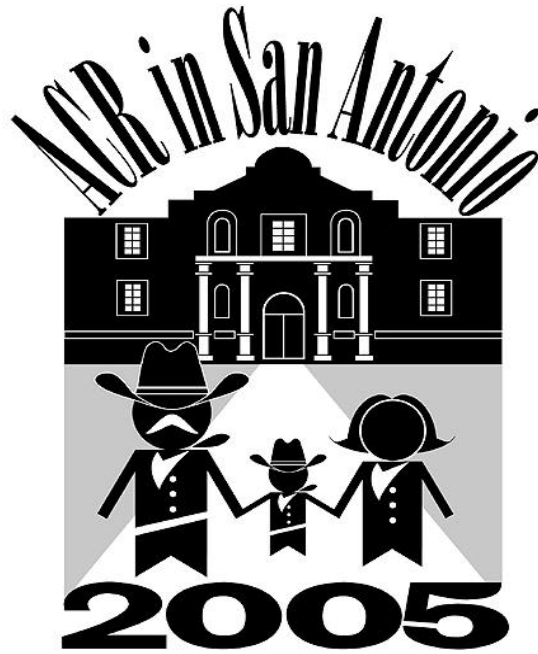
<b>SESSION 9</b>	<b>Sunday Oct. 2, 8:30 a.m.- 10:00 am</b>
<b>Session 9.1 Executive Salon 1</b>	<b>Marketplace Motives and Consumer Skepticism</b> Session Chair: Barbara Bickart, Rutgers University - Camden Discussion Leader: Connie Pechmann, University of California-Irvine
<b>Session 9.2 Executive Salon 2</b>	<b>Emerging Perspectives on Self-Control</b> Session Chair: Ran Kivetz, Columbia University Discussion Leader: Klaus Wertenbroch, INSEAD
<b>Session 9.3 Executive Salon 3</b>	<b>The Meanings of Food In Everyday Life</b> Session Chair: Susan Hogan, Emory University

<b>Session 9.4 Executive Salon 4</b>	<b>Culture and Cognition: The Case of Irrational Beliefs About Luck</b> Session Chair: Rashmi Adaval, Hong Kong University of Science and Technology, Discussion Leader: Robert S. Wyer, Hong Kong University of Science and Technology
<b>Session 9.5 Executive Salon 5</b>	<b>When How I Feel Affects How I Think</b> Session Chairs: Meryl Gardner, University of Delaware Anu Sivaraman, University of Delaware
<b>Session 9.6 SA Ballroom</b>	<b>New Advances in Mental Accounting: Underlying Mechanisms and Resultant Biases</b> Session Chair: Gülden Ülkümen, New York University Discussion Leader: Eric Johnson, Columbia University
<b>Session 9.7 Fiesta A</b>	<b>Pushing the Frontiers of Decision Making Neuroscience to Help Consumers Adopt a Healthy Lifestyle in Our Modern Society of Plenty</b> Session Chair: Laurette Dube, McGill University Antoine Bechara, University of Iowa Discussion Leader: Barbara Mellers, University of California, Berkeley
<b>Session 9.8 Directors Room 2</b>	<b>Virtual Products, Worlds and Locations</b> Session Chair: Shay Sayre, California State University, Fullerton
<b>Session 9.9 Boardroom</b>	<b>ROUNDTABLE: The Journey Continues: Building on the Legacy of the Odyssey</b> Discussion Leaders: Karen Fernandez, University of Auckland, Carolyn Curasi, Georgia State University Stacey Menzel Baker, University of Wyoming

	<b>Sunday Oct. 2, 10:00 a.m.- 10:30 am</b>
<b>SA Foyer</b>	Morning Break

<b>SESSION 10</b>	<b>Sunday Oct. 2, 10:30 a.m.- 12:00 p.m.</b>
<b>Session 10.1 Executive Salon 1</b>	<b>An Examination of the Concept of Postmodern Home and the Role of Consumption in Home-making Practices</b> Session Chair: Fleura Bardhi, Northeastern University Discussion Leader: Julie L. Ozanne, Virginia Polytechnic Institute and State University
<b>Session 10.2 Executive Salon 2</b>	<b>Dynamics of Self-Regulation</b> Session Chair: Suresh Ramanathan, University of Chicago Discussion Leader: Tanya Chartrand, Duke University
<b>Session 10.3 Executive Salon 3</b>	<b>Consumer and Researcher Vulnerability and Transcendence</b> Session Chair: Carol Kaufman-Scarborough, Rutgers University
<b>Session 10.4 Executive Salon 4</b>	<b>Cultural Variations in Brand Extension Evaluations and Brand Dilution Effects</b> Session Chair: Zeynep Gürhan-Canli, University of Michigan Discussion Leader: Sharon Shavitt, University of Illinois
<b>Session 10.5 Executive Salon 5</b>	<b>Consumer Expertise: Precursors and Consequences</b> Session Chair: Qing Wang, University of Warwick
<b>Session 10.6 SA Ballroom</b>	<b>Time and Decisions: Attention Based Perspective on Temporal Effects in Judgment and Choice</b> Session Chair: Selin Malkoc, The University of North Carolina- Chapel Hill Discussion Leader: Drazen Prelec, Massachusetts Institute of Technology

<b>Session 10.7 Fiesta A</b>	<b>Investigating Neural Correlates of Consumer Judgments</b> Session Chair: Carolyn Yoon, University of Michigan Discussion Leader: Richard Gonzalez, University of Michigan
<b>Session 10.8 Directors Room 2</b>	<b>Playing Fair: Should I or Shouldn't I?</b> Session Chair: Douglas Hausknecht, University of Akron



THURSDAY, SEPT. 29<sup>TH</sup>, 2005

ACR

## WELCOMING RECEPTION

6:00-8:00 p.m.

Texas Ballroom


Sponsored by

**Marketing Department  
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## FRIDAY, SEPTEMBER 30, 2005

	<b>Friday Sept. 30, 7:00 a.m.- 8:00 a.m.</b>
<b>Directors Room 1</b>	SCP Executive Committee Meeting
	<b>Friday Sept. 30, 7:30 a.m.- 8:30 a.m.</b>
<b>SA Foyer</b>	ACR Coffee Bar
	<b>Friday Sept. 30, 7:30 a.m.- 9:00 a.m.</b>
<b>Private Dining Room</b>	JCR Associate Editors Meeting
<b>Texas Ballroom A</b>	<p style="text-align: center;">Keith Hunt Newcomers' Breakfast Sponsored by</p> <div style="text-align: center;">  <p style="text-align: center;">..... GENERAL MILLS</p> </div>
	<b>Friday Sept. 30, 8:00 a.m.- 5:00 p.m.</b>
<b>Grand Foyer</b>	ACR Registration
	<b>Friday Sept. 30, 8:00 a.m.– 12:00 p.m.</b>
<b>Fiesta B</b>	<p style="text-align: center;"><b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University</p> <p style="text-align: center;">(15-minute filmmaker discussion follows premier showing of each film)</p> <p style="text-align: center;">8:00 The Paradox Between Only Looking and Possession (Premier) Yu Chen. HEC, Paris</p> <p style="text-align: center;">8:29 Not Desperate Housewives: Turkish Housewives' Consumption Practices at "Money Day" Gatherings (Premier) Ebru Ulusoy, Istanbul University</p> <p style="text-align: center;">9:05 Headbanging: As Resistance or Refuge (Premier) Marylouise Caldwell, University of Sydney, Paul Henry, University of Sydney</p> <p style="text-align: center;">9:46 Burning Bock (Premier) Sven Bergvall, Royal Institute of Technology, Jacob Ostberg, Stockholm University</p> <p style="text-align: center;">10:41 What Do Consumers Consume in Santa? A Comparative Study of Santa Claus in Scandinavia (Premier) Junko Kimura, Hosei University</p> <p style="text-align: center;">10:56 Gearhead Pilgrimage: The Queen Mary Summit of Indiana Jones (Premier) Scott Smith, Central Missouri State University, S. Jason Cole, University of Kansas Dan Fisher, University of Tulsa, Jeff B. Murray, University of Arkansas Molly Rapert, University of Arkansas</p> <p style="text-align: center;">11:33 There and Back Again: A Consumption Journey (Premier) Robert Kozinets, York University</p>

<b>SESSION 1</b>	<b>Friday Sept. 30, 8:30 a.m.- 10:00 a.m.</b>
<b>Session 1.1 Executive Salon 1</b>	<p style="text-align: center;"><b>In Harm's Way? The Turbulence of Adolescence</b>  Session Chair: Julie L. Ozanne, Virginia Tech  Discussion Leader: Marvin Goldberg, Penn State</p> <p style="text-align: center;"><b>Who Thinks They Know More – But Actually Knows Less? Adolescent Confidence in their HIV/AIDS and General Knowledge</b>  Andrew M. Parker, Virginia Tech  Baruch Fischhoff, Carnegie Mellon University  Wändi Bruine de Bruin, Carnegie Mellon University</p> <p>Health-related decisions are among the most important ones we make in our lives. Adolescents' growing emancipation gives them the power to make choices that can dramatically affect their current and future well-being. This paper investigates teens' knowledge and confidence in that knowledge, regarding HIV/AIDS-related and general issues. We find that high-risk teens are both less knowledgeable and more confident than their lower-risk peers, resulting in dramatically higher overconfidence. This increased confidence appears related to social influences such as peer risky behavior and parental confidence, while knowledge is not.</p> <p style="text-align: center;"><b>At Risk or Out Front? Understanding the Women of the Future</b>  Linda M. Scott, University of Illinois</p> <p>This study takes the generational trajectory of American women as its starting point. Based on her recent history, <u>Fresh Lipstick</u>, Linda Scott speculates that female adolescent behaviors frightening observers today are consistent with a long-term trend in which each successive cohort of American girls sheds more restrictions of gender. In history, a few generations stand out as (1) having been particularly shocking to their parents and (2) having made major challenges to gender roles. Two are the flappers of the 1920s and the Baby Boomers. Having now completed 60+ video interviews with girls 8-23, Scott argues the emergent generation will be another "breakthrough" cohort.</p> <p style="text-align: center;"><b>The Cyborg Teen: Identity Play and Deception on the Internet</b>  Laurel Anderson, Arizona State University  Julie L. Ozanne, Virginia Tech</p> <p>This paper presents an interpretive exploration of teenagers' relationship to their computers and explores the opportunities, as well as some of the problems, that arise when teenagers self-socialize on the computer. While the Internet offers a rich opportunity for identity exploration, it is not without dangers. This paper explores the traditionally private aspects of identity that are presented in these anonymous but public forums. It seeks to understand when the cyber identities help teens work out problem in real life and when the cyber identities become problematic.</p>
<b>Session 1.2 Executive Salon 2</b>	<p style="text-align: center;"><b>The Inextricability of Conscious and Nonconscious Processes In Consumer Behavior</b>  Session Chair: Stacy Wood, University of South Carolina  Discussion Leader: Chris Janiszewski, University of Florida</p> <p style="text-align: center;"><b>Conscious versus Nonconscious Detection of Product Attribute Change</b>  Stewart Shapiro, University of Delaware  Mark T. Spence, Southern Connecticut State University</p> <p>The ability to detect product performance changes over time requires a comparative process as well as an accessible representation of the pre-changed stimulus's performance level at the time of comparison. The extent to which change detection can occur on an unconscious level is examined. Results indicate that changes in product performance can be detected unconsciously when the performance level of the pre-changed stimulus is not consciously accessible from memory and when consumers consciously attempt to avoid a comparison process.</p>

	<p style="text-align: center;"><b>Conscious and Nonconscious Elements in Habitual Consumption Behavior</b>  Stacy L. Wood, University of South Carolina  Kelly L Haws, University of South Carolina</p> <p>Consumers describe their “habitual” consumption in broad terms. Conversely, academic research focuses on a more narrow conceptualization of habit. While the academic definition of a habit is based largely on automaticity (and, more recently, on self-identity), consumers may perceive as habitual, behaviors that have varying levels of automaticity. For example, one may exercise regularly, but the engagement of this activity (e.g., getting out of bed and dressing appropriately) may require continuing effortful deliberation. Thus, we offer a broad framework of “regular behaviors” that distinguishes practices and compulsions from habits using automaticity and identity factors. This creates a triadic framework that we test in a survey of 11 common repeated behaviors.</p> <p style="text-align: center;"><b>Goals in Conflict</b>  Tanya Chartrand, Duke University  Amy N. Dalton, Duke University</p> <p>In this research, we examine the differences between conscious and nonconscious goals. In both studies, we asked what happens upon failure at a conscious goal or a nonconscious goal. In both studies, we find clear evidence that goal consciousness moderates the effect of goal failure on subsequent behavior. That is, peoples’ behavioral responses suggest that they are motivated in secondary activities by the consequences of primary goal outcomes differently based on whether the goals were consciously or nonconsciously primed.</p>
<p><b>Session 1.3  Executive  Salon 3</b></p>	<p style="text-align: center;"><b>Emancipation or Commercial Exploitation? Case Examples</b>  Session Chair: Athinodoros Chronis, California State University, Stanislaus</p> <p style="text-align: center;"><b>Emancipation Through Modernist Pursuits: The Discipline of Running</b>  Tandy D. Chalmers, University of Arizona</p> <p>This study presents an alternative and complementary view of emancipation revealed through an existential-phenomenological analysis of the running subculture. The process through which distance runners achieve emancipation diverges from the mechanisms outlined in previous consumer research in that it is not temporally constrained, it takes place within the confines of ordinary life, it is not opposed to a dominant power, and, most interestingly, it occurs through a systematic imposition (not removal) of modernist constraints such as time, distance, achievement, and progress.</p> <p style="text-align: center;"><b>Brand-Personal Values Fit and Brand Meanings: Exploring the Role Individual Values Play in Ongoing Brand Loyalty in Extreme Sports Subcultures</b>  Pascale Quester, University of Adelaide  Michael Beverland, The University of Melbourne  Francis Farrelly, Monash University</p> <p>We examine whether value fit - the degree to which brands reflect core values attracting individuals to subcultures- is associated with brand loyalty. We also examine how these core values influence consumers’ response to external social pressures exerted on their subculture. We identify freedom, belongingness, excellence and connection as core values driving involvement in a subculture, based on 19-depth interviews of consumers in the surf, snowboarding and skate sub-cultures.</p> <p style="text-align: center;"><b>Am I What I Wear? An Exploratory Study of Symbolic Meanings Associated with Secondhand Clothing</b>  Dominique Roux, University Paris  Michaël Korchia, Bordeaux Ecole De Management</p>

	<p>This paper conceptualizes and explores the symbolic and psychological aspects of both acceptance and rejection toward used clothes. Based on Sartre’s (1956) view on having and being, it proposes a broader investigation of the various aspects of positive and negative meanings associated with the exchange and resale of second-hand clothing. Based on an exploratory study, the findings suggest that when used clothes are mentally detached from a previous owner, they can be appraised for their intrinsic properties instead of being reduced to the incorporated intimacy with another person. In addition, certain characteristics of these products seem to uncover various and strong desires for re-appropriation.</p> <p style="text-align: center;"><b>Constructing Hortiporn: On the Aesthetics of Stylized Exteriors</b> Paul Hewer, University of Stirling, Douglas Brownlie, University of Stirling</p> <p>The paper examines the use of glamorously stylised photographic images embedded in highly refined aesthetic text (the Plant Room), not only as an information technology, but more formally as a situated representational practice producing meaning through signification (Williamson, 1978). We argue that there is a discursive economy of signs and spaces operating within the images and that when embedded within texts, they become active sites of representational practice. Images are referred to as ‘hortiporn’, where photography inscribes a ‘look’ into a subject position that demands submission. In this way, the premeditated images of the subject-text not only anticipate forms of arousal, they provide simulations of pleasure.</p>
<p><b>Session 1.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>When Brands Join Hands: Examining the Reciprocal Effects of Brand Alliance Strategies on Partner Brand Equity</b> Session Chair: Vanitha Swaminathan, University of Pittsburgh Discussion Leader: Stijn Van Osselaer, Erasmus University</p> <p style="text-align: center;"><b>The Reciprocal Effect of Co-Branding: A Counter-Extensions Perspective</b> Piyush Kumar, Vanderbilt University</p> <p>A brand that successfully extends from its parent category into a new extension category often faces a counter-extension by a brand from the extension category back into its own parent category. However, there is little guidance available regarding how brand extension strategies need to be adjusted in order to mitigate the risk to the parent brand from counter-extensions. This research examines the differential impact of co-branded versus solo-branded extensions on customer evaluation of brand counter-extensions. It demonstrates that customers evaluate a counter-extension <i>less favorably</i> if the preceding extension by the focal brand is co-branded than if it is solo-branded. The findings suggest that co-branding may not only improve the attribute profile of a brand’s own extension, it may also help protect the brand against counter-extensions.</p> <p style="text-align: center;"><b>Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty</b> Tansev Geylani, University of Pittsburgh Frenkel Ter Hofstede, University of Texas at Austin Jeffrey Inman, University of Pittsburgh</p> <p>We investigate when a brand’s image is reinforced or impaired as a result of co-branding, and which partner is right for a firm that considers co-branding for image reinforcement. We address these issues by conceptualizing attribute beliefs as two-dimensional constructs: the attribute’s expected value and its uncertainty. We argue that these beliefs are updated after consumers are exposed to a co-branding activity and present a model that describes the updating mechanism. We generate several propositions and test them via an experiment. Our findings indicate that expected values of the attributes may</p>

	<p>improve as a result of co-branding. Further, our results show that under certain conditions, uncertainty associated with the partner brands increases through the alliance.</p> <p style="text-align: center;"><b>The Impact of Ingredient Branded Strategies on Brand Dilution</b>  Vanitha Swaminathan, University of Pittsburgh  Srinivas K. Reddy, University of Georgia</p> <p>While much research has focused on positive reciprocal effects, this paper examines the negative spillover effects of ingredient branding strategies on the host and the ingredient brands. We demonstrate that successful and unsuccessful ingredient branded products can result in brand dilution. The first study examines how unsuccessful ingredient branded products can impact the host and ingredient attitude. The results suggest that negative information regarding the ingredient branded product weakened host and ingredient attitudes. The second study examines the spillover effects of successful ingredient branded products. Our results demonstrate that even successful ingredient branded products can weaken the equity of the partner brands under certain conditions.</p>
<p><b>Session 1.5  Executive  Salon 5</b></p>	<p style="text-align: center;"><b>Positive and Negative Moods and Information Processing Biases</b>  Session Chairs: Nikki Lee-Wingate, Rutgers University  Meg Meloy, Pennsylvania State University</p> <p style="text-align: center;"><b>Why Consumers Buy Lottery Tickets When the Sun Goes Down on Them. The Depleting Nature of Weather Induced Bad Moods.</b>  Sabrina Bruyneel, Catholic University Leuven  Siegfried Dewitte, Catholic University, Leuven  Philip Hans Frances, Erasmus University Rotterdam  Marnik G. Dekimpe, Catholic University Leuven/Erasmus University Rotterdam</p> <p>We propose that weather conditions can influence consumers' engagement in lottery play. A longitudinal study on the extent of lottery play in Belgium shows that lottery expenditures are indeed higher after reduced exposure to sunshine, even after controlling for people's inertia, time-varying characteristics of the game, and deterministic seasonal components. The results of a first laboratory study are consistent with these findings, and establish a link between lottery play and negative mood. Subsequent experiments provide evidence that depletion due to active mood regulation attempts, rather than mood repair, is the underlying process for the link between bad weather and lottery play.</p> <p style="text-align: center;"><b>Meddling-in of Affect in Information Integration</b>  Arul Mishra, University of Iowa  Himanshu Mishra, University of Iowa  Dhananjay Nayakankuppam (DJ), University of Iowa</p> <p>Prior work on affect and decision-making has shown that the affective response influences decisions by preempting the cognitive response. In this paper, we demonstrate that affect not only preempts but also has the potential to meddle with cognitive processing and bias its response. We explore this meddling-in quality by examining the influence of affect on a specific aspect of cognitive processing, namely information integration. Across four experiments, we demonstrate that the affective response originating from the stimulus biases the process of information integration, which results in a tendency to choose a normatively sub-optimal option.</p> <p style="text-align: center;"><b>Why Feelings Stray: Affective Misforecasting Drivers of Consumer Satisfaction</b>  Vanessa M. Patrick, University of Georgia  Deborah J. MacInnis, University of Southern California</p> <p>While experienced affect has been identified as a predictor of consumer satisfaction, limited research has examined how affective misforecasting (AMF) —the gap between</p>

	<p>predicted and experienced affect impacts satisfaction judgments. Based on prior research that links AMF and satisfaction, the current study uses qualitative and quantitative data to examine the sources of AMF (i.e., why it occurs) in the consumption domain. The authors find evidence supporting some sources of AMF identified in the psychology literature, develop a fuller understanding of others, and, find evidence for novel sources of AMF not previously explored. Importantly, they find considerable differences in the sources of AMF depending on whether feelings are worse than or better than forecast.</p> <p><b>Tomorrow Will Be Better: The Effect of Optimism Bias on Choice of Goal Pursuit</b>  Ying Zhang, University of Chicago  Ayelet Fishbach, University of Chicago  Ravi Dhar, Yale University</p> <p>Would anticipating workout make you more or less likely to order pizza for dinner? We propose that optimism bias leads people to believe they'll achieve more goal pursuit in the future than in the past, which is inferred either as higher commitment to the goal in the future or more progress will be made in the future. As a result, higher anticipated commitment leads to more goal-consistent actions whereas more anticipated progress justifies more disengagement from the goal. Three studies, including lab experiments and field studies, provide support for the predictions.</p>
<p><b>Session 1.6 SA Ballroom</b></p>	<p><b>Consumer Researchers for Public Health: Insights from Three Government-funded Programs</b>  Session Chair: Cristel Antonia Russell, San Diego State University</p> <p><b>Obesity and the Social Environment: A Tale of Two Cities: Los Angeles &amp; Austin, TX</b>  Jerome D. Williams, University of Texas, Austin  Chiquita A. Collins, University of Texas, Austin  William J. McCarthy, University of California, Los Angeles  Antronette K. Yancey, University of California, Los Angeles</p> <p>This research examines the relationship between obesity and other health indicators to environmental factors, such as billboard advertising, quick-service restaurants, neighborhood walkability, etc. In addition, supermarket scanner data are analyzed to assess how these factors relate to purchasing behavior. Data are collected by zip codes in five cities: Los Angeles, Fresno, Sacramento, Philadelphia, and Austin. Hypotheses are developed to test whether African American and Latino consumers are disproportionately targeted by advertising of high-energy, low nutrient density food and beverage products, and underexposed to advertising for nutritious food and beverage products and physical activity-related products and services, and to examine the relationships between the environment, purchasing, and community health.</p> <p><b>The Impact of Media on Adolescent Sexual Development</b>  Martin Fishbein, University of Pennsylvania  Amy Jordan, University of Pennsylvania</p> <p>This research is funded by the National Institute of Health. There can be little doubt that the amount of sexual content in the media has been steadily increasing. At the same time however, unwanted pregnancies and sexually transmitted diseases have been declining. Despite this apparent negative relationship, there is a great deal of concern that sexual content in the media is increasing the likelihood that young adolescents will engage in sexual behaviors. This presentation describes some of the formative research conducted in preparation for developing a longitudinal survey to assess the impact of six media on the sexual beliefs, attitudes, intentions and behaviors of adolescents.</p> <p><b>Documenting the Nature and Impact of Alcohol Portrayals In TV Programs</b>  Cristel Antonia Russell, San Diego State University  Dale W. Russell, University of Amsterdam</p>

	<p style="text-align: center;">Joel Grube, Pacific Institute for Research and Evaluation</p> <p>This research, funded by the National Institute on Alcohol Abuse and Alcoholism, investigates the frequencies and types of alcohol portrayals in current television series and studies the processes through which such portrayals shape consumers' drinking beliefs and behaviors. The theoretical model, which is rooted in cognitive social learning theory, incorporates existing product placement research and the mediating role of audience connectedness. The program analyses include both quantitative and qualitative aspects of alcohol portrayals to document both explicit and implicit themes, images and other characteristics of alcohol portrayals in TV programming.</p>
<p><b>Session 1.7 Fiesta A</b></p>	<p style="text-align: center;"><b>Exploring Masculine Ideologies</b> Session Chair: Gokcen Coskuner, University of Wisconsin, Madison Discussion Leader: Craig Thompson, University of Wisconsin, Madison</p> <p style="text-align: center;"><b>Grooming Masculinities: A Poststructuralist Analysis of Masculinity Discourses in Films</b> Gokcen Coskuner, University of Wisconsin, Madison</p> <p>In this paper, I take a poststructuralist approach to explore the masculinity discourses circulated in films. I focus on men's grooming practices as a venue that has become situated in a gender ideology. Through analyzing media representations of different type of masculinities, I first aim to understand the symbolic boundaries between masculinities that are expressed through distinctive grooming. Second, I propose that men's grooming practices not only carry gender instructions but also reflect/ create/ reestablish boundaries around social class and ethnicity. Finally, I highlight two key ideological dimensions – rebellion versus conformity and femininity versus masculinity as imperative tensions in men's consumption and identity projects.</p> <p style="text-align: center;"><b>Men's Responses to Depictions of Ideal Masculinity in Advertising</b> Linda Tuncay, University of Illinois, Urbana-Champaign</p> <p>While past research has investigated the ideals of masculinity, little research has examined how mediated messages of masculinity in advertising are experienced by consumers. To investigate this issue, 20 in-depth interviews were conducted, using advertisements as projective aids. Men's reactions to images of masculinity in ads were investigated in order to uncover what their responses revealed about their own notions of masculinity. A typology of response styles was developed. Moreover, based on these response styles, five themes emerged in consumers' experiences of masculinity. These included: (1) authenticity (2) vulnerability (3) individuality (4) achievement and (5) elusiveness.</p> <p style="text-align: center;"><b>The Challenge of the New Masculinity</b> Jacob Ostberg, Stockholm University School of Business</p> <p>This study presents theoretical and empirical arguments regarding traditionally style conscious consumers' responses to the influx of the new hegemonic masculinity. The research is based on online and real life participant observational studies and looks at a how an enclave of young, well-off consumers respond to the increased aesthetization of mainstream consumption. I propose that the traditional elite is experiencing a crisis in masculinity, as the aspiring new elite is mimicking their consumption style. To handle this crisis they engage in conspicuous non-consumption. They also use women to manifest their masculinity in light of the new, allegedly feminized, consumption ethos.</p>

**Session 1.8  
Directors  
Room 2**

**Brand Extensions: A Closer Look at Conflict and Context**  
Session Chairs: Sandor Czellar, HEC School of Management

**The Clash of Personalities: The Role of the Corporate Brand in Product Brand Portfolios**

Joseph Goodman, University of Texas, Austin  
Susan Broniarczyk, University of Texas, Austin

In this paper we investigate the impact a corporate brand association has on a product brand portfolio and compare this association to other attribute associations. We investigate this from a consumer brand learning perspective and propose a structural view of brand knowledge in which consumers use structural mapping to map relationally similar brands. In multiple studies, we find that portfolios benefit from the corporate brand's presence under incidental learning but not under intentional learning. Further, we find that portfolios highlighting the relational similarity among its product brands will benefit the most from a corporate brand's presence.

**Cross-Gender Brand Extensions: Effects of Gender of Brand, Gender of Consumer and Product Type on Evaluation of Cross-Gender Extensions**

Kwon Jung, KDI School of Public Policy & Management  
Winston Lee, National University of Singapore

Many brands can possess strong gender identity: Marlboro for masculine image and Channel for feminine image. Over the years, there has been a growing trend of cross-gender extensions among those brands partly due to the unisex trend in consumer goods. This study examines consumers' evaluation of cross-gender extensions in an attempt to identify conditions for successful cross-gender extensions. The results show that gender of a brand, gender of consumers, and product type influence the evaluation of cross-gender extensions.

**The Effects of Line Extensions Up and Down in Quality on Initial Choice and Subsequent Switching Tendencies**

Timothy Heath, Miami University  
Michael S. McCarthy, Miami University  
Subimal Chatterjee, Binghamton University

Three experiments compared line extensions with novel names. Higher-quality extensions (e.g., *Formaggio's Magnifico* pasta sauce) failed to increase choice of higher-quality versions, but did increase choice of within-family middle-quality versions (e.g., *Formaggio's* regular) at the expense of competitors, steal (when discounted) more people from competitors, and reduce switching to (discounted) competitors. No corresponding effects of lower-quality extensions emerged, though results implicate countervailing positive effects of more products offered and negative effects of lower-quality offerings.

**Existing Products and Brand Extension Judgments: Does Brand Category Context Matter?**

Christopher Joiner, George Mason University

This research highlights how less accessible individual products and associations that are part of a brand category can influence consumers' brand-related judgments. Altering the brand category context in which a brand extension is introduced can increase the salience of these less accessible products and associations. In situations where this information is diagnostic, individuals base their extension judgments on a different set of dimensions than they would if the extension had been presented in the context of just the brand name. The data collected provided evidence that these brand context changes affected the temporary representations used to judge a new extension.

<p><b>Session 1.9 Boardroom</b></p>	<p style="text-align: center;"><b>From Defining Materialism to Outcome-Based Inquiry A Proposed Shift in Research Emphasis</b></p> <p style="text-align: center;">Discussion Leader: Aaron Ahuvia, University of Michigan, Dearborn</p> <p style="text-align: center;">Nancy Wong, Georgia Institute of Technology Fuat Firat, University of Southern Denmark, Odense, Denmark Debra Stephens, University of Portland Gary Bamossy, University of Utah and Vrije Universiteit, Amsterdam Gulnur Tumbat, University of Utah Stacey Menzel Baker, University of Wyoming Jim Burroughs, University of Virginia David Wooten, University of Michigan Jeff Wang, University of Arizona L.J. Shrum, University of Texas, San Antonio Annamma Joy, Concordia University Roz Galtz, Miami University</p> <p>Materialism research often proceeds by identifying what materialism is, developing a measure, and then looking for an empirical relationship to measures of happiness, mental health and/or physical symptoms of ill health. This round table will discuss the need for a parallel research track which I will call “outcome-based inquiry” that builds on the materialism research as well as research into other “dark side” behaviors such as compulsive buying. Instead of starting with a definition of some construct, such as materialism, and then seeing if it leads to negative psychological outcomes for consumers, outcome-based inquiry starts by asking the more open ended question “what kinds of consumer behaviors or attitudes might lead to positive or negative psychological outcomes?” This roundtable will be a collaborative discussion of this issue aimed at developing a list or hypothesis and research questions consistent with this project.</p>
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	<b>Friday Sept. 30, 10:00 a.m.- 10:30 a.m.</b>
SA Foyer	Morning Break

<p><b>SESSION 2</b></p> <p><b>Session 2.1 Executive Salon 1</b></p>	<p style="text-align: center;"><b>Friday Sept. 30, 10:30 a.m.- 12:00 p.m.</b></p> <p style="text-align: center;"><b>Living Legacies: Exploring Influences on Family Consumption Behavior</b> Session Chair: Eric J. Arnould, University of Arizona Discussion Leader: Suraj Commuri, University of Missouri</p> <p style="text-align: center;"><b>Enacting the Family Legacy: How Family Themes Influence Consumption Behavior</b> Amber M. Epp, University of Nebraska Eric J. Arnould, University of Arizona</p> <p>Studied across diverse disciplines, researchers have demonstrated that family legacies are powerful drivers of behavior, but consumer researchers lack an understanding of how legacies shape consumption-related behavior in particular. Specifically, this study explores how families’ intangible legacies or narrative themes influence family consumption behavior. We examine both the processes of influence and the consumption-related outcomes relevant to identity. Based on projective research and narrative analysis, study findings offer preliminary indications of the diverse and evocative influences that family legacies have on consumer activities and contribute to research streams on collective identity projects, socialization processes and intergenerational transfers.</p> <p style="text-align: center;"><b>Maybe It <u>IS</u> Your Father’s Oldsmobile: The Symbolic Dimensions of Intergenerationally Transferred Possessions and the Adoption of Corresponding Possession Meanings</b> Carolyn F. Curasi, Georgia State University</p> <p>Although research suggests that some familial possessions serve as symbolic vehicles with</p>
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	<p>the ability to imaginatively extend the family forward in time, the role of possessions in constructing and preserving group identity has received little quantitative research attention. Consumers' feelings about familial possessions, the symbolic dimensions of these items and the generalizability of these feelings are examined in this personal interview and survey-based research employing a national, random sample. Quantitative and qualitative findings suggest that consumers care very deeply about possessions received from older family members and identify with the values expressed in the accompanying stories. Thus, maybe it <u>is</u> your father's Oldsmobile.</p> <p style="text-align: center;"><b>Money and Meaning: The Role of Social Capital in Inter Vivos Gifting</b> Tonya P. Williams, Northwestern University.</p> <p>Money has been recognized as having the potential to transfer meaning based on its sources and uses. The relationship between money, as an asset, and consumer behavior has been examined with a focus on the individual. The intergenerational consumer behavior literature provides theorizing on meaning transfer through possessions. This research seeks to understand intergenerational meaning transfer via assets, an alienable possession. The preliminary analysis of 53 depth interviews provides insight to assets as vehicles for intergenerational meaning transfer and sustenance. A conceptual model centered on social capital is presented as the medium of meaning transfer via assets intergenerationally.</p>
<p><b>Session 2.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>Prediction, Postdiction and Preference in Hedonic Experience</b> Session Chair: Leif D. Nelson Discussion Leader: Dan Ariely, Massachusetts Institute of Technology</p> <p style="text-align: center;"><b>When Breaks Break Down: The Irrational Rationing Of Remedies</b> Leif D. Nelson, New York University Tom Meyvis, New York University</p> <p>People overestimate the duration and intensity of experience. We predicted that because of this belief people want breaks in negative experiences, but not in positive experience. Four studies show that people often intuit increasing stimulus intensity over time (Studies 1 and 2), and therefore choose to insert breaks in negative, but not in positive, experiences (Study 3). Moreover, because of the failure to forecast adaptation, choices can be suboptimal: listening to a vacuum only gets worse with a break inserted, whereas a break actually improves the experience of a massage (Study 4).</p> <p style="text-align: center;"><b>Try It, You'll Like It: Experiential And Conceptual Bases Of Drink Preferences</b> Dan Ariely, MIT Sloan School of Management Shane Frederick, MIT Sloan School of Management Leonard Lee, MIT Sloan School of Management</p> <p>We show that the order in which conceptual and experiential knowledge is obtained affects evaluations of a product. In one experiment, subjects chose between Bud Light and "MIT brew" (Bud Light with four drops of balsamic vinegar). The "MIT brew" was preferred by 60% of those who were blind to the contents, by only 23% of those who knew the contents before drinking, but by 50% who learned the contents after drinking. Overall, these experiments support a model whereby individuals may base preferences on experiential or conceptual input, and where mismatches are resolved in favor of the information received first.</p> <p style="text-align: center;"><b>How Remembering The Past Biases Predictions Of The Future</b> Carey K. Morewedge, Harvard University Daniel T. Gilbert, Harvard University Timothy D. Wilson, University of Virginia</p> <p>We tested the hypotheses that (a) people tend to recall atypical instances of events, and (b) when they are unaware of this, they rely on these atypical instances when predicting their</p>

	<p>affective reactions to future events. In three studies, participants who were asked to recall an instance of an event and participants who were asked to recall an atypical instance of an event recalled equally atypical instances. However, only the former participants made extreme predictions about their reactions to future events. Thus, the tendency to overestimate the affective impact of future events may be due in part to biased recall.</p>
<p><b>Session 2.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Brand Dislike: When We Love to Hate and Hate to Forgive</b> Session Chairs: Alokparna Monga, University of Texas, San Antonio Allan Kimmel, ESCP-EAP</p> <p style="text-align: center;"><b>Brand Dislike: Representing the Negative Side of Consumer Preferences</b> Daniele Dalli, University of Pisa Simona Romani, University of Pisa Giacomo Gistri, University of Pisa</p> <p>There has been a recent increase in consumer research on the topic of brand dislike: it can be defined as the negative judgment expressed by the consumer and/or implied in the choice not to buy. The sparse literature in this field is fragmented into different streams of research that will be reviewed in this paper: a) consumer criticism and resistance, b) dislike as a means of communicating and constructing self image, and c) consumer/brand relationship. After the literature review, the method and results from fieldwork will be presented. The data converge towards a unitary and consistent framework, in which various levels and factors can be interpreted in the light of the theoretical perspectives outlined above.</p> <p style="text-align: center;"><b>Schadenfreude as a Consumption-Related Emotion: Feeling Happiness about the Downfall of Another's Product</b> Jill M. Sundie, University of Houston James Ward, Arizona State University Wynne W. Chin, University of Houston Stephanie Geiger-Oneto, University of Houston</p> <p><i>Schadenfreude</i> is the joy experienced when people observe another's downfall. Our research investigated schadenfreude in a status consumption context, and explored schadenfreude in response to observing another's <i>product</i> failure. An experiment and structural model mapped the relationships between upward social comparisons involving status products and envy, and between envy and schadenfreude provoked by the failure of a status symbol. We also assessed the relative ability of envy and admiration to incite schadenfreude. Moreover, our study introduces theory that predicts schadenfreude will be a prompt to malicious product-related gossip. Implications of schadenfreude for word-of-mouth about the failed brand are addressed.</p> <p style="text-align: center;"><b>An Exploration of Consumer Forgiveness Following Marketer Transgressions</b> Emily Chung, Monash University Michael Beverland, University of Melbourne</p> <p>Research has identified several psychological benefits of forgiving relational partners following a transgression. We extend research on forgiveness into the consumer realm, examining if and how consumers forgive marketers following a transgression, and the consumer benefits of doing so. Twenty semi-structured interviews were conducted to reveal various forgiveness processes and outcomes. Although forgiveness may take place following a transgression, consumer-brand relationships often transform and evolve as consumers re-enter into renegotiated relationships with the marketer. The study of relational phenomena such as forgiveness extends existing knowledge to provide insights into consumer-brand relationships and the transformations that occurs following marketer transgressions.</p>

	<p style="text-align: center;"><b>The Role of Public Commitment in Shaping the Effects of Complaints and Word of Mouth on Post-Voice Satisfaction</b>  Prashanth U. Nyer, Chapman University  Mahesh Gopinath, Old Dominion University</p> <p>Data were collected from 2126 automobile owners at a service center to investigate the coping mechanisms as a result of complaining vs. negative word of mouth. We investigate the motivations behind the urge to engage in complaining behavior and negative word of mouth and measure the levels of dissatisfaction after each method of coping. We introduce the concept of public commitment to differentiate the process of word of mouth from complaining behavior and argue that this commitment will make the subject more dedicated to their level of dissatisfaction as opposed to those who complain to the company.</p>
<p><b>Session 2.4  Executive  Salon 4</b></p>	<p style="text-align: center;"><b>Go Positive or Go Negative? Message Framing Affects on Persuasion</b>  Session Chairs: Alan Andreasen, Georgetown University  Ashesh Mukherjee, McGill University</p> <p style="text-align: center;"><b>Regulatory Focus, Feature Positive Effect, and Message Framing</b>  Guangzhi Zhao, University of California, Irvine  Cornelia Pechmann, University of California, Irvine</p> <p>We distinguished message frames along two dimensions: outcome type (benefit vs. cost) and outcome valence (positive vs. negative) and studied the persuasiveness of four antismoking messages. Based on Feature Positive Effect, we predicted message frames emphasizing the presence (vs. absence) of behavior outcomes would be more persuasive. Consistent with Regulatory Focus Theory, we predicted that, for promotion-focused individuals, a benefit-positive message would be the most persuasive; while for prevention-focused individuals, a cost-negative would be the most persuasive. Findings from two experimental studies with a total of 1,162 high school students supported these predictions.</p> <p style="text-align: center;"><b>Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues?</b>  Anne L. Roggeveen, Babson College  Ghruv Grewal, Babson College  Jerry Gotlieb, Babson College</p> <p>This research investigates how framing moderates the use of message cues on performance risk evaluations. Understanding the moderating impact of frame is important from a theoretical perspective as frame is a critical contingency factor in how evaluations are formed. This research investigates whether framing affects the use of all extrinsic cues similarly, the effect of multiple extrinsic cues and the impact when extrinsic information is not explicitly provided. Evidence is provided that positively framed messages engender more thorough analysis of message cues than negatively framed messages and impact how extrinsic cues are used.</p> <p style="text-align: center;"><b>The Effect of Self-Regulatory Focus on Use of Positive versus Negative Affect as Information</b>  Thomas Kramer, Baruch College, CUNY  Song Yoon, Stanford University</p> <p>Individuals often rely on affect for information. However, positive or negative affect may not be informative for individuals who are generally more prone to feel affect of this particular valence, unless they chronically monitor their internal states. We demonstrate that differences in internal versus external focus associated with promotion versus prevention self-regulation determine use of affect as information. We find that promotion-focused individuals with an internal focus of attention rely on both positive and negative</p>

	<p>affect. Conversely, prevention-focused individuals with an external focus of attention use only positive affect because its mismatch to their trait affective valence increases its diagnosticity.</p> <p style="text-align: center;"><b>Is a Picture Worth a Thousand Words? Influences of Graphic Illustration on Framed Advertisements</b> Chun-Tuan Chang, Institute, National University of Kaohsiung</p> <p>Statistical framing of product efficacy and graphic illustration were examined to explain the conditions under which messages could be more effective in a healthcare product advertisement. Using different health contexts (skin care and traveling) and statistical formats (percentage and frequency), two experiments investigate how consumers respond to positively and negatively framed messages with different forms but equivalent information about product efficacy. Framing effects were enhanced by graphical aids when statistics were presented in a percentage or a frequency with a small number size. The moderating role of graphs on framing effectiveness was eliminated when statistics were presented in frequency with a large number size.</p>
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<p><b>Session 2.5 Executive Salon 5</b></p>	<p style="text-align: center;"><b>Do I Know What You Want? Do I Care? Interpersonal Influences on Choice</b> Session Chair: Pierre Chandon, INSEAD</p> <p style="text-align: center;"><b>Two Wrongs Make a Right? Accidental Consensus in Predictions of Others' Preferences Under Uncertainty</b> David Faro, University of Chicago Katherine Burson, University of Michigan Yuval Rottenstreich, Duke University</p> <p>To make effective decisions under uncertainty (such as choosing how much to invest in to a competition), people often must accurately predict other people's decisions. Accuracy may be elusive, however, because of self-other discrepancies at two stages of prediction. First, in the probability judgment stage, people are more influenced by task difficulty than they believe others would be. Second, in the probability weighting stage, people are more influenced by affect than they believe other would be. Interestingly, because these self-other differences work in opposing directions, their combined effects can result in "accidental consensus" between people's own choices and their predictions of others' choices.</p> <p style="text-align: center;"><b>When Losses Loom Even Larger: The Moderating Role of Relationship Norms</b> Pankaj Aggarwal, University of Toronto Meng Zhang, University of Toronto</p> <p>People are loss averse when their pain of losing something exceeds their joy of gaining it. This research proposes a moderator of loss aversion: the type of relationship norms salient at the time the loss or gain is experienced. We suggest that norms of communal relationship (based on concern for the partner) relative to an exchange relationship (based on quid pro quo) lead to greater loss aversion. Across three studies, relationship norms were both measured and manipulated. Support for the thesis is provided by assessing the degree of loss aversion using the typical endowment effect and gambling tasks.</p> <p style="text-align: center;"><b>He Wants, She Wants: Gender, Category, and Disagreement in Spouse's Joint Decisions</b> Cheryl B. Ward, Middle Tennessee State University</p> <p>Family purchase decisions are examined in light of product category, differing individual preference intensities, past history, and couple preference intensity for jointly purchased products. Specifically, a 2x2x2 ANOVA with a covariate is used to explore spouses' predispositions in a series of joint purchase decisions. The results indicate that joint</p>
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	<p>purchases are more likely to favor choices preferred by husbands than wives, especially when choices involve across product category selections. In situations where spouses differ in preference intensities for two products, the decisions also tend to favor males. This tendency is magnified when the joint decision involves across product category decisions.</p> <p style="text-align: center;"><b>Conceptualizing and exploring couple dyads in the world of collecting</b> Nia Hughes, Keele University Margaret Hogg, Lancaster University, UK</p> <p>Despite a growing body of literature on collecting, collections and collectors, we still know very little about collecting in the context of families and coupledom. This study offers a conceptual framework to examine the social world of collecting couples, suggesting that their experiences may be understood by reference to three networks: the social network, the legitimizing network, and the material culture network. Data from dyadic ethnographic interviews is discussed in the context of these networks and used to generate insights into the social world of collecting couples, and to examine dimensions of their collecting behavior, notably their collaborative and co-operative collecting behaviors.</p>
<p><b>Session 2.6 SA Ballroom</b></p>	<p><b>New Perspectives on Compulsive Buying: Its Roots, Measurement and Physiology</b> Session Chair: Nancy M. Ridgway, University of Richmond Discussion Leader: April L. Benson, creator of Stopping Overshopping Program</p> <p><b>A Theoretical Account for Compulsive Buying: An Application of Escape Theory</b> Ronald J. Faber, University of Minnesota</p> <p>Compulsive buying has reached the point where it needs to progress from a descriptive stage to an explanatory level of theory development. Escape theory maintains that people with extremely high self-expectations ultimately face failure and painful self-awareness. When these feelings become too extreme, they seek to block out these feelings by becoming completely absorbed in an immediate, concrete task (buying). As a consequence, people fail to consider the long range consequences of their actions and experience fanciful thoughts and magical thinking. Evidence shows that escape theory strongly accounts for findings from compulsive buyers.</p> <p style="text-align: center;"><b>The Development and Validation of a Scale to Measure Excessive Buying</b> Nancy M. Ridgway, University of Richmond Monika Kukar-Kinney, University of Richmond Kent B. Monroe, University of Richmond</p> <p>Using the theoretical foundations of compulsive buying, obsessive-compulsive disorder and impulse-control disorder, we develop a scale that is geared to measuring excessive buyers who overspend, but are not pathologically ill. Excessive buyers are defined as those who are preoccupied with buying, but who are, at times, able to resist the urge to do so. Pathological buyers, on the other hand are completely unable to control their urges to buy. Using two studies, we show that the scale is both reliable and valid. The scale also shows superiority over other scales developed for use with the general consumer population.</p> <p style="text-align: center;"><b>Biogenetics, Addiction and Novelty Seeking</b> Elizabeth C. Hirschman, Rutgers University</p> <p>The concepts of novelty seeking and consumption behaviors viewed as addictive, compulsive, and impulsive have received extensive research attention. Less known is that these behaviors have causal roots in the human brain and ultimately the human genetic endowment. Neuroscience and biogenetics researchers have identified the specific neural pathways and the underlying genes which lead individuals to seek out new and exciting stimuli in the environment, become addicted to chemicals, and engage in gambling,</p>

	<p>extreme sports and impulsive and compulsive buying. Implications for public policy and treatment programs directed toward such destructive consumer behaviors will be discussed.</p>
<p><b>Session 2.7 Fiesta A</b></p>	<p><b>Consumption in Soap Operas from Brazil, New Zealand, and the U.S.: Productions, Products and Process</b>  Session Chairs: Barbara Stern, Rutgers University  Cristel Antonia Russell, San Diego State University  Discussion Leader: Marilyn Lavin, University of Wisconsin</p> <p><b>Soap Operas in New Zealand and the U.S.: Product Placement Strategy and Consumption Imagery</b>  Simon J. Pervan, Law Deakin University Geelong  Brett A. S. Martin, University of Auckland</p> <p>A study of consumption imagery is presented using data collected in a content analysis of the New Zealand soap <i>Shortland Street</i> (SS) and the U.S. soap <i>The Young and the Restless</i> (YR). Production and regulatory factors determine product placements, for whereas SS was co-produced by the public and private broadcasting industry, YR is a strictly commercial venture. Findings indicate a high level of consumption imagery in each country's soaps, but significant differences in product types and emotional outcomes of product use. Each country's soap displays the relationship between the identity and culture of the country of origin.</p> <p><b>Product Placement in Brazilian Telenovelas: Selling Soaps and Social Causes</b>  Antonio C. La Pastina, Texas A&amp;M University</p> <p>Brazilian television producers have expanded the commercial potential of televisual texts, particularly popular prime time serial telenovelas, which are funded by product placement and advertising revenues as well as by the government. As a result, Brazilian telenovelas feature both a consumption scenario and a social welfare-oriented plot. A study of audience reception is presented using ethnographic participant-observation to analyze soap opera consumption in a rural area. Findings about the reception of placed products highlight issues of interpretation and appropriation of the consumption ideology as springboards for viewers' discussion of political and gendered life in their communities.</p> <p><b>Aspirational Consumption in U.S. Soap Operas: The Influence of Parasocial Attachment on Consumers</b>  Cristel Antonia Russell, San Diego State University  Barbara Stern, Rutgers University</p> <p>The paper analyzes consumption scenarios in U.S. soaps and the process of parasocial attachment whereby soap characters influence viewers' aspirational consumption and behavioral modeling. The model, derived from literary analysis and social psychology theories, describes an influence process driven by parasocial attachment, defined as audience relationships with fictional characters conceived of as real, which affects the capacity of characters to serve as referent others and behavioral models for viewers. Findings from a real-time survey of soap viewers indicate that the characters' consumption influence consumers' consumption behaviors both directly and indirectly as a consequence of these parasocial relationships.</p>
<p><b>Session 2.8 Directors Room 2</b></p>	<p><b>How and Why Consumers (MIS)interpret Financial Information</b>  Session Chairs: Suzanne Shu, Southern Methodist University  Sharmistha Law, University of Toronto</p> <p><b>Discount Rates for Time Versus Dates: The Sensitivity of Discounting to Time-Interval Description</b>  Robyn A. LeBoeuf, University of Florida</p>

This research examines the impact of time-interval description on consumers' discount rates. An initial study shows that consumers demand more money to delay income for a given time interval when that interval is described by an extent of time than when it is described by dates. This heightened discounting under extent-based (compared to date-based) descriptions also manifests when consumers specify their own waiting times, when they choose among investments, and when they postpone debts. Additional results suggest that this pattern arises because time intervals are perceived as longer when described by extent than when described by dates.

**Balancing Giving-Up Vs. Taking-In: Does the Pattern of Payments and Benefits Matter to Customers in a Financing Decision Context?**

Seiyoung Auh, Brock University  
Chuan-Fong Shih, Wake Forest University

Despite the relevance of mental accounting as a framework in addressing consumer behavior decision making, very little has been documented about the applicability of mental accounting to financial marketing and behavioral financing. This paper attempts to build and extend the literature on financial decision making by drawing on mental accounting and prospect theory. Specifically, we take the current literature one step further by testing the alignment hypothesis which states that consumers prefer financing schemes that not only match the length of benefits with payments but also the corresponding patterns as well. Through three studies, our paper finds general support for the alignment hypothesis. Implications for financial decision making along with retailing strategies are discussed.

**Anchor or Fiction? The Role of Adding Exchange to Charity**

Barbara Briers, K.U. Leuven  
Mario Pandelaere, K.U. Leuven  
Luk Warlop, K.U. Leuven

Charities often bundle donation requests with the offering of a near-worthless token, like a postcard. Little research has examined whether this raises more money than merely asking to donate. Our studies suggest that in mere donation settings people may have difficulties to estimate a socially acceptable donation amount and therefore prefer opportunities that provide them with a fixed price, an anchor. When the suggested reference price is low enough, exchange requests lead to more compliance than mere donation requests. Moreover, we show that, when accompanied by specified amounts, mere donation requests result in even better compliance rates than exchange requests.

**When You Can't Count on the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior**

Peter R. Darke, University of British Columbia  
Jennifer J. Argo, University of Alberta

A dual process framework (Chaiken and Trope 1999) was used to investigate the effects of corporate fraud on individual investment decisions. Two experiments suggest that corporate fraud led to a broad defensive bias towards stock investments in a second-party firm due to generalized suspicion. In addition, the prior reputation of the second-party firm did little to buffer the effects of generalized suspicion. Process measures indicated that the generalized effects of fraud occurred automatically, through biased heuristic processing. Overall, the findings were consistent with defensive processing, and suggest that investment fraud can cause investors to become irrationally suspicious

<p><b>Session 2.9 Boardroom</b></p>	<p style="text-align: center;"><b>ROUNDTABLE: Anthropomorphism and Consumer Behavior</b> Discussion Leader: Tina Kiesler, California State University, Northridge</p> <p style="text-align: center;">Russell W. Belk, University of Utah Tanya L. Chartrand, Duke University Deborah Cours, California State University, Northridge Gavan J. Fitzsimons, Duke University Eric Greenleaf, New York University Katrin Harich, California State University, Fullerton Deborah D. Heisley, California State University, Northridge Vicki G. Morwitz, New York University Debra Lynn Stephens, University of Portland</p> <p>Anthropomorphism is the tendency of people to make attributions of humanlike characteristics to animals and nonhuman entities. Research on pets and possessions indicate that humans easily attribute humanlike qualities to nonhuman entities. However, the antecedents, processes, and consequences of anthropomorphism in a consumer context are not yet well understood. The general purpose of this roundtable is to provide an open discussion of research ideas, approaches, and issues for ACR members interested in research on anthropomorphism and consumer behavior, with the goal of further developing this area of inquiry.</p>
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<p><b>Texas Ballroom</b></p>	<p style="text-align: center;"><b>Friday Sept. 30, 12:00 p.m. - 1:30 p.m.</b> ACR Luncheon and Presidential Address</p> <p style="text-align: center;"><i>Meaning and Mattering Through Transformative Consumer Research</i> David Glen Mick, University of Virginia</p>
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<p><b>Fiesta B</b></p>	<p style="text-align: center;"><b>Friday Sept. 30, 2:00 p.m. – 6:00 p.m.</b> <b>Film Festival</b> Chairs: Russell Belk, University of Utah Robert Kozinets, York University</p> <p>(15-minute filmmaker discussion follows premier showing of each film)</p> <p>2:00 <b>The Gospel of Prosperity: Charismatic Churches in Ghana</b> (Premier) Samuel K. Bonsu, York University Russell W. Belk, University of Utah</p> <p>2:51 <b>Me and the Web: Conversations About Online Shopping in an Online World</b> (Premier) Susan Lloyd, American University</p> <p>3:35 <b>Las Cubanas: An Exploration of Life in Cuba</b> (Premier) Sindy Chapa, University of Texas-Pan American</p> <p>4:05 <b>Erasing Futures: Ethics of Marketing an Intoxicant to Homeless Children</b> (Premier) Ram Manohar Vikas Indian Institute of Technology, Kanpur Rohit Varman, Indian Institute of Technology, Kanpur</p> <p>4:49 <b>The Paradox Between Only Looking and Possession</b> Yu Chen, HEC, Paris</p>
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<b>SESSION 3</b>	<b>Friday Sept. 30, 2:00 p.m. - 3:30 p.m.</b>
<p><b>Session 3.1 Executive Salon 1</b></p>	<p style="text-align: center;"><b>Understanding Our Behavior As We Age: Effects of Memory and Time Horizons on Beliefs, Preferences and Choices</b>  Session Chair: Ian Skurnik, University of Toronto  Discussion Leader: Cathy Cole, University of Iowa</p> <p style="text-align: center;"><b>Educating Older Adults About the Flu Can Reduce Their Intentions to Get a Vaccination</b>  Ian Skurnik, University of Toronto  Carolyn Yoon, University of Michigan  Norbert Schwarz, University of Michigan</p> <p>Short abstract: Many health providers and government agencies publish information to help educate the public about health issues. Some of these publications explain “facts and myths” about a particular health concern, in an effort to clear up potential misconceptions about medical treatment. We found that older adults tended to misremember myths as facts soon after having read such publications, which, paradoxically, left them with lower intentions to get a flu vaccine than people who did not read any information about the flu. We recommend ways to warn people about false information so they are less likely to misremember it as true.</p> <p style="text-align: center;"><b>Age Differences in Consumer Decision Making</b>  Sanjay Sood, University of California, Los Angeles  Loraine Lau-Gesk, University of California, Irvine  Aimee Drolet, University of California, Los Angeles</p> <p>Short abstract: Are older consumers wiser consumers? Two experiments show that some of the 'gestalt' features of event sequences identified by psychologists, such as peak-end preference, may have differing influence on the judgments of older and younger people. A third experiment demonstrates age-related differences in adherence to a rule that governs preferences for sequences of events. These results are discussed in light of much research showing that, as consumers age, their cognitive ability declines. However, the effects of this cognitive decline on decision-making vary considerably.</p> <p style="text-align: center;"><b>Modeling Long-Term Determinants of Brand Choice by Older Consumers</b>  Raphaëlle Lambert-Pandraud , Négocia  Gilles Laurent , HEC School of Management, Paris</p> <p>Short abstract: Different theoretical perspectives (Nostalgia, Socioemotional Selectivity) both lead to predict a higher relative preference of older consumers for long-established brands. However, Nostalgia predicts an attachment to brands first encountered when the consumer was young, while, according to Socioemotional Selectivity, an attachment can be built at any age. We compare the predictions of these two perspectives against actual brand choices observed in a large sample (n=148,537) of female perfume users. The comparison is done first on the basis of qualitative characteristics predicted by simple analytical models; then, through the statistical test of a conditional logit model.</p>
<p><b>Session 3.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>I Feel Therefore I am (or not)- The Role of Affect in Decision Making</b>  Session Chair: Deborah Small, University of Pennsylvania  and Monica Wadhwa, University of Iowa  Discussion Leader: Antoine Bechara, University of Iowa</p> <p style="text-align: center;"><b>A Bite to Whet the Reward Appetite: Influence of Sampling on Appetitive Behaviors</b>  Monica Wadhwa, University of Iowa  Baba Shiv, University of Iowa  Stephen Nowlis, Arizona State University</p>

	<p>The French have a saying "<i>L'appetit vient en mangeant</i>" or appetite comes with eating. Consistent with this French expression, this research proposes that sampling a morsel of food or a quaff of drink high in affective quality can not only enhance subsequent consumption of a drink (Pepsi) but is likely to prompt activation of a general reward system making individuals seek anything rewarding. Moreover, we show that the effect of reward cues is stronger for individuals overactive on the Behavioral Activation Scale. Further, the results confirm that the effect of reward cues on future consumption is greatly attenuated if the reward drive is satiated before the consumption of the drink.</p> <p style="text-align: center;"><b>Repenting Hyperopia: An Analysis of Self-Control Regrets</b> Ran Kivetz, Columbia University Anat Keinan, Columbia University</p> <p>This article demonstrates that supposedly farsighted (“hyperopic”) choices of virtue over vice evoke increasing regret over time. We argue that the passage of time differentially impacts the affective antecedents of self-control regrets. Accordingly, we demonstrate that greater temporal perspective attenuates affective <i>indulgence guilt</i> but sustains and even accentuates wistful feelings of <i>missing out</i> on the pleasures of life. We also show that reversals in self-control regrets affect subsequent, real choices. Whereas short-term regret motivates consumers to choose virtue, long-term regret impels them to select indulgence. We rule out alternative explanations and discuss the theoretical implications for self-control.</p> <p style="text-align: center;"><b>Sympathy and Callousness: The Impact of Deliberative Thought on Donations to Identifiable and Statistical Victims</b> Deborah A. Small, University of Pennsylvania George Loewenstein, Carnegie Mellon University Paul Slovic, Decision Research</p> <p>When donating to charitable causes, people do not value lives consistently. They make choices intuitively based on affective reactions. Money is often concentrated on a single victim and far less concern exists for statistical victims. In a series of field experiments, we show that providing statistical information and getting people to think in an analytic mindset about donation decisions has perverse effects: individuals give less to identifiable victims but did not increase giving to statistical victims, resulting in an overall reduction in caring and giving. Thus, it appears that, when thinking analytically, people discount sympathy towards identifiable victims but fail to generate affect (sympathy) toward statistical victims.</p>
<p><b>Session 3.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Movies, TV and Sports: Bring Us Together or Pull Us Apart?</b> Session Chairs: Robert Madrigal, University of Oregon David Moore, University of Michigan</p> <p style="text-align: center;"><b>You're A Wizard, Harry! Consumer Response to the Harry Potter Phenomenon</b> Stephen Brown, University of Ulster Anthony Patterson, University of Liverpool</p> <p>Harry Potter is one of the most astonishing consumption occurrences of recent years. Less than a decade ago, the boy wizard’s creator was an anonymous single mom on welfare. Today, J.K. Rowling presides over a \$4 billion marketing empire and is one of the most famous faces on the planet. This paper examines consumer responses to the fashion for all things Potter. It argues that far from being trivial, as some suppose, fads are typical of today’s Entertainment Economy. If transformative consumer research is our aim, Harry Potteresque phenomena need to be better understood.</p> <p style="text-align: center;"><b>What Do They Say About Friends?</b> Jyh-Shen Chiou, National Chengchi University Jasi Lee, Proctor &amp; Gamble</p>

	<p>This exploratory study is to analyze the impact of the popular US TV program <i>Friends</i> on Internet communication in the US, Japan, and Taiwan. It intends to establish whether exposure to foreign TV could lead to similar communication content in the context of the virtual community between exporting and importing societies. Content analysis was used in this cross-cultural study. The results of this exploratory study support the notion that the process of cultural value influence is more complex than Cultural Imperialism advocates propose. Audiences respond actively rather than passively to foreign TV programs. Prior information structure of the audience is affecting the interpretation of subsequent information.</p> <p style="text-align: center;"><b>Pretty Woman or Erin Brockovich? Unconscious and Conscious Reactions to Commercials and Movies Shaped by Fairy Tale Archetypes: Results from Two Experimental Studies</b></p> <p style="text-align: center;">Andrea Groeppel-Klein, European University Viadrina Anja Domke, European University Viadrina Benedikt Bartmann, European University Viadrina</p> <p>This paper describes the principles and assumptions of Jung’s archetypal psychology, and analyzes the question of whether the use of archetypes influences the conscious assessment of commercials, brands, movies and unconscious approach reactions. Furthermore, the question is discussed whether different personality types vary in the degree to which they are attracted by advertising and movies using typical archetypes. Two laboratory experiments were conducted to test our hypotheses. In order to gain insight into the unconscious reactions of test persons, we also measured electrodermal reactions to explore arousal evoked by archetypal commercials and movies.</p> <p style="text-align: center;"><b>Support Your Local Team: Resistance, Subculture, and the Desire for Distinction</b></p> <p style="text-align: center;">Brendan Richardson, University College Cork Darach Turley, Dublin City University</p> <p>Cultural capital (Bourdieu 1984) is proposed as a model for exploring the nature of consumer resistance (Hogg and Savolainen 1998). The study of one community of football fans reveals the use of sub-cultural capital to maintain social distinctions between themselves and ‘barstool’ fans, who fail to support the local club and who support glamorous English clubs instead. Ultimately resistance is not aimed at the market, but at the practices of the oppositional group, whose subjectively defined tastes can be easily derogated. Such derogation reassures the ‘ingroup’ of the distinctiveness of their own identity and the superiority of their own tastes.</p>
<p><b>Session 3.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>Consumer Response to Price Presentation Formats: Implications for Partitioned Pricing and Transaction Bundling</b></p> <p style="text-align: center;">Session Chair: Rebecca Hamilton, University of Maryland Discussion Leader: Eric Greenleaf, New York University</p> <p style="text-align: center;"><b>Consumer Reactions to Partitioned Prices: Variations in Price Sensitivity Across Components</b></p> <p style="text-align: center;">Rebecca Hamilton, University of Maryland Joydeep Srivastava, University of Maryland</p> <p>Prices are often partitioned into two or more components that the consumer must purchase together, such as an auto part and the labor to install it, or a book purchased online plus shipping and handling. When both components are mandatory, sellers can choose to allocate more or less of the total price to each component. Controlling for the total price, we show that consumers have systematic preferences for offers based on the relative sizes of price components such as parts, shipping and labor.</p>

	<p style="text-align: center;"><b>How Attributions and the Product's Price Impact the Effectiveness of Price Partitioning</b>  Anne Roggeveen, Babson College  Lan Xia, Bentley College  Kent Monroe, University of Illinois</p> <p>This research examines how price format (i.e., bundled vs. partitioned price) impacts purchase and return intentions as a function of attributions regarding shipping charges and the price of the product. When consumers believe shipping is a profit center for the company, purchase intentions are lower with partitioned (vs. bundled) prices, but only for inexpensive products. For expensive products, partitioning increases purchase intentions. Price format has no impact when shipping is believed not to be a profit center. Post-purchase, for inexpensive products when shipping was bundled (vs. partitioned), consumers believe they will be refunded more money and are more likely to return the product. Price format has no impact for expensive products.</p> <p style="text-align: center;"><b>Transaction Bundling: Effect of Price Presentation on Consumer Perceptions</b>  Joydeep Srivastava, University of Maryland  Dipankar Chakravarti, University of Colorado</p> <p>This research examines transactions that are naturally related or occur together in time. For example, new car purchases are often made in conjunction with the trade-in of an older car. In this transaction, a car dealer can choose to provide a good deal on the new car but a poor deal on the trade-in, a good deal on the trade-in and a poor deal on the new car, or moderately good deals on both the new car and the trade-in, while maintaining the same net dollar amount for the overall transaction. The findings from two studies show systematic variations in consumer perceptions as a function of how the transaction bundle prices are presented. We discuss the implications of our findings and suggest future research directions.</p>
<p><b>Session 3.5  Executive  Salon 5</b></p>	<p style="text-align: center;"><b>Information Overload: When Less is Better Than More</b>  Session Chair: S. Adam Brasel, Boston College</p> <p style="text-align: center;"><b>Effects of Amount of Information on Overconfidence</b>  Claire Tsai, University of Chicago  Joshua Klayman, University of Chicago  Reid Hastie, University of Chicago</p> <p>When a person makes a judgment based on evidence and assesses confidence in that judgment, what is the effect of providing more judgment-relevant information? Findings by Oskamp (1965) and by Slovic and Corrigan (1977) suggest that more information leads to increasing overconfidence. We replicate the finding that receiving more information leads judges to increase their confidence even when their predictive accuracy does not improve. We identify some likely candidates for cues people use to judge confidence that do not correlate well with actual accuracy.</p> <p style="text-align: center;"><b>Bringing Cognitive Load to Daily Life. Cognitive Demand has Negative After-Effects on Consumer Decision Making</b>  Siegfried Dewitte, University of Leuven  Barbara Briers, University of Leuven  Luk Warlop, University of Leuven  Mario Pandelaere, University of Leuven</p> <p>In this paper we explored whether situations of cognitive demand produce after-effects that are akin to concurrent load effects. Two experiments showed that cognitive demand subsequently increases consumers' vulnerability to salient situational cues when deciding which brand to choose (study 1) or how much to eat (study 2). Study 2 suggested that both fading arousal and ego depletion produce the negative after-effects. In study 3</p>

	<p>multidimensional scaling techniques showed that when judging similarity between several products, consumers relied relatively more on easily accessible product features after a phase with high cognitive demand than after a phase with low cognitive demand.</p> <p><b>Effects of Procedural and Outcome Accountability on Perceived Decision Difficulty</b>  Yinlong Zhang, University of Texas, San Antonio  Vikas Mittal, University of Pittsburgh</p> <p>When choosing between options that are better than the reference (BTR) or worse than the reference (WTR), consumers find that deciding among WTR options is more difficult than deciding amongst BTR options. We propose that the degree and type of accountability moderate the influence of decision framing (WTR or BTR) on perceived decision difficulty. Two studies offer convergent support for the hypothesized effects. Study 1 demonstrates that the difference in perceived difficulty for deciding between WTR and BTR is attenuated under procedural accountability (PA) but enhanced under outcome accountability (OA). Further, the differential effect between two types of accountability is more pronounced for high than for low accountability. Study 2 shows that the differential effect of PA and OA is stronger under low attractiveness than under high attractiveness of options and demonstrates that decision difficulty affects choice deferral as well.</p> <p><b>Scale Development for Consumer Confusion</b>  Markus Schweizer, University of St. Gallen  Alexander J. Kotouc, University of St. Gallen</p> <p>Given the increasing importance of Consumer Confusion as part of the everyday grocery shopping process, this study identifies a comprehensive inventory of triggers that support this phenomenon. The scale development is based on a two-step procedure. A qualitative study conducted by means of four focus groups revealed 26 potential items for confusion. The subsequent quantitative study - combined with environment shopping tests - exposed a six-factor scale that consists of stimuli variety, similarity, complexity, conflict, irritation and non reliability. The utility of the proposed scale is valuable both for future research and retail strategy.</p>
<p><b>Session 3.6 SA Ballroom</b></p>	<p><b><i>For Consumers: Steps Toward Transformative Consumer Research</i></b></p> <p>Special Presidential Session, Organized by David Glenn Mick  Cornelia (Connie) Pechmann and Linda Price, co-chairs</p> <p>Panelists: Ron Faber, University of Minnesota  Marv Goldberg, Pennsylvania State University  Ron Hill, University of South Florida  Julie Ozanne, Virginia Tech  Simone Pettigrew, University of Western Australia  J.B. Steenkamp, Tilburg University  Brian Wansink, Cornell University</p>
<p><b>Session 3.7 Fiesta A</b></p>	<p><b>Coming Home: The Role of Consumption in the (Re)Construction of Heritage Among African Americans</b>  Session Chair and Discussion Leader: Laura Oswald, ESSEC Business School</p> <p><b>Constructing a Past for Today: Appropriating Collective Memory for Identity (Re)Presentation</b>  Tonya P. Williams, Northwestern University.</p> <p>This study of African American expatriates in South Africa suggests that possessions not only serve to preserve and maintain consumer identity through the migration experience, but provide means to actively experiment with and transform one's identity through</p>

	<p>consumption rituals. Findings provide an understanding of how consumers appropriate collective memories of a new culture, resulting in morphed identity (re)presentation. Ritual may be a necessary condition for the appropriation of collective memories. Through ritual, respondents engage new resources in the form of internalized social capital. A conceptual model delineates the process for collective memory appropriation through accumulated capital and resultant identity (re)presentation.</p> <p style="text-align: center;"><b>Wearing Identity: The Symbolic Uses of Native African Clothing by African Americans</b> Benét DeBerry-Spence, University of Illinois at Chicago Elif Izberk-Bilgin, University of Illinois at Chicago</p> <p>This research explores the construct of the consumer heritage quest through an examination of African Americans’ narratives of African clothing consumption. The findings from a multi-site ethnography reveal that the consumption of native African clothing transcends the immediate hedonistic need to look and feel good, and constitutes an on-going symbolic practice of self-completion, social bonding, and cultural identification. Findings point to four types of symbolic consumption practices, including 1) Authentication; 2) Resistance 3) Homecoming, and 4) and Legacy Transmission. Discussion will examine these four practices in the findings and address broader implications for consumer behavior.</p> <p style="text-align: center;"><b>How African Americans Use Relationships with Kenyan Immigrants in the Heritage Quest.</b> L. Wakiuru Wamwara-Mbugua, Wright State University</p> <p>Findings from an ethnographic study suggest that interactions between African Americans and Kenyan immigrants facilitate reconnection with the African “Motherland.” Through these interactions, the respondents are transformed and aspects of their consumer behavior are also transformed. These transformations have resulted in changed consumption patterns such as: the placement of African artifacts from Kenya and other African countries in their homes; eating and cooking Kenyan recipes, and surrounding themselves with reminders of their imagined “home” in Africa. This study has implications for the evolving African American identity and resultant consumer behavior.</p>
<p><b>Session 3.8 Directors Room 2</b></p>	<p style="text-align: center;"><b>Consumers’ Online Purchase Behavior: Do They Perceive Risks That Aren’t There?</b> Session Chair: Anu Sivaraman, University of Delaware</p> <p style="text-align: center;"><b>Situation Variation in Consumers’ Media Channel Consideration</b> Sonja Wendel, Maastricht University Benedict G.C. Dellaert, Maastricht University</p> <p>The authors investigate consumers’ consideration of media channels during different usage situations. They develop a model that explains consumers’ media channel consideration as a function of the media channel’s perceived benefits. In addition, they hypothesize that the usage situation affects consumers’ media channel consideration and that situation-based benefit requirements moderate the effect of the benefits on their channel consideration. The hypothesized relationships are tested using survey data on consumers’ consideration of 12 different media channels used by manufacturers to communicate product information across three product-related usage situations. The results support the proposed model structure and confirm the expected relationships.</p> <p style="text-align: center;"><b>Perceived Risk and Deliberation in Retailer Choice: Consumer Behavior towards Online Pharmacies</b> Oliver B. Büttner, University of Göttingen Sebastian Schulz, University Göttingen Günter Silberer, University of Göttingen</p>

	<p>The influence of product class risk and retailer class risk on consumers’ deliberations during the choice between competing online pharmacies was examined in a laboratory experiment. The results suggest that product class risk determines how consumers adapt their strategies when evaluating an online retailer, while retailer class risk is a “base line” for the evaluation. In addition, perceived trustworthiness - an outcome of this evaluation - was found to be influenced by consumers’ information processing of the website and was an important factor for consumers in making the choice between online providers.</p> <p><b>The Moderating Effect of Online Purchase Experience on the Evaluation of Online Store Attributes and the Subsequent Impact on Market Response Outcomes</b>  Byoung-ho Jin, Oklahoma State University  Jin Yong Park, Dong-Eui University</p> <p>The purpose of this study was to propose and test an integrative model that determines the relative importance of online store attributes on market-response outcomes (i.e., trust, satisfaction, and loyalty), and to examine the moderating effect of online purchase experience on the impact of online attributes on trust and satisfaction. The empirical results showed that merchandising was the most important attribute to enhancing both trust and satisfaction, followed by security/privacy and order fulfillment. The findings revealed that the source of consumer trust changes as purchase experience increases, whereas the source of consumer satisfaction remains the same regardless of purchase experience.</p> <p><b>Consumers' Privacy Concerns and Willingness to Provide Marketing-Related Personal Information Online</b>  Euehun Lee, Information and Communications University  Chan-hoo Song, Information and Communications University  Chang-i Nam, Information and Communications University  Chan Ik Park, Information and Communications University</p> <p>Personal information gathered from online users has been utilized for the purpose of targeted marketing. However, Internet users are generally reluctant to provide personal information, being concerned about the potential for its illegal and unethical use; these concerns have been reinforced by media scrutiny on the issue. To relieve the concern, trust relationship needs to be developed between businesses and customers. This study proposed and empirically tested a model that incorporates three antecedents and their impact on customers’ willingness to disclose their personal information through a mediator, perceived privacy concerns. Implications for businesses and policy makers are presented.</p>
<p><b>Session 3.9 Boardroom</b></p>	<p><b>ROUNDTABLE: Qualitative Data Analysis</b>  Discussion Leader: Eric J. Arnould, University of Arizona</p> <p>Melanie Wallendorf, University of Arizona  Amber M. Epp, University of Nebraska  David Crockett, University of South Carolina  Carolyn Curasi, Georgia State University  Chuck McMellon, Hofstra University  Jianfeng (Jeff) Wang, University of Arizona  Karen Fernandez, University of Auckland  Hope Jensen Schau, University of Arizona  Fleura Bardhi, Northeastern University</p> <p>The purpose of the Qualitative Data Analysis Roundtable is to discuss participant concerns that emerged during the analysis of qualitative data. The intended audience is those working with qualitative data, including interview, observation, participant</p>

	observation, and photographic data materials. The Roundtable focuses on specific data collection and analysis questions posed by participants. In addition, as time allows, we will focus on issues in the representation of qualitative data.
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	<b>Friday Sept. 30, 3:30 p.m. - 4:00 p.m.</b>
<b>SA Foyer</b>	Afternoon Break

<b>SESSION 4</b>	<b>Friday Sept. 30, 4:00 p.m. -5:30 p.m.</b>
<b>Session 4.1 Executive Salon 1</b>	<p style="text-align: center;"><b>Understanding and Interpreting Consumer Vulnerability</b>  Session Chair: Ron Hill, USF St. Petersburg  Discussion Leader: Lisa Penaloza, University of Colorado</p> <p style="text-align: center;"><b>Consumer-Driven Definition and Model of Consumer Vulnerability</b>  Stacey Menzel Baker, University of Wyoming  Jim Gentry, University of Nebraska</p> <p>This paper presents a consumer-driven definition and model of consumer vulnerability, derived by synthesizing the extant literature. Research reveals three key themes of vulnerability: the factors that increase the likelihood of vulnerability, the experience of vulnerability, and consumer responses to vulnerability. Implications for how this definition of vulnerability enhances consumers’ lives are discussed, as well as for how it may impact consumer research.</p> <p style="text-align: center;"><b>Intimate Partner Violence and the Damaged Self: How Can Service Providers Facilitate Reconstruction?</b>  Debra Stephens, University of Portland  Ron Hill, USF St. Petersburg</p> <p>Intimate partner violence against women involves damage to the extended self as well as to the physical self. As a result of the loss/destruction of their personal possessions, their financial independence, and their income earning potential, many women suffer damage to their self-definition as a valuable adult and member of the community. While remaining in an abusive relationship carries high risks, exiting it involves more than leaving a physical location and one individual, presumably for safety. It also means a potential loss of self as defined by invested relationships, treasured possessions, home, and comfortable socialized roles such as wife and mother. Moreover, it means future uncertainties, including uncertainties about safety, and the availability of resources needed to repair, rebuild, and sustain the self through a transitional period and beyond. In other words, leaving an abusive partner may diminish a woman’s vulnerability to physical and psychological harm from her partner, but it increases her vulnerability to providers of the shelter and other resources she may need in order to navigate the transition successfully.</p> <p style="text-align: center;"><b>The Role of Personal Uncertainty and Product Involvement in Consumer Vulnerability</b>  Marlys Mason, Oklahoma State University  Debbie Scammon, University of Utah</p> <p>Consumers face difficult realities such as illness, aging, and disability that raise uncertainties which threaten self-identity. These uncertainties may make consumers particularly vulnerable as they navigate within the marketplace, are motivated by a desire to find promising outcomes, and become overtly trusting and dependent upon specific products and providers. This research examines the role of uncertainty in stimulating product involvement and consumer vulnerability. Our analysis suggests that unlike risk and anxiety in which consumers cope through reduction, uncertainty can elevate hope, excitement, and empowerment leading consumers to increase or maintain it. Information is filtered or avoided, product involvement is increased, overt trust in providers occurs,</p>

	<p>and social ties are formed in connection to the product. While such actions increased the empowerment and resilience that consumers felt, it also made them vulnerable in the exchange encounter.</p>
<p><b>Session 4.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>Understanding Consumer Enjoyment and Happiness</b>  Session Chair: Tonya Williams, Northwestern University  Angela Y. Lee, Northwestern University  Discussion Leader: Dipankar Chakravarti, University of Colorado, Boulder</p> <p style="text-align: center;"><b>"I" Like Money and "We" Want Friends: The Role of Transactions vs. Relationship Wealth in the Pursuit of Subjective Well-Being</b>  Tonya Williams, Northwestern University  Angela Y. Lee, Northwestern University</p> <p>This research explores the role of independent and interdependent self-construal in the pursuit of subjective well-being (SWB). The results across 4 studies provide convergent evidence that independents derive more happiness from transactions wealth (i.e., property that has a money or exchange value) than from relationship wealth (i.e., supportive relationships with friends and family), whereas interdependents derive more happiness from relationship wealth than from transactions wealth. These effects were observed regardless of whether self-construal was measured or manipulated, and their consequences on attitudes and behaviours were also demonstrated.</p> <p style="text-align: center;"><b>The Effect of Prediction on the Enjoyment of a Consumption Experience</b>  Naomi Mandel, Arizona State University  Stephen M. Nowlis, Arizona State University</p> <p>Does predicting the outcome of a television show enhance a consumer's enjoyment while watching the show? The current popularity of office pools, spoiler message boards, and online betting websites seems to suggest that it does. However, in a series of four experiments, we found that participants who made outcome predictions enjoyed the show significantly less than those who did not make predictions, despite participants' expectations to the contrary. These effects became even more pronounced when individuals were made accountable for their predictions. Our results are explained in terms of uncertainty reduction.</p> <p style="text-align: center;"><b>A Sunny-Day Measurement Of Happiness</b>  Christopher Hsee, University of Chicago</p> <p>Research on happiness has produced thought-provoking findings suggesting that happiness is relative and context-dependent. Many such findings are ratings using Likert scales. A problem of these scales is that they are susceptible to scale-renorming (a tendency to interpret the scales differently in different contexts), and cannot tell whether these findings are due to genuine relativism (which reflects real feelings) or specious relativism (which results from scale-renorming and is a measurement artifact). We propose a modulus-based happiness measurement, provide a practical example, and show that this measurement is simple enough to be used in surveys and powerful enough to remove specious relativism yet capture genuine relativism.</p>
<p><b>Session 4.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Transformative Consumer Research: Unrealized Potential</b>  Session Chair: Jonathan Schroeder, University of Exeter</p> <p style="text-align: center;"><b>The Transformative Potential Of Feminist Critique in Consumer Research</b>  Miriam Catterall, The Queen's University of Belfast  Pauline Maclaran, DeMontfort University  Lorna Stevens, University of Ulster</p> <p>One might expect feminist perspectives to be at the forefront of critical engagement with consumer behavior theory, especially given the importance of gender in consumer</p>

	<p>research. Yet critical feminist voices have been muted in recent years. This paper traces how insights from feminist theories and feminist activism have altered our understanding of gendered consumption. It then discusses how postmodern and post feminist perspectives have diluted feminism as a potentially transformative critique, leading to a critical impasse in the discipline. Finally, we suggest how feminist perspectives, notably materialist feminism, may open up new possibilities for critique and research in consumer behavior.</p> <p style="text-align: center;"><b>Steps Towards Transformative Consumer Research Practice: A Taxonomy of Possible Reflexivities</b> Shona Bettany, University of Bradford Helen Woodruffe Burton, University of Lancaster</p> <p>The aim of ACR 2005 has been articulated by the organisers as the promotion and dissemination of consumer research ‘for’ consumers. This call asks for <i>transformative</i> consumer research raising the issue that ‘<i>Historically, the organization’s research has been impelled by the theoretical and substantive interests of academics</i>’. It is on this point that this paper acts to transform arguing that a transformative ethic should be enacted through consumer research praxis. To achieve this it presents worked examples of the practice of reflexivity in consumer research developing a taxonomy of ‘possible reflexivities’, and discusses their possibilities for transformation of the consumer research process</p> <p style="text-align: center;"><b>Transformational Products and Everyday Consumption Contexts</b> Cele C. Otnes, University of Illinois at Urbana Champaign Julie A. Ruth, Rutgers University Linda Tuncay, Loyola University-Chicago</p> <p>Researchers have shown consumers often transform themselves or their lives by using extraordinary products. This paper demonstrates that in fact, a wide variety of goods and services can serve as sources of meaningful transformation. Using interview and critical incident data, we examine the types, valences, and magnitudes of the transformations that emerge as consumers interact with products. We argue these transformations stem from consumers’ perceptions that products express one or more meaningful social roles when engaged in relationships with consumers. We discuss the implications of these findings with respect to outcomes of transformation.</p> <p style="text-align: center;"><b>Enabling Consumers To Specify Risk Preferences Directly as an Example Of Transformative Consumer Research</b> Daniel G. Goldstein, London Business School Eric J. Johnson, Columbia University William F. Sharpe, Stanford University</p> <p>Investing for retirement is a domain of great consequence, often the most important financial decision people will ever make. However, a growing body of research shows that consumers have little understanding of the choices they are making. In the spirit of transformative consumer research, we have designed a novel method for assessing consumer investment risk preferences, one that which allows consumers to specify directly the outcomes they would like to obtain, rather than the investment products they would like to purchase. The method proves both reliable and valid in its ability to predict choice.</p>
<p><b>Session 4.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>Are Prices Recalled? Are Prices Fair? Consumerism and Pricing</b> Session Chair: Susan Harmon, Middle Tennessee State University</p> <p style="text-align: center;"><b>Remembering Prices: Numeric Cognition, Language, and Price Recall</b> David Luna, Baruch College Hyeong Min Kim, Baruch College</p>

	<p>This paper examines how consumers process multi-prices (e.g., prices that consist of several components like \$329 for a camera and \$16 for delivery) from a linguistic and numeric cognition perspective. We theorize that when consumers read multi-prices, they encode the numbers phonologically. This can lead to overtaxing working memory capacity as consumers calculate the total price of the package and to less accurate price recall for multi-prices that have longer number names (e.g., number names with more syllables). We find evidence for this process in three studies, both across different languages and within languages.</p> <p><b>The Principle Matters: Antecedents and Consequences of Procedural Justice in the Context of Pricing</b>  Laurence Ashworth, Queen’s University  Peter R. Darke, University of British Columbia</p> <p>Much of the existing work on fairness in pricing focuses on elements of the purchase related to distributive justice, including reference prices and comparisons to other customers’ outcomes. The current paper builds on this work by examining the role of procedural justice in determining the fairness of purchases. Two experiments demonstrate that procedural justice is a distinct source of fairness that stems from the violation of prescriptive norms that dictate socially appropriate ways in which marketers should treat consumers. It is shown that violations of these norms lead to procedural injustice, lowering overall fairness even when consumers’ outcomes are unaffected.</p> <p><b>The Presence of Reference Price: How Value Can Appear Convergent to Buyers and Sellers</b>  Chien-Huang Lin, National Central University  Shin-Chieh Chuang, Chao-yang University of Technology  Chang-Yung Kung, Chao-yang University of Technology</p> <p>This paper argues that the endowment effect--the tendency of minimum selling price to exceed maximum buying price for a particular object--might be minimized when a reference price appears. The findings from 418 participants in two experiments support our hypothesis: the endowment effect would be smaller when the reference price is available. The importance of reference price is thus highlighted.</p> <p><b>Price Skimming Paradoxes</b>  Gary F. Gebhardt, University of South Florida</p> <p>Managers in new and growing markets often use price skimming to maximize firm profits. Relying on conceptions of distributive and procedural justice, I suggest price skimming can create consumer perceptions of unfairness, negatively affecting satisfaction and behavioral intentions. Existing customer pricing policies may moderate these effects, depending on whether policies are distributively and/or procedurally just. Four experimental studies support these assertions. This research reveals a managerial paradox: price skimming, thought to maximize firm profits, may be a suboptimal strategy in some markets. Instead, most-favored customer pricing policies are jointly optimal for consumers and firms, revealing a consumer welfare paradox.</p>
<p><b>Session 4.5  Executive  Salon 5</b></p>	<p><b>Information Processing Biases: Inevitable or (Possibly) Avoidable?</b>  Session Chairs: Alexander Chernev, Northwestern University  Timothy Heath, Miami University</p> <p><b>Overvaluation Bias in the Valuation and Utilization of New-Product Attributes</b>  Shenghui (Jerry) Zhao, University of Miami  Robert J. Meyer, University of Pennsylvania  Jin Han, Singapore Management University</p>

The present research examines the consistency between consumer valuation of a novel attribute prior to consumption and its subsequent utilization. Based on the research on dynamic inconsistency, we hypothesized that ex ante valuations would often exceed ex post utilization. A series of experiments were conducted to test this hypothesis and explore the causes of the bias. The results confirmed the hypothesized bias and ruled out inaccurate forecasts of future benefits of the novel attribute as a cause for the bias. Moreover, direct experience with the new attribute did not reduce the bias.

**Regulating the Depletion Effects**

Wen (Echo) Wan, Northwestern University  
 Brian Sternthal, Northwestern University

A depletion effect is a repeated finding in self-regulation research. Respondents who perform an effortful self-regulatory task exhibit less self-control on a subsequent unrelated persistence task than those performing a less arduous self-regulatory task. We report three studies that replicate this effect and extend it by showing that the depletion effect is eliminated when respondents are cognizant of the resources they have allocated to the persistence task, have a high degree of self-awareness, and have limited opportunity to get feedback about their resource allocation. We interpret these results in terms of a monitoring process (Carver and Scheier 1998).

**Precommitment Bias in the Evaluation of a Single Option**

Samuel D. Bond, Duke University  
 Kurt A. Carlson, Duke University  
 Margaret G. Meloy, Penn State University  
 J. Edward Russo, Cornell University  
 Robin J. Tanner, Duke University

Drawing from coherence-based accounts of decision processing, we propose that individuals engaged in a singular evaluation task will form an initial assessment of favorability. Consequently, the evaluation of subsequent information will be biased in order to cohere with this initial disposition. Three experiments tested this hypothesis: initial disposition was manipulated (Studies 1 and 3) or measured (Study 2), and attribute ratings were collected as indicators of information distortion. Results indicated that attribute evaluations were biased to favor initial dispositions. These findings suggest that precommitment bias extends to a single-option setting and is driven by the emergence of an evaluative disposition.

**The Illusory Truth Effect: Exploring Implicit and Explicit Memory Influences on Consumer Judgments**

Maria L. Cronley, Miami University  
 Frank R. Kardes, University of Cincinnati  
 Scott A. Hawkins, University of Toronto

Repetition does not seem like a sound basis for determining truth, but researchers have consistently found that people rate repeated statements as more true than non-repeated statements. This effect is known as the illusory truth effect and appears to be quite persistent. Following on previous work in memory and judgment, additional moderators of attention, exclusion, and subliminal exposure are investigated in two experiments to assess their effects on repetition-induced beliefs of validity for product claims. Results provide new insights into the processes of incidental learning and implicit memory use by which consumers form judgments based on repetitive persuasive messages.

**Session 4.6  
 SA Ballroom**

**Affect and Its Effects on Compensatory Consumption**


Session Chair: Nitika Garg, University of Mississippi  
 Discussion Leader: Michel Pham, Columbia University

	<p style="text-align: center;"><b>The Effect of Moods on Comfort Food Consumption</b>  Brian Wansink, University of Illinois at Urbana-Champaign  Meryl P Gardner, University of Delaware  Se-Bum Park, Northwestern University  Junyong Kim, University of Central Florida</p> <p>Marketers have been accused of unfairly promoting the consumption of comfort foods, that are often assumed to be low in nutrients and high in sugar, fat, and regret. Clinical research of these foods has focused on bad moods and bad foods, neglecting investigation of favorable moods and nutritious foods. We use a mood maintenance framework to explore whether different types of comfort foods fulfill different purposes depending on mood. A framework is developed to show that comfort food segments are influenced by taste driven factors and developmentally driven factors. After describing a national survey that shows that comfort foods are comprised of both nutritive and less-nutritive foods, two lab experiments are described which show that consumers in negative moods had stronger preferences and consumption intentions for unhealthy foods that were advertised than for healthy foods. The opposite was found for those in positive moods.</p> <p style="text-align: center;"><b>Emotion Effects on Compensatory Consumption</b>  Nitika Garg, University of Mississippi  Jennifer S. Lerner, Carnegie Mellon University</p> <p>When individuals experience sadness, one of the ways they try to repair their negative state is by consuming tasty, fatty food products that are hedonically rewarding to the individual (Garg, Wansink and Inman 2005). Sad individuals also, tend to pay more to obtain a new object (e.g., water bottle) than do individuals in a neutral state (Lerner et al. 2004). However, this process is not completely conscious for most individuals. Thus, this study examines the influence of sadness, and neutral emotions on choice price for an object when participants have the opportunity of repairing their negative mood state by consuming food product or engaging in other forms of compensatory consumption, before indicating their choice price.</p> <p style="text-align: center;"><b>Feeling Ashamed or Guilty? The Emotions and Consequences of Violating Consumption Norms</b>  Vanessa M. Patrick, University of Georgia  Deborah J Macinnis, University of Southern California  Shashi Matta, University of Southern California</p> <p>In two studies, the authors examine the self-conscious emotions of shame and guilt arising from the violation of consumption norms. In study 1, they examine the differential impact of shame and guilt on consumers’ behavioral motivations and demonstrate the moderating role of entity orientation i.e. consumers’ implicit theories about the fixedness or malleability of the self. In study 2, using an advertising context with “avoidance” vs. “change” ad appeals, the authors demonstrate the role of shame and guilt and entity orientation on ad liking and behavioral intent. The authors discuss the theoretical contribution of this research and implications for self-regulation and advertising.</p>
<p><b>Session 4.7  Fiesta A</b></p>	<p style="text-align: center;"><b>Historical Perspectives on Consumption</b>  Session Chair: Katherine Sredl, Univ. of Illinois  Discussion Leader: Russell Belk, Univ. of Utah</p> <p style="text-align: center;"><b>Cultural Prejudice and the Construction of Rhetorical Pasts</b>  Katherine C. Sredl, University of Illinois  Linda M. Scott, University of Illinois</p> <p>Individual purchase choices are formed by the past experiences, personal and collective, of consumers. Yet, out of 930 JCR articles published since 1987, only five are</p>

	<p>historical. Even these few tend to focus on producers rather than consumers. Histories from other fields do the same, leaving largely untouched the ways ordinary people in any given time have used goods. The few exceptions, like Richard Bushman’s <i>The Refinement of America</i>, show tantalizing potential to upend common assumptions about how consumers of the past really behaved. Because so little history has been written on actual consumption practices, cultural theory tends to be based on an imagined past, thus grounding criticism in an assumed trajectory of material culture, not an actual one. This presentation focuses on the challenges consumption history poses.</p> <p style="text-align: center;"><b>Brands as Historical Actors</b> Douglas B. Holt, University of Oxford</p> <p>I draw upon a brand genealogy of Budweiser beer to critique the way in which brand symbolism is treated in the dominant theory of branding in American marketing—the consumer-based brand equity (CBBE) model—and to advance an alternative model. I challenge two CBBE assumptions: that brand symbolism consists of abstract associations, and that the needed stability of brand “knowledge structures” suggests that consistency is central to successful branding. Instead, I demonstrate that Budweiser’s symbolism is dependent upon the historical fit between the brand’s particular cultural expressions (usually in advertising) and the social contradictions of the day.</p> <p style="text-align: center;"><b>Historicizing Consumer Culture Theory</b> Craig J. Thompson, University of Wisconsin-Madison</p> <p>This presentation will discuss two ways in which consumer culture theory (Arnould and Thompson 2005) can be enriched by the use of historical methods: 1) facilitating the analysis of macro-level relationships between consumption, marketing, and society and 2) by providing new venues for theorizing micro-level consumption phenomena. These implications will be illustrated through a historically informed analysis of consumer health risk perceptions.</p>
<p><b>Session 4.8</b> <b>Directors</b> <b>Room 2</b></p>	<p style="text-align: center;"><b>Various Responses to Price Discounts?</b> Session Chair: Koert Van Ittersum, Georgia Tech</p> <p style="text-align: center;"><b>The Price of ‘Free’-dom: Consumer Sensitivity to Promotions with Negative Contextual Influences</b> Sucharita Chandran, Boston University Vicki G. Morwitz, New York University</p> <p>Past research has shown that monetary promotions (e.g. discounts) are more likely to be processed relative to and integrated with the original product price than free promotions. We posit that because of this difference, free promotions are more focal and salient than monetary promotions. In a set of four experiments, we demonstrate that this salience results in free promotions being less susceptible than equivalent monetary discounts to negative contextual information on quality that can potentially lower purchase intentions. We show that this effect can be reversed when respondents focus on other pieces of information that diminish the salience of the free promotion.</p> <p style="text-align: center;"><b>Influence of Price of Coupons on Redemption Rates</b> Vishal Lala, University of Wisconsin</p> <p>This paper investigates the effect of having consumers pay for a coupon booklet on its subsequent usage. The literature on sunk costs predicts that consumers who pay for a coupon booklet and thereby incur a sunk cost will be more likely to invest the effort to redeem the coupon(s). In a series of four studies, it was found that putting a price on a coupon booklet increased the likelihood of coupon usage and this effect was driven by self-justification concerns of the consumer.</p> <p style="text-align: center;"><b>The Role of Consumer Inferences About Price Discounts in Influencing Switching</b></p>

	<p style="text-align: center;"><b>Behavior</b>          Beomjoon Choi, University of Kansas          Rohini Ahluwalia, University of Minnesota</p> <p>Past research in the area of price discounts oriented sales promotions has generated a rich, but diverse and mixed body of literature. Furthermore, recent research suggests that consumers are likely to generate a variety of inferences in response to promotional offers, ranging from economic to hedonic and informational. This research examines the role of consumer's preference strength and product category risk in influencing the nature (consumer benefits vs. marketer tactics focused) as well as valence (negative vs. positive) of the inferences generated by consumers in response to price discounts offered by competitor brands. This research argues and empirically demonstrates the role of these inferences in influencing the brand switching likelihood.</p> <p style="text-align: center;"><b>How Small is Zero Price? The True Value of Free Products</b>          Kristina Shampan'er, MIT</p> <p>In a series of experiments, participants choose between buying a piece of high-end chocolate, buying a piece of low-end chocolate for a smaller price, and buying nothing. For some participants, both prices are equally reduced, so that the lower price becomes zero. A cost-benefit model predicts that the proportions of participants choosing <i>each</i> of the two chocolates should weakly increase when prices are equally reduced. In reality, whereas the proportion of participants choosing the cheaper chocolate dramatically increases, the proportion of participants choosing the more attractive chocolate dramatically <i>decreases</i>. Several economic and psychological explanations for the effect are considered.</p>
<p><b>Session 4.9 Boardroom</b></p>	<p style="text-align: center;"><b>ROUNDTABLE: Exploring the Co-Evolution of Possession Constellations, Self, and Identity</b>          Discussion Leader: Rob Kleine, Ohio Northern University</p> <p style="text-align: center;">Eric J. Arnould, University of Arizona          Stacey Menzel Baker, University of Wyoming          Dwayne Ball, University of Nebraska-Lincoln          Terry Bristol, Arizona State University-West          Carolyn Curasi, Georgia State          Kent Grayson, Northwestern          Susan Kleine, Bowling Green State University          John Lastovicka, Arizona State          James McAlexander, Oregon State          Radan Martinec, London School of Communication          Americus Reed, University of Pennsylvania          Marsha Richins, University of Missouri          Shay Sayre, Cal State Fullerton          Michael Solomon, Auburn University          Darach Turley, Dublin City</p> <p>This roundtable explores the intersection of possession constellations, self, and identity. Scholars with interests in consumer behaviors residing at this intersection are encouraged to join the discussion with other scholars spanning disciplinary and methodological boundaries. Discussion will focus on these issues: (1) Identifying gaps in current knowledge about how possession constellations, self, and identity co-evolve; (2) Explicating conceptual, methodological, substantive, and other obstacles to progress in this area; and (3) identifying opportunities and potential new directions for research, including those related to consumer well-being.</p>
<p><b>Friday Sept. 30, 4:30 p.m. - 6:30 p.m.</b></p>	

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Texas Ballroom	<p><b>Friday Sept. 30, 6:00 p.m. - 8:00 p.m.</b></p> <p><b><i>Working Paper Session and Reception</i></b></p> <p>Sponsored by</p> <div style="display: flex; align-items: center; justify-content: center;">  <div style="text-align: center;"> <p><b>UCIrvine</b>   THE PAUL MERAGE SCHOOL OF BUSINESS</p> </div> </div> <p style="text-align: center;"><b><u><i>Affect and Emotions</i></u></b></p> <p><b>Negative Mood and Risk Taking Tendency: The Effect of Attachment Style</b>  Hieu P. Nguyen, University of Texas, Arlington  Eyad Youssef, Old Dominion University</p> <p>This research explores the effect of attachment style (the systematic pattern of relational expectations, emotions, and behaviors resulting from the internalization of a particular history of attachment experiences) on the relationship between negative mood and risk taking. Results indicate that high avoidance attachment leads to increased risk taking under negative mood while there is no effect for the low avoidance group. Negative mood did not cause either high or low anxiety people to be more risk taking. Whether negative mood encourages risk taking (the <i>mood maintenance</i> hypothesis) or risk aversion (the <i>affect-as-information</i> hypothesis) seems to be influenced by individuals' attachment style.</p> <p style="text-align: center;"><b>“When the Going Gets Tough, the Tough Go Shopping”: An Examination of Self-Gifting Behavior</b>  A. Selin Atalay, Penn State University  Margaret G. Meloy, Penn State University</p> <p>The current work focuses on mood-repair and celebration as motives for self-gifting behavior. A lab study and a field study demonstrate that both lead to self-gifting, with the mood-repair motive being more prevalent than celebration. Individual differences in self-esteem, mood, loneliness, and regulatory orientation were tested with respect to both motives. We also examined the meanings individuals attach to their self-gifts. Only mood and regulatory orientation led to different motives to self-gift, but each of the individual differences uniquely impacted the meanings attached to them. The results provide insights into the mood-management function of indulgent consumption.</p> <p style="text-align: center;"><b>Coping with Individual-Group Incongruity</b>  Shuoyang Zhang, Indiana University  Adam Duhachek, Indiana University  Shanker Krishnan, Indiana University</p> <p>Increasing attention has recently been given to the social aspects of consumer behavior. However, most studies have viewed consumers as subjects to group influence, and have not addressed the dynamic processes involved, including the coping strategies consumer use in stressful situations. The present research addresses this gap by formulating a model of individual coping with attitude change in response to social influence. Two studies provide evidence in support of the proposed model. This research contributes to extant literature related to cognitive evaluation, emotional appraisal, attitude change, social influence and specific coping responses.</p> <p><b>Alleviating Mommy’s Guilt: Emotional Expression and Guilt Appeals in Advertising</b>  Sooyeon Nikki Lee-Wingate, Rutgers University</p>
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Guilt is a powerful emotion and used in advertising often, especially targeting working mothers. This research examines moderators of such influence. Emotional disclosure literature in clinical psychology suggests one - writing about their maternal guilt. I plan to show that expressing their maternal guilt will alleviate the influence of guilt appeals on their spending patterns. Then, I will examine practical applications that act similarly: the use of spokespeople expressing their guilt, and solicitations of such emotional expression by various entities. This research will provide managerial implications regarding how to better utilize guilt appeals in advertising.

**Positive versus Negative Affect Asymmetry and Comfort Food Consumption**

Jordan LeBel, Concordia University

Ji Lu, McGill University

Laurette Dube, McGill University

In this paper we demonstrate that factors tied to affect asymmetry predict the emotional triggers of comfort food consumption. A web-based survey was conducted to assess the emotional antecedents and consequences of comfort food consumption across genders, age and cultural groups, and food categories. Positive affect was a powerful trigger for men, older and French-speaking participants. Women, younger and English-speaking participants reported more intense negative emotions prior to consuming their favorite comfort food. Foods high in sugar and fat were more efficient in alleviating negative affects whereas other types of food increased positive emotions.

**Anger in Ultimatum Bargaining: Emotional Outcomes Lead to Irrational Decisions**

Francine Espinoza, University of Maryland

Alexander (Sasha) Fedorikhin, Indiana University

Joydeep Srivastava, University of Maryland

In ultimatum bargaining, unfair offers are rejected even when it is rational to accept any offer. We suggest that appraisals of fairness are linked to anger such that when individuals confront an unfair offer, they feel angry and are inclined to reject the offer. However, when individuals misattribute the cause of anger, they are more inclined to cooperate, decreasing the rate of rejection. Experiment 1 supports the idea that fairness appraisals are related to anger. Experiment 2 shows that if individuals misattribute the cause of anger, rejection rates of unfair offers can be significantly reduced, although the fairness appraisals are held constant.

**I Want It Even Though I Do Not Like It:  
Preference for Familiar but Less Liked Music**

Morgan Ward, University of Texas, Austin

Joseph Goodman, University of Texas, Austin

Julie Irwin, University of Texas, Austin

Despite voiced frustration by listeners, radio stations repetitively play the same songs. Investigating this phenomenon, we find that people prefer to listen to songs with which they are familiar, above and beyond whether they like the song. This finding translates to radio station choice where we find that people choose stations playing familiar songs over songs that they expect to like. This finding holds for movies as well: people choose movies with familiar actors over movies with actors they like, perhaps explaining the Tom Cruise Continued Success Paradigm. The studies demonstrate that mere exposure affects choice independent of preference.

**When do Moods Influence Consumer Preferences?: Moderators of Mood Congruency**

Katherine White, University of Calgary

McFarland Cathy, Simon Fraser University

Although consumers' judgments are often tainted in a direction consistent with their temporary mood states, past research is equivocal regarding when such mood congruency

effects emerge. We examined whether mood congruency is moderated by focused attention to moods and perceived appropriateness of using moods. Perceived appropriateness was manipulated in two ways: reminding participants that it is appropriate to use moods (vs. cognitions) when making judgments (study 1) and having participants judge “feel” vs. “think” products (study 2). As predicted, when participants were focused on their moods and believed that using moods to inform judgments was appropriate, they demonstrated mood congruency.

#### **How Affect Influences Choice: An Investigation of the Comparison Processes**

Catherine W. M. Yeung, National University of Singapore  
Cheng Qiu, National University of Singapore

This research investigates the influence of affect on comparative judgments. Consider a case in which consumers encounter a multiple number of options sequentially and make a choice among these options. Three experiments show that when consumers start evaluating the options upon receiving information on the first option, affect has a positive impact on the choice of this first option rather than on the subsequent ones. However, when consumers do not start evaluating the options until they have received information on all the options, affect has a positive influence on the choice of the last option.

#### **Communication, Attitudes & Persuasion**

##### **How Do Consumer Targets Perceive and Respond to Brand Agents in Persuasion Attempts?**

Mei-Ling Wei, York University

Many advances of the persuasion knowledge model have focused upon people in selling functions as agents in a persuasion episode. A major facet that remains under researched is our understanding of brands as agents. This paper addresses this gap by examining consumer beliefs about brands as agents in persuasion attempts. Depth interview data show how target perceptions of agents can be more complex and their responses less resistant than previous conceptualizations. Consumer targets can perceive brand agents as representing, offering, reaching out, getting the word, and making do; and they can respond by defending, congratulating, choosing, and getting suckered.

##### **Attributional Processes During Product Failures: The Role of the Corporate Brand as Buffer**

Sabine Einwiller, University of St. Gallen  
Michaela Waenke, University of Basel  
Andreas Herrmann, University of St. Gallen  
Jakub Samochowiec, University of Basel

Information about product failures is expected to deteriorate brand attitudes. However, our research indicates that the harmful impact is attenuated if the responsibility for the failure can be assigned to a superordinate brand. We found a significant interaction between the favorability of product information and the strength by which a product brand is endorsed by a corporate brand. Negative information reduced attitudes towards the product brand but only when the product brand was not strongly endorsed by a corporate brand. These findings call for the incorporation of the corporate brand's function as buffer into the models of brand architecture.

##### **Protection Motivation Theory – An Additive or a Multiplicative Model?**

Magdalena Cismaru, University of Regina

According to the Protection Motivation Theory, four factors influence the persuasiveness of a health appeal: vulnerability, severity, efficacy, and costs. Literature reflects uncertainty of the interaction effects and the combinatorial rules among these variables. A model in which the decision-maker ranks the variables and sets minimum cut-offs is proposed.

According to this model, a weighed additive relationship will take place only when the cut-off levels for all variables are met. This model helps explain inconsistent findings from the literature and adds insight into the decision making process involved when deciding whether or not to follow a particular recommended health behavior.

**The Devil You Know: Effects of Suspicion of an Information Source's Identity**

Jodie L. Ferguson, Georgia State University  
Pam Scholder Ellen, Georgia State University

The proliferation of the Internet provides a new integrated forum for consumers' search activities and decision making. This new environment, especially consumer boards and chatrooms, may make it difficult for consumers to assess self-interest. A preliminary study finds consumers less likely to use a chatroom source in making a buying decision than a salesperson in the store, another customer's testimonial, and an online buying guide. Suspicions of the credibility of the source and the possibility of an imposter marketer provide some clues as to why a seemingly trustworthy, non-marketer source would be viewed more negatively than a known marketer source.

**Product Placement: Developing Concepts, Constructs and Measures**

Jane Scott, University of New South Wales  
Margaret Craig-Lees, Auckland University of Technology

Product placement practice has grown in scope and volume, and expenditure now exceeds one billion dollars per annum. Publicity and public concern is also increasing. Placement research however has not kept pace with these trends. Effects-based research is minimal and findings across studies diverge. Most researchers have adopted traditional advertising effect measures, however placement is qualitatively different to interruptive advertising. Whilst theoretical discussion is ensuing, it remains minimal. Before viable research can emerge, sound concepts and constructs must be developed. This paper presents a discussion and resolution of conceptual issues.

**The Effect of Perceived Brand Name-Logo Coherence on Brand Attitudes**

Bruno Kocher, University of Lausanne  
Sandor Czellar, HEC School of Management  
Jean-Claude Usunier, University of Lausanne

This research investigates how the perceived coherence between brand name and logo affects brand attitudes and how this relationship is influenced by consumer-level and marketer-controlled variables. The constructs whose relationships are investigated in a first study are perceptions of coherent brand logo actions, self-brand connections and preference for consistency. Several experiments are projected to study the effect of additional moderators on the main relationships, including brand ownership, initial congruence between brand and logo, logo stability and social visibility of the brand.

**Explaining the Negative Spillover Effect in Target Marketing:  
Automatic Social Comparisons that Threaten Collective Self-Esteem**

Claudiu V. Dimofte, Georgetown University  
Ronald C. Goodstein, Georgetown University

The present research proposes that previously inconsistent findings on the NSE in consumer behavior work can be explained by accounting for the unconscious impact of activated negative stereotypes among non-targeted consumers. More importantly, it appears that (for those consumers highly identified with a particular group membership) this activation occurs even when prompted by cues that are largely irrelevant to the particular stereotype in question. While this finding is troubling, a particular way to mitigate the risk of NSE by advertisers refers to their use of specific regulatory focus manipulations, such as execution variables that put consumers in a state of promotion

(strategic eagerness).

**Effective Counter Persuasion: Creating Lasting Resistance to a Stronger Opponent**

Petia K. Petrova, Arizona State University  
Robert B. Cialdini, Arizona State University  
Daniel W. Barrett, Western Connecticut State University  
Noah Goldstein, Arizona State University  
Jon Maner, Florida State University

Two studies investigated a counterpersuasive strategy that can be effective for a communicator facing a rival who can deliver his or her message many more times than the communicator. This strategy incorporated: 1) strong counterarguments against the claims of the target message and 2) a mnemonic link between the target message and these counterarguments. Results demonstrated that the combination of counterarguments and mnemonic links not only produced greater resistance to the target ad than a counterad that lacked mnemonic links, but it also undermined the target ad more strongly as the number of exposures to the target ad increased.

**The Role of Mindfulness in Consumer Behavior**

Frederic Brunel, Boston University  
Weimin Dong, Boston University

This research calls for consumer researchers' attention to the potential role of mindfulness, as either a psychological trait or state. In this presentation, we provide (1) a general review and description of the mindfulness construct, (2) a discussion of how mindfulness can be used in consumer research (e.g., information processing, decision making, consumer welfare), (3) results from an advertising persuasion study where mindfulness is shown to moderate persuasion routes, and (4) an overall discussion of our on-going research program as well as further research areas for this construct.

**Identifying the Black Sheep From the Ordinary: Social Categorization and Within Group Deviation in Print Advertisements**

Tracy R. Harmon, University of South Florida

The present study employs an extension of ingroup favoritism, using the black sheep hypothesis where subjects judge likable ingroup members more positively than similar outgroup members, while judging unlikable ingroup members more negatively than similar outgroup members. Positioned in an advertising context, this empirical study provides evidence of both ingroup favoritism and within group derogation of unlikable ingroup members. The evidence suggests that the recipient's overall evaluation of the advertisement is mediated by the spokesperson's similarity to the recipient and general likeability.

**Consumer Conflict Management Strategies in Everyday Service Encounters**

Gerrard Macintosh, North Dakota State University

The unique characteristics of services create conditions where disagreements between service providers and customers are likely to occur. The results of a preliminary study designed to examine the strategies used by consumers deal with conflict in everyday service encounters are reported. The findings suggest that consumers are likely to use a variety of conflict management strategies and that their strategies are influenced by the mix of economic and social motives.

**Research in the Public Interest**

**Relationships Among Individual, Institutional, and System Level Public Trust:  
A Case for Consumer Evaluations of Food Safety**

Ahmet Ekici, Bilkent University

Despite the central importance of public trust to consumer behavior and public policy research, relatively little is known about the origins and relationships between various types/levels of public trust. For example, it is not clear why consumers trust their own grocery stores and yet distrust grocery stores in general in providing safe food. Further, it is not clear why as consumers distrust food retailers, regulatory agencies, law-makers, food manufacturers, scientists, they still trust the food system to supply them safe food. The purpose of this article is to understand the origins and the relationships between institutional and system level public trust in the context of food safety and consumer evaluations of genetically modified foods.

**Smoke Gets in Your Eyes: The Stigmatization of Smokers**

Norlaine Thomas, University of Manitoba

Sridhar Samu, University of Manitoba

Namita Bhatnagar, University of Manitoba

This exploratory research looks at how anti-smoking messages, legislation and environmental changes have affected non-smokers and their attitudes towards, and treatment of smokers. Preliminary research suggests that a negative smoker stereotype has been created with various possible effects on the smokers themselves. Ex-smokers also appear to enjoy a particularly positive perception. The data collected allows the construction of composite images of each of these stereotypes. Finally, this research seeks to shed light on the possible implications of these attitudinal changes for the efficacy of the anti-smoking campaign.

**When I Go Out to Eat I Want to Enjoy Myself:  
An Investigation into Consumers' Use of Nutrition Information**

Courtney Droms, University of South Carolina

Over the past decade, the world has been facing an obesity epidemic. In the popular press and certain governmental and public policy circles, this seems to be attributed to the marketing efforts of fast-food and chain restaurants. This study uses the Stages of Change model (Prochaska and DiClemente 1992) to enlighten the discussion of consumers' reactions to nutrition information when it is present on restaurant menus. The results from a mostly non-student sample indicate that when consumers eat out at restaurants their decisions are based on taste and preference rather than nutrition information if it is presented on a menu.

**Field Experiments in Nonprofit Marketing:  
Social Identity and Status Influence Contributions**

Yue Shang, University of Pennsylvania

Tara Thomas, University of Michigan

Shirli Kopelman, University of Michigan

This project examines whether the level of contribution to a public good is influenced by the relational affiliation, relative status of donors, and motivational framing of the transaction as consumption versus a charitable exchange. We use a field experiment in alumni giving to study such effects. Pilot field research has shown that social factors do influence contributions, and that donors do categorize their motivational framing of the transaction differently. In this abstract, we will focus on the hypothesis and the design of the actual research.

**I Gave at the Office (And I Hated It): Changes in Preference for Ethical Behavior  
Following an Unrelated Ethical Act**

Jennifer Young, University of Texas, Austin

Julie Irwin, University of Texas, Austin

Two studies examine propensity to give to a charity following another, unrelated charitable act. We find that giving is affected both by 1) assimilation of affect from the first charitable act to the second and 2) a newly-identified phenomenon we call “gave at the office”: respondents sometimes feel that they have done their fair share of charitable giving and lose a sense of obligation to donate to subsequent activities. Manipulations of difficulty and morality of the first charitable activity determine whether people are likely to experience assimilation or “gave at the office” effects and thus influence people’s likelihood to donate to a second unrelated ethical cause.

**Can a Rational Consumer Be a Good Citizen? Conflicting Goals in Today's Society**

Crina Tarasi, Arizona State University  
Maura Scott, Arizona State University

According to public opinion polls, when “all other things are equal” consumers prefer “green” products (Ginsberg and Bloom 2004). However, other things are almost never equal. Price, characteristics and functionality are often poorer for environmentally friendly products, and people compromise. Our preliminary research suggests the existence of a goal hierarchy formed by consumers. The highest level of conflict is perceived between self related goals and environmental goals, while least perceived conflict is between self related goals and family and friends related goals. To explain the phenomenon we draw from the literature on social dilemmas, as well as motivation theory.

**Free Bumperstickers for a Better Future:  
The Long Term Effect of the Labeling Technique.**

Gert Cornelissen, Catholic University Leuven  
Siegfried Dewitte, Catholic University Leuven  
Luk Warlop, Catholic University Leuven  
Arnaud Liégeois, Catholic University of Louvain  
Vincent Yzerbyt, Catholic University of Louvain  
Olivier Corneille, Catholic University of Louvain

We compared the labeling technique with a traditional social marketing campaign, providing thought-provoking arguments, regarding their long term effect on ecological behavior. In this study ( $n = 241$ ), we provided participants either with an ecological, self-descriptive label, an information-based campaign promoting ecological behavior or no information at all, and compared behavior in a repeated social dilemma situation, framed as an ecological task. We found that labeling outperforms classical campaigns on the longer term. We did not observe the expected interaction with mental load.

**Do “Possessors” Really have a Stronger Desire to Possess than “Non Possessors”?  
Study of Consumer Desires of Visitors and Collectors of Contemporary Art Vis-à-vis  
Two Modes of Consumption - Access and Possession**

Chen Yu, HEC School of Management

Few consumer studies have been done regarding the situation where both “possession” and “access” - as two possible available means to “consume” the wanted goods- can occur depending on the consumers’ desires and choices. Results in this study show that consumers have some contradictory desires vis à vis their behaviours. Regarding the desire for “possession”, collectors (possessors) have a weaker possessive desire compared to museum visitors (accessors). They also have weaker desires for accomplishment, for keeping family traditions and for intellectual enrichment than visitors, while having a stronger philanthropic desire and desire for sociality. Regarding the desire for “access”, visitors have a weaker desire for a simple visit than collectors while having stronger desires for sociality and for freedom.

**The Act of Giving: Involvement, Habitual Giving, and Motives of Volunteerism**

Gary Gregory, University of New South Wales

The question of how and why people give is crucial in helping non-profit organizations attract and retain donors and volunteers. The purpose of this study is to explore the ability of *reasoned influences* (e.g., attitudes, values, involvement and motives), *unreasoned influences* (e.g., habitual giving), and *situational influences* (e.g., income, education, etc.) to predict volunteer and donating behavior. The results show that attitudes and personal values were poor predictors in discriminating between volunteers and non-volunteers. Further evidence suggests that there may be a trade-off in how contributors decide on what they are going to give (time vs. money). Involvement, habitual giving tendencies, and motives to volunteer appear to serve as important predictors in volunteer versus donating behavior. Future research investigating such trade-offs in a repeated behavior framework is encouraged.

**An Examination of a Strategic Household Purchase:  
Consumer Home Buying Behavior**

Mateja Kos Koklic, University of Ljubljana  
Irena Vida, University of Ljubljana

The purpose of this study is to apply the existing knowledge in the field of consumer decision-making to the consumer home buying behavior with the ultimate aim to provide guidance for consumers on how to make wiser purchases. The results of our qualitative research suggest that cognitive and rational factors do not offer sufficient explanation of consumer behavior in the case of a high-involvement product such as a house. In addition to the idiosyncratic characteristics of the customer, his/her personal situation and environmental factors, the role of feelings, experience, subconscious factors, needs and goals should be taken into account.

**Community and Connectivity: Examining the Motives Underlying  
the Adoption of a Lifestyle of Voluntary Simplicity**

Suzanne Miller, University of Delaware  
Jennifer Gegan-Paxton, University of Delaware

Interest has been growing in alternative consumption lifestyles, as researchers attempt to understand those who choose to lessen their participation in America's "commodity culture." Of particular interest is a group of "anti-consumers" known as *voluntary simplifiers*. This paper, using in-depth interviews, sheds light on the motives and unifying values underlying the choice of this lifestyle. Although exhibiting tremendous variance in their implementation of simplicity, respondents' motives revealed a common theme of community, both local and global. In addition, a more general factor, the desire for connectivity with people and the planet, emerged as a unifying criterion for decisions regarding whether and to what extent to participate in the consumer marketplace.

**Sacred and Profane Consumption Revisited: The Case of Fair Trade Consumers**

Nick Gould, University of Glamorgan

The intent is to revisit Belk, Wallendorf and Sherry's seminal work on sacred and profane consumption with a view to exploring the extent to which their conceptualisation holds for Fair Trade. A short history and definition of Fair Trade is given, prompting the query: "People readily understand what Fair Trade does for producers, but what does it do for consumers?" Responses to this prompt suggest the terms sacred and profane can be meaningfully invoked. Methodological issues concerned with the investigation are discussed. Initial findings indicate the need to adjust existing conceptualisation of the sacred and profane in consumption.

**Effects of Interior Color on Health Care Consumers:  
A 360 Degree Photo Simulation Experiment**

Joost W.M. Verhoeven, Twente University  
Marcel E. Pieterse, Twente University  
Ad T. H. Pruyn, Twente University

The effects of the 'servicescape' (Bitner, 1992) on consumer behavior have long been recognized. Especially in high-stress services, such as medical care in a general hospital, the physical environment can tremendously influence customer evaluation. This study investigates the effect of wall color on patients' emotional and cognitive appraisal under varying levels of anxiety. A first aid examination room and a private ward room were simulated using QuickTime 360-degree virtual environments. Blue walls (as compared to white walls) reduce anxiety and increase cognitive and affective appraisal and even perceived service quality. Further findings will be discussed.

### **A Taxonomy of Spiritual Motivations for Consumption**

Heather Skousgaard, University of Sydney

Spirituality plays an important role in motivating consumption. Consumer researchers acknowledge this, yet despite a host of studies that reflect facets of a search for spiritual fulfilment, we still lack a clear understanding of what spirituality is and how it affects consumer choices. This study sets out to advance current understanding of this previously ill-defined and misunderstood motivation for consumption, presenting a taxonomy of both cognitive and affective components of spirituality, with associated propositions for future research.

### **Childhood Socialization Effects on Adult Ability to Control Impulse**

Seamus Decker, McGill University  
Zhenfeng Ma, McGill University  
Aida Faber, McGill University  
Laurette Dube, McGill University

We examined the relationship between childhood mother-daughter socialization and adult performance on neuropsychological tests of impulse control with positive and negative valence stimuli (go/no-go affective shifting task). Childhood socialization was measured in 132 women aged 18 to 83 years with the Parental Bonding Instrument (PBI), which assesses perceived parental behavior through age 16 years. Our findings on the relationship between PBI and impulse control are consistent with prior research, showing that low score on the care dimension and high score on the controlling/overprotection dimension may increase risks for some impulsive and addictive behaviors. Implications for consumer research are discussed.

### **Internet & Technology**

#### **Biases in Predicting Preferences for the Whole from Fragments**

Shenghui (Jerry) Zhao, The Wharton School  
Robert J. Meyer, The Wharton School

Consumers often need to predict their liking of a product based on product fragments (e.g., choosing paint colors from tabs with different paint colors). We call this type of preference forecasting the mental extrapolation task. Drawing on research on affective forecasting and memory processes, we predicted that, compared to their actual product experience, 1) forecasted preferences based on fragments were more extreme; 2) predictions were excessively anchored by evaluations of the fragments per se; and 3) familiarity with the product fragments increased the magnitude of these forecasting errors. Two lab experiments using an Internet shirt-buying task found support for these predictions.

#### **Toward Developing Conceptual Foundations of Internet Brand Community**

Juran Kim, University of Tennessee

One purpose of this study is to offer conceptual foundations of Internet brand community by developing an integrated overview of the current research. Concepts from the Structuration theory are used for synthesizing the consumer behavior literature. This study attempts to find and fill the gaps between brand community and Internet brand community in the literature. To fill the gaps in the literature, potential research questions and future research directions are suggested. This study offers foundations to develop a conceptual model of Internet brand community by considering the basic concepts in the Structuration theory and critical characteristics of the Internet environment.

**Consumers' Internet and Internet Consumers:  
Exploring Internet-Based Electronic Decision Aids**

Michael Merz, University of Hawaii  
Qimei Chen, University of Hawaii

The development and fast dissemination of the Internet has not only resulted in an explosion of information and therewith the potential danger of information overload but also in technological developments that help consumers make their choices. In this study, we propose that using Internet's own technological development to alleviate consumers' information overload might be the ultimate solution to help consumers' make better decisions. Specifically, we demonstrate that Internet's technological advancement can be used to (1) reduce consumers' perceived information overload; (2) replace or supplement consumers' choice heuristics; (3) redefine consumers' optimal choice; and (4) reduce consumers' post choice cognitive dissonance.

**Delivering Differentiated Experiential Branding in Web Environments**

Jordan LeBel, Concordia University  
Yanan Yang, McGill University  
Demetrios Vakratsas, McGill University  
Ashesh Mukherjee, McGill University  
Laurette Dube, McGill University

Brand positioning strategies anchored in the delivery of pleasurable experiences have become ubiquitous and web communications are privileged vehicles to convey such positioning. One hundred websites with differentiated experiential strategy (sensorial, emotional, social and intellectual) were each observed on 24 visits by consumers who reported intensity of pleasurable experience, satisfaction and revisit intent. Media Metrix traffic and search pattern data was obtained. Structural analyses conducted at the visit level revealed distinct contributions of the different pleasures to satisfaction and revisit intent, with moderating effects of experiential branding strategies. TOBIT website-level analyses highlighted the importance of intellectual pleasure (more so than site functionality) in accounting for traffic and search patterns.

**Consumer Watchdogs on the Internet - Protecting Consumers Against Counterfeiting**

Lisa Simpson, University of Otago

Counterfeiting is one of the biggest growth industries in the world (Alcok, Chen, Ch'ng, Hodson et al 2003). The rise of the 'super counterfeit' has meant that consumers are often paying large amounts of money for products they believe are genuine (Nia and Zaichkowsky 2000). Some consumers have set themselves up as self-styled 'watchdogs', campaigning about this type of fraud by educating their more naïve counterparts. This research is concerned with two key issues – firstly the question of what motivates certain consumers to set themselves up in this way and secondly to assess how consumers in general react to such 'watchdogs' and to what extent they utilize these services.

**Technology-Based Communication Patterns of Youth**

Nivein Behairy, University of California, Irvine  
Sayantani Mukherjee, University of California, Irvine  
Burcak Ertimur, University of California, Irvine

Alladi Venkatesh, University of California, Irvine

This ongoing research explores consumption practices of young consumers in their use of technology. We used qualitative research methods and collected data from ten informants in California. Analysis reveals evolving communication patterns among young consumers. Key underlying motivation for use of communication mediums is guided by young consumers' need for connectedness. Consumers select specific communication technologies depending on structural properties of a particular technology and level of intimacy in social relationships. We contribute to consumer research by illustrating the role of communication technologies in enabling different patterns of information exchange. These exchanges have implications for diffusion of product information.

### **Information Processing**

#### **A Blind Mind's Eye:**

#### **Perceptual Defense Mechanisms and Aschematic Visual Information**

S. Adam Brasel, Boston College

Philip Zimbardo, Stanford University

George Slavich, University of Oregon

This research reports on an eyetracker experiment exploring aschematic perception in visual processing. While eighty percent of those exposed to an urban image containing a woman committing suicide fixated on the woman, only thirty-five percent reported seeing her. Another thirty-five percent reported schema consistent items in her place and were three times as likely to insert other false schematic items into image recall. Schematic responders were also partially protected from the negative affect the image created. These findings suggest that people ignore aschematic stimuli due to top-down cognitive frameworks that transform images between sight and memory, rather than changing the visual search pattern itself.

#### **'Do I Know You?': Constraints on the Recognition of the Celebrity Endorser**

Geraldine R Henderson, The University of Texas, Austin

Jerome D. Williams, The University of Texas, Austin

Carol M. Motley, Howard University

We explore a celebrity recognition framework in which the ability to recognize other-race faces is based upon not only the race of the viewer relative to the celebrity, but also the amount of exposure/familiarity the viewer has had with others who are of the same race as the celebrity. The other-race-effect is pertinent for marketing researchers to understand because it has significant implications for not only multicultural celebrity facial recognition in advertising, but also for other marketing-related issues, including customer service, direct marketing, and personal selling.

#### **The Role of Self in Evaluation of Advertisements with Highly Attractive Models**

Rajani Ganesh Pillai, University of Central Florida

Yun-Oh Whang, University of Central Florida

Judy Harris, University of Central Florida

Past research on the negative effects of using highly attractive sources in advertisements suggests that this could be because of social comparison, feelings of inadequacy, and/or jealousy. The present study extends this research by suggesting that the perceived discrepancy between the consumer and the source has an impact as well. The results of this study indicate that the use of highly attractive sources in advertisements can lead to a gap between perceived image of the self and that of the source, and that greater gaps motivate consumers to scrutinize and process the ad claims more closely. It is also found that the magnitude of the gap inversely influences the attitudes toward the ad and the brand.

**The Generation Gap: A Baby Boomer vs. Gen Y Comparison of Religiosity, Consumer Values, and Advertising Appeal Effectiveness**

Peggy Sue Loroz, Gonzaga University

This research explores the relationship among religiosity and other consumer values, namely materialism, value expression through brands, and consumption ethics, in a sample comprised of members of the Baby Boom and Generation Y cohorts. In addition, the influence of generation and these individual differences on attitudes toward several advertising appeal types is tested. Findings suggest that these two generations do differ in their levels of religiosity and other consumer values and also in their response to advertising appeals, and that the values also influence advertising appeal effectiveness beyond the impact of generation.

**Bilingual Processing of Advertising Information: A Psycholinguistic Approach - The Link Between Attributes Remembered and Attributes Preferred**

Jaime Noriega, University of Houston

For many years, advertisers have been translating their selling messages into ethnic populations' dominant languages. However, not much theory-based consumer research; at least not from an information processing perspective, has been conducted to validate this strategy. Comparing the correspondence between attributes recalled and attributes preferred (as revealed by conjoint analysis), we propose that bilinguals reading a second language advertisement will recall more of the attributes they prefer in the advertised product class, than monolinguals reading an ad in their only language. This effect is believed to occur as a result of cross language generation effects, and selective processing.

**Advertising Claims About Search and Experiential Attributes and Their Effect on Post-Trial Evaluations of Functional versus Hedonic Products**

Camelia Micu, University of Connecticut

This paper focuses on understanding the effects of pre-trial advertising claims on consumers' post-trial evaluations. Drawing upon message claim and ad-trial literature, I hypothesize effects based on product type. For functional products, I expect search claims will generate more favorable post-trial evaluations than experiential claims, and objective claims will result in more favorable evaluations than subjective claims. For hedonic products, I expect experiential claims will generate more favorable post-trial evaluations than search claims, and subjective claims will result in more favorable evaluations than objective claims. I argue that product trial alone generates less favorable post-trial responses for both types of products.

**Brand Stereotypes and Consumer Judgments:  
The Automatic Shifting of Standards in Brand Evaluations**

Claudiu V. Dimofte, Georgetown University

Johny K. Johansson, Georgetown University

Applying the social psychology precepts of the Shifting Standards Model (Biernat, Manis, and Nelson 1991) it is shown that—depending on a marketer's particular choice of eliciting consumer feedback—a brand that fares objectively better than another on a specific attribute can in fact be perceived as equal or even relatively worse than the same brand on that very attribute. Such anomalous explicit response originates in consumers' use of different stereotypical standards for the competing brands. Unless brands are directly juxtaposed (objective judgment), evaluative standards are implicitly more relaxed for the inferior brand, allowing it to match or even surpass its competitor in subjective judgments.

**Empirical Support for an Item and Relational Conceptualization of Sponsorship**

Clinton S. Weeks, University of Queensland

T. Bettina Cornwell, University of Queensland

Michael S. Humphreys, University of Queensland

This paper outlines how commercial sponsorship can be conceptualized using an item and relational information framework, and supports this with empirical data. The model presented allows for predictions about consumer memory for sponsorship information, and hence has both theoretical and practical value. Data are reported which show that sponsors considered congruent with an event benefit by providing consumers with sponsor-specific item information, while sponsors considered incongruent benefit by providing sponsor-event relational information. Overall the provision of sponsor-event relational information is shown to result in superior memory to the provision of sponsor-specific item information, which is superior to basic sponsor mentions.

#### **Elaboration, Imagination and the Misinformation Effect**

Arun Lakshmanan, Indiana University

Shanker Krishnan, Indiana University

In this study the authors argue that the extent to which consumers are susceptible to misinformation effects shall be greater in situations that involve enhanced mental imagery and embellishment of their consumption memories than otherwise. These situations are expected to actually lead to effects that might go beyond simple misinformation-consistent recollections and involve confabulations in the consumers' consumption memory. Results from a pretest and a pilot indicate that involvement and imagination might play opposing roles in this regard and disentangling these constructs might lead us to greater precision in uncovering confabulatory recall.

#### **Innovating and Lagging as Signals of General Intelligence**

Kobe Millet, KULeuven

Siegfried Dewitte, KULeuven

We approach innovativeness from a costly signaling perspective. We suggest that both innovative and lagging consumer behaviors signal general intelligence. Only highly intelligent consumers can afford not to follow the majority, possibly because they can justify their choices. Innovators and laggards do not follow the majority by definition. In three studies, we find evidence that (1) more intelligent people are expected to innovate or lag, (2) people who do not follow the majority, either by lagging or innovating, are actually more intelligent and (3) are perceived by others as more intelligent than those who follow the majority.

#### **The Impact of Mathematics Anxiety on the Evaluation of Price and Price Presentation Formats**

Rajneesh Suri, Drexel University

Kent B. Monroe, University of Illinois, Urbana-Champaign

Price, a numeric aspect of product information, requires simple calculations and comparisons with either prices of competing offers or a price in memory to determine the savings or evaluating an offer. However for some consumers these computations could become a source of anxiety. This research develops a conceptualization that predicts the effects of mathematics anxiety and motivation to process information on the processing of price information and price presentation formats. The results from two studies show that mathematics anxiety influences the evaluation of prices and the perception of discounts in dollar off and percentage off price presentation formats.

#### **Intuition in Consumer Decision Making**

Wilson O. Readinger, Klein Associates Inc.

Consumer purchase decisions often appear to be made in seconds or even milliseconds. When questioned in structured interview settings, consumers frequently appeal to "intuition" or "gut instincts" to explain their purchase behavior, especially those decisions

that are made very quickly and do not appear to warrant conscious processing. This paper explores the concept of intuition as a tractable and empirical phenomenon, grounded in ecological psychology and Recognition-Primed Decision Making. Analyses of qualitative research, as well as developmental models of consumer intuition in the context of decision making, will be discussed.

### **Products & Brands**

#### **Consumer Preference Between Price and Feature Changes**

Maura Scott, Arizona State University  
Stephen Nowlis, Arizona State University  
Naomi Mandel, Arizona State University

Over time, a firm may be required to either cut features or raise price in order to maintain profitability. Conversely, a firm may decide to deliver additional value to customers and will have to choose between increasing features and reducing the price. In this paper, we explore these trade-offs across multiple product categories to better understand consumer preferences. We expect to find that consumers prefer feature changes to price changes due to loss aversion. We also expect to find that consumers prefer non-alignable gains and alignable losses. We are currently conducting experiments to test our predictions.

#### **Today, It's New! And Tomorrow? Perceived Product Newness In Relation With Product Liking Over Time**

Anne Michaut, HEC School of Management  
Stan Knoops, IFF

With the plethora of new products on today's markets, consumers' response to these products has aroused a great deal of interest over the past years. This paper particularly focuses on perceived newness and its relationship to liking over time. The conceptual framework suggests that, from the consumer's perspective, newness can be seen as lying along two dimensions: (1) mere perception and (2) understanding. Results show that, in product usage conditions, product newness perception increases in the short run (3 weeks), as consumers simultaneously become more able to make sense of the product. In the longer run (12 weeks), newness remains rather persistent despite daily product usage and exposure. Moreover, the study points out newness as a good determinant of liking in the short run only.

#### **Brand Equity and Shadow Diffusion in the Music Industry: Implications of the Familiar**

Ruskin M. Morgan, Huron Consulting Group  
Joel C. Watson, Rockhurst University  
William L. Moore, University of Utah

In this research we recognize that consumers are subject to a number of influences when consuming entertainment. Of particular interest and note relative to prior diffusion models, we focus on how the sales of a current offering are complementary to the sales of prior offerings. We contribute to the existing knowledge in this area by constructing an estimation model that explicitly captures the effect of consumption of a previous generation entertainment product, as well as the effect of peer consumption of the current generation.

#### **If I Don't Understand It, It Must Be New: Processing Fluency and Perceived Product Innovativeness**

Hyejeung Cho, University of Michigan  
Norbert Schwarz, University of Michigan

We provide the first evidence that processing fluency (the ease or difficulty with which new information is processed) influences judgments of product innovativeness. People assume that 'new information is more difficult to process than familiar information' and

infer higher product innovativeness from lower processing fluency (e.g., when the font in which the product description is printed is difficult rather than easy to read). This favorable judgment of innovativeness can result in higher preference for the product, reversing the usually observed high fluency-high liking link.

**The Impact of Regulatory Focus on Brand Choice and Category-Brand Associations**

Arnd Florack, University of Basel  
Martin Scarabis, University of Muenster

Two experiments examined whether the regulatory focus of consumers has an influence on product preferences and on category-brand associations. Experiment 1 provided evidence for the hypothesis that a context-specific regulatory focus has an impact on choice. Participants were more likely to choose products when presented in an advertisement with a claim compatible to the regulatory orientation of participants. Experiment 2 demonstrated that the regulatory focus also has an impact on category-brand associations. Category-brand associations were stronger when the claim of a target brand was compatible to participants' regulatory orientation.

**Does Ingredient Branding Improve Choice of Host and Ingredient Brands?**

**A Test of Brand Equity-Choice Behavior Consistency**

Kalpesh Desai, State University of New York, Buffalo  
Vishal Singh, Carnegie Mellon University  
Dinesh Gauri, State University of New York, Buffalo  
S Ratneshwar, University of Missouri – Columbia

We extend prior research in ingredient branding in two important ways. First, we use real data about consumer's *choice vs. judgment* measures employed by prior research to find out if ingredient branding improves choice (and not just brand attitudes) of host and ingredient brands. Second, *with attitudinal survey data*, we attempt to find out to what extent consumers' equity perceptions about the ingredient product and the ingredient and host brands explain their choice behaviors towards these products. This investigation of the consistency between consumers' brand equity perceptions and their choice behaviors is rare and thus adds to the brand equity literature. Our analytical approach involves running a Random Coefficient Logit Model of consumers' actual choices of four ingredient products from a rich scanner data set

**Effects of Mortality Salience on Ethnocentric Consumer Behavior at a Regional Level**

Thomas Marchlewski, Universität zu Köln  
Detlef Fetchenhauer, Universität zu Köln

According to Terror Management Theory the salience of one's own death leads to an increased preference of one's own in-group and to a devaluation of out-groups. In this study we tested, whether this effect also holds for preferences about products that do have a strong regional significance. More specifically, in two German cities we asked N=192 participants to taste and evaluate beer that was either from their hometown or from the other city. Indeed, under conditions of high mortality salience participants preferred their own local beer and devaluated beer from the other city much more than in a control condition.

**"Is this Product Really New?" A Study on the Effect of Category Information and Certainty on Newness Evaluations of New-to-Market Products**

Miranda Selinger, University of British Columbia  
Darren W. Dahl, University of British Columbia  
C. Page Moreau, University of Colorado

Research shows that new products motivate consumers to pay more, stimulate word of mouth, enhance receptivity to marketing activities, and speed adoption and diffusion. Yet, little research has been conducted to determine how consumers recognize and define

newness in new-to-market products. Two experiments demonstrate that perceptions of newness for new products are contingent on the consumer's ability to identify with certainty an appropriate category anchor. Our findings suggest that categorization provides a point of reference from which an appropriate contrast of new from old can be made. When consumers are uncertain about a product's category, evaluations of newness are diminished.

**The Impact of Information Characteristics on Negative Spillover Effects  
in Brand Portfolios**

Jing Lei, University of Maastricht  
Niraj Dawar, University of Western Ontario  
Jos Lemmink, University of Maastricht

This study investigates the moderating effect of the information characteristics, namely crisis severity and attribution, on the spillover effect of negative information in a brand portfolio context. Three experiments provided validation of hypotheses related to spillover effects. We found that both factors moderate the pattern of spillover effects, although attribution information has a more dominant role in consumers' interpretation process of negative information. This study sets the boundary conditions for the impact of negative information, and provides marketers with knowledge of situations in which the negative spillover is likely to be strengthened, attenuated, or even diminished.

**Film Preference: The Role of Cultural Capital and Sensation Seeking  
in Film Preference Type**

Joel Watson, Rockhurst University

Independent film and the independent film audience are neglected areas of research. A film preferences scale is used to split film audiences into four preference groups (independent, crossover, mainstream and no film) and these four groups are compared on a number of quantitative measures (Cultural Capital, Sensation Seeking and Communication behavior). Results show that the independent group differs significantly from the others with respect to Sensation Seeking, Cultural Capital and communication behavior. These facts may begin to account for the differing viewing habits for the three groups when looking at the relationship of independent film to Hollywood film as that of High Art to Popular Art.

**Behavioral Decision Theory**

**Non-consequential Reasoning in Hedonic and Utilitarian Consumption Decisions**

Laura Smarandescu, University of South Carolina

This work investigates the effects of pursuing non-instrumental information on non-consequential reasoning in the context of hedonic and utilitarian product purchases. Individuals did not differ in their willingness to pursue non-instrumental information in the two purchase contexts; however, once they pursued the non-instrumental information they were more likely to rely on it in hedonic than in utilitarian purchase decisions. This research suggests that individuals feel more accountable for hedonic than for utilitarian purchases and thus, they are more likely to weight non-instrumental information to avoid feelings of guilt.

**Is It the Luxury Car or the Super Model that Tempts Him?:  
The Possibility of Misattributed Arousal**

Xiuping Li, University of Toronto

Research in consumer impulsivity has documented the effect of hedonic stimuli (e.g., dessert) on related behaviors (eating). We extend this line of research in the direction of whether the induced craving towards one hedonic stimulus category (dessert) can be carried over (or misattributed) to intertemporal choices in ostensibly unrelated behavioral

domains (investing). In a series of experiments, we found that cues of hedonic stimuli (pictures or scents) led to (1) more choices of vices, (2) impatience in waiting for larger monetary gains, and (3) unplanned purchases.

**Goal Abstraction Compatibility and Lexical Fit in Consumer Choice**

Ryan Hamilton, Northwestern University

Objects can be described by either their concrete, feature-level attributes or by more abstract, benefit-level attributes. Likewise, a consumer may have a relatively more abstract or concrete mindset in approaching a decision. In a series of studies, we find that choice is a function of consumer mindset such that individuals with an abstract mindset tend to prefer products that dominate on abstract benefits and individuals with a concrete mindset tend to prefer products that dominate on concrete features.

**Differential Impact of What is Available and What is Inferred:  
Promotional Element Salience Effect in Reference Price Promotions**

Igor Makienko, Louisiana State University

Study represents an extension of the study by Urbany et al. (1988) on the effect of exaggerated and plausible reference prices. In addition to reference price level, the effect of the salience of different promotional elements (sale price and respective discount) on consumers' deal perceptions and market price estimates is investigated. Results show that salience of promotional elements did not have any significant effect at the plausible reference price level. However, presenting a discount instead of a sale price in a high implausible reference price condition had detrimental effect on respondents' deal perceptions and at the same time significantly enhanced retailer credibility.

**Too Good to be True vs. Too High to be Good: The Role of Product's Price and Form of Incentive in Sales Promotion Evaluations**

Igor Makienko, Louisiana State University

Study investigates how the form of incentive (monetary vs. nonmonetary) and the price level of a promoted product (normally priced vs. overpriced) affect consumers' evaluations of economically identical deals. Although the first factor has received significant attention in previous research, only a modest degree of effort has been devoted to the second factor. Contrary to previous findings on strong positive effect of high implausible reference prices, results of this study indicate that when a promoted product is overpriced, respondents' perceptions of the deal are significantly lower than when a promoted product is normally priced (regardless of the form of incentive).

**The Role of Meta-Cognitive Experiences in Reason-based Choices for the Self vs. Others**

Hyejeung Cho, University of Michigan  
Christina Brown, University of Michigan

Our study extends prior research on the role of meta-cognitive experiences in reason-based choices by exploring the differential role of information content vs. experiential information in the context of choices for the self vs. others. Our preliminary findings indicate that people high in Need for Cognition (NFC) rely on their subjective experiences of generating a few vs. many reasons in making their own choice, but not in making a prediction of others' choices. In contrast, people low in NFC rely on their experiences of reason generation in making a prediction of others' choices, but not in making their own choice.

**When Behaving Bad is Good:  
Self-Regulation Enhancement by Strategic Goal-Deviation in Consumption**

Rita Coelho do Vale, Tilburg University

Rik Pieters, Tilburg University  
Marcel Zeelenberg, Tilburg University

Do we always need to perform behaviors that bring the goal that we are striving for closer, in order to eventually attain it? We propose that for goals that require inhibitory behaviors over extended periods of time, such as in weight loss, training, and saving, it may be beneficial to temporarily not only abstain from goal pursuit, but actually to perform behavior that runs counter to the overarching focal goal, but which allows the replenishment of self-regulatory resources, increasing goal-attainment likelihood. Results from five studies revealed that when consumers follow intermittent sets of regulatory activities about which they have prior knowledge, they show lower ego-depletion, higher motivation for goal-pursuit and higher coping ability.

**Improving Consumer Quality-Efficiency By Using Simple Adaptive Feedback in a Choice Setting**

Anjala Krishen, Virginia Tech  
Pushkin Kachroo, Virginia Tech  
Kent Nakamoto, Virginia Tech  
Steven Suhr, Virginia Tech

This paper proposes a feedback control based adaptive scheme for providing choices for users in a web setting. We hypothesize that using this scheme for updating the number of choices presented produces an efficient method of user interaction. We conducted an experiment with seventy-five subjects who had to choose a computer they would buy, given monetary constraints from a large choice set. We used various algorithms for number of choices to be presented to the users in a time-sequential manner. One algorithm was the proposed Simple Feedback Algorithm, which was proven by the data collected to be the most quality-efficient.

**Sociological Analysis**

**The Negative Stigma of Coupon Redemption**

Jennifer J. Argo, University of Alberta  
Kelley J. Main, York University

The present research explores the possibility that the positive act of redeeming coupons to save money is a socially stigmatized behavior. Further, we suggest that not only does a stigma exist for the consumer who redeems a coupon but that the negative stigma extends to influence other shoppers in close proximity to the consumer. The results of a laboratory and a field investigation confirm that coupon redemption is a negatively stigmatized behavior and that its negative implications extend to impact other non-involved bystanders.

**Relationship Stages and Consumption Patterns:**

**Variations in Object Attachment and Importance of the Brand**

Maria Sääksjärvi, Hanken- Swedish School of Economics and Business Administration  
Ryszard Kedzior, Hanken- Swedish School of Economics and Business Administration

This paper presents a conceptualization of relationship stages and links it to object attachment and the importance of brands. The relationship cycle refers to intimate relationships and is proposed to consist of four stages: single life, infatuation, committed relationship, and dissolution. Each stage is consumer-perceived rather than actual, and is signified by a distinct combination of object attachment levels, in which the importance of brands also varies. These fluctuations are proposed to be driven by consumers' need to communicate or maintain their self-identity throughout the different stages.

**Attributional Processes during Product Failures –  
The Role of the Corporate Brand as Buffer**

Sabine Einwiller, University of St. Gallen

Michaela Waenke, University of Basel  
Andreas Herrmann, University of St. Gallen  
Jakub Samochowiec, University of Basel

Information about product failures is expected to deteriorate brand attitudes. However, our research indicates that the harmful impact is attenuated if the responsibility for the failure can be assigned to a superordinate brand. We found a significant interaction between the favorability of product information and the strength by which a product brand is endorsed by a corporate brand. Negative information reduced attitudes towards the product brand but only when the product brand was not strongly endorsed by a corporate brand. These findings call for the incorporation of the corporate brand's function as buffer into the models of brand architecture.

**People We Love to Love and People We Love to Hate: Predicting Desired Outcomes of Reality TV Scenarios**

Jennifer L. Young, University of Texas, Austin  
Julie Irwin, University of Texas, Austin

This study seeks to uncover the qualities of participants that people look for when deciding on a reality TV contestant to root for or root against. We examine the relationship between a number of respondent ratings (e.g., similarity to self, attractiveness, intelligence) and the respondents' desire to see the contestant win or lose. We expected, and found, that preference for contestant success depended on the type of reality show (we tested four basic types: relationship drama, sadism, trickery and glamour).

**The Sphere of Pure Consumption: Outsourcing the Production of Sacred Commodities**

Teresa Davis, University of Sydney  
Olga Kravets, University of Sydney

This paper explores the phenomenon of outsourcing of production of sacred 'commodities'. The example of the international markets for adoption is examined as one manifestation of such outsourcing. The creation of distance and separation between the 'production' and 'consumption' cycles is offered as one of the ways consumer markets seek an utopian market where production does not taint consumption. The industrialised late capitalist economies are seen as becoming a sphere of pure consumption, while the less industrialised economies in transition are seen more and more as bearing the lion's share of production of these 'products'.

**Market Agents' Roles in the Maintenance and Transformation of Rituals**

Behice Ece Ilhan, Bilkent University  
Ozlem Sandikci, Bilkent University

While there has been significant interest on symbolism and consumption-related dimensions of rituals, there has been scant research attention on marketing aspects of rituals. This paper explores the roles of market agents in the maintenance and transformation of consumption rituals. Specifically, we look at the dowry practice in Turkey and investigate related market agents and their roles. Preliminary data collected through ethnographic methods indicate that there are several players in this market, including independent women, retailers, schools and institutes, collective exhibitions, and media, who reproduce and transform dowry artifacts, scripts and roles through mediation, consultation and innovation.

**Self-Concept**

**Spiraling Downward: An Illustration of Social Breakdown Theory and Its Relationship with Self-Concept**

Brian P. Brown, Georgia State University

George P. Moschis, Georgia State University

The present study is based on the social breakdown theory (Kuypers and Bengtson 1973), and is a study of how certain life transition events linked to possible role losses relate to older adults' self-concepts. It illustrates how certain environmental conditions (i.e., media) and individual factors (i.e., health, income, and education level) may moderate the relationship between life transitions and self-esteem. The findings of this study seem to contradict the perspective that marketers are in a particularly strong position to influence the perceptions of society in general, and the life satisfaction and well-being of older adults in particular.

**Developing and Testing the Cultural Embeddedness of Products (CEP) Scale**

Alexander Jakubanecs, New York University  
Magne Supphellen, Norwegian School of Economics and Business Administration

National culture is an important variable in explaining consumer behavior. Cultural meanings embedded in products affect the way consumers process information, form attitudes and make decisions about products. Previous research on the role cultural meanings in products has often adopted a qualitative anthropological approach. In this research, we develop a multidimensional measure of cultural embeddedness of products, the CEP-scale. The scale is tested on two Russian non-student samples and shown to have three dimensions and sound psychometric properties.

**Self-Gifting vs. Gifting to Others: An Examination of Psychological Orientation Differences in the Domain of Gift Giving**

Suri Weisfeld-Spolter, Baruch College  
Stephen Gould, Baruch College  
Maneesh Thakkar, Baruch College

This paper investigates how gender orientation changes depending on the gift-giving scenario. We demonstrate that psychological gender orientation is triggered differently based on the gifting scenario (self-gift vs. interpersonal gift) and show that these orientation differences also exist between the two main contexts of self-gifts i.e. reward and therapy. Our predictions are strongly supported by a pretest and a main study. We show that overall, interpersonal gift giving evokes a stronger feminine orientation as compared to self-gifting, and within self gifting, the reward context generates a stronger masculine orientation as compared to the therapeutic self-gift context which is more feminine.

**Perceptions of Counterfeit Product Consumers**

Stephanie Oneto, University of Houston

This study explored perceptions of consumers who purchase counterfeit, rather than original, luxury products. Social Identity Theory (SIT) predicts that people will treat other individuals that violate social norms, for instance by purchasing counterfeit products, more favorably when those individuals are members of the in-group as opposed to an out-group. Three hundred and four undergraduate students evaluated a male target on a number of characteristics after reading a brief profile that included information about the target's race and a type of product (high status, lower status, or counterfeit) the target had recently purchased. Results were consistent with SIT. When respondents rated an in-group targets with a high status product, their evaluations were more favorable than if the target had a low status or counterfeit product. However, respondents rated targets less favorably on all three types of products when the target was an out-group member as opposed to an in-group member.

**The Tiger Roars: Tribalism in a Non-Traditional Australian Sport**

Catherine Sutton-Brady, The University of Sydney

This paper explores the concept of tribalism in the martial art of karate. Shotokan Karate a traditional Japanese martial art form has been practiced in Australia for less than 30 years, therefore is not considered a traditional Australian sport, but does have a significant following. Using an ethnographic approach this paper introduces and highlights elements of tribalism and of the subculture of consumption which are evidenced by following and interviewing the Australian team over three days of competition at the last World Championships in Durban South Africa.

**Experiencing Motherhood: The Importance of Possible Selves to New Mothers**

Emma N. Banister, Lancaster University  
Margaret K. Hogg, Lancaster University

Our research examines the impact that women's experiences of consumption choices have on the processes of their identity formation and stabilization as mothers. We report some preliminary findings wherein we identify some of the key choices that our participants made at certain stages of their pregnancy/motherhood and identify the role of possible selves: in terms of the mother/parent that they wanted to be (ideal), their thoughts about the kind of mother they did not want to be (negative self), balanced with the pressure to fit with others' expectations (ought self).

**Beauty, Brawn, or Brains: Idealized Male Images in Advertising**

Patricia T. Warrington, Purdue University  
Anna Gourgova, Purdue University

Many agree that advertising presents idealized images of individuals and the American lifestyle (Richins 1995). Evidence indicates that men as well as women make social comparisons to advertising imagery and that these comparisons impact male self-perceptions (Gulas and McKeage 2000). The purpose of this exploratory study is to identify the types of idealized male images prevalent in contemporary print advertising from the perspective of the individual consumer. The results suggest that consumers tend to categorize idealized print images of men in terms of types of attractiveness that emphasize culturally desirable lifestyle characteristics.

**Image Consumption: The Study of Bridal Photography, Semiotic, and Feminine**

Jin-Tsann Yeh, Vanung University  
Chyong-Ling Lin, Lunghwa University of Science and Technology

The growth of bridal photography industry could be a miniature of Taiwanese anthrop-sociology development records. The conservative bridal photography showed exaggerative make-up and bridal costumes that represented a semiotic of contemporary fashion. However, the import of Western information awoke and educated Taiwanese women to reach an ideal state of self-confidence and autonomy. A researcher developed survey instrument to collect data from 550 randomly selected customers from the cluster of bridal photography salons. The finding revealed that modern Taiwanese women could be independent decision makers and were keen-witted and capable. They would ask for bridal photography based on the value of commemoration and self-expression and agreed that bridal photography represented beauty, romance, and happiness.

**Framing the Negative Self: Consumers and Consumption**

Margo Buchanan-Oliver, The University of Auckland  
Tatum Savage, Sony

Negative consumption concerns those products a consumer chooses not to buy, and the concept of the feared self is used to explore that state This exploratory, emic research sought an increased understanding of the feared self, and the subsequent role played by negative product-user stereotypes, in negative consumption. It found that the conceptualised feared self was not as influential on negative consumption as the experiential feared self, and that negative product-user stereotypes emit the greatest

	influence on negative consumption.
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**SATURDAY, OCTOBER 3, 2005**

	<b>Saturday Oct. 3, 7:30 a.m.- 8:30 am</b>
<b>SA Foyer</b>	ACR Coffee Bar

	<b>Saturday Oct. 3, 7:30 a.m.- 9:00 am</b>
<b>Texas Ballroom A</b>	JCP Board Meeting

	<b>Saturday Sept. 30, 8:00 a.m.- 5:00 p.m.</b>
<b>Grand Foyer</b>	ACR Registration

	<b>Saturday Sept. 31, 8:00 a.m.– 12:00 p.m.</b>
<b>Fiesta B</b>	<p><b>Film Festival</b>  Chairs: Russell Belk, University of Utah  Robert Kozinets, York University</p> <p>8:00 <b>Not Desperate Housewives:  Turkish Housewives’ Consumption Practices at “Money Day” Gatherings</b>  Ebru Ulusoy, Istanbul University</p> <p>8:21 <b>Headbanging: As Resistance or Refuge</b>  Marylouise Caldwell, University of Sydney  Paul Henry, University of Sydney</p> <p>8:48 <b>Burning Bock</b>  Sven Bergvall, Royal Institute of Technology  Jacob Ostberg, Stockholm University</p> <p>9:06 <b>What Do Consumers Consume in Santa?  A Comparative Study of Santa Claus in Scandinavia</b>  Junko Kimura, Hosei University</p> <p>9:30 <b>Gearhead Pilgrimage: The Queen Mary Summit of Indiana Jones</b>  Scott Smith, Central Missouri State University  S. Jason Cole, University of Kansas  Dan Fisher, University of Tulsa  Jeff B. Murray, University of Arkansas  Molly Rapert, University of Arkansas</p> <p>9:52 <b>There and Back Again: A Consumption Journey</b>  Robert Kozinets, York University</p> <p>10:12 <b>The Gospel of Prosperity: Charismatic Churches in Ghana</b>  Samuel K. Bonsu, York University  Russell W. Belk, University of Utah</p> <p>10:49 <b>Me and the Web:  Conversations About Online Shopping in an Online World</b>  Susan Lloyd, American University</p>

	<p>11:18 <b>Las Cubanas: An Exploration of Life in Cuba</b> Sindy Chapa, University of Texas-Pan American</p> <p>11:48 <b>Erasing Futures: Ethics of Marketing an Intoxicant to Homeless Children</b> Ram Manohar Vikas, Indian Institute of Technology, Kanpur Rohit Varman, Indian Institute of Technology, Kanpur</p>
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<b>SESSION 5</b>	<b>Saturday Oct. 1, 8:30 a.m.- 10:00 am</b>
<b>Session 5.1 Executive Salon 1</b>	<p><b>The McDonaldization of Enchantment and Consumers Practices of Re-enchantment: A Dialectic View of Transformative Consumption</b> Session Chair and Discussion Moderator: Craig Thompson</p> <p><b>Is Re-Enchantment Just Enchantment?: Towards an Understanding of a Second Order Enchantment</b> Per Ostergaard Southern Denmark University Christian Jantzen, Aalborg University</p> <p>Ritzer’s (2005) proposals for re-enchanting a disenchanting world are grounded in Weber’s (2001) arguments about the rationalization of the western world. Ritzer makes a direct comparison between the cathedrals of consumption and the cathedrals associated with organised religions. The enchantment in pre-capitalistic era is presumed to be quite similar to enchantment today. Is this comparison historically viable? We investigate this question through the lens of Baudrillard’s (1993) writings on simulation and simulacra.</p> <p><b>Politicized Consumption Community and Consumers’ Practices of Enchantment</b> Craig Thompson, University of Wisconsin- Madison Gokcen Coskuner, University of Wisconsin- Madison</p> <p>This study analyzes a politicized form of consumption community in order to extend theoretical understanding of the enchantment-disenchantment dialectic. Community Supported Agriculture is a system of shared risk and consumer involvement (and commitment) quite distinct from conventional channels of food distribution. By vesting consumers in a specific organic farm and by encouraging consumers to get closer to the land, the CSA model immerses consumers in a world of unpredictability, surprise, and spontaneity that is quite conducive to experiences of re-enchantment.</p> <p><b>New Religions, Temple Burns, and the Reenchantment of Belief</b> Robert V. Kozinets, York University John F. Sherry, Jr., University of Notre Dame</p> <p>This study depicts the grassroots, themed, creative behavior of consumers at a popular American anti-market festival and analyzes them as ritualistic and touristic processes that de-commodify, resacralize, authenticate, and reenchant the processes of belief and meaning-making that have most commonly been provided by organized religions. Although the Burning Man festival has been explored as an autonomous zone of self-expressive communal and social regeneration, the significance of its sacred dimensions holds insights for consumer researchers interested in exploring meaning-making, authenticity, the sacred and reenchantment in contemporary religious expression.</p>
<b>Session 5.2 Executive Salon 2</b>	<p><b>What’s On Your Mind? Neuroscientific Approaches to Studying Consumer Choice</b> Session Co-Chairs: William Hedgcock and Akshay Rao, University of Minnesota Discussion Leader: Eric Johnson, Columbia University</p> <p><b>Inferring the Role of Outcome Feedback on Choice using Neuroscientific Techniques</b></p>

	<p style="text-align: center;">John Dickhaut, University of Minnesota</p> <p>Consumers face risky choices in a variety of settings, from purchasing financial securities to deciding on whether or not to purchase an extended warranty for a new car. We examine differences in the neural mechanisms that may occur in the evaluation of risky outcomes in the presence and absence of performance feedback. Employing behavioral and neuroscientific measures, we not only observe differences in performance quality but also observe differences in emotional response, depending on the presence and absence of feedback.</p> <p style="text-align: center;"><b>The Neuroscience of Trust</b> Kevin McCabe, George Mason University</p> <p>Two settings in which consumers may employ trust are examined. In interpersonal exchanges in which the other player in the marketplace is known, the nature of brain activity is substantially different relative to exchanges with marketplace institutions (such as brand names). It appears that the anticipation associated with consuming a branded product may yield a different type of arousal as opposed to the system that has evolved to monitor inter-personal relationships.</p> <p style="text-align: center;"><b>Examining Phantom Decoys: Paper and pencil and fMRI studies</b> William Hedgcock, University of Minnesota Akshay Rao, University of Minnesota</p> <p>The decoy effect is a long-standing empirical observation of a violation of the regularity principle. According to this effect, the choice share of elements in a two-element choice set change upon the introduction of a third, irrelevant alternative. We observe and predict (based on behavioral as well as functional imaging studies) that the decoy effect occurs because trade-offs (between the original two elements) elicit negative emotion and the presence of the decoy makes the decision task easier and less laden with negative emotion.</p>
<p><b>Session 5.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Holidays and Getaways: Loved or Loathed?</b> Session Chair: Stacey Menzel Baker, University of Wyoming</p> <p style="text-align: center;"><b>A Holiday Loved and Loathed: A Consumer Perspective of Valentine's Day</b> Angeline Close, University of Georgia George M. Zinkhan, University of Georgia</p> <p>Much of the romance surrounding Valentine's Day is displayed with store-bought and mass-marketed exchanges, contrary to the personalized and intimate nature of the holiday. The objective of our multi-method study is to investigate Valentine's rituals, themes, and meanings as a basis for understanding consumer behavior for this holiday. Our research questions focus on: a) behaviors and rituals, b) key consumer meanings and emergent themes, and c) roles of marketing during this holiday. Specific gender roles emerge in our findings. Members of both sexes discuss themes of belongingness and romance in a non-materialistic manner; however, such themes are laced with marketed products and services. We find that this holiday is associated with extremes. Commercialism contributes to consumers' strong feelings and experiences generating love or hate for this day.</p> <p style="text-align: center;"><b>A Halloween Community: The Role of the Marketplace in Response to Social Isolation</b> Garth Harris, Queen's University</p> <p>There are those that believe that the marketplace is a dull, dehumanizing space void of family, community and creativity (Kozinets, 2002). Yet the marketplace remains an attractive, alluring and even growing dominant logic that many come to actively embrace. The purpose of this research is to contribute to our understanding of the marketplace by exploring some dimensions underlying the allure of the market. Using the context of</p>

	<p>Halloween this paper explores how the amorality of the marketplace, the very thing some consumers are trying to escape actually attracts consumers and provides consumers with an opportunity to temporarily build social bonds.</p> <p style="text-align: center;"><b>Authenticity at Gettysburg</b> Athinodoros Chronis, California State University Ronald D. Hampton, University of Nebraska-Lincoln</p> <p>Notwithstanding its potential value for consumption, authenticity has been criticized as a “problematic concept.” Our ethnography at Gettysburg National Military Park indicates that, while consumers welcome staged authenticity, they are not actively searching for it. Instead, visitors appreciate authenticity as a means to an end: perceived site authenticity is a powerful time machine that connects consumers with the past. In this role, it functions as a mediating concept that triggers consumer imagination. This conceptualization provides a link between authenticity as a feature of the product and the intangible virtues resulting from the consumers’ passionate engagement with a profound cultural narrative.</p> <p style="text-align: center;"><b>You-Can-Do-It-We-Can-Help: Emancipation Within the Marketplace?</b> Tiebing Shi, Queen’s University Jay M. Handelman, Queen’s University</p> <p>This paper examines the phenomenon of consumer emancipation and the role of the corporation. We conducted 11 depth interviews with consumers to examine their lived experience within the marketplace. Based on Green’s view of freedom as combining both negative and positive freedom centering on concepts of opportunity and ability, we find that consumers can begin a perceived emancipatory journey within the marketplace. This journey does not begin through opposition to dominant corporations, but with their help. Our findings support the notion of Home Depot perceived by our informants as a benevolent emancipator empowering consumers to achieve both negative and positive freedom.</p>
<p><b>Session 5.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>Consumers’ Sense Making of Advertising and Branding Strategies</b> Session Chair: Mickey Blech, San Diego State University Torsten Ringberg, Vanderbilt University</p> <p style="text-align: center;"><b>Brand Literacy: Consumers’ Sense-Making of Brand Management</b> Anders Bengtsson, Suffolk University Fuat Firat, University of Texas Pan American</p> <p>In cultures where brands play important roles for consumers’ identity construction, people learn how to relate to and use brands ‘knowingly.’ Through the process of learning to consume brands in ways that are recognizable by the consumer culture, consumers develop brand literacy. Based on contemporary studies in literacy, this paper develops the concept of brand literacy. We trace the historical reasons why such literacy emerges and illustrate from a research study the different levels of brand literacy, and discuss the implications for consumers’ engagement and experiences with contemporary consumption life and culture.</p> <p style="text-align: center;"><b>How Do Consumers Interpret Market Leadership Claims in Direct-to-Consumer Advertising of Prescription Drugs?</b> Anu Mitra, American University Jack Swasy, American University Kathryn Aikin, Food and Drug Administration</p> <p>Claims such as “most prescribed” are commonly made by top-selling prescription drug brands in their direct-to-consumer (DTC) advertising. Under the FDA’s current policy, sponsors may present “market leadership claims” (MLCs) with only sales data to support the claim. This paper examines how MLCs might affect consumers’ product judgments</p>

	<p>and whether such claims evoke unwarranted inferences and beliefs about the superiority of the leading brand. Results of two studies suggest that market leadership claims in DTC advertising signal greater trust of the brand among prescribing doctors and imply superior product effectiveness under conditions when supporting survey and clinical data to support such inferences have not been provided.</p> <p style="text-align: center;"><b>Field Experiments in Nonprofit Marketing: The Impact of Social Information</b> Yue Shang, University of Pennsylvania Rachel Croson, University of Pennsylvania</p> <p>We study the effect of social information in nonprofit marketing. Field experiments I and Ia demonstrate the existence of the effect in public radio on-air fund drives. Field experiment II shows that the more similar the source of the social information and the target, the stronger the effect. Laboratory experiment III shows that social information does not influence donor behavior by influencing their self-evaluation, as would be suggested by social comparison theory. Instead, as laboratory experiment IV demonstrates, social information changes donors' perception about what other donors do. We find that these perceptions fully mediate the effect of social information.</p> <p style="text-align: center;"><b>Subjective Impressions of Minority Model Frequencies in Advertisements</b> Donnel Briley, Hong Kong University of Science and Technology L.J. Shrum, University of Texas, San Antonio Robert Wyer, Hong Kong University of Science and Technology</p> <p>We examined the possibility that people's estimates of the frequency with which members of an ethnic minority are represented in the media may depend on whether they personally belong to the minority group in question. European-American and African-American participants received a series of advertisements that varied in terms of the relative numbers of Black and White models that were portrayed. When a small number of models was presented, European Americans greatly overestimated the number of Black models that appeared in the ads, but African Americans were fairly accurate. This difference was due to the different information processing strategies that members of these groups employed at the time they encountered the ads.</p>
<p><b>Session 5.5 Executive Salon 5</b></p>	<p style="text-align: center;"><b>Impulsivity: When You Just Can't (Or Won't) Resist The Urge</b> Session Chair: Siegfried Dewitte, Catholic University, Leuven</p> <p style="text-align: center;"><b>Investigating Impulse Buying and Variety Seeking: Towards a General Theory of Hedonic Purchase Behaviors</b> Piyush Sharma, Nanyang Business School, Singapore Bharadhwaj Sivakumaran, Indian Institute of Technology Roger Marshall, Nanyang Business School, Singapore</p> <p>Although impulse buying (IB) and variety seeking (VS) are both low-effort feelings-based behaviors with similar underlying psycho-social processes, there is no general theory to explain such hedonic purchase behaviors. This paper explores similarities and differences between these behaviors using a conceptual framework incorporating three relevant consumer traits – consumer impulsiveness, optimum stimulation level and self-monitoring. The findings from two studies across student and retail customer samples, show that consumer impulsiveness and optimum stimulation level influence both behaviors positively, whereas self-monitoring influences IB negatively and VS positively. Self-monitoring also moderates the influence of consumer impulsiveness and optimum stimulation level on purchase decisions, negatively for IB and positively for VS.</p> <p style="text-align: center;"><b>Binge Drinking: Do They Mean Us? Living Life to the Full in Students' Own Words</b> Emma N. Banister, Lancaster University Maria G. Piacentini, Lancaster University</p>

	<p>This paper attempts to further understanding about young people and their excessive alcohol consumption, focusing particularly on students. The study aimed to identify and explore the role and position of alcohol in students’ lives, and the perceived benefits that alcohol offered. Undergraduate student researchers were recruited and trained to conduct focus groups. Major findings focused on the way participants consumed alcohol, the language they used to talk about their behavior, the means by which they rationalized their behavior, and the perceived benefits they gained from drinking alcohol. The implications of this research for consumers and policy makers are discussed</p> <p style="text-align: center;"><b>When Temptation Hits You: The Influence of Weak versus Strong Food Temptations</b>  Kelly Geyskens, Catholic University Leuven  Siegfried Dewitte, Catholic University Leuven  Mario Pandelaere, Catholic University Leuven  Luk Warlop, Catholic University Leuven</p> <p>In daily life, people are often exposed to food temptations, such as ads for chocolate or friends offering cookies. This article examines how consumers respond to such food temptations. We investigate whether food temptations, differing in strength (weak vs. strong), lead consumers to eat more or rather help them in exerting self-control. The results of three experiments suggest that weak food temptations activate food-related thoughts, and lead to overconsumption. Strong food temptations, on the other hand, inhibit this desire to eat, and help consumers to control their food-intake.</p> <p style="text-align: center;"><b>Excessive Buying: Conceptual Typology and Scale Development</b>  Lan Wu, Georgia Institute of Technology  Naresh Malhotra, Georgia Institute of Technology  Koert van Ittersum, Georgia Institute of Technology</p> <p>Excessive buying is suggested to be responsible for increases in personal debt and the number of people filing for personal bankruptcy in the U.S. The current research defines excessive buying as “an inappropriate individual type of buying behavior whereby consumers repetitively spend more than what (they think) they can afford”. Building on the “time-inconsistent preferences” and automaticity theory, a typology of excessive buying is proposed. There are five types of excessive buying: 1) habitual, 2) out-of-control, 3) aspirational, 4) remedial, and 5) rewarding excessive buying. A psychometric scale to measure excessive buying is also developed and validated.</p>
<p><b>Session 5.6 SA Ballroom</b></p>	<p style="text-align: center;"><b>Psychological Processes in Financial Decision-making: A Consumer Perspective</b>  Session Chair: Eric M. Eisenstein, Johnson School of Management, Cornell University  Discussion Leader: Andrew Gershoff, University of Michigan</p> <p style="text-align: center;"><b>Intuitive Compounding: Framing, Temporal Perspective, and Expertise</b>  Eric M. Eisenstein, Cornell University  Stephen J. Hoch, University of Pennsylvania</p> <p>Many important financial decisions hinge on a proper understanding of compound interest. In three experiments, we explored the psychological underpinnings of consumer estimation of compound interest. Specifically, we examined the effects of negative vs. positive framing (i.e., debt vs. investments), differences between retrospective and prospective compounding, and the effects of financial expertise on accuracy. Results revealed that most people anchor on simple interest, resulting in enormous errors. A small subset of very accurate subjects used the “rule of 72.” A short training procedure debiased consumers by teaching the rule of 72. These results have consequences for major financial decisions.</p> <p style="text-align: center;"><b>Choosing for the Long Run: Making Tradeoffs in Multi-period Borrowing</b>  Suzanne Shu, SMU Cox School of Business</p>

	<p>This paper extends the research on intertemporal choice by asking how attributes other than discount rates influence multi-period borrowing decisions. Both normative and behavioral models of intertemporal choice have assumed that consumer choices are driven by an individual discount rate. However, I hypothesize that consumers often choose between loans in a way that is inconsistent with both the normative economic and behavioral models of discounting. A set of three studies is presented that examine choices between loan payment schedules to determine whether people are attending to interest rates or to other attributes when choosing between loans.</p> <p style="text-align: center;"><b>Investors Can't Choose Their Fund and Feel Good Too</b> Katherine Burson, University of Michigan Simona Botti, Cornell University</p> <p>Perceptions of relative skill are important when consumers decide if they can make their own choices or if they need expert assistance. We explore the effects of outcome (positive or negative) and agent (self or expert) on perceptions of relative ability and satisfaction. We find that the expert is rated as more able when the outcome is good and less able when the outcome is bad: Expert's choice outcomes are scrutinized more than the choice process. When choices are made for oneself, however, the outcome does not matter: Participants rate their ability the same no matter what the choice outcome.</p>
<p><b>Session 5.7 Fiesta A</b></p>	<p style="text-align: center;"><b>Lost in the Story: Factors that Affect Narrative Transportation and Advertising</b> Session Chair: Jing Wang, Northwestern University Discussion Leader: John Deighton, Harvard University</p> <p style="text-align: center;"><b>Narrative Transportation and Advertising Effectiveness</b> Jing Wang, Northwestern University Bobby J. Calder, Northwestern University</p> <p>Advertising is commonly presented in the context of media articles or programs that are intended to engage the consumer. An important aspect of this engagement can be conceptualized theoretically as transportation. Transportation is a type of information processing in which a person not only attends to information but also is absorbed into the narrative flow of a story in a pleasurable and active way. This research examines the effects of the degree of consumer transportation produced by the media context on the impact of ads that appear in that context.</p> <p style="text-align: center;"><b>Narrative Self-Referencing</b> Jennifer Edson Escalas, Vanderbilt University</p> <p>This paper contrasts narrative self-referencing with non-narrative (analytical) self-referencing. We propose that narrative self-referencing persuades through transportation, where people become absorbed in their story-like thoughts (Green and Brock 2000). When ad viewers are transported, persuasion is not negatively affected by weak ad arguments. On the other hand, analytical self-referencing persuades via more traditional processing models, wherein cognitive elaboration is enhanced by relating incoming information to one's self, resulting in a differential persuasive effect for strong versus weak arguments. We also propose that ad skepticism moderates the effect of narrative transportation. These assertions are tested in three experiments.</p> <p style="text-align: center;"><b>The Impact of Prior Thinking on the Enjoyment of Experiences</b> Daniel Lieb , Duke University Joel Huber, Duke University</p> <p>Many consumption experiences take place after one has thought about an event. The purpose of our research is to determine contexts in which thinking in advance about an event increases its value and to develop a theory parallel to both transportation theory and</p>

	<p>mental simulation that accounts for this increase in preference. We report two experiments in which participants watch films of both short and feature length. We find significant increases in preference measures for participants who were encouraged to write about a film's abstract prior to viewing the film.</p>
<p><b>Session 5.8 Directors Room 2</b></p>	<p style="text-align: center;"><b>Consumers' Participation in Service</b>  Session Chairs: Shashi Matta, University of Southern California  Patricia Warrington, Purdue University</p> <p style="text-align: center;"><b>Interpersonal Behaviors during Service Encounter and Their Impact on Service Outcome: An application of the Interpersonal Circumplex Model</b>  Zhenfeng Ma, McGill University  Laurette Dube, McGill University</p> <p>This research examines client-provider interpersonal exchanges and their impact on service outcome using the interpersonal circumplex model (ICM). This well-established theoretical approach anchored in the two basic dimensions of agency and communion maps interpersonal behavior and its outcomes in a lawful and predictable manner. A naturalistic field study used a prospective, within-episode design to observe both ongoing client-provider interactions and service outcome (32 clients, each being observed in interaction with providers on average for 46.8 service episodes). The pattern of agentic (dominant, submissive) and communal (agreeable, disagreeable) behaviors generally conformed to the basic propositions of the ICM. The results also show that client's expression of dominance and agreeableness to provider and client's exposure to provider agreeableness had positive effects on service outcome. Theoretical and managerial opportunities offered by the ICM for studying and designing client-provider interactions are discussed.</p> <p style="text-align: center;"><b>The Convincing Chameleon: The Impact of Mimicry on Persuasion</b>  Rob Tanner, Duke University  Tanya Chartrand, Duke University  Rick van Baaren, University of Nijmegen</p> <p>This paper investigates the effects of mimicry on persuasion in the context of consumer product appraisal. We propose that the prosociality induced by mimicry will lead to enhanced persuasiveness, and thus increased product preference, in sales-like interactions. Three experiments were conducted to explore these ideas. Results indicate that mimicry can positively influence preferences for products presented by one individual to another during, or directly after, a dyadic interaction. Of particular interest from a sales perspective, our results also suggest that this effect may actually be enhanced when the mimicker is transparently invested in the mimicked individual's appraisal of the product.</p> <p style="text-align: center;"><b>The Waiting Game: The Role of Predicted Value, Wait Disconfirmation, and Providers' Actions in Consumers' Service Evaluations</b>  Ruoh-Nan Yan, University of Arizona  Sherry Lotz, University of Arizona</p> <p>Management of consumer waiting experiences is critical for practitioners in that unpleasant waiting experiences may result in negative service evaluations. This paper develops a conceptual model in which predicted value of service, wait expectation (conceptualized as "consumer zone of wait tolerance" derived from the service literatures), wait disconfirmation (consumers' comparisons between wait expectations and perceptions), and affective response to waiting are proposed to directly or indirectly affect service experience evaluation. In addition, this study proposes that actions of the service provider moderate the relationship between affective response to waiting and service experience evaluation. Conclusions and implications are discussed.</p> <p style="text-align: center;"><b>Customer Participation Strategies and Associated Goals: A Qualitative Investigation</b></p>

	<p>Melissa Markley, University of Alabama Lenita Davis, University of Alabama</p> <p>The interaction between providers and customers is a complicated topic as the ability to identify and meet customer goals is the key to any successful service encounter. Expanding on previous consumer behavior literature, a qualitative methodology combining personal interviews and 70 critical incident surveys identified customer strategies used to achieve desired service exchange outcomes. As the service relationship is bi-directional, the customer's behaviors toward the service providers must be considered. Recognizing these strategies and motivations employed by customers and how they are connected to consumer goals facilitates the service provider's attempts to customize services.</p>
<b>Session 5.9 Boardroom</b>	<p><b>ROUNDTABLE: The Manipulation and Measurement of Regulatory Focus in Consumer Research</b> Discussion Leader: Yun-Oh Whang, University of Central Florida</p> <p>Nidhi Agrawal, New York University Hans Baumgartner, Penn State University Miguel Brendl, INSEAD Susan Grant, University of Colorado Shailendra Pratap Jain, Indiana University Punam A. Keller, Dartmouth College Junyong Kim, University of Central Florida Angela Lee, Northwestern University Sunghwan Yi, University of Guelph Charles Lindsey, Indiana University Kyeong Sam Min, University of South Dakota Connie Pechmann, University of California, Irvine Terry Zhao, University of California, Irvine</p> <p>Regulatory focus theory (Higgins 1997) is a psychological framework that has been used to explain aspects of consumer behavior, preference and persuasion. The goal of this roundtable is to address methodological issues related to the manipulation and measurement of regulatory focus. More specifically, we hope to explore the distinction between the manipulation of regulatory focus and message framing, the techniques to measure regulatory focus, and the issue of managing research respondents' chronic regulatory focus while manipulating their situational focus. Drawing from specific examples from participants' past and current research, we also plan to discuss whether promotion and prevention are independent states or two extremes of a continuum.</p>

	<b>Saturday Oct. 1, 10:00 a.m.- 10:30 am</b>
<b>SA Foyer</b>	Morning Break

<b>SESSION 6</b>	<b>Saturday Oct. 1, 10:30 a.m.- 12:00 p.m.</b>
<b>Session 6.1 Executive Salon 1</b>	<p><b>A Sociocultural Investigation of Consumer Credit and Consumer Debt</b> Session Chair: Craig Thompson, University of Wisconsin Discussion Leader: Eric J. Arnould, University of Arizona</p> <p><b>Consumers and Credit Cards: Building "The Good Life" with Plastic Tools</b> David Crockett, University of South Carolina Randall L. Rose, University of South Carolina</p> <p>To date prior research on consumer credit has largely been limited to issues of pathology (e.g., impulse buying) and other public policy issues (e.g., high debt lifestyles,</p>

	<p>bankruptcy). More recently, consumer researchers have begun to place credit card use into a broader framework that can account for consumer credit use as a means for participation in consumer culture, and all its potential outcomes (e.g., Bernthal, Crockett, and Rose 2005). This research seeks to build on that framework by exploring the role of credit cards in lifestyle building. Specifically, it seeks to uncover the practices associated with the construction of lifestyle among people in the earliest stages of the family life cycle (i.e., Bachelor/Bachelorette, Newly Married Couples, and Full Nest I). Further, we delimit our focus to those living outside the proverbial debtors’ prison, though many consumers at these early stages of the family life cycle are likely to experience high debt levels. Our purpose in delimiting the investigation this way is to narrow the focus to relatively sustainable lifestyle building projects.</p> <p style="text-align: center;"><b>It’s Not Just the Money You Owe: Consumer Debt in Social Relationships</b>  Jianfeng (Jeff) Wang, University of Arizona  Melanie Wallendorf, University of Arizona</p> <p>Different from traditional research on consumer debt, this paper illuminates that consumer debt is socially embedded and relationship based. We contend that debt needs to be understood beyond pure economic rationale. Drawing on young debtors in college, we use depth interviews to explore the dynamic interactions between consumer debt and debtors’ social relations. Our findings show that these young adults leverage degree of independence and obligations as they accumulate debts while negotiate meanings of responsibility as they repay their debts.</p> <p style="text-align: center;"><b>A Poststructuralist View of Credit Card Advertising and Consumer Credit Card Debt Management</b>  Nina Diamond, DePaul University  Suzanne Fogel, DePaul University</p> <p>This paper views consumer credit as an ideological system that manifests itself in the commodity texts of credit card advertising, and in the narratives and practices of credit card debt revolvers. Discourse analysis is employed to investigate the promotion of credit in popular culture, and the construal of credit and credit cards by American consumers. Semiotic codes driving CitiGroup’s “Live Richly” and Mastercard’s “Priceless” campaigns are used to explore the meanings implicit in these ads, and these implied meanings are then mapped onto consumer narratives obtained from interviews with revolvers.</p>
<p><b>Session 6.2  Executive  Salon 2</b></p>	<p style="text-align: center;"><b>Goal Distance and Consumer Choice</b>  Session Chair: Ran Kivetz, Columbia University  Discussion Leader: Drazen Prelec, Sloan School M.I.T.</p> <p style="text-align: center;"><b>Temporal Construal and Value-Consistent Choice</b>  Yaacov Trope, New York University</p> <p>Based on Construal Level Theory (Trope &amp; Liberman 2003), it is proposed that central goals, attitudes, and values, because of their relatively abstract and decontextualized nature, more readily guide choice for psychologically distant situations. As one gets closer to a situation, choices are increasingly more likely to be based on secondary, low level considerations. Consistent with this proposal, a series of studies demonstrate that people’s central goals, attitudes, and values have greater influence on their choices for the distant future, whereas their more peripheral goals, attitudes, and values have greater influence on their choices for the near future.</p> <p style="text-align: center;"><b>The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention</b>  Ran Kivetz, Columbia University</p>

	<p style="text-align: center;">Oleg Urminsky, Columbia University Yuhuang Zheng, Columbia University</p> <p>Building on the behaviorist goal-gradient hypothesis (Hull 1934), we demonstrate that: (a) participants in real incentive programs accelerate their purchases and exhibit higher frequency, quantity, and persistence of effort as they approach reward goals; (b) the illusion of goal-progress likewise induces effort acceleration; e.g., customers given a “12-stamp” coffee card with two pre-existing “bonus” stamps complete the 10 required purchases faster than customers given a “regular” 10-stamp card; and (c) stronger goal-acceleration predicts greater customer retention and faster reengagement in the program. Our conceptualization and empirical findings are captured by a parsimonious goal-distance model, in which effort investment is a function of the proportion of original (perceived) distance remaining to the goal.</p> <p style="text-align: center;"><b>Mindset over Matter: The Interplay between Goals and Preferences</b> Anastasiya Pocheptsova, Yale University Ravi Dhar, Yale University</p> <p>Research on goals demonstrates that people evaluate options based on current active goals, whereas choice research ignores the goals that people bring to the choice situation. Our paper looks at the interplay of mindset and goal focus on subsequent preferences. An option can be seen facilitative or interfering to the focal goal and this determines the preference for an option. In a series of studies we demonstrate the effect and processes by which different mindsets influence preferences in a subsequent task. We show that distinct mindsets have different levels of goal commitment, which affects how option is evaluated relative to the focal goal pursuit.</p>
<p><b>Session 6.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Consumer Migration and Acculturation: Making It Our Of the 3<sup>rd</sup> World</b> Session Chairs: Teresa Davis, University of Sydney Jim Hunt, Temple University</p> <p style="text-align: center;"><b>Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants</b> L. Wakiuru Wamwara-Mbugus, Wright State University T. Bettina Cornwell, University of Queensland Gregory Boller, University of Memphis</p> <p>This research extends current consumer acculturation models by incorporating the role of a subcultural group in the consumer acculturation of Kenyan immigrants. An ethnographic study of Kenyan immigrants shows that the immigrants are influenced by acculturation forces from: a) their culture of origin; b) the dominant culture and potentially c) a subcultural group culture. Our research extends Berry’s (1980) model of acculturation and Penaloza’s (1994) model of consumer acculturation by incorporating acculturation forces from the subcultural group. The research reports respondent experiences regarding one critical consumer incident and two progressive consumer learning patterns that require an understanding of subculture influence.</p> <p style="text-align: center;"><b>Consumer Acculturation as a Dialogical Process: Case Studies from Rural-to-Urban Migrants in Turkey</b> Ozlem Sandikci, Bilkent University Ahmet Ekici, Bilkent University Berna Tari, Bilkent University</p> <p>Drawing from a dialogical model of consumer acculturation, and using the case study method, this study explores how rural-to-urban migrants in Turkey negotiate their cultural identities through consumption practices related to the body and physical appearance. The results suggest that not only the informants’ notions and practices of physical appearance and body are different, but also their self-concepts and cultural adaptation strategies vary.</p>

	<p>Rural-to-urban immigrants can negotiate their identities through the use of a combination of adaptation strategies not only because there is no one immigrant culture out there, but also because there is no one fixed host culture to which one tries to adapt.</p> <p><b>Poverty Consumption: Consumer Behaviour of Refugees in Industrialized Countries</b>  Elisabeth Kriechbaum-Vitelozzi, Salzburg University of Applied Sciences  Robert Kreuzbauer, University of Illinois UC</p> <p>To date, consumer research has devoted no attention to the consumer behavior of refugees in industrialized countries. This article summarizes research investigating the experiences of young refugees in a western country and the coping strategies they develop in consumer behavior in order to deal with the new situation of living in an affluent society. Another part of the study focuses on “sacred” possessions and on the question of whether they have a significant meaning for the adolescent refugees and for what reasons. The research was conducted in a shelter for adolescent refugees and was based chiefly on ethnographic fieldwork, collage techniques and long interviews, especially making use of male informants from Africa and Asia.</p> <p><b>Consumer Market Orientation: Measurement and Prediction in a Developed and a Transitional Economy</b>  Simona Stan, University of Oregon  David Boush, University of Oregon  Carmen Barb, Sibiu University  Helder Sabastiao, University of Oregon</p> <p>A market economy can give consumers many benefits: better products, greater choice, more competitive prices. Consumers in transition economies may have particular difficulties that affect their ability to reward firms that provide market-oriented benefits. These include doubts about marketplace signals and their own ability to make intelligent choices. The current study introduces a new concept: “consumer market orientation”, i.e., behavior oriented toward improving and rewarding marketers’ market orientation. Survey results from the US and Romania are reported for a model involving consumer market orientation. Marketplace self-efficacy and social interdependence emerged as the most consistent predictors of consumer market-oriented behaviors.</p>
<p><b>Session 6.4  Executive  Salon 4</b></p>	<p><b>It Matters Who You Are: New Perspectives on the Role of Individual Differences in Brand Behaviors and Evaluations</b>  Session Chair: Rohini Ahluwalia, University of Minnesota  Discussion Leader: Deborah John, University of Minnesota</p> <p><b>Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inference</b>  Gita Johar, Columbia University  Jaideep Sengupta, Hong Kong University of Science and Technology  Jennifer L. Aaker, Stanford University</p> <p>We present a framework that delineates two mechanisms that guide the updating of personality trait inferences about brands. The results of three experiments show that chronics (those for whom the trait is accessible) update their initial inferences based on the trait implications of new information. Interestingly, nonchronics (those for whom the trait is not accessible) also update their initial inferences, but do so based on the evaluative implications of new information. The framework adds to the inference making literature by uncovering two distinct paths of inference-updating and highlighting the moderating role of trait accessibility.</p> <p><b>Consumer Evaluation of Brand Extensions: Role of Cultural Orientation</b>  Rohini Ahluwalia, University of Minnesota</p>

	<p>This research examines the effect of culture (as operationalized by salient self-construal-independent versus interdependent) on consumer evaluation of brand extensions. Data collected from three countries (United States, India and Italy), utilizing different assessments of interdependence (at the nation-level, as individual difference variable, as well as via priming), was used to test two alternative perspectives on this issue. The results reveal that interdependent and independent consumers differ in their evaluations of the moderate fit extensions, but not the close and far extensions.</p> <p style="text-align: center;"><b>Consumer Heterogeneity in Brand Relationships: An Attachment Perspective</b> Susan Fournier, Boston University Marcel Paulssen, Humboldt University</p> <p>This research explores the utility of attachment theory in explaining individual differences in consumer relationship marketing responses and thereby its actionability as a basis for segmenting and targeting decisions. LISREL results demonstrate that secure and anxious personal attachment styles predispose individuals toward different satisfaction, trust, and loyalty responses, revealing patterns parallel to those found for interpersonal relationships. Extending attachment theory specifically into the consumer setting, the authors operationalize secure attachment as it might be manifest in business-to-consumer, versus person-to-person, relationships. Results reinforce the legitimacy of inquiries that extend relationship and personality theories in consumer research.</p>
<p><b>Session 6.5 Executive Salon 5</b></p>	<p style="text-align: center;"><b>Tastes: The Misunderstood and Understudied Sense</b> Session Chairs: Peeter Verlegh, Erasmus University Meera Venkatraman, Suffolk University</p> <p style="text-align: center;"><b>Wanting a Bit(e) of Everything. The Role of Hunger in Variety Seeking</b> Caroline Goukens, Catholic University Leuven Siegfried Dewitte, Catholic University Leuven Mario Pendelaere, Catholic University Leuven Luk Warlop, Catholic University Leuven</p> <p>Two experiments and one field study investigate the importance of appetitive desire when making multiple consumption choices at once. In the first two studies, we show that an increase in the attractiveness of the object of desire, namely food, enhances variety seeking in the object of desire. Our results also provide theoretical insights on the effect of desire on choice rules. In a last study, we replicate these findings in a real-life setting and generalize them to other types of desire. The findings are situated in prior work on variety seeking and integrated into a discussion on the theoretical implications.</p> <p style="text-align: center;"><b>The Unhealthy = Tasty Intuition and its Effects on Taste Inferences, Enjoyment, and Choice of Food Products</b> Rajagopal Raghunathan, University of Texas, Austin Rebecca E. Walker, University of Texas, Austin Wayne D. Hoyer, University of Texas, Austin</p> <p>We find, across three experiments, that when information pertaining to assessing the healthiness of food items is provided, the less healthy the item is portrayed to be: (1) the better its inferred taste, (2) the more it is enjoyed during actual consumption, and (3) the greater the preference for it in choice tasks when a hedonic goal is more salient. These effects are obtained both among consumers who report believing that healthiness and tastiness are negatively correlated and, albeit to a lesser degree, among those who do not report such belief. This suggests that the influence of the assumed negative correlation between healthiness and tastiness can operate outside the consumer's awareness and, hence, may be difficult to control.</p> <p style="text-align: center;"><b>Taste Discrimination: The Influence of Visual and Verbal Cues</b></p>

	<p style="text-align: center;">JoAndrea Hoegg, University of Florida Joseph W. Alba, University of Florida</p> <p>Perceptual discrimination is a precursor to rational choice in many product categories, yet previous research has largely ignored consumer performance on such tasks. The present research investigates discrimination ability, specifically focusing on the extent to which consumers accurately perceive the difference between identical and nonidentical gustatory stimuli. Three experiments show systematic bias resulting from the presence of common visual and verbal product-related cues. The strength of the bias varies as a function of the type of cue. In some instances a subtle, nonevaluative cue is shown to induce greater bias than is induced by well-established evaluative cues.</p> <p style="text-align: center;"><b>Sensory Metaphor and Meanings: Development of a Cross-Sensory Heterogeneity Index</b></p> <p style="text-align: center;">Robin Coulter, University of Connecticut Tilottama G. Chowdhury, University of Connecticut</p> <p>Our research draws attention to sensory metaphors and meanings in consumer research. We review literature on imaging and the senses. In two data collections, we elicit participants' sensory metaphors related to financial security and their associated thematic meanings. We find that participants' sensory metaphors carry an array of meanings, and some meanings are more unique to one sense than to another. We develop the Cross-Sensory Heterogeneity Index to assess the extent to which participants report thematic meanings consistently across senses, and discuss its use, as well as the use of sensory metaphors, in future sensory research.</p>
<p><b>Session 6.6 SA Ballroom</b></p>	<p style="text-align: center;"><b>When Increasing Control Decreases Consumers' Well-Being: The Negative Psychological Consequences of Choosing</b> Session Chairs: Simona Botti, Cornell University, Tom Meyvis, New York University Discussion Leader: Rik Pieters, Tilburg University</p> <p style="text-align: center;"><b>Avoiding Pain: Choice Preferences and Emotional Responses in Medical Decision Contexts</b></p> <p style="text-align: center;">Simona Botti, Cornell University Sheena S. Iyengar, Columbia University Kristina Orfali, University of Chicago</p> <p>Prior research found that people prefer choosing and that having choice generates more positive affect. This research investigates the emotional consequences of choosing for others in an aversive, highly consequential context: infants' healthcare. Results from ethnographic and laboratory studies show that parents making a life-or-death decision for their children experience more negative emotions than those for whom the same choice is externally dictated. In addition, participants are ambivalent in their preference for choosing: Although they cherish autonomy, they also desire to avoid painful decisions. Distress for making an aversive choice appears therefore to disrupt the benefits of choice on well-being.</p> <p style="text-align: center;"><b>When Consumers Choose to Restrict Their Options: Anticipated Regret and Choice Set Size Preference</b></p> <p style="text-align: center;">Cenk Bülbül, New York University Tom Meyvis, New York University</p> <p>Consumers usually prefer to "keep their options open" and choose from many alternatives. We examine how characteristics of the decision environment can activate different types of anticipated regret, which in turn differentially impact consumers' preference for more alternatives. We demonstrate that, while the anticipation of regret often magnifies consumers' preference for more options, it can also lead consumers to prefer smaller</p>

	<p>choice sets instead. For instance, when consumers are primed with an exemplar from the choice set, the anticipation of regret highlights the difficult comparisons between the alternatives in the choice set, leading consumers to voluntarily restrict their options.</p> <p style="text-align: center;"><b>Choosing Inside The Box: When More Choice Narrows Our Thinking</b>  On Amir, University of California, San Diego  Sheena S. Iyengar, Columbia University</p> <p>Consumers face decisions with varying amounts of choice. We propose that larger choice-sets generate narrower and more mundane thinking. Specifically, we predict less creative thinking, or greater thinking within "the box" with greater choice, because the choice categories are invoked more strongly, hindering associations to non-category schemas. We demonstrate this effect in different consumer contexts, as well as its effect on subsequent choices.</p>
<p><b>Session 6.7 Fiesta A</b></p>	<p style="text-align: center;"><b>Representations in Consumer Research</b>  Session Chair: Julien Cayla, Australian Graduate School of Management  Discussion Leader: Fuat Firat, University of Southern Denmark</p> <p style="text-align: center;"><b>Domesticating the Indian Imagination</b>  Julien Cayla, Australian Graduate School of Management  Lisa Peñaloza, University of Colorado</p> <p>Marketers are selective in picking up consumer differences that lend themselves to representation and incorporation. In India, marketers' assumptions about Indian identity leads to pan-Indian representations that exclude most religious minorities. In advertising and other arenas of the public sphere, representations that conflate Hindu and Indian identities have become prevalent. This paper problematizes the construction and reception of these representations: how do Muslim viewers respond to representations that implicitly associate Indian tradition with Hinduism? This paper relies on extensive ethnographic fieldwork to examine how marketers cast their audience and how Muslim Indians correspondingly position themselves as consumers.</p> <p style="text-align: center;"><b>Representing the Islamist Consumer: Transformation of the Market</b>  Ozlem Sandikci , Bilkent University  Güliz Ger, Bilkent University</p> <p>While there is a wealth of literature dealing with the nature and politics of stereotypical representations in advertising, there is little on how stereotypes are created and transformed as a result of social, cultural, political and economic factors. This ethnographic study looks at how marketers in Turkey construct and represent the Islamist women in advertising and other commercial imagery, what assumptions are embodied in these representations, and how these representations and the market agents themselves are transformed as a result of the local and global forces of consumerism and capitalism.</p> <p style="text-align: center;"><b>The Age Of Database Marketing: Cultural Implications Of The New Marketing Panopticon</b>  Detlev Zwick, York University  Jacline Nyman, York University</p> <p>The representational logic of database marketing is discussed for its theoretical and managerial implications. The authors take a poststructuralist approach to conceptualize databases as language that responds to the challenges of modern marketing to manage an increasingly mobile and invisible consumer by transforming consumer bodies into digital data subjects. On a theoretical level, the ubiquitous information gathering and analysis enabled by the database turns mutable and complex consumer practices, indeed <i>life itself</i>, into value. Finally, the authors propose the metaphor of <i>laboratory marketing</i> to capture the fundamentally new modus operandi made possible by data-driven marketing.</p>

<p><b>Session 6.8 Directors Room 2</b></p>	<p style="text-align: center;"><b>Consumers' Cultural Orientation and Receptivity to Marketing Offers</b> Session Chair: Dawn Lerman, Fordham University</p> <p style="text-align: center;"><b>Individual Preferences versus Group Preferences: The Effect of Cultural Orientation on Consumer Receptivity to Customized Offers</b> Thomas Kramer, Baruch College Suri Weisfeld-Spolter, Baruch College Maneesh Thakkar, Baruch College</p> <p>Marketing activities increasingly involve customizing products to the individual preferences of customers. However, individual preferences may not be important for product choice for all consumers alike. Providing evidence of the limits of customization, two experiments show that consumers who exhibit interdependent or collectivistic tendencies tend to be more receptive to offers that are not customized to their own individual preferences, but instead to the average preferences of relevant in-groups. However, the interactive effect of cultural orientation and type of marketing approach on receptivity to customized offers is only obtained for products that are consumed in public.</p> <p style="text-align: center;"><b>Revisiting the Cultural Identity Model: Sojourners' Negotiations of Identity and Consumption Experiences</b> Siok Tambyah, National University of Singapore Raymond Chng, National University of Singapore</p> <p>This research explores the relationship between cultural identity and the readjustment process by revisiting the cultural identity model (Sussman 2000, 2002). This model proposes four identity shifts: affirmative, subtractive, additive, and global, each with a different repatriation outcome. Through in-depth interviews with Singaporean sojourners on their readjustment and consumption experiences, we examine how their cultural identities are negotiated, and also propose two more identity shifts. A resistive identity shift was identified when the sojourners displayed resistance to changes in the cultural environment. A marginal identity shift emerged when sojourners demonstrated no affinity to either the host or home cultures.</p> <p style="text-align: center;"><b>The Effects of Cultural Individualism on Consumer Self-Confidence for Marketplace Interfaces</b> Piotr Chelminski, Providence College Robin Coulter, University of Connecticut</p> <p>This paper examines the effects of cultural individualism on consumer self-confidence for marketplace interfaces (CSC-MI), a proxy for consumers' propensity to voice, and the mediating effects of general self-confidence. We explore these relationships in the U.S. and South Korea to assess whether culture is as an explanatory variable of voicing in the context of dissatisfactory marketplace experiences. We conduct the analyses using a multi-group structural equation model and find that individualism, as an individual-difference cultural characteristic, has a positive affect on consumers' propensity to voice in each of the cultural groups, and that general self-confidence fully mediates the relationship between individualism and consumers' propensity to voice.</p> <p style="text-align: center;"><b>Netnographic Study of a Community of Beauty Product Enthusiasts in China: Consumer Reflexivity and Social Concerns</b> Stella Yiyan Li, University of Hong Kong Kineta H. Hung, University of Hong Kong</p>
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	<p>A virtual community is a cyberspace built by groups of people who utilize networked computers to form and sustain a community through ongoing communications. Many such communities are structured around consumption interests. These communities provide both opportunities and challenges to marketers because of their potential effects on various aspects of marketing. We draw on the literature on consumer reflexivity and resistance in our netnographic study to understand how members of a virtual community in China become reflexive upon their consumption behaviors and questions the role marketing plays in promoting beauty products. Implications are discussed.</p>
<b>Session 6.9 Boardroom</b>	<p><b>ROUNDTABLE: Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture Based Research</b></p> <p>Discussion Leaders: Sharon Shavitt, University of Illinois, Urbana-Champaign Ana Valenzuela, Baruch College</p> <p>Donnel Briley, Hong Kong University of Science and Technology Shailendra Pratap Jain, Indiana University Angela Y. Lee, Northwestern University David Luna, Baruch College Durairaj Maheswaran, New York University Cristel Antonia Russell, San Diego State University Sharon Shavitt, University of Illinois, Urbana-Champaign Robert S. Wyer, Hong Kong University of Science and Technology</p> <p>Most of the early work on cross-cultural differences in consumer behavior applied explanations based on Hofstede's (1981) cultural dimensions, most particularly on differences in individualism/collectivism ratings across countries. This roundtable will focus on the discussion of new frameworks that are transforming culture-based research beyond the broad and descriptive emphasis on individualism/collectivism. In particular, this roundtable's objective is to discuss research that deals with cultural processes: definitions, cognitive mechanisms, process instruments, and tacit measures.</p>

	<p><b>Saturday Oct. 1, 12:00 p.m. - 1:30 p.m.</b></p> <p>ACR Luncheon and Business Meeting</p> <p>Sponsored by</p>
<b>Texas Ballroom</b>	 <p><b>Labovitz School</b> OF BUSINESS AND ECONOMICS</p>

	<p><b>Saturday Oct. 1, 2:00 p.m. – 3:00 p.m.</b></p>
<b>Fiesta B</b>	<p><b>Film Festival</b></p> <p>Chairs: Russell Belk, University of Utah Robert Kozinets, York University</p> <p>SPECIAL SHOWING OF 2005 PEOPLE'S CHOICE AWARD FILM FOLLOWED BY DISCUSSION WITH FILMMAKER</p>

<b>SESSION 7</b>	<b>Saturday Oct. 1, 2:00 p.m. - 3:30 p.m.</b>
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<p><b>Session 7.1 Executive Salon 1</b></p>	<p style="text-align: center;"><b>Children’s Obesity: Is Consumer Research Relevant?</b>  Session Chair: Elizabeth S. Moore, University of Notre Dame  William L. Wilkie, University of Notre Dame  Discussion Leader: Jerome D. Williams, University of Texas, Austin</p> <p style="text-align: center;"><b>Consumer Research Inputs to Public Policy: The Case of Children's Obesity</b>  Elizabeth S. Moore, University of Notre Dame  William L. Wilkie, University of Notre Dame</p> <p>The disturbing trend of a steady increase in obesity among the nation’s youth has captured the attention of a broad set of citizens and institutions. Public policymakers are responding by considering various courses of action involving marketing and advertising to children. Inputs are being sought from the consumer research community, which has an opportunity to help direct the future of this debate. This paper provides an historical analysis of prior consumer research inputs to policy in this area, and then details a series of needs, challenges, and opportunities for consumer researchers interesting in working in this area.</p> <p style="text-align: center;"><b>Researching the Link between Food Advertising &amp; Childhood Obesity</b>  Debra M. Desrochers, University of Notre Dame  Debra Holt, Federal Trade Commission</p> <p>To combat the increasing prevalence of childhood obesity, several constituencies are calling for restrictions on food marketing that is directed to children. Others point out that there are numerous practical difficulties with such restrictions. This segment will highlight past, current, and needed research regarding the relationship between food marketing and childhood obesity. While past research provides a benchmark, current research will focus on the Federal Trade Commission’s new study of television advertising to children. Future research is needed to establish the link between marketing and obesity and to evaluate alternatives to government regulation of marketing to children.</p> <p style="text-align: center;"><b>A Model of Children's Preventive Health Behavior: Understanding the Role of Individual, Contextual, and Attitudinal Determinants</b>  Kathleen Seiders, Boston College  Elizabeth G. Miller, Boston College  Maureen E. Kenny, Boston College  Mary E. Walsh, Boston College</p> <p>In this research, we investigate the influence of individual, contextual, and attitudinal factors on children’s preventive health behaviors. Because our goal is to better understand prevention behavior related to childhood obesity, we measure outcomes linked to children’s food choices and decisions about nutrition and physical activity. The model is examined in the context of a health education intervention that was implemented across nine urban, racially and ethnically diverse elementary schools. Our findings provide new insights into children’s health decisions, the impact of environmental influences, and the drivers of childhood obesity. Public policy implications are discussed and recommendations are presented.</p>
<p><b>Session 7.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>Thinking About the Future: Positive and Negative Effects on Consumer Judgment and Well-Being</b>  Session Chairs: Cecile Cho, Columbia University  Gergana Yordanova, University of Pittsburgh  Discussion Leader: Peter Gollwitzer, New York University/University of Konstanz</p> <p style="text-align: center;"><b>Motivational Impact of Thinking about the Future: Expectations versus Fantasies</b>  Gabriele Oettingen, New York University / University of Hamburg</p> <p>Based on William James’s (1890/1950) distinction between beliefs and images, two forms</p>

	<p>of thinking about the future are distinguished: expectations versus fantasies. It is reasoned and observed that positive expectations (judging a desired future as likely) predict high effort and successful performance; but that positive fantasies (experiencing one's thoughts and mental images about a desired future positively) predict low effort and little performance. I will present typical studies from three domains, the health, the interpersonal, and the achievement domain. Participants are patients undergoing hip-replacement surgery, students with a crush on a peer of the opposite sex, and graduate looking for job. Findings are discussed with respect to how positive fantasies about the future impact different tasks in everyday life.</p> <p><b>Expectations About the Future: Examination of Consumers' Tendency to Elaborate on Potential Future Outcomes</b>  Gergana Yordanova, University of Pittsburgh  J. Jeffrey Inman, University of Pittsburgh  John Hulland, University of Pittsburgh</p> <p>In this research we examine a new construct dealing with individuals' tendency to elaborate on potential future outcomes, and develop the Elaboration on Potential Outcomes (EPO) scale as a measure of this construct. EPO captures the degree to which individuals both generate positive and/or negative consequences of their behavior and evaluate the likelihood and importance of these consequences. In a series of studies we examine how outcome elaboration relates to various consumer traits and behaviors such as exercise of self-control, procrastination, compulsive buying, credit card debt, obesity, and healthy lifestyle. We also show that people's tendency to think about potential consequences predicts the type of information processing they engage in when making an important consumer decision, and their likelihood to undertake a risky endeavor.</p> <p><b>Motivated Expectation Setting and its Unintended Consequence on Satisfaction</b>  Cecile Cho, Columbia University  Gita V. Johar, Columbia University</p> <p>This research is concerned with the notion that consumers actively seek to manage their expectation and examines what the consequence of such motivated expectation setting has on satisfaction. The basic premise of this research is that people's judgments of satisfaction is driven not so much by performance outcome alone but by an interaction between one's expectation and reference point for future outcome. We predict and find consistent evidence that having a low performance outcome does not necessarily lead to lower satisfaction as compared to higher performance. We suggest a "so-close" effect in which having a high expectation confirmed (hence high performance) generates counterfactual thoughts of how things could have been better, hence negatively affecting satisfaction. Implications for consumer judgments of satisfaction and happiness are discussed.</p>
<p><b>Session 7.3  Executive  Salon 3</b></p>	<p><b>Consumer Activism in Online Communities: Can David Become Goliath?</b>  Session Chairs: Dipyan Biswas, Bentley College  Kirsten Grasshoff Passyn, Salisbury University</p> <p><b>Consumer Activism on the Internet: The Role of Anti-brand Communities</b>  Candice Hollenbeck, University of Georgia  George M. Zinkhan, University of Georgia</p> <p>As a backlash against capitalism, there is a growing resistance to transnational brands and corporate globalization. The purpose of this study is to investigate the current anti-brand social movement by examining consumer activist groups on the Internet. We identified three anti-brand websites for in-depth analysis: anti-Wal-Mart, anti-McDonald's, and anti-Starbuck's. Based on 36 interviews and a two-year examination of anti-brand communities, we provide an understanding of why online anti-brand communities form,</p>

	<p>we explore the behavioral manifestations of such movements, and we discuss technological influences.</p> <p><b>Brand Community Under Fire: The Role of Social Environments for the HUMMER Brand Community</b> Marius K. Luedicke, University of St. Gallen</p> <p>This research was undertaken as part of a larger consumer behavior research project investigating brands and brand communities as social systems. The paper is concerned with the particular role of social environments for brand communities previously undervalued in literature. Grounded in a social-constructivist interpretive framework, a multi-perspective study was conducted to explore how the HUMMER brand community and its social environments discursively construct, situate, and legitimate one another. Findings reveal brand communities as powerful, socially embedded phenomena that continuously negotiate a set of core distinctions with and against their social environments.</p> <p><b>When David Becomes Goliath - Ideological Discourse in New Online Consumer Movements</b> Andrea Hemetsberger, University of Innsbruck</p> <p>This article seeks to contribute to the issue of consumer sovereignty by introducing the concept of adversary innovation. The functionality of ideological discourse for the sustainability of new consumer movements is discussed and investigated. Empirical investigation is based on a discourse analysis of online conversation of the free and open-source software movement. The findings reveal that the movement is constantly fueled with revolutionary energy by applying two dialectical categories of cultural codes in discourse – exclusion and integration. Processes of exclusion that become apparent in discourse comprise demonization, purifying, and remembering. Educationalism, pluralism and tolerance are processes, which seek integration.</p> <p><b>Rediscovering Word-of-Mouth: An Ethnomethodological Analysis of Word-of-Mouth Rhetorical Methods in an Online Community</b> Anat Alon, Boston University Frederic Brunel, Boston University</p> <p>This article seeks to depart from traditional word-of-mouth (WOM) perspectives that have overemphasized the instrumental (rather than relational), and dyadic (rather than communal) nature of WOM. We analyzed conversation data from the bulletin board of an Internet community. Through the ethnomethodological analysis of WOM talk, we have demonstrated that consumers use an abundant repertoire of advice seeking and advice giving rhetorical methods. This study was able to capture the richness and subtlety of everyday WOM interaction. It shows that WOM is an activity that is carried out in particular local circumstances. As such, WOM devices or methods are to be regarded as in situ achievements of participants’ practical actions and practical reasoning.</p>
<p><b>Session 7.4 Executive Salon 4</b></p>	<p><b>Consumers’ Self Perceptions as Moderators of Advertising Effects</b> Session Chair: Alan Malter, University of Arizona Priyali Rajagopal, Southern Methodist University</p> <p><b>The Mirror Has Two Faces: Positive and Negative Media Image Effects</b> Dirk Smeesters, Tilburg University Naomi Mandel, Arizona State University</p> <p>This research examines several factors that determine whether exposure to thin (or heavy) media images positively or negatively impacts consumers’ appearance self-esteem. In two studies, we demonstrate that the effects of exposure to models in advertisements depend on two moderating factors: (1) the extremity of the model’s thinness or heaviness; and (2) the method by which self-esteem is measured (free responses versus rating scales). We</p>

also establish the underlying role of self-knowledge activation by examining response latencies in a lexical decision task.

**Enhancing Self-consciousness: Implications for the Effectiveness of Ad Appeals**  
Chingching Chang, National Chengchi University

Two studies explored the influence of self-consciousness on responses to ad appeals. Study one established the relationship between self-monitoring and self-consciousness. Study two tested whether level of self-consciousness could influence ad responses. Findings showed that magazine articles written in the second-person, as opposed to the third-person, directed attention to the self and enhanced self-consciousness. Enhancing self-consciousness caused participants high in self-monitoring to generate more favorable ad responses, but it had no effect on those low in self-monitoring. In addition, enhancing self-consciousness significantly improved the effectiveness of image appeal ads, but had no effect on utilitarian appeal ads.

**The Role of Self-Affirmation in Consumer Persuasion**  
Pablo Briñol, Ohio State University  
Richard E. Petty, Ohio State University  
Ismael Gallardo, Universidad Autónoma de Madrid  
Kenneth G. DeMarree, Ohio State University

Contemporary research has shown that self-affirmation can undermine resistance to persuasion. The present research suggests a new explanation for this phenomenon based on the idea that self-affirmation leads to self-confidence, and this confidence can play different roles, affecting attitude change by different psychological mechanisms. Specifically, self-affirmation will affect people's motivation to think about an ad when it is presented before reading it, or will affect the validity of participant's own cognitive responses when induced after they receive a message. Consequently, self-affirmation can enhance or reduce consumer persuasion and, like many other variables, can play multiple roles in persuasion.

**Mothers, Food, Love and Career: The Four Major Guilt Groups? The Differential Effects of Guilt Appeals**  
Monica C. LaBarge, University of Oregon  
John Godek, University of Oregon

Marketers have become increasingly interested in the use of emotions in advertising appeals, especially negative emotions. Guilt in particular is an often employed, though not clearly understood, type of persuasive appeal. The differences between two types of guilt, anticipatory and reactive, are examined with two experimental studies. The results of these studies provide evidence that anticipatory and reactive guilt appeals differ in the nature and types of emotions they elicit, as well as in the way that the appeals themselves are processed. These findings have important implications for both researchers and marketers.

**Session 7.5  
Executive  
Salon 5**

**Satisfaction and Regret in Consumer Decision-Making**  
Session Chair: Eric Shih, Wake Forest University

**When Choosing Is Not Deciding: The Effect of Perceived Responsibility on Choice Outcome Satisfaction**  
Simona Botti, Cornell University  
Ann L. McGill, University of Chicago

Prior research has found differences in satisfaction for choosers and non-choosers of the same outcome. Two studies show that differentiability of the choice set options moderates this effect. When options are more differentiated choice enhances satisfaction in positively-valenced choice contexts and dissatisfaction in negatively-valenced choice contexts, but when options are less differentiated choosers experience the same level of satisfaction as non-choosers. We test the hypothesis that the effect of outcome

	<p>differentiability is due to differences in perceived level of responsibility and subsequent self-credit and self-blame for the decision outcome. A third study separates the effects of differentiability from random choice.</p> <p style="text-align: center;"><b>Effect of Response Time on Perceptions of Bargaining Outcomes</b>  Joydeep Srivastava, University of Maryland  Shweta S. Oza, University of Maryland</p> <p>This research reports three studies that examine how cues which emerge from the bargaining environment, such as the time taken by an opponent to respond to an offer, influence perceptions of bargaining outcomes. Study 1 finds that bargainers were more satisfied with outcomes when an offer was accepted after a delay than when accepted immediately. Study 2 shows that inferences of the level of conflict within the opponent underlie the effect of response time on perceptions of bargaining outcomes. Study 3 shows that the presence an objective (or diagnostic) referent moderates the influence of response time.</p> <p style="text-align: center;"><b>Bidders' Regret Miscalibration and its Effect of on Bidding Decisions</b>  Shuili Du, Boston University  Lisa Abendroth, Boston University</p> <p>This research investigates regret miscalibration that occurs during the bidding process. We examine two aspects of regret miscalibration: miscalibration in magnitude—anticipated regret that does not equal experienced regret for the same outcome, and miscalibration in type—focusing on the type of regret that is lesser in magnitude. We explore the implications of regret miscalibration on bidding decisions and examine the role of availability in attenuating regret miscalibration. Two studies that we ran provide support for our hypotheses.</p> <p style="text-align: center;"><b>The Mediating Role of Arousal in Brand Commitment</b>  Sekar Raju, University at Buffalo  H. Rao Unnava, Ohio State University</p> <p>This article identifies arousal as the key motivating variable that helps high commitment consumers generate more counterarguments. Further, the change in arousal when high and low brand commitment subjects were or were not allowed to elaborate the message was examined in two studies. When insufficient opportunity to process the message was present, high commitment participants continued to have a high level of arousal. However, when sufficient opportunity to process the message was provided, high commitment subjects behaved like low commitment participants and displayed a decreased level of arousal.</p>
<p><b>Session 7.6 SA Ballroom</b></p>	<p style="text-align: center;"><b>Does Knowledge of the Marketplace Really Help Consumers? The Case for (or against) Persuasion Knowledge</b>  Session Chair: Christina L. Brown, University of Michigan  Discussion Leader: Ian Skurnik, The University of Toronto</p> <p style="text-align: center;"><b>Vigilance Against Perceived Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge</b>  Amna Kirmani, Southern Methodist University  Rui Zhu, Rice University</p> <p>We demonstrate that individuals' regulatory focus interacts with the accessibility of manipulative intent in message cues to influence the activation of persuasion knowledge, which, in turn, affects brand evaluation. Specifically, promotion-focused individuals are likely to activate persuasion knowledge only in the presence of cues that make manipulative intent highly accessible. In contrast, prevention-focused individuals are likely to activate persuasion knowledge in the presence of cues that make manipulative</p>

	<p>intent either highly or moderately accessible. However, when ad cues reassure prevention-focused individuals that they are not being duped, they will respond positively.</p> <p style="text-align: center;"><b>Fortification or Trojan Horse? The Impact of Warnings on the Effectiveness of Product Placements</b></p> <p style="text-align: center;">Margaret C. Campbell, The University of Colorado - Boulder Peeter W.J. Verlegh, Erasmus University - Rotterdam Gina E. Slejko, The University of Colorado - Boulder</p> <p>Both researchers and policy makers have a long standing interest in the ability of (fore)warnings to protect consumers from unwanted persuasion. Recently, policy makers, advertisers and consumer advocacy groups have engaged in a lively debate about the use of warnings in the context of product placements. Drawing on persuasion knowledge, our research examines how pre- and post-warnings impact the effectiveness of product placements. We find differential effects for these two types of warnings on brand recall and brand attitude, and show that sometimes warnings may increase rather than decrease the effects of product placements.</p> <p style="text-align: center;"><b>The Logic of the Marketplace: How Consumers Use Metacognitive Skills to Process Brand Claims</b></p> <p style="text-align: center;">Christina L. Brown, University of Michigan</p> <p>Can consumers reason better in marketing situations? Do they draw on domain-specific metacognitive skills to do so, or do they merely invoke a general reasoning ability? In two studies, I adapt the Wason four-card selection task to an advertising context. Results show that a conditional claim (“If it’s Angelo’s, it’s got to be authentic Italian food”) believed to be an ad (vs. word of mouth) evokes an advertising-specific “cheater detection” rule, but not more information search or a generalized reasoning ability. The truth of brand claims was correctly learned only when advertising claims were presented in straightforward order.</p>
<p><b>Session 7.7 Fiesta A</b></p>	<p style="text-align: center;"><b>Transformative Consumer Culture Theory</b> Session Chair: Julie L. Ozanne, Virginia Tech Susan Dobscha, Bentley College Discussion Leaders: Eric J. Arnould, University of Arizona Craig Thompson, University of Wisconsin</p> <p style="text-align: center;"><b>We are What They Consume: The Neglect of the Non-consumers</b> June N.P. Francis, Simon Fraser University</p> <p>This paper argues that the field’s current focus on consumers provides only a limited perspective on the effects of consumption activities. It ignores the culturally or economically marginalized groups who may not be consumers but are affected by these consumption activities. For example, drawing on social identity theory, the paper suggests that some consumption acts may be used to provide a positive image for the consuming group at the expense of the group whose image is affected by the consumption.</p> <p style="text-align: center;"><b>Communities Beyond the Brand</b> Eileen Fischer, York University Lisa Peñaloza, University of Colorado</p> <p>Considerable recent work investigates the ways in which particular brands form the basis for communities. This paper re-examines research on communities that are <i>not</i> based upon brands, in particular, studies concerned with communities of marginalized racial and ethnic minorities. It explores the transformative potential of consumer research on marginalized racial/ethnic communities, and suggests how Consumer Culture Theory can benefit from more explicitly acknowledging social and market oppositions in communities, thereby advancing its critical potential.</p>

	<p style="text-align: center;"><b>Transformative Theory and Method</b>  Jeff B. Murray, University of Arkansas  Julie L. Ozanne, Virginia Tech</p> <p>We propose “interpretive structuralism” as a method for critical theory and transformative consumer research (Morrow and Brown 1994). This approach embraces insights from both hermeneutics and structuralism. The interpretive tradition emphasizes idiographic interpretations of social beings that contextualizes and localizes social action. But the hermeneutical tradition refuses to engage in social critique or offer paths for social change. The structural tradition offers insights into the relationship between agency and structure and gives avenues for connecting our theories to practical social action. By way of illustration, we present the results of an analysis of a depth interview using interpretive structuralism.</p>
<p><b>Session 7.8</b>  <b>Directors</b>  <b>Room 2</b></p>	<p style="text-align: center;"><b>Retail Price Promotions and Consumers Gullibility</b>  Session Chairs: Shailendra Pratap Jain, Indiana University  Kyle Murray, University of Western Ontario</p> <p><b>How Time Restrictions Work: The Roles of Urgency, Anticipated Regret, and Deal Evaluations</b></p> <p style="text-align: center;">Scott D. Swain, Boston University  Richard Hanna, Boston College  Lisa J. Abendroth, Boston University</p> <p>The authors reconcile conflicting findings in the promotions literature regarding time restrictions. Using hypothetical and real coupons, the authors show that shorter time restrictions lower purchase intent by lowering deal evaluations while also increasing purchase intent by increasing consumers’ sense of urgency. The authors also demonstrate that anticipated regret plays a more complex role in consumers’ responses to promotions than previously believed.</p> <p style="text-align: center;"><b>The Impact of Certain and Uncertain Store Promotions on the Decision-Making Process in Product Choices</b></p> <p style="text-align: center;">Cathy Y. Chen, School of Business, Singapore  Shi Zhang, University of California-Los Angeles</p> <p>Various store promotions ranging from dollar-off discounts to sweepstakes can induce different affects among consumers. Built on recent studies on the uncertainty of incidental affect, this research examines how promotions differ in the feeling of uncertainty elicited, which, in turn, influence the decision-making process of product choices. Specifically, we demonstrate that “uncertain” promotions (e.g., sweepstakes) can increase the extent of systematic decision-making in a subsequent product choice relative to “certain” promotions (e.g., discount) when the choice is easy. But the pattern is reversed when the choice is difficult. The implications to the incidental affect and promotion research are discussed.</p> <p style="text-align: center;"><b>Attitudes and Promotions: The Case of a Minimum Spending Restriction</b></p> <p style="text-align: center;">Ayelet Gneezy, University of Chicago</p> <p>I propose a process that underlies consumers’ perception of promotions, in which they evaluate the economic value <i>and</i> form attitudes towards the promotion. The paper focuses on attitude antecedent and consequences. In a series of three lab and one field study I show that compared to an unrestricted promotion, a restricted promotion is less effective in terms of redemption rates, generates less income and revenue, decreases people’s attitudes toward the store, and that these attitudes mediate the observed behavior. A recall task shows that people recall more negative and less positive items when given a restricted promotion.</p>

	<p style="text-align: center;"><b>Price Matching Guarantees as Signals of Value: The Role of Perceived Risk and Estimate of Lowest Market Price</b>  Sujay Dutta, John Carroll University  Dipayan Biswas, Bentley College  Abhijit Biswas, Wayne State University  Chris P. Pullig, Baylor University</p> <p>This paper presents and tests a model of Price Matching Guarantee (PMG) effects where consumers' estimates of a product's lowest market price and their perception of financial risk of an offer mediate the effects of PMG on perception of offer value, shopping intention and search intention. Specifically, the findings indicate that exposure to an offer accompanied by a PMG shifts consumers' estimates of the lowest market price toward the offer price and leads to lower perceived financial risk of the offer. These effects in turn lead to higher value perception, higher shopping intention and lower search intention.</p>
<b>Session 7.9 Boardroom</b>	<b>FERBER AWARD SESSION</b>

	<b>Saturday Oct. 1, 3:30 p.m. - 4:00 p.m.</b>
<b>SA Foyer</b>	<b>Afternoon Break</b>

<b>SESSION 8</b>	<b>Saturday Oct. 1, 4:00 p.m. - 5:30 p.m.</b>
<b>Session 8.1 Executive Salon 1</b>	<p style="text-align: center;"><b>A Variety of Explanations for Variety-Seeking Behaviors: Physiological Needs, Memory Processes, and Primed Rules</b>  Session Chair: Rebecca Ratner, University of North Carolina, Chapel Hill  Discussion Leader: Don Lehmann, Columbia University</p> <p style="text-align: center;"><b>High Satiety: The Effect of Sensory-Specific Satiety on Choice</b>  J. Jeffrey Inman, University of Pittsburgh  Zata Vickers, University of Minnesota  Andrea S. Maier, Institut National de la Recherche Agronomique</p> <p>The goal of our research is to explore the attributes of food products that drive switching. Specifically, we build upon Johnson and Vickers (1992) to examine crossover effects of sensory-specific satiety (a temporary reduction in liking of a food following consumption of that food) as a function of the similarity between the consumed flavor and the target flavor. We also extend Inman's work (2001) by directly assessing the role of sensory-specific satiety and crossover effects on subsequent flavor choice. We test our hypotheses in two product categories in both experimental and field contexts.</p> <p style="text-align: center;"><b>Variety vs. Consistency Seeking: A Matter of the Primed Rule</b>  Rebecca K. Ratner, University of North Carolina, Chapel Hill  Ying Zhang, University of Chicago  Ayelet Fishbach, University of Chicago</p> <p>When do people make subsequent consumption choices that are similar versus dissimilar to an initial choice? We argue that the amount of variety people incorporate depends on the mental rule that is accessible. This rule could associate either variety or repetitiveness with being a "good choice." In three studies we find that priming these mental rules – "variety is good" (i.e., open-minded, interesting) or "consistency is good" (i.e., loyal, committed) – influences subsequent choice. These mental rules activate a specific choice criterion, either variety or consistency, which is then applied to actual choice with minimal deliberation or conscious awareness.</p>

	<p style="text-align: center;"><b>Retrospective Preference for Variety: An Ease of Retrieval Perspective</b> Michelle Lee, Singapore Management University Barbara Kahn, University of Pennsylvania Susheela Varghese, Singapore Management University</p> <p>This research demonstrates that preference for variety in memory as opposed to real-time evaluation extends to situations where variety comes about, not as a result of choosing a sequence of options (e.g., Ratner, Kahn &amp; Kahneman 1999), as is typical of studies in variety-seeking behavior, but as a result of varied features contained within an option. We hypothesize that ease of retrieval is the underlying process that accounts for the advantage accruing to the high-variety option in memory. People use the ease of information retrieval as a cue for their preferences or attitudes. Three studies provide support for the predictions.</p>
<p><b>Session 8.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>Motivational Influences in Consumer Behavior: The Role of Regulatory Focus</b> Session Chairs: Rongrong Zhou, Hong Kong University of Science and Technology Jaideep Sengupta, Hong Kong University of Science and Technology Discussion Leader: Robert Wyer, Hong Kong University of Science and Technology</p> <p style="text-align: center;"><b>Promotion and Prevention in Consumer Decision Making: A Propositional Inventory</b> Michel Pham, Columbia University E. Tory Higgins, Columbia University</p> <p>Drawing on existing empirical evidence and new conceptual analyses, the authors offer 38 theoretical propositions about the effects of promotion and prevention on consumer decision making. These propositions are organized along the traditional stages of the decision making process postulated by standard consumer behavior theory (i.e., need recognition, information search, consideration set formation, evaluation, choice, and post-choice processes). While some of these propositions have already received empirical support, most await formal empirical testing. This propositional inventory can thus be viewed as a research agenda for studying the role of regulatory focus in consumer decision making.</p> <p style="text-align: center;"><b>Understanding Impulsives' Unwise Eating Choices</b> Jaideep Sengupta, Hong Kong University of Science and Technology Rongrong Zhou, Hong Kong University of Science and Technology</p> <p>This research examines why some people (eating impulsives) tend to make unwise eating choices. Drawing upon diverse theoretical perspectives on impulsive consumption, goal representation, and regulatory focus, we propose a mechanism whereby eating impulsives (vs. non-impulsives) spontaneously develop a promotion focus upon exposure to a hedonically tempting snack such as chocolate cake; their subsequent decision to consume the snack is guided by this promotion orientation. A set of four experiments provides support for this mechanism and suggests ways of correcting such impulsive eating tendencies. Theoretical and practical implications of our findings are discussed.</p> <p style="text-align: center;"><b>The Influence of Hedonic and Regulatory Focus Framing on Message Persuasion</b> Prashant Malaviya, INSEAD C. Miguel Brendl, INSEAD</p> <p>Two types of message framings have been distinguished, regulatory frames (highlighting a promotion versus prevention outcome), and hedonic frames (highlighting a pleasurable or painful outcome). With regulatory framing two effects have been documented: in the matching effect a message is more persuasive when its regulatory frame matches the regulatory goal orientation of the message recipient; and in the fit effect the message is more persuasive when the regulatory frame is compatible with the means of goal attainment implied in the message. In the present research, we identify conditions when both these effects are reversed. These data support an inhibition-disinhibition model of</p>

	message processing.
<p><b>Session 8.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Children and Adolescents: How (In)dependent Are They?</b> Session Chair: Sabrina Neeley, Miami University</p> <p style="text-align: center;"><b>Of Friends and Family: How Do Peers Affect the Development of Intergenerational Influences?</b> Elizabeth S. Moore, University of Notre Dame Gale D. Bowman, University of Notre Dame</p> <p>This paper draws on 110 life history narratives to examine how intergenerational (IG) influences are affected as peers begin to take on more prominent roles in young consumers' lives. Although researchers have traditionally assumed that parental influence sharply declines beginning in adolescence, our findings reveal a more complex picture. Our life histories reveal that peers are readily invoked as benchmarks against which family wealth, spending patterns and lifestyle are assessed. Manifestations of the rich interplay between parental and peer influences are presented. Our study enriches conceptual models by focusing on joint parent-peer impacts rather than their separate spheres of influence.</p> <p style="text-align: center;"><b>Dependence in Consumer Behavior Research: Exploring Measurement</b> T. Bettina Cornwell, The University of Queensland Cameron Newton, The University Queensland Robert Lawson, University of Otago</p> <p>This paper proposes that healthy, normal dependency is a construct that would be valuable in consumer behavior research. The area of family life cycle research has always considered the very important implications of the dependent child but other areas of normal dependency have not been examined. Based on a survey of 97 undergraduate students, a dependency scale having three factors: social, financial and physical; is shown to have some value in predicting several recent purchases.</p> <p style="text-align: center;"><b>Brands and the Identification of Children</b> Rodhain Angelique, University of Montpellier</p> <p>Literature shows a growing interest in the role played by brands in the everyday life of consumers. And identity is often put forward since brands are recognized to be linked to consumers' own identity. Yet, even if this link occurs at an early age, few studies deal with children. Hence this paper aims at identifying the role played by brands in the identification process of 10-11 year-old children. Thanks to a qualitative research led in schools, this article suggests that brands intervene in the sexual identification, the identification of an age group, of a peer group, of the family and of a whole community.</p> <p style="text-align: center;"><b>Children's (Mis)understanding of Nutritional Information on Product Packages: Seeking Ways to Help Kids Make Healthier Food Choices</b> Sabrina M. Neeley, Miami University Brianna Petricone, Miami University</p> <p>This study examines how much 7 – 12 year old children understand about nutritional information and labeling on food packages. Results of a qualitative examination consisting of focus groups and interviews reveal that kids have limited, but often incorrect, knowledge about nutritional information. They often do not actively search for nutrition labeling information on product packages, but use other package information to cue their understanding of the nutritional value of the food, or they ask others' opinions of whether they should choose the particular food item. Additionally, the teaching of nutrition information in school is inconsistent and often contradictory.</p>
<p><b>Session 8.4</b></p>	<p><b>Do Products Smile? When Fluency Confers Liking and Enhances Purchase Intent</b></p>

<p><b>Executive Salon 4</b></p>	<p>Session Chair: Aparna A. Labroo, University of Chicago  Discussion Leader: Stijn van Osselaer, Erasmus University</p> <p><b>Of Smiling and Frowning Watches: Stimulus Specificity in Perceptual and Conceptual Fluency</b>  Aparna A. Labroo, University of Chicago  Ravi Dhar, Yale University  Norbert Schwarz, University of Michigan</p> <p>In three studies, prior exposure to a watch enhances later liking of the watch. However, a minor mismatch (displayed time 10:10, resembling a smiling face, vs. 8:20, resembling a sad face) eliminates this fluency effect. Similarly, overexposure to the watch decreases liking; but again, a minor mismatch (displayed time 10:10 vs. 8:20) eliminates this disfluency effect. Finally, conceptual priming (“watch” and “smile” words) enhances liking of a “smiling” watch (10:10 display), relative to non-specific activation (“watch” related words only) or baseline conditions. These findings indicate that fluency effects on liking judgments require exact perceptual matches or the activation of closely related specific concepts.</p> <p><b>Is That Car Smiling at Me? Testing Conceptual Fluency and Mimicry as Competing Explanations for Responses to Products that Anthropomorphize</b>  Pankaj Aggarwal, University of Toronto  Ann L. McGill, University of Chicago</p> <p>The present research proposes schema congruity as a theoretical basis for examining the effectiveness of marketers' efforts to anthropomorphize their products. Results of two laboratory studies suggest that the ability of consumers to anthropomorphize a product and their consequent evaluation of that product is dependent on the extent to which that product is endowed with characteristics congruent with the proposed human schema. Consumers' perception of a product as humans mediates the influence of feature type on product evaluation. Additional measures suggest that conserving of resources as a consequence of congruity effects may also influence subsequent unrelated judgments.</p> <p><b>Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect</b>  Elise Chandon, University of Florida  Chris Janiszewski, University of Florida</p> <p>The mere measurement of the intention to behave has been shown to influence the likelihood of engaging in the behavior. The mere measurement effect has been attributed to the increased accessibility of the information supporting the attitude toward the behavior. A second source of the mere measurement effect may be the redundancy in the processes used to generate the mere measurement response and the processes used to decide whether or not to engage in the behavior. Process redundancy creates a fluency that can be interpreted as supportive of the behavioral tendency. Seven studies are used to show that processing fluency also contributes to the mere measurement effect.</p>
<p><b>Session 8.5 Executive Salon 5</b></p>	<p><b>Mental Accounts, Inferences and Miscalculations</b>  Session Chair: Ashwani Monga, University of Texas, San Antonio</p> <p><b>Joint Versus Separate Evaluations of Mental Accounts</b>  Subimal Chatterjee, Binghamton University  Junhong Min, Binghamton University</p> <p>In three experiments, we show that how consumers mentally organize, and act upon, the costs and benefits of transactions depend upon whether their preferences for the transactions are elicited in isolation (separate evaluation) or together (joint evaluation). We test two popular decision problems from mental accounting research, the “theater</p>

	<p>ticket” problem, and the “game and snowstorm” problem. We find that a lost \$10 theater ticket deters consumers from going to the theater more than a lost \$10 bill in separate evaluations, but not in joint evaluations. Conversely, a \$40 paid game ticket makes consumers risk driving through a snowstorm more than a \$40 free ticket in joint evaluations, but not in separate evaluations. Implications of the results on the normative status of mental accounting research are discussed.</p> <p style="text-align: center;"><b>The Effects of Mixed Bundling on Consumers' Inferences and Choices</b>  Rebecca W. Hamilton, University of Maryland  Nevena T. Koukova, Lehigh University</p> <p>For product categories such as cars, computers, and vacation packages, consumers usually choose options for the product in addition to the product itself. In this research, we examine how the option presentation format – bundling options together and labeling the bundles – affects consumers’ inferences and choices among options. First, we demonstrate that options offered both individually and in bundles are perceived as more important and are more likely to be chosen than options offered only individually. Second, we show that the bundle label affects consumers’ choices by shaping their inferences about the perceived fit between the options and their needs.</p> <p style="text-align: center;"><b>On-line Versus Memory-based Information Credibility Inferences: Implications for Memory-based Product Judgments</b>  Mario Pandelaere, Catholic University Leuven  Siegfried Dewitte, Catholic University Leuven</p> <p>Product quality judgments based on retrieved information should take the credibility of the information source into account. We used information complexity to manipulate cognitive resources during information processing and used information processing goals to trigger either on-line or memory-based information credibility assessments. Our results suggest that consumers may take source credibility into account if they assess it on-line or if they have the cognitive capacities to store the source during information processing. Otherwise, source credibility may have no impact on product quality. In addition, our results suggest that source credibility effects on perceived quality may be mediated by information trust.</p> <p style="text-align: center;"><b>Looking for Lake Wobegon: Why Sometimes We Are All Below Average</b>  Katherine Burson, University of Michigan  Joshua Klayman, University of Chicago</p> <p>People’s evaluations of their relative abilities are important for many consumption domains (sports equipment, technology, etc.), but tend to show <i>asymmetric weighting</i>—depending more on impressions of own performance than on impressions of the comparison group. However, we show that asymmetric weighting is smaller when predicting 1) concrete performance versus general skill level and 2) performance for tasks that are experienced versus hypothetical. We attribute this to poorly-specified scales interpreted as implicitly relative. Moreover, judges’ asymmetrical weighting may be adaptive. This does not mean that judges are sensitive to optimality: People are insensitive to the effects that feedback has on the optimal weighting of estimates.</p>
<p><b>Session 8.6</b>  <b>SA Ballroom</b></p>	<p style="text-align: center;"><b>Public Policy Prescriptions from Consumer Research</b>  Session Chair: Nina Mazar, MIT Sloan School of Management  Discussion Leader: Joel Cohen, University of Florida</p> <p style="text-align: center;"><b>Almost Honest: Internal and External Motives for Honesty</b>  Nina Mazar, MIT Sloan School of Management  On Amir, University of California, San Diego</p> <p>Our work addresses the question whether decisions about being honest or dishonest are</p>

	<p>solely driven by rational considerations of the external benefits (e.g., having more money) and costs (i.e. punishment in case of being caught) of the dishonest act. The findings from our experiments show that this rational model is incomplete: Individuals seem to have internalized social norms, and, when activated, behaving in accordance with these internalized norms is rewarding. Based on these results we offer suggestions on how to design more effective and efficient policies for punishments and programs for the prevention of crime and deception.</p> <p style="text-align: center;"><b>A Repeated Decision-Making Framework for Understanding Decisions about Protective Measures: The "Magical Thinking" Model</b> Barbara E. Kahn, University of Pennsylvania Mary Frances Luce, Duke University</p> <p>We address lapsed use of protective measures, whereby consumers neglect to remain vigilant over time. We apply our model to the experimental contexts of medical screening tests and safety measures. We focus on the dual implications of “false positive” events where use of the protective measure causes some “hassle” and “false security” events where the protective measure is neglected but the threat is unrealized. We argue these events influence adherence through “magical thinking” processes of incorrect causal inference and we investigate how these inferences interact with processes of coping with emotional reactions to the underlying threats.</p> <p style="text-align: center;"><b>Social Psychological Motivations in Nonprofit Marketing</b> Jen Shang, University of Pennsylvania Rachel Croson, University of Pennsylvania</p> <p>Recently funding for activities such as education, healthcare, and other public services has been transformed to become more dependent on local and individual funding sources, and less reliant on taxation and government revenue. As a consequence of these changes, and in anticipation of a continuation of this trend, it is important to better understand the motivations for voluntarily contributions toward the provision of public goods. In this research we investigate these issues in the domain of public radio. The first set of studies identifies the motivations for contributing, and the second set examines the impact of social norms on contribution.</p>
<p><b>Session 8.7 Fiesta A</b></p>	<p style="text-align: center;"><b>Word-of-Mouth and Word-of-Web: Talking About Products, Talking About Me</b> Session Chair: Andrea C. Wojnicki, Harvard University Discussion Leader: Robert V. Kozinets, York University</p> <p style="text-align: center;"><b>Word-of-Mouth: An Opportunity for Satisfied Experts to Self-Enhance</b> Andrea C. Wojnicki, University of Toronto</p> <p>Based on limited but consistent evidence, researchers have generally assumed that consumer experts generate the majority of word-of-mouth (WOM) in the marketplace. Recently, the impact of these credible consumer experts has intensified due to issues with traditional media, coupled with technological advances including the Internet. But what motivates experts to talk? And do they generate more WOM regarding their satisfying or dissatisfying experiences? It is predicted and demonstrated here that based on self-enhancement motivations, satisfied experts generate more WOM than dissatisfied experts. Importantly, this result persists only when the outcome of the consumption experience is attributable to the consumer’s expertise.</p> <p style="text-align: center;"><b>Word-of-Mouth in Virtual Communities: A Netnographic Analysis</b> Kristine de Valck, HEC School of Management</p> <p>Virtual consumption communities provide consumers worldwide with the ability to share their knowledge, experiences and opinions. Marketers are challenged to cater to this development of increasing consumer interaction, which generates substantial WOM. This</p>

	<p>study examines online forum discussions by means of a netnographic analysis. The main goal is to analyze how the discussants communicate with and influence each other. The second goal is to gain insight in their discourse with respect to the community's focal consumption activity. The overall objective is to present an illustration of discussion practices and WOM processes within virtual communities of consumption.</p> <p style="text-align: center;"><b>Viral Marketing Mavericks: Capturing Word-of-Web</b> Judith Lynne Zaichkowsky, Simon Fraser University Janghyuk Lee, Korean Advances Institute of Science and Technology</p> <p>New computer technologies add an extra dimension to word-of-mouth activity, creating a word-of-web activity. Consumers are now able to send messages to hundreds of consumers via a click on their address book. They are also able to link firm websites to their own website, which may be "deep-linked" to key words in search engines. These are the heavy users, who mail frequently with many other consumers and use their online address book to forward company information. Consumers in the second segment post firm information on their own website. Understanding the motivations of these segments is the focus of the paper.</p>
<p><b>Session 8.8 Directors Room 2</b></p>	<p style="text-align: center;"><b>Advertising Executions: Music, Number, and Position Effects</b> Session Chair: Hayden Noel, Baruch,, CUNY</p> <p style="text-align: center;"><b>Stage Left, Stage Right? Position Effects on Perception of a Spokesperson</b> Nancy Puccinelli (Upton), Suffolk Business School Linda Tickle-Degnen, Boston University Robert Rosenthal, University of California, Riverside</p> <p>Does it matter where a spokesperson stands to display a product? It is suggested that the specialization of the right brain for person perception leads observers to perceive targets positioned to the left as more instrumental. Consistent with the hypotheses, targets positioned to the left were seen to guide an interaction more especially if shown with a partner, during an externally-focused puzzle task or when observed by men (experiments 1 and 2). Further, this effect was replicated for observers' willingness to pay and suggests recall of visual information as a mediator of the target position effect (experiment 3).</p> <p style="text-align: center;"><b>Music-Visual Congruency and its Impact on Two-sided Message Recall</b> Karen Becker-Olsen, Lehigh University</p> <p>To date there has been minimal work which has evaluated processing biases related to two-side advertising. In this work we look at the impact of music-visual congruency on two-sided message recall. To ascertain the effects of music-visual congruency on two-sided message recall, subjects were exposed to a fictitious advertisement containing a list of ten negatively correlated words. Recall results support mood congruence processing theories which link affective mood states to underlying cognitions. Implications for increasing advertising credibility through two-sided advertising while harnessing processing biases are discussed.</p> <p style="text-align: center;"><b>"Now That's What I Call Music!" An Interpretive Approach to Music in Advertising</b> Matthias Bode, University of Hanover</p> <p>Music is a fundamental feature of commercials. Despite its significance, advertising research into this area is underdeveloped; furthermore, it is fragmentary and contradictory. This paper puts it down to misunderstandings of how music works. Instead of reducing music to an affective stimulus, a socio-semiotic model of music as a cultural system with an expressive potential is developed, based on contemporary studies in musicology and popular music studies. The reference point is interpretive advertising research that so far has focused on text and visuals. An approach is introduced that integrates music based on its potential of making meaning possible.</p>

	<p style="text-align: center;"><b>It Seems Factual, But Is It? Effects of Using Sharp Versus Round Numbers in Advertising Claims</b></p> <p style="text-align: center;">Robert M. Schindler, Rutgers University Richard F. Yalch, University of Washington</p> <p>This paper compares sharp versus round numbers in advertising claims. Round numbers have a salient conceptual basis (e.g., 10 years are a decade). Sharp numbers do not (e.g., 7 years). Estimates tend to be expressed with round numbers. An experiment is described that examines whether consumers make the false assumption that claims using sharp numbers are less likely to be estimates (i.e., are more factual) than those using round numbers and, if so, whether this makes sharp-number claims more believable. The results demonstrate that such assumptions do occur, particularly for those consumers considered to be advertising skeptics.</p>
<p><b>Session8.9 Boardroom</b></p>	<p style="text-align: center;"><b>ROUNDTABLE: Philosophy and Consumption</b> Discussion Leader: Janet Borgerson, University of Exeter</p> <p style="text-align: center;">Jonathan Schroeder, University of Exeter Stephen Brown, University of Ulster Fuat Firat, University of Southern Denmark Sven Bergvall, Royal Institute of Technology Detlev Zwick, York University, Canada Marie-Agnes Parmentier, York University Jean-Sebastien Marcoux, HEC Montreal Jacob Östberg, Stockholm University, Sweden Susan Dobscha, Bentley College</p> <p>The session surveys recent efforts that draw upon philosophical and ethical concepts and theories in accomplishing consumer research. Examples include research on consumer objects – or material culture – as resources for consumer identity work; brands as resources in symbolic consumption; and constituting consumer subjectivities through interaction with marketing representations, including gendered and racial identities. We gather scholars with a variety of interests who are engaged in philosophically informed consumer research to widen conversations and provide theoretical resources for interested researchers and consumers. Issues around agency and materiality provide but one illustrative example of the work philosophy does in consumer research.</p>

	<b>Saturday Oct. 1, 4:30 p.m. - 6:00 p.m.</b>
<p><b>Texas Ballroom C</b></p>	ACR 2006 Program Committee Meeting

	<b>Saturday Oct. 1, 6:00 p.m. - 9:30 p.m.</b>
<p><b>Optional Off Site</b></p> <p><b>First bus pickup at hotel 6:00 p.m.</b></p>	<p><b>Dinner Event</b></p> <p><i><b>Institute of Texan Cultures</b></i>  <b>(\$25/adult)</b>  <b>Event begins 6:30 p.m.</b>  <b>Sponsored by</b></p> <p><b>The University of Texas ★ San Antonio</b></p> <p><b>UTSA</b> College of Business  Department of Marketing</p>

**SUNDAY, OCTOBER 3, 2005**

<b>SESSION 9</b>	<b>Sunday Oct. 2, 7:30 a.m.- 8:30 am</b>
<b>SA Foyer</b>	<b>ACR Coffee Bar</b>

	<b>Sunday Oct. 2, 8:30 a.m.- 10:00 am</b>
<p><b>Session 9.1 Executive Salon 1</b></p>	<p style="text-align: center;"><b>Marketplace Motives and Consumer Skepticism</b>  Session Chair: Barbara Bickart, Rutgers University - Camden  Discussion Leader: Connie Pechmann, University of California-Irvine</p> <p style="text-align: center;"><b>When mental systems disbelieve: on consumers' distrust</b>  Dan Ariely, MIT  Ayelet Gneezy, University of Chicago</p> <p>In social interaction it was shown that people first believe others, and disbelief is triggered only as a result of a correcting procedure. We hypothesize that, in contrast with the standard finding from social interaction, consumers are primarily disbelieving and distrusting of information provided by marketers. One field study and two lab studies support this hypothesis. The results of Study 1 show that when endorsed by a firm, unambiguous statements are judged as false more frequently compared to when they are endorsed by an anonymous source. Studies 2 and 3 present behavioral and attitudinal consequences of this distrust.</p> <p style="text-align: center;"><b>Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increases</b>  Priya Raghubir, University of California, Berkeley  Margaret C. Campbell, University of Colorado, Boulder</p> <p>An important issue for many companies is to understand how existing customers will respond to price changes. We suggest that consumers can view fee increases as ambiguous events that are disambiguated as a function of consumers' inferences of marketplace motives. Motives are influenced by prior experiences with the company and the information that the company provides for why a fee is increased. Raghubir and Corfman (1999) suggest that consumers may feel a sense of betrayal when a service provider for whom the customer has a positive prior violates that trust with a price increase. Campbell (1999) suggests that positive priors can lead to a benefit of doubt being given to the service provider. We propose that the consumer's interpretation of the firm's reasons for the price increase influences which of these two responses occurs by influencing</p>

	<p>consumers' emotional response to the increase. A series of experiments examines this issue within the context of fee increases by financial institutions. Study 1 shows that priors exercise a strong influence on satisfaction, outweighing the effect of the size of the price increase. Study 2 shows that the reason for the fee increase moderates the emotions elicited – betrayal is greater when the fee increase is an infraction on the basis of the relationship. Study 3 shows that the fact, rather than the amount of the fee leads to worsened evaluations. Study 4 shows that attitudes towards a competitor's bank can affect the manner in which a consumer attributes reasons for a fee for their own bank.</p> <p style="text-align: center;"><b>Does it Pay to Beat Around the Bush? Salesperson Motives and the Effects of Obfuscation versus Honesty in Communications</b>  Barbara Bickart, Rutgers University, Camden  Maureen Morrin, Rutgers University, Camden  S. Ratneshwar, University of Missouri</p> <p>Communication between a salesperson and a consumer plays an important role in how long-term relationships are developed and maintained. In two studies, we show that consumers' beliefs about a salesperson's motives affect how consumers' interpret communication with the agent. Specifically, when the salesperson's motive is to earn a commission (versus provide information), consumers believe the agent is more likely to obfuscate versus admit not knowing the answer to a question. Further, when the agent is on commission, behavioral intentions and satisfaction are significantly higher when the agent admits to not knowing an answer relative to obfuscating. We discuss these findings in the context of the Persuasion Knowledge Model (i.e., Friestad and Wright 1994, 1995).</p>
<p><b>Session 9.2  Executive  Salon 2</b></p>	<p style="text-align: center;"><b>Emerging Perspectives on Self-Control</b>  Session Chair: Ran Kivetz, Columbia University  Discussion Leader: Klaus Wertenbroch, INSEAD</p> <p style="text-align: center;"><b>Construal Levels and Self-Control</b>  Kentaro Fujita, New York University  Yaacov Trope, New York University</p> <p>We propose that self-control involves making decisions and acting in accordance with high level, rather than low level, construals of a situation. Activation of high level construals (which capture primary, central, global features of an event) should lead to greater self-control than activation of low level construals (which capture secondary, incidental, local features). Across three experiments, priming high levels of construal led to decreased preferences for immediate over delayed outcomes, greater physical endurance, and less positive evaluations of temptations that undermine self-control goals. These results suggest that construals of a situation impact self-control decisions and actions.</p> <p style="text-align: center;"><b>Determinants of Justification and Self-Control</b>  Ran Kivetz, Columbia University  Yuhuang Zheng, Columbia University</p> <p>Consumers employ two justification routes to relax their self-control. One (entitlement) route involves working hard or excelling and a second entails indulging without depleting income. A series of experiments with actual effort tasks and real choices demonstrate that (a) higher effort or (bogus) excellence enhances choices of temptation over prudence, but these effects are reversed when the interchangeability of effort and income is implied; (b) willingness-to-pay in effort is greater for indulgences than necessities, but willingness-to-pay in effort framed as income is higher for necessities; and (c) sensitivity to the type and magnitude of the perceived resource is greater for individuals with stronger (chronic or manipulated) indulgence guilt. We discuss how these justification routes could explain prior findings.</p>

	<p style="text-align: center;"><b>When Feeling Bad Leads to Doing Good: The Strategic Use of Self-Control for Mood-Regulation</b></p> <p style="text-align: center;">Yael Zemack-Rugar, Duke University James R. Bettman, Duke University Gavan J. Fitzsimons, Duke University</p> <p>We propose a strategic view of self-control, whereby self-control levels are increased or decreased in the service of mood-regulation goals. As a result, contrary to prior findings that negative moods lead self-control failures (Baumeister, 1997; Herman &amp; Polivy, 1975, Tice et al., 2001), we find negative moods can sometimes lead self-control increases. In particular, self-control levels depend on consumers' cognitions regarding which self-control levels will enhance mood. These cognitions vary based on the type of negative mood (e.g., guilt vs. sadness) examined and individual differences in coping styles. Additionally, we discuss findings suggesting these strategies become automatic over time, and can affect individuals' behaviors outside of conscious awareness.</p>
<p><b>Session 9.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>The Meanings of Food In Everyday Life</b> Session Chair: Susan Hogan, Emory University</p> <p style="text-align: center;"><b>How Single and Married Women Organize to Get the Food on the Table Every Day: Strategies, Orientations, Outcomes and the Role of Convenience Foods</b></p> <p style="text-align: center;">Louise Heslop, Carleton University Judith Madill, Carleton University Linda Duxbury, Carleton University Melissa Dowdles, Carleton, University</p> <p>How single and married mothers approach food preparation tasks was determined from reports of activities and attitudes around food preparation. The patterns of these activities and attitudes were used to develop meaningful typologies of food preparation orientations and strategies. These strategies and orientations were then explored in terms of their association with various work-family outcomes and convenience food use. There are many similarities in approaches used between single and married women, but also some differences. Work and family outcomes, such as role interference, stress, strain, and life satisfaction are related to several strategies and orientations, as is convenience food use. Clearly some approaches work better than others in terms of life balance.</p> <p style="text-align: center;"><b>The Meanings of Family Dinners for Young, Affluent Families in Urban China</b></p> <p style="text-align: center;">Hongyan Yu, Jilin University Alvin C. Burns, Louisiana State University Ann Veeck, Western Michigan University</p> <p>While in recent years the pace of life for urban Chinese families has become busier, the family dinner remains a mainstay of daily family life. To investigate this phenomenon we conducted long, semi-structured interviews with seventeen young, affluent Chinese families in their homes. Consistent with past studies, the findings substantiate the role of family meals in enhancing communication, family identity, and social capital. In addition, we learned that, while females perform the majority of the work associated with getting the food on the table, both males and females view dinner as essential for "producing family." During periods of stress and transition, the ritual of the family dinner is seen as a haven of relaxation and stability for family members.</p> <p style="text-align: center;"><b>Foodsigns on the Highway of Life: The Semiotics of the Diner</b></p> <p style="text-align: center;">Elizabeth Hirschman, Rutgers University</p> <p>This inquiry examines a long-running retail form – the diner – from multiple perspectives: as a commercial evolution in response to industrialization, as an icon of modernism, as a nostalgic symbol of retro-marketing, and as a site of consumer communalism and personal</p>

	<p>transition. Historical documentation, popular culture texts, consumer interviews and participant observation are used for constructing the interpretation.</p> <p style="text-align: center;"><b>Consuming, Studying, and Regulating Genetically Modified Foods: A Case for Transformative Consumer Research</b> Ahmet Ekici, Bilkent University</p> <p>ACR 2005 North American Conference calls for Transformative Consumer Research (TCR). Based on the principles of TCR, the objective of this paper is to provide a platform to involve consumers more directly with the public policy issues related to food biotechnologies, so that this technology can actually make positive impacts on consumers' lives, both present and future generations. More specifically, through an iterative and rigorous multi-stage research design, we aim to provide valuable insights for consumers, for the academic community, and for public policy makers with respect to genetically modified foods.</p>
<p><b>Session 9.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>Culture and Cognition: The Case of Irrational Beliefs About Luck</b> Session Chair: Rashmi Adaval, Hong Kong University of Science and Technology, Discussion Leader: Robert S. Wyer, Hong Kong University of Science and Technology</p> <p style="text-align: center;"><b>The Effects of Luck and Self Esteem: Cultural Differences in Risky Decision Making</b> Ana Valenzuela, Baruch College Peter Darke, University of British Columbia Donnel A. Briley, Hong Kong University of Sydney</p> <p>Previous literature has found that lucky experiences have a paradoxical effect on expectations of future performance. These results are quite similar to findings in the self-esteem literature concerning ego-threat. The present study investigates whether cultures with different control orientations (American vs. Chinese) differ in their sensitivity to luck and self-esteem using a risky decision task. Three different studies show that cultures with an internal locus of control engage in more risky decision-making when self-esteem is enhanced. On the other hand, cultures with an external locus of control make more risky choices when they believe that they are personally lucky.</p> <p style="text-align: center;"><b>Priming Lucky Numbers: Effects on Attributions and Performance</b> Yuwei Jiang, Hong Kong University of Science and Technology Angela Cho, Hong Kong University of Science and Technology Rashmi Adaval, Hong Kong University of Science and Technology</p> <p>Three studies demonstrate how numbers symbolize luck in Asian cultures and can prime attributions that people make as well as behavior. One study shows how participants who are primed with lucky or unlucky numbers attribute success or failure to internal (personal) or external (outside) factors. Two other studies show the impact of such priming on performance. Priming with lucky or unlucky numbers influences performance on an anagram task. Further, the use of lucky and unlucky numbers in product pricing influences the amount of money that people are willing to pay and reduces the anchoring effects that price anchors typically have.</p> <p style="text-align: center;"><b>Retrospective Evaluations: Will Chance Versus Luck Oriented Individuals Select Different Moments of an Experience?</b> Elizabeth Cowley, University of Sydney Colin Farrell, University of Sydney</p> <p>Previous research has shown that retrospective evaluations of purely painful or purely pleasant experiences are based on a few select moments of an experience. Specifically, the most intensely painful or pleasurable moments and the last moments of the experience are heavily weighted in memory. We investigate how and when the peak win, the peak loss, and the last moments of a gambling experience are used to estimate remembered utility (or</p>

	<p>liking) and remembered disutility (or disliking) in a mixed experience. The results show that the moments selected for the retrospective evaluation depend on whether the person is luck-oriented or chance-oriented.</p>
<p><b>Session 9.5 Executive Salon 5</b></p>	<p style="text-align: center;"><b>When How I Feel Affects How I Think</b> Session Chairs: Meryl Gardner, University of Delaware Anu Sivaraman, University of Delaware</p> <p style="text-align: center;"><b>Affective Underpinnings of Decision Heuristics</b> Ritesh Saini, George Mason University</p> <p>This research investigates the role of affective- versus cognitive-priming upon the decision-maker's subsequent use of choice (<i>attraction and compromise effects</i>) and judgment heuristics (<i>anchoring &amp; adjustment</i>). The results show that when people are primed into an affective problem-solving mode, they are more likely to be fallible to the attraction and compromise effects and anchoring &amp; adjustment, versus when they are cognitively primed. These findings expand upon the "dual process theory" interpretation of the use of choice and judgment heuristics. Emotions seem to play a key mediating role in our use of such heuristics in most decision-making situations. Further investigation of how this phenomenon influences susceptibility to other heuristics is currently in progress.</p> <p style="text-align: center;"><b>Does Nostalgia Depend on the Valence of the Past? An Empirical Analysis of the Discontinuity Hypothesis</b> Mousumi Bose Godbole, Louisiana State University Omar Shehryar, Montana State University David M. Hunt, University of Wyoming</p> <p>The discontinuity hypothesis suggests that when faced with a disruption in daily life people seek comfort in nostalgic feelings. Contemporary research on nostalgia has found mixed support for the discontinuity hypothesis. It is suggested in the present research that the valence of the reservoir of past experiences that are invoked in nostalgic thoughts moderates the degree to which nostalgia is used to cushion individuals from discontinuities in their current lives. Results from an experiment provide support for the moderating effect of nature of past experience on the relationship between discontinuity and nostalgia.</p> <p style="text-align: center;"><b>How Far Do Feelings Go? How Attachments Influence Brand Extensions</b> Alexander (Sasha) Fedorikhin, Indiana University C. Whan Park, University of Southern California Matthew Thomson, Queen's University</p> <p>In a study employing real brands, we show that emotional attachment construct has a positive effect on consumer reactions to brand extensions, even when controlling for the effect of attitude. The effect is pronounced at the high and medium levels of fit.</p> <p style="text-align: center;"><b>Why Consumers Rely on Affect in the Distant Future: Effects of Temporal Construal in Affective Situations</b> Hakkyun Kim, University of Minnesota Akshay R. Rao, University of Minnesota</p> <p>How does mood influence our evaluative judgments about future events? In two experiments, we show that temporal distance influences the tendency of people to use their feelings as information when making evaluative judgments. Specifically, among people who expect the actual consumption to occur in the distant future, a positive pre-existing mood results in more favorable evaluative judgments than a neutral or negative pre-existing mood. In contrast, among people who expect the actual consumption to occur in the near future, the pre-existing mood has a reduced effect on evaluative judgments.</p>

<p><b>Session 9.6 SA Ballroom</b></p>	<p><b>New Advances in Mental Accounting: Underlying Mechanisms and Resultant Biases</b>  Session Chair: Gülden Ülkümen, New York University  Discussion Leader: Eric Johnson, Columbia University</p> <p><b>Biasing Effects of Temporal Framing on Budget Estimates and Expense Category Structure</b>  Gülden Ülkümen, New York University  Manoj Thomas, New York University  Vicki G. Morwitz, New York University</p> <p>We uncover a framing bias in participants' budget estimates such that the estimates provided by participants considering their annual budgets were three times as high as the comparable estimates provided by those considering their monthly budgets (study 1). A diary study revealed that annual budget estimates were accurate, whereas monthly budgets were underestimated. The bias in monthly estimates manifests only when the considered expense categories are broad (vs. specific), resulting in an intuitive (vs. calculative) estimation mode (study 3). We find that participants' overconfidence in their intuitive estimates for the monthly budget is responsible for the observed effect (studies 4-5).</p> <p><b>Breaking Open a Pot of Money: The Effect of Transgression Costs on Spending From Open and Closed Accounts</b>  Amar Cheema, Washington University in Saint Louis  Dilip Soman, University of Toronto</p> <p>We propose that consumers may incur a psychological transgression cost to break open a pot of money and spend from it. Thus, high transgression costs may deter spending. However, once a consumer incurs a transgression cost, subsequent spending from the pot may be easier. Bracketing one large pot of money into several smaller pots affects transgression costs and spending patterns. Consequences of transgression costs are demonstrated for purchase decisions with gift cards, for gambles with monetary implications, and for prepaid calling-card use. A transgression-related guilt measure and the moderating role of bracket artificiality provide additional support for the hypothesized process.</p> <p><b>Happiness Pump</b>  Yan Zhang, University of Chicago  Christopher Hsee, University of Chicago</p> <p>Consumers will be happy if the price of a product they buy decreases over time. However, the price cannot decrease indefinitely. To keep consumers happy and yet not to let prices decrease indefinitely, we propose a marketing strategy in which marketers first introduce a product with a high price, then decrease the price, then introduce a filler product to weaken consumers' memory of the target product's low ending price, then reintroduce the target price at its original high price, then decrease it again. An experiment shows that participants were happier in a condition using this strategy than in control conditions.</p>
<p><b>Session 9.7 Fiesta A</b></p>	<p><b>Pushing the Frontiers of Decision Making Neuroscience to Help Consumers Adopt a Healthy Lifestyle in Our Modern Society of Plenty</b>  Session Chair: Laurette Dube, McGill University  Antoine Bechara, University of Iowa  Discussion Leader: Barbara Mellers, University of California, Berkeley</p> <p><b>Using Cognitive Models to Map Relations Between Neuropsychological Processes and Human Decision Making Deficits Leading to Maladaptive Risk-Taking Behavior</b>  Jerome Busemeyer, Indiana University  Julie C. Stout, Indiana University</p>

	<p style="text-align: center;">Eldad Yechiam, Indiana University</p> <p>Findings from a complex decision making task (the Iowa gambling task) show that individuals with neuropsychological disorders have decision making deficits leading to maladaptive risk-taking behavior. We present cognitive model which distills gambling performance into three different psychological components: the relative impact of rewards and punishments on evaluations; the rate that the contingent payoffs are learned; and the consistency between learning and responding. Several studies are analyzed to estimate parameters for each psychological component and analyses their relative contribution to decision making deficit in different pathologies. The potential of cognitive models for building bridges between neuroscience and consumer decision making and behavior in healthy populations is discussed.</p> <p style="text-align: center;"><b>Dynamics and Temporal Dimensions of Cognitive-Affective Integrative Processes Underlying Decision Making</b> Lesley K. Fellows, McGill University Martha Farah, University of Pennsylvania</p> <p>Using an affective shifting task, the first study demonstrates the role played by orbitofrontal context in reversal learning, i.e., in flexibility in decision making over time, as the reinforcement value of stimuli change. The second study contrasts the role of dorsolateral and ventromedial frontal lobe on two distinct aspects of future thinking, namely temporal discounting, i.e., the subjective devaluation of reward as a function of delay and time perspective, i.e., the length of an individual's self-defined future. Results show that temporal discounting is not affected by frontal lobe injury, while time perspective depends on the ventromedial frontal lobe. Results are discussed in terms of insights they may suggest for more adaptive health-related lifestyle decisions.</p> <p style="text-align: center;"><b>Linking Neuropsychological Decision Making Processes to Everyday Health-Risk Behaviors: The Moderating Role of Individual Sensitivity to Reward and Punishment</b> Laurette Dube, McGill University Remi Desmeules, McGill Lu Ji, McGill University Zhenfeng Ma, McGill University Aida Faber, McGill University Antoine Bechara, University of Iowa</p> <p>148 healthy women performed a go/no go affective shifting task to assess impulse control and the Iowa gambling task to assess decision making under uncertainty. These two neuropsychological tests may capture some of the neural bases of health-related lifestyle decision making. These women also enrolled in an experience sampling study (average of 60 observations/participant) to report exercise, eating, cigarette and alcohol consumption. Performance and theoretical parameters (signal detection for impulse control and cognitive modeling for decision making) were computed for each participant. We report results on the relationship between these and everyday lifestyle behaviors. We discuss the contribution and limitation of a neuropsychological approach to lifestyle behaviors and insights it suggests for consumer research and marketing practice.</p>
<p><b>Session 9.8 Directors Room 2</b></p>	<p style="text-align: center;"><b>Virtual Products, Worlds and Locations</b> Session Chair: Shay Sayre, California State University, Fullerton</p> <p style="text-align: center;"><b>When Good Pictures Make for Good Products: Consumer Misattribution Effects in Virtual Product Presentation Environments</b> Hyejeung Cho, University of Michigan Norbert Schwarz, University of Michigan</p> <p>Virtual product presentation technology allows consumers to “try on” a product by</p>

	<p>displaying it on their own digital image. Three experiments were conducted to test our hypothesis that the more consumers like their photos, the more they like the product displayed on the photos. The findings show that when consumers virtually try products on their digital image, they respond holistically to the image, but misread their response as arising from what they are focusing on: the product. This misattribution, in turn, results in differential product preferences and evaluations.</p> <p style="text-align: center;"><b>Why Consumers Engage in Virtual New Product Developments Initiated by Producers</b> Johann Füller, Innsbruck University</p> <p>In this article, I investigate why consumers engage in virtual new product developments initiated by producers. Drawing on motivation research found in related fields such as leisure, online communities, user innovation, and survey participation several intrinsic and extrinsic motives can be identified that may induce consumers' engagement. In this empirical study, 825 consumers participating in a virtual development project were asked about their motivations. Six motivational factors could be extracted. Intrinsic interest in the innovation activity and curiosity are found to be the most important motives for consumers' willingness to engage in further virtual development activities.</p> <p style="text-align: center;"><b>Extending the Self in a Virtual World</b> Shakeel Siddiqui, Dublin City University Darach Turley, Dublin City University</p> <p>The notion of 'extended self' has enjoyed a deservedly long and reputable pedigree in consumer research. Essentially, it portrays the consumers extending their sense of 'who they are' through 'what they have'. The advent of Computer Mediated Environment (CME) technologies has provided the current cohort of consumers an alternate platform for extension and expression of self – by offering an array of intangible 'Virtual Possessions'. This paper examines the characteristic intangibility and fluidity of these new consumables by calling into question the applicability of the extended self-concept, as traditionally formulated, in this seemingly disembodied consumer domain and finds that cyber-psychically digital consumers are still materially oriented.</p> <p style="text-align: center;"><b>Location, Location, Location: The Relative Roles of Virtual Location, Online Word-of-Mouth (eWOM) and Advertising in the New-Product Adoption Process</b> Fiona Sussan, George Mason University Stephen Gould, Baruch College Suri Weisfeld-Spolter, Baruch College</p> <p>This paper investigates the differential effects of different virtual locations' hosting of advertising and online word-of-mouth messages (eWOM) on the persuasion process to adopt a new product. We hypothesize that positive word-of-mouth has an additive effect on advertising only when it is in a 3<sup>rd</sup>-party sponsored independent website, but not in a firm-sponsored website. The results of an experiment support the predictions that website location interacts with the word-of-mouth effect in consumers involvement and likelihood to adopt a new product, in this case a new movie DVD.</p>
<p><b>Session 9.9 Boardroom</b></p>	<p style="text-align: center;"><b>ROUNDTABLE: The Journey Continues: Building on the Legacy of the Odyssey</b> Discussion Leaders: Karen Fernandez, University of Auckland, Carolyn Curasi, Georgia State University Stacey Menzel Baker, University of Wyoming</p> <p style="text-align: center;">Russell Belk, University of Utah Melanie Wallendorf, University of Arizona John F. Sherry, Northwestern University Eric J. Arnould, University of Arizona John Lastovicka, Arizona State University</p>

	<p>Hope Schau, University of Arizona          Robert V. Kozinets, York University          Kent Grayson, Northwestern University          Radan Martinec, The London Institute, School of Media          Stacey Menzel Baker, University of Wyoming          Ron Hampton, University of Nebraska-Lincoln</p> <p>The purpose of the Roundtable is to develop and define a research agenda for consumer researchers that are continuing to build on the legacy of the Consumer Odyssey, which took place two decades ago. The intended audience is those engaging or hoping to engage in research that builds on concepts raised by the Consumer Odyssey. It is expected that the ensuing discussion will result in the delineation of a comprehensive research agenda that will be useful to both experienced and aspiring researchers.</p>
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<b>Sunday Oct. 2, 10:00 a.m.- 10:30 am</b>	
SA Foyer	Morning Break

<b>SESSION 10</b>	
<b>Sunday Oct. 2, 10:30 am - 12:00 p.m.</b>	
<b>Session 10.1</b> <b>Executive</b> <b>Salon 1</b>	<p><b>An Examination of the Concept of Postmodern Home and the Role of Consumption in Home-making Practices</b>          Session Chair: Fleura Bardhi, Northeastern University          Discussion Leader: Julie L. Ozanne, Virginia Polytechnic Institute and State University</p> <p><b>Making a Home on the Road: A Mobile Concept of Home among Transnational Mobile Professionals</b>          Fleura Bardhi, Northeastern University          Eric J. Arnould, University of Arizona</p> <p>The paper examines the concept of home among contemporary global nomads. Through 35 semi-structured long interviews with highly mobile global professionals, the paper identifies four notions of home-- as identity, order, relationship, and possessions. The authors argue that globalization and postmodern social conditions have induced a mobile concept of home that is not fixed in place. Nonetheless, home remains an important identity anchoring point for mobile global professionals, and they engage in ongoing home making practices to transform consumptionscapes into home-like environments.</p> <p><b>From a Diner to a Home: Understanding How Customers Find Home in the Marketplace</b>          Mark S. Rosenbaum, University of Hawaii</p> <p>This paper reports the results of interview data that illustrate how consumers experience commercial places and why they experience them in these ways. Data shows informants experience a tripartite division of places: place-as-practical, place-as-gathering, or place-as-home. Consumers who experience commercial place-as-home do so to fulfill consumption, companionship, and emotional support needs. The findings suggest that consumers transform consumption spaces into home places as they rely on individuals in these places for supportive resources, which are conventionally thought to be provided by family and friends.</p> <p><b>Designing the Family Portal as Home Information System and Home Networking</b>          Alladi Venkatesh, University of California, Irvine</p> <p>By studying the family’s integrative use of technology at home, this study examines the process of domestication of technology as well as identifies the ways that technology has transformed home and family dynamics. Data were gathered from a select group of families. Through in-depth interviewing, this paper identifies several family-oriented</p>

	<p>themes concerning family computer use and argues for a polysemous use of technology at home. The extensive nature of computer use attests to its growing domestication and integration into the family life.</p>
<p><b>Session 10.2 Executive Salon 2</b></p>	<p style="text-align: center;"><b>Dynamics of Self-Regulation</b>  Session Chair: Suresh Ramanathan, University of Chicago  Discussion Leader: Tanya Chartrand, Duke University</p> <p style="text-align: center;"><b>Self-Regulatory Resource Depletion Makes People More Extreme in Their Emotions and Judgments: A Possible Mechanism for Ego-Depletion</b>  Kathleen Vohs, University of Minnesota  Nicole Mead, Florida State University  Brandon Schmeichel, Texas A&amp;M University  Sabrina Bruyneel, Katholik University Leuven</p> <p>Research on the self-regulatory resource depletion model has shown that earlier acts of self-control render people less able to self-regulate later. Why is this so? We hypothesized that one reason is that subjective feelings of sensations and impulses are stronger after episodes of self-regulation as compared to responses experienced in the absence of prior self-regulation. Five studies supported this hypothesis: ratings of emotional movies or photos (Studies 1-2), abstract characters (Studies 3-4) and the experience of pain (Study 5) were more extreme if people had first engaged in self-regulation than if they had not engaged in self-control.</p> <p style="text-align: center;"><b>Moment-to-Moment Pursuit of Hedonic Goals</b>  Suresh Ramanathan, University of Chicago  Geeta Menon, New York University</p> <p>One of the key unresolved issues in the study of self-control is the precise nature of the dynamics of conflict between desire and willpower. Our research focuses on the timeline of affective reactions to tempting stimuli and suggests that there are systematic differences between impulsive and prudent people in terms of how they manage goal conflict – while both impulsive and prudent people experience spontaneous positive affect in response to tempting stimuli after being primed, the former manage subsequent ambivalence by choosing to go with the unsatiated hedonic goal, while the latter show a rebound effect by devaluing the primed hedonic goal significantly over time.</p> <p style="text-align: center;"><b>Attention Mechanisms in Goal Management</b>  James Shah, Duke University  Shawn Bodmann, University of Wisconsin-Madison</p> <p>An important, perhaps under-examined, component of effective self-regulation is the manner in which we prioritize and “juggle” our various pursuits and resolve goal conflict in order to best ensure the successful attainment of as many goals as possible. Our research examines the mechanisms involved in such goal management and the degree to which they may unfold automatically. We present a series of studies that consider the fundamental regulation of attention and the goals themselves. Specifically, we present evidence of four key processes – 1) goal shielding, in which goals are automatically shielded from the distraction of other pursuits, 2) goal shifting, in which one’s attention switches amongst one’s various goals, 3) goal synthesis, in which goals may be managed by regulating the pursuits themselves and 4) goal shedding, in which some pursuits may be strategically dropped for the sake of those remaining.</p>
<p><b>Session 10.3 Executive Salon 3</b></p>	<p style="text-align: center;"><b>Consumer and Researcher Vulnerability and Transcendence</b>  Session Chair: Carol Kaufman-Scarborough, Rutgers University</p> <p style="text-align: center;"><b>Giving and Receiving Humanity: Gifts Among Prisoners in Nazi Concentration Camps</b>  Jill G. Klein, INSEAD</p>

	<p style="text-align: center;">Tina M. Lowrey, University of Texas, San Antonio</p> <p>Gift-giving research in the field of consumer behavior has expanded our understanding of what a gift can be and of what it means to give. However, this research has been conducted in fairly normal contexts such as romantic dyads and family holiday exchanges. But what happens when the context becomes much more extreme and gift-giving embodies life and death decisions? The purpose of this paper is to explore instances of gift-giving in Nazi concentration camps. In spite of intense pressures toward selfishness, prisoners gave gifts to one another, demonstrating the basic personal need to express humanity through generosity.</p> <p style="text-align: center;"><b>The Transition to a Special Needs Consumer: My Ethnographic Journey Caused by Celiac Disease and Diabetes</b> Lawrence Lepisto, Central Michigan University</p> <p>About two years ago I was diagnosed with celiac disease for which the only treatment is a strict gluten-free diet which eliminate all foods containing wheat, rye, or barley. Then, nine months ago I was found to have developed diabetes which added further dietary restrictions, blood sugar monitoring, and medications. This paper describes, in ethnographic fashion, the resulting changes in my consumer behavior and offers insights into the behavior of many other consumers who face different dramatic restrictions in their diets.</p> <p style="text-align: center;"><b>A Transformative Look at Food Security and Surrogate Consumption</b> Terrance G. Gabel, University of Arkansas, Fort Smith</p> <p>The primary objective of this paper is to draw consumer researcher attention toward the issue of food security. We also seek to encourage consumer researchers to view the concept of surrogate consumption more broadly. Toward this dual end, we profile food-insecure persons, a growing segment of disadvantaged consumers in the United States, as a type of surrogate consumer user. By drawing attention toward the issue of food security we hope that consumer researchers might be better equipped to make positive differences in the lives of the growing number of food-insecure consumers in the United States.</p> <p style="text-align: center;"><b>A Sheep in Wolf's Clothing: Exploring Researcher Vulnerability</b> Kathy Hamilton, Queen's University Belfast Hilary Downey, Queen's University Belfast Miriam Catterall, Queen's University Belfast</p> <p>Methodological concerns surrounding the research of vulnerable consumers tend to focus on respondents' welfare, that they are not harmed or further disadvantaged by the research process (Reinharz 1992; Finch 1984). Consequentially, researcher vulnerability has been largely neglected within the consumer research literature. This paper aims to identify the ways that research with vulnerable consumers can impact on consumer researchers. Reflecting on our doctoral research experiences with vulnerable consumers, namely low income families and consumers confined to the home due to disability, we identify areas where the physical and psychological vulnerability of the researcher was exposed and the resulting strategies employed.</p>
<p><b>Session 10.4 Executive Salon 4</b></p>	<p style="text-align: center;"><b>Cultural Variations in Brand Extension Evaluations and Brand Dilution Effects</b> Session Chair: Zeynep Gürhan-Canli , University of Michigan Discussion Leader: Sharon Shavitt, University of Illinois</p> <p style="text-align: center;"><b>The Impact Of Self-Concept, Self-Construal And Country-Of-Origin On Brand Dilution</b> Vanitha Swaminathan, University of Pittsburg Karen L. Page, University of Pittsburg</p>

	<p style="text-align: center;">Zeynep Gürhan-Canli, University of Michigan</p> <p>The authors examine the effect of self-concept connection, self-construal, and country-of-origin on brand name dilution in response to negative information about an extension. The results suggest that when an independent self-construal is activated, brand dilution is more likely to occur when consumers have low (vs. high) self-concept connection with the brand for both local and foreign brands. In contrast, when an interdependent self-construal is activated brand dilution is observed only for foreign brands regardless of self-concept connection. The results also indicate that dilution effects for foreign brand may be reduced in interdependent settings by customizing the brand name to the local market (i.e., Sony America).</p> <p style="text-align: center;"><b>The Impact Of Cultural Cognitive Style And Brand Extension Information On Brand Extension Evaluation</b> Pragya Mathur, New York University Durairaj Maheswaran, New York University</p> <p>This paper examines the impact of cultural cognitive style, type of brand extension and the type of brand extension information on brand extension evaluation and dilution. The results from three experiments indicate that Western cultures engage in analytic processing, evaluate near extensions more favorably than far extensions, and show better evaluations of brand extensions when presented with concrete information as compared to abstract information. In contrast, Eastern cultures engage in holistic processing of information, evaluate near and far brands similarly, and show a match effect for abstract information, as compared to concrete information. Implications for research on brand extension communication across cultures are discussed.</p> <p style="text-align: center;"><b>Cultural Differences In Creative Thinking And The Effect On Brand Extension Evaluations</b> Lufang Meng, University of Minnesota Michael Houston, University of Minnesota</p> <p>The paper adopts a dynamic cognitive approach to studying consumer creativity, defining creativity as a special thinking mode that involves two distinctive cognitive processes, a combinatory and a transformational process. Findings from two experiments suggest that, in general, individuals in a creative thinking mode make more favorable evaluation of brand extensions and are more likely to accept new and innovative products even when the extension is less typical of the parent brand. Results also show that westerners and easterners have different inclinations to the two cognitive processes, therefore, their brand extension evaluations differ with different ad message appeals (image-based vs. attribute-based appeals).</p>
<p><b>Session 10.5 Executive Salon 5</b></p>	<p style="text-align: center;"><b>Consumer Expertise: Precursors and Consequences</b> Session Chair: Qing Wang, University of Warwick</p> <p style="text-align: center;"><b>Product Attribute Evaluations: Role of Consumer Experience and Halo Effects</b> Sylvia Long-Tolbert, Drexel University Brian D. Till, Drexel University Srinivasan Swaminathan, Drexel University</p> <p>Traditional multi attribute models treat consumers' evaluation of different attributes without considering the interrelationship among the evaluation of these attributes. We conducted two experiments, where consumers evaluated search, experience and credence attributes both before and after trying products. Based on the theories of 'halo effects' and 'information diagnosticity', we find that these attribute evaluations are not independent of one another. Specifically, consumers' post-trial evaluation of credence attributes are found to be affected by their post-trial evaluation of experience attributes. However, such halo effects are not present for search attributes.</p>

	<p style="text-align: center;"><b>The Effect of Target Familiarity on Prediction Accuracy</b>  Davy Lerouge, Tilburg University  Luk Warlop, Catholic University Leuven</p> <p>Many buying decisions require predictions of another person’s product attitudes. Yet, consumers are often inaccurate predictors, even for familiar others. We provide strong evidence that target familiarity can even hurt accuracy in the presence of attitude feedback. Although overprojection and lack of product-specific attitude information have been identified as possible reasons for prediction inaccuracy, our results suggest a retrieval explanation. When presented with product-specific attitude feedback, predictors adapted their level of projection and encoded the attitude information, but they did not use this information. Instead, they retrieved less diagnostic, pre-stored information about the familiar targets to predict their product attitudes.</p> <p style="text-align: center;"><b>The Role of Breadth of Experience in Developing Expertise</b>  Rod Duclos, University of North Carolina  Steve Hoeffler, University of North Carolina  Pat West, Ohio State University</p> <p>In 1987, Alba and Hutchinson posited that familiarity leads to expertise and set forth an immense agenda of research to articulate the nature of expertise. In this paper, we examine the processes <i>leading to</i> expertise. First, we partitioned the construct of familiarity, introducing the concepts of intensiveness (e.g., amount of experience and practice) and extensiveness of familiarity (e.g., breadth of experience and practice). Second, we examine the respective roles of breadth and amount of experience in the development of expertise. In two studies, participants with greater breadth of familiarity outperformed their counterparts on semantic (study 1) and sensory (study 2) tasks.</p> <p style="text-align: center;"><b>Decoy Effects and Brands</b>  Jungkeun Kim, University of Minnesota  Jongwon Park, Korea University  Gangseog Ryu, Korea University</p> <p>The relative preference for a target product over a competitor can be increased by providing a third alternative (a decoy) that is clearly inferior to the target but is not necessarily inferior to the competitor. We investigated how these “decoy” effects are influenced by the presence or absence of brand name information and the level of consumer brand knowledge. Results indicated that overall, inclusion of a decoy in the choice set significantly increased the relative preference for the target. However, identifying alternatives with real brand names eliminated this effect when participants possessed an extensive amount of knowledge about the brands, but it did not when participants had a relatively limited amount of knowledge. These results were generally consistent with implications of the category-based processing view about brand name information.</p>
<p><b>Session 10.6 SA Ballroom</b></p>	<p style="text-align: center;"><b>Time and Decisions: Attention Based Perspective on Temporal Effects in Judgment and Choice</b></p> <p style="text-align: center;">Session Chair: Selin Malkoc, The University of North Carolina- Chapel Hill  Discussion Leader: Drazen Prelec, Massachusetts Institute of Technology</p> <p style="text-align: center;"><b>Tradeoff Conflict: The Effect of Inconsequential Common Rewards on Intertemporal and Risky Choice</b>  Oleg Urminsky, Columbia University  Ran Kivetz, Columbia University</p> <p>This paper demonstrates that adding an immediate common reward to intertemporal choices between sooner-smaller and later-larger rewards systematically increases the</p>

	<p>preference for the later-larger rewards, which violates the monotonicity assumption of extant discounting models. We argue that the common reward reduces intrapersonal conflict, allowing for realization of both magnitude and immediacy objectives. A series of studies replicates the effect across a range magnitudes and delays of reward, rules out alternative explanations, replicates the effect of adding a common reward while holding constant the overall net present value of the offered rewards, and extends the findings from intertemporal to risky choice.</p> <p><b>Time Insensitivity: The Impact of Time Pressure and Attention on Discounting of Near and Far Future</b>  Jane E.J. Ebert, University of Minnesota  Drazen Prelec, Massachusetts Institute of Technology</p> <p>We propose that the temporal dimension is preferentially fragile, such that valuations are insufficiently sensitive to temporal variation, and such sensitivity as exists is exceptionally malleable. In four experiments we show that subjects' sensitivity to time can be easily compromised (Studies 1 and 2) or enhanced (Studies 3a and 3b) such that subjects who are more sensitive to time show relatively less discounting of the near future and more discounting of the far future. Notably, the same sensitivity enhancement manipulations on another dimension (money) show little effect, suggesting that, unlike the temporal dimension, the money dimension is naturally carefully attended.</p> <p><b>Time Horizon Neglect: Prospective Duration Insensitivity in Consumer Preference</b>  Gal Zauberan, The University of North Carolina- Chapel Hill  James R. Bettman, Duke University  Selin A. Malkoc, The University of North Carolina- Chapel Hill</p> <p>Consumers often make decisions about events that occur over time. Building upon the ideas from philosophy of time, we argue that consumers are not sensitive to the duration over which events take place. That is, consumers display <i>time horizon neglect</i>. Three experiments test this idea in two important consumption contexts: choice of retailers with different costs over time and decisions about consumption timing. We show that participants do not incorporate duration into their decisions unless this dimension is made accessible: When duration is primed, preferences were less similar between short and long time horizons (experiment 2), and hyperbolic discounting was reduced (experiment 3).</p>
<p><b>Session 10.7 Fiesta A</b></p>	<p><b>Investigating Neural Correlates of Consumer Judgments</b>  Session Chair: Carolyn Yoon, University of Michigan  Discussion Leader: Richard Gonzalez, University of Michigan</p> <p><b>Relative vs. Absolute Rewards: Evidence from Experimental Tasks and Neuroimaging</b>  Dan Ariely, MIT  Gregory Berns, Emory University and Georgia Tech  Rosa Chávez-Eakle, Emory University and Georgia Tech  Nina Mazar, MIT</p> <p>Prior work raised hypotheses that the nucleus accumbens, sublenticular extended amygdala, amygdala, and hypothalamus may produce responses related to reward (Aharon et al., 2001). In the current work, we examine the activity in these brain structures in order to better understand the way reward is encoded in the brain. In particular, a set of offline and fMRI experiments were designed to test the extent to which absolute vs. relative values are represented in the brain and the mechanisms that facilitate each of these aspects of reward. Overall the results show a high sensitivity to relative but not absolute rewards.</p> <p><b>Why are Celebrities Effective? An fMRI Study into Episodic Memory Effects of Presenter Context</b>  Vasily Klucharev, Erasmus University and Radboud University</p>

	<p style="text-align: center;">Guillen Fernandez, Radboud University Ale Smidts, Erasmus University</p> <p>Recent behavioral research on celebrity presenters suggested that their effectiveness critically depends on celebrities having a readily perceivable 'expertise hook' with respect to the product they are endorsing (Rossiter &amp; Smidts, 2004). The 'expertise hook' effect on brain activity is examined in an event-related fMRI study. Differences in neural responses to products in the medial temporal lobe and prefrontal cortex regions are tested in contrasts of celebrities paired with a 'congruent' product (i.e., hook) versus a 'noncongruent' product (i.e., non-hook). The effects of familiarity and attractiveness of presenters on neural responses as well as purchase intentions are also considered.</p> <p style="text-align: center;"><b>Comparing judgments of human and brand personalities via fMRI</b> Carolyn Yoon, University of Michigan Angela H. Gutchess, University of Illinois - Urbana Champaign Fred Feinberg, University of Michigan Thad A. Polk, University of Michigan</p> <p>Functional magnetic resonance imaging (fMRI) was used to investigate whether semantic judgments about products and persons are processed similarly. Our results suggest they are not: comparisons of neural correlates of product versus human descriptor judgments indicated greater activation in the medial prefrontal cortex regions for persons; for products, activation was greater in the left inferior prefrontal cortex, an area known to be involved in object processing. These findings serve to challenge the view that processing of products and brands is akin to that of humans.</p>
<p><b>Session 10.8</b> <b>Directors</b> <b>Room 2</b></p>	<p style="text-align: center;"><b>Playing Fair: Should I or Shouldn't I?</b> Session Chair: Douglas Hausknecht, University of Akron</p> <p style="text-align: center;"><b>Ethically Concerned, yet Unethically Behaved: Towards an Updated Understanding of Consumers' (Un)ethical Decision Making</b> Andreas Chatzidakis, University of Nottingham Sally Hibbert, University of Nottingham Andrew Smith, University of Nottingham</p> <p>The paper complements existing research on ethical consumer behavior by examining how people cope with the psychological tensions that arise when they behave in ways that are in apparent contradiction to their expressed ethical concerns. It advances the concept of neutralization (Sykes and Matza 1957) - justifications that soften or eliminate the impact that norm violating behavior might have upon self-concept and social relationships - and presents hypotheses on the role of neutralization in ethical consumer decision making processes.</p> <p style="text-align: center;"><b>Explicit and Implicit Determinants of Fair-Trade Buying Behavior</b> Delphine Vantomme, Ghent University Maggie Geuens, Ghent University Jan DeHouwer, Ghent University Patrick DePelsmacker, University of Antwerp</p> <p>We examined the usefulness of an implicit attitude measure (IAT) to explain the weak attitude-behavior relationships often found in research about ethical consumer behavior. The results indicated that the IAT effects for buyers and non-buyers of Fair Trade products were significantly different, showing that the IAT can be used to differentiate between buyers and non-buyers. Further, the authors conclude that the IAT has unique predictive validity and that most importantly implicit attitudes need to be enhanced to raise ethical consumer behavior.</p>

**The Impact of Aging on Consumer Attributions of Blame for a Product Harm Crisis**

Daniel Laufer, University of Cincinnati  
David H. Silvera, The University of Tromsø  
Tracy Meyer, University of North Carolina, Wilmington

Recently, a number of articles suggest that consumer segments assess blame differently for a product harm crisis. For example, Laufer & Gillespie (2004) found that men and women differ in their attributions of blame, and Laufer (2002) suggests that blame attributions can also differ across consumers in different countries. This paper reviews the literature in marketing, gerontology and psychology to examine whether another segmentation variable, age, impacts attributions of blame for product harm crises. In the paper we explore possible differences between older and younger consumers in the relation to antecedents of attributions, as well as to the attributional dimensions associated with consumer blame attributions.

**Fairness in Network Marketing Exchange: An Exemplar of Social Embeddedness**

Dixon Ho, University of Arizona

Although transactions among friends, relatives, and acquaintances are common, limited consumer research has addressed this phenomenon. This study examined an exemplar of socially embedded exchange—NM exchanges. It was argued that the ambivalent nature of NM exchanges heightens consumers' fairness concern. This paper thus examined the influences of such social elements as interpersonal trust, social value, and relational exchange norms on consumers' fairness perceptions when the outcomes of NM exchanges vary. By examining the effects of social elements on consumers' post-purchase evaluations, this paper advances our understanding of the implications of pre-transaction social ties for consumer behavior. Studying NM exchanges in this way provides insights into the negative side of social embeddedness in marketing exchange.

**2005 ACR WORKING PAPER SESSION AND  
RECEPTION**

**Friday Evening, 6:00 PM – 8:00 PM**

**Texas Ballroom**

**OFFICIAL POSTER SESSION BALLOT**

Please enjoy your walk through the Working Paper Session and Reception Friday evening. We sincerely hope that you will take the opportunity to interact with participating authors - discussing interesting aspects of their work and providing constructive feedback.

We also hope that you will take a moment to complete this ballot, which will be used to select one poster for the “Best Poster Award.”

**After viewing the Working Paper Posters, I vote for the following as the best candidate for the ‘Best Poster Award’:**

**Title:**

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**Poster Number:** \_\_\_\_\_

**Author(s):**

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**Please place your ballot in the ballot box at the entrance to the Working Paper Session during this session or at the registration table Saturday morning.**

**Thank You.**

## 2005 ACR FILM FESTIVAL PEOPLE'S CHOICE AWARD BALLOT

Place your ballot in the ballot box at the registration desk by noon Saturday. See program for showtimes and abstracts.

### VOTE FOR ONE.

- “The Paradox Between Only Looking and Possession,”** Yu Chen, HEC, Paris, France
- “Not Desperate Housewives: Turkish Housewives’ Consumption Practices at ‘Money Day’ Gatherings,”** Ebru Ulusoy, Istanbul University, Turkey
- “Headbanging: As Resistance or Refuge,”** Marylouise Caldwell, University of Sydney, Australia and Paul Henry, University of Sydney, Australia
- “Burning Bock,”** Sven Bergvall, Royal Institute of Technology and Jacob Ostberg, Stockholm University, Sweden
- “What Do Consumers Consume in Santa? A Comparative Study of Santa Claus in Scandinavia”** Junko Kimura, Hosei University, Japan
- “Gearhead Pilgrimage: The Queen Mary Summit of Indiana Jones,”** Scott Smith, Central Missouri State University, USA, S. Jason Cole, University of Kansas, USA, Dan Fisher, University of Tulsa, USA, Jeff B. Murray, University of Arkansas, USA, Molly Rapert, University of Arkansas, USA
- “There and Back Again: A Consumption Journey,”** Robert Kozinets, York University, Canada
- “The Gospel of Prosperity: Charismatic Churches in Ghana,”** Samuel K. Bonsu, York University, Canada and Russell W. Belk, University of Utah, USA
- “Me and the Web: Conversations About Online Shopping in an Online World,”** Susan Lloyd, American University, USA
- “Las Cubanas: An Exploration of Life in Cuba,”** Sindy Chapa, University of Texas-Pan American, USA
- “Erasing Futures: Ethics of Marketing an Intoxicant to Homeless Children,”** Ram Manohar Vikas, Indian Institute of Technology, Kanpur, India and Rohit Varman, Indian Institute of Technology, Kanpur, India