Transnational Religious Connections Through Digital Media: Seeking Halal Food in Non-Muslim Majority Regions

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This study investigates the role of social media platforms in connecting and mediating transnational religious communities and markets, using the search for halal food as a focal point. Results show that digital media not only provides market-based solutions to geographically dispersed individuals but influences religious identity and community construction.

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Transnational Religious Connections through Digital Media: Seeking Halal Food in Non-Muslim Majority Regions

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EXTENDED ABSTRACT

With spiritual lifestyles being increasingly supported via digital media, a need exists to increase understanding of how social media platforms intervene in the relationship between religion and markets. This study investigates the role of social media tools in connecting and mediating transnational religious communities and markets, using the search for halal food as a focal point. This research uses netnographic analysis to seek answers to the following question: What are the paths through which social media interactions mediate religion and markets to enable faith-based consumption experiences? In our exploration of this question, we find that Internet-based interactions not only directly affect the religious market, but have broader influences. In particular, this research aims to explore the types of interactions that may have occurred among the Muslims on social media that lead to community interactions.

Food and eating serves a vital role in virtually all religious traditions and practices, through both formal and informal means, including feasting, fasting, sharing, taboos, offerings, sacrifices, consumption of symbolic foods, and dietetic regimens (Anderson 2005). Above all, food codes serve to bind groups across time and space (Durkheim 1915/1965). Religiously-defined food patterns are seldom static, interacting with place and time to inspire adoption, compromises, and innovations in food practices (Finch 2010). Consequently, within single religious traditions, including Islam, there are often diverse, and even conflicting, interpretations of eating rules (Kraemer 2010).

The growth of Muslim residents in the U.S. (Pew Research Center 2011), combined with a growing Muslim tourist market (Jafari and Scott 2014), has led to an increasing demand in the U.S. for halal food. Halal food--i.e., food that is permissible under Islamic law—not only is mandated by religion, but is perceived by many Muslims to be healthier, tastier, and more hygienic (Regenstein, Chaudry, and Regenstein 2003). Obtaining halal food in the U.S. can be onerous and, even in places where halal food can be easily purchased, regulation is not uniform, meaning that assurance of standards can be shrouded in uncertainty. Further complicating the search process, the standards of what makes meat “halal” can differ widely (Robinson 2014; Wilson 2014). In short, a number of factors can make procuring halal food a challenge in geographic regions that are not majority Muslim.

This study analyzes the content from three well-known websites that offer sub-sites specifically devoted to the review of halal food retailers and are widely used by both local residents and tourists or travelers. These websites were chosen based on the open interactions among users, global participation, and availability of basic demographics of the reviewers. Key threads and posts were selected from each website based on keywords that were frequently used when searching for halal food (e.g. Halal food/ Halal Restaurants/ Halal Burger in a city, Halal certification, Halal meat/ chicken, Zabihah etc.) Altogether, a total of 2,064 reviews were collected and analyzed.

The findings highlight the challenges that Muslims in non-Muslim minority regions often face in locating reliable sources of halal food and the benefits that social media tools can provide in overcoming obstacles. Three major types of community dynamics were identified: linking, protecting, and defending communities. First, a common lament by halal seekers on the social media websites relates to a lack of reliable sources where they are currently living, or when traveling to tourism destinations. In the face of this challenge, many halal seekers take responsibility for helping others in identifying good sources through social media postings. The communities that develop provide a vital service in informing members of their options as they navigate the line between “purism” and “pragmatism” (Fischer 2008). Next, a notable feature of reviews of halal restaurants is the protector and educator roles that some social media participants acquire in evaluating the authenticity of halal products. Some halal seekers assume a responsibility to verify halal status of food when they eat out, not only for themselves, but as a service to the Muslim social media community and the wider community at large. Third, an active minority of reviewers assert a leadership role in calling upon fellow community members to unite to alter marketplace dynamics. Commenters may suggest that others join forces in boycotting a restaurant they believe is misleading the community; to request certain products or services (e.g. Zabihah); or simply to consistently ask for proof of halal status. Debates spawned in the process offer forums for individuals to clarify their own understandings related to halal-haram status. The very process of interacting—either actively or passively--on a social media site serves to shape religious practices and ideologies in ways that are likely to alter the marketplace. Further, community interaction involves adaptive dynamics, through which communities function fluidly in both the cyber-world and the “real world” (Putnam 2012).

As our results show, digital media not only provides a valuable tool for religious practitioners who are searching for and evaluating religious product and services but has the potential to transform the relationship between religion and the market in a number of important ways. At the most basic level, digital media can function as a conduit between businesses and religious segments with unmet needs, providing market-based solutions to geographically dispersed individuals. As a by-product of this process, digital tools link sub-communities with a diversity of allegiances to religious practices, potentially altering standards of what is acceptable to buy and eat, and, correspondingly, what it means to be faithful (Mittelstaedt 2002).

Linking sub-communities through social media can serve to overcome the “marginalization” that can be associated with being a member of a minority religion (El-Bassiouny 2014) and serve a vital role in identity construction (Sandikci and Ger 2010). In the process of providing a means to unite communities, social media platforms can also stimulate dialogues that expose and deepen factions in the community. As such, the information shared by social media participants addresses not only “what can I buy?” but “what SHOULD I buy?” Altogether, social media platforms are increasingly playing a prominent role in mediating the market and religion to interpret and alter consumptions patterns and, for some, support an identity-affirming life.
REFERENCES


Goal Specificity, Subjective Impact, and the Dynamics of Consumer Motivation
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EXTENDED ABSTRACT
Consumers often adopt and pursue goals that lack specific objectives. This lack of specificity does not make such goals unimportant: a consumer with a financial goal to waste as little money as possible is no less concerned about his finances than one who sets a precise budget. In a pilot survey we found that non-specific personal goals were as common as specific goals and goal specificity was uncorrelated with how important the goal was to the individual. This indicates that non-specific goals are as prevalent and important as specific goals in consumers’ lives.

The present research looks at how the dynamics of motivation differ for non-specific versus specific goals. Whereas past work has examined the effects of goal specificity on goal commitment (Wright and Kacmar 1994; Naylor and Ilgen 1984), perceived difficulty (Ulkumen and Cheema 2011), and goal achievement (Locke et al. 1989), we consider how goal specificity alters the effects of progress on subsequent motivation. Building on a framework of goals as reference points (Heath, Larrick and Wu 1999), we explore how consumers evaluate goal progress without a salient end-state reference point. We argue that, in such cases, individuals are likely to compare their progress along the goal dimension to the initial-state reference point (Koo and Fishbach 2008, 2012; Wiebenga and Fennis 2014). This change in monitoring should make incremental steps of progress seem less impactful as progress along the goal dimension accumulates, undermining subsequent motivation (Bonezzi, Brendl and DeAngelis 2011). This is remarkably different from the dynamics of specific goals, where a large body of literature has shown generally positive effects of progress on subsequent motivation (e.g., Kivetz, Urminsky and Zheng 2006).

We tested the predicted effects of goal specificity and progress in three empirical studies. Studies 1 and 2 demonstrated that specificity moderates the effect of progress on motivation during goal pursuit, and that progress decreases subsequent motivation for consumers with non-specific goals. Study 1 assigned participants either a specific or a maximizing goal for an effortful lab game and found that those with a maximizing goal felt significantly less motivated after losing a larger amount of weight, whereas those with a specific weight loss goal did not. Study 2 conceptually replicated this finding by asking participants to imagine pursuing a specific or a maximizing weight loss goal. Participants with a maximizing goal reported that they would feel significantly less motivated after losing a larger amount of weight, whereas those with a specific weight loss goal did not.

Study 3 tested the underlying mechanism of subjective impact, and also examined the effects of progress in the domain of personal budgeting, where consumers seek to restrain their progress along the goal dimension (i.e., dollars spent). Participants who read about a scenario in which they had a non-specific budget for holiday gifts (i.e., minimizing goal) showed significantly less preference for an inexpensive purchase option (vs. a premium option) after having spent relatively more money so far, whereas those with a specific goal showed the opposite effect. This change was mediated by a decline in subjective impact: participants with a non-specific goal reported that the price difference between purchase options seemed less impactful when they had spent relatively more money already.

Together, these three studies demonstrate that consumers with non-specific goals react to progress in a manner very different from consumers with specific goals. As they move further from their initial reference point along the goal dimension, consumers see incremental steps of progress as less impactful and therefore become less motivated. This occurs both when progress along the goal dimension is desirable (e.g., pounds lost) and when it is undesirable (e.g., dollars spent).

Our work offers an important theoretical contribution by connecting prior work on goal specificity (Locke et al. 1989; Wright and Kacmar 1994; Ulkumen and Cheema 2011) with the growing literature on the role of reference points and subjective impact in goal pursuit (Heath et al. 1999; Bonezzi et al. 2011; Koo and Fishbach 2012). In doing so, we identify a novel effect of specificity on the dynamics of motivation and shed new light on the psychology of non-specific consumer goals.

These findings also have several implications for marketers and consumers. Most notably, whereas marketers can encourage consumers to work toward specific consumption-related goals (e.g., loyalty program rewards, product collections) by emphasizing progress or even endowing progress (Nunes and Dreze 2006; Kivetz et al. 2006), these strategies are liable to backfire in the context of non-specific goals. Such issues are also likely to arise for group goals, as past research suggests that people attend to much of the same information when pursuing group goals as they do when pursuing personal goals (Koo and Fishbach 2008; Huang and Zhang 2011). Consequently, marketing communications aimed at encouraging participation in group goals (e.g., fundraising drives, petitions) should be framed differently for non-specific versus specific goals. Once a fair amount of progress has accumulated for non-specific group goals, consumers will feel that their contribution has very little impact on the overall goal and therefore be less likely to participate. Marketers may be able to overcome this problem by directly bolstering the subjective impact of consumers’ individual contributions, or by encouraging comparisons to more proximal reference points (e.g., social comparisons, subgoals, prior performance) rather than the initial-state reference point.

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How Does Cultural Self-Construal Influence Coupon Proneness?: Evidence from Laboratory, Field Study, and Secondary Datasets
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EXTENDED ABSTRACT
The recent economic slowdown as well as rising food and energy prices have increased consumers’ use of coupons as a means to stretch their dollar. For instance, $470 billion worth of coupons were issued by consumer package goods marketers in 2011, a 26% increase over the previous five years. The total coupons redeemed in 2011 resulted in savings of $4.6 billion, which is 12.2% higher than in 2010, and 58.6% higher than the pre-recession period of 2007 (NCH Marketing Services 2012). In this paper, we pose the question: does coupon usage depend on consumers’ cultural values? We examine whether consumers of different self-construals and cultural backgrounds differ in their propensity to use coupons (henceforth, “coupon proneness”) and their actual coupon usage.

Why and how may cultural self-construal influence the tendency to use coupons? We propose that consumers with an interdependent self-construal are more likely to use coupons than those with an independent self-construal. These tendencies can be traced to self-construal differences in self-regulation, which fosters the use of coupons. Previous research suggests that interdependents (vs. independents) are more likely to exercise self-restraint to maintain harmony with others and to promote social cohesion (Kacen and Lee 2002; Zhang and Shrum 2009). These constraints compel interdependents to be vigilant and cautious, and to self-regulate their behavior, even in non-social domains (Seeley and Gardner 2003). We suggest that consumers who do (vs. do not) engage in self-regulation are more likely to be coupon prone because the use of coupons entails multi-step processes requiring effort and energy.

A multi-method approach was used to establish reliability and generalizability across four studies. All the key variables including coupon proneness, self-construal, and self-regulatory tendencies were assessed using a variety of measures and manipulations. In study 1a, we used 7 different consumer panel datasets collected by A.C. Nielsen. Each dataset included purchase information of 40,000-60,000 U.S. households. Using logistic regressions, we analyzed all 7 datasets separately using three different dependent variables focusing on whether Caucasians and Asians differed 1) in their coupon use, 2) in the dollar amount saved by using a coupon, and 3) in the percentage of the total price saved by using the coupon. Previous research (e.g., Aaker and Williams 1998; Escalas and Bettman 2005) provides extensive evidence that Caucasians (vs. Asians) tend to be more independent and less interdependent. Accordingly, we found that Asians and Hispanics (interdependents) were more likely to use coupons, saving more money—both in dollars and percent terms—using coupons, compared to Caucasians (independents).

In study 1b, we examined the relationship between self-construal and coupon proneness via a field study in which participants were given a real coupon to redeem at a local store. We also ascertained the generalizability of our results using a managerially actionable operationalization of self-construal (i.e., via priming), and ruled out the role of price sensitivity and other demographic variables. A logistic regression with coupon redemption as the dependent variable and self-construal prime, demographics and price sensitivity as independent variables revealed significant effects of self-construal prime ($\beta (1) = 2.19, \text{Exp}(\beta) = 8.92, \text{Wald} = 6.26, p < .02$) and gender ($\beta (1) = 2.65, \text{Exp}(\beta) = 14.13, \text{Wald} = 5.35, p < .03$). The effects of all other variables were non-significant ($p’s$ ranged from .11 to .50). Hence, study 1b revealed that consumers primed with interdependence (vs. independence) were significantly more likely to redeem coupons after controlling for price sensitivity and the demographic variables.

In study 2, we examined the mechanism underlying these findings. Specifically, we tested the hypothesis that the relationship between self-construal and coupon proneness is mediated by self-regulation. Moreover, we operationalized coupon proneness using a different and realistic variable for generalizability purposes—the actual number of coupons used in the last three months (as recalled by participants). A linear regression with recalled actual coupon usage as the dependent measure and interdependence, independence, and all other control variables as the independent variables revealed a significant effect of interdependence ($\beta = .19, t(93) = 2.10, p < .05$) and price sensitivity ($\beta = .41, t(93) = 4.64, p < .001$). The effects of independence ($\beta = .08, t(93) = .79, p > .42$) and other control variables were not significant ($p’s$ ranged from .42 to .92). The mediation hypothesis was supported by a bootstrapping procedure with 10000 iterations [the 95% confidence interval excluded zero (.01 to .18)].

Zhao, Lynch, and Chen 2010).

In study 3, we examined the effects of constraining participants’ self-regulatory tendencies. We predicted usurping participants’ self-regulatory resources should attenuate the self-construal-coupon proneness link. A linear regression on coupon proneness revealed non-significant effects of interdependence, independence, depletion condition, or control variables, and a significant interaction between the two ($\beta = .23, t(116) = 2.53, p < .05$). Next, we conducted separate regression analyses in the depletion and non-depletion conditions and included all the control variables. In the non-depletion condition, the beta coefficient for interdependence was positive ($\beta = .36, t(52) = 2.75, p < .05$), replicating the results of the previous studies wherein participants were not depleted. However, this coefficient was non-significant in the depletion condition ($\beta = -.1, t(56) = -.79, p > .43$), supporting our hypotheses.

Collectively, our studies provide converging and robust evidence for the role of self-construal in coupon proneness. This research offers several theoretical and managerial contributions. We provide novel insights on the coupon prone consumer and uncover the role of culture and self-regulation in the tendency to use coupons. We also shed light on the underlying mechanism by showing that the path from self-construal to coupon proneness runs through self-regulation, and uncover a boundary condition based on resource depletion. The findings have implications for fine-tuning marketers’ segmentation and targeting endeavors.

REFERENCES


The Present is not the Present: How Processing the Present Progressive Brings Future Events and Promotional Deadlines Closer
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EXTENDED ABSTRACT

When expressing present actions in the English language, several options are possible of which the present progressive and the simple present are the two most common. While linguistically most verbs are classed to either embrace (so called perfectives) or refuse (so called imperfectives) the present progressive, advertisements messages in line with recent developments in linguistics often use both forms “interchangeably”. An example is McDonald’s famous marketing slogan “I am loving it”, which uses the present progressive versus the more common simple present for the verb (to) love (e.g. the city of New York’s slogan “I love New York”). However when looking at how the famous slogan is translated into other languages, we see that McDonalds uses the simple present even in languages, for which a progressive tense exists (German slogan: “Ich liebe es” instead of “Ich bin es am Lieben”). This suggests that companies may have the assumption that tense doesn’t have an impact on consumers.

However, verb tenses as linguistic inducers have been shown to prime a particular mode of processing that continues to be engaged even after language is no longer in use (Wolf and Holmes 2011). Based on the tense-specific characteristics of the progressive expressing an (1) incomplete action or state in progress 2) that is realistically accomplishable (with no exact duration of the temporal frame) 3) at a specific time around the now, and 4) that implies a subjective sense of immediacy to the speaker (Jespersen 1932, Langacker 2001) and previous work in cognitive linguistics (e.g., Athanasopoulos et al. 2015), we hypothesize that more attentional resources are allocated to an action described in present progressive (compared to one in simple present). The action stated in present progressive is on-going and vividly imagined which captures attentive resources (Madden and Zwaan 2003). The heightened attentional focus in turn speeds up time passage (Block, Hancock, and Zakay 2010). When time goes by faster, the future starts sooner and future events move temporally closer (Maglio and Hershfield 2014). We thus derive the hypothesis that:

Hypothesis: Processing statements in present progressive (versus simple present) moves future events temporally closer.

Across six studies, we show the described effect as well as the related process. More precisely, we show that the present progressive moves promoted events (e.g., a marathon event, studies 1-5) and promotional deadlines (e.g., coupon deadlines, study 6) that lie in the future temporally closer. We provide evidence for the process being related to more attention being paid to a statement made in present progressive and show that when cognitive load is introduced, the effect can be attenuated (study 1). We rule out two relevant alternative explanations: differences in frequency of using the present progressive (studies 2-5) and differences in construal level activated by different verb tenses (study 3 and 4). We use English-Dutch and English-Spanish samples (as in Dutch and Spanish expressing actions in progress in simple present is more common than in English) to replicate that the present progressive condition moves a future event closer, even when accounting for differences in fluency. In study 3 and 4 we also rule out the alternative explanation that using or processing the present progressive activates a lower-level of construal and show that our manipulation does not affect time-dependent preference that have been shown to react to differences in construal such as job-preferences with differently interesting training and job periods. It even produces reverse effects on event probability compared to what would be predicted by construal level theory. The reason is that when processing the present progressive, attentional resources are allocated to the ongoing, described activity stated in present progressive. If for example one reads “John is reading a book”, he/she will vividly imagine the action of someone reading a book. While this speed-up time and makes the future start closer (and with it brings future events closer), the focus of attention remains on the action of “reading a book”. When evaluating the probability of any action/event but “reading the book”, attentional resources are occupied which makes any other action/event to be perceived as less probable. We further support our reasoning that time passes when participants process present progressive and use a classical measure to show a faster perceived time passage, namely video duration estimates. Those in the present progressive condition perceive the video duration as significantly shorter than those in the simple present condition and as significantly shorter than the objectively correct video length in seconds (study 4). In the last two studies, we show that the bias created by the present progressive has important effects on marketing and can be used strategically. We show that if an event is perceived to happen sooner, people will feel a greater need to “get ready” for the event which positively affects purchase intentions for event-related products. Those in the present progressive condition show a greater willingness-to-pay for event-related products (e.g., running gear for a marathon event in study 5) than those in the simple present condition. We also collect field data and show that the present progressive can be used to move coupon redemption deadlines perceptually closer and therewith increase redemption numbers (study 6). A coupon deadline that is perceived as closer increases coupon redemption numbers as people redeem the coupon before forgetting about it or losing it.

To sum up, we introduce a new cognitive linguistic effect by examine how present progressive versus simple present affect time-based consumer decisions. We show that processing the present progressive makes time go by faster and thereby makes the future start sooner. With the future starting sooner, events that lie in the future move temporally closer (e.g., a sponsored marathon or promotional deadlines). This has important marketing-relevant effects as it increases willingness-to-pay for event-related products (e.g., sport goods) and increases coupon redemption rates. We contribute to the consumer behavior literature by being first to examine the effects of changes in verb tense.

REFERENCES


A Cautious Pursuit of Risk in Online Word-of-Mouth: The Effect of Truncated Distribution on Consumer Decisions

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EXTENDED ABSTRACT

Understanding how consumers respond to risk in a word-of-mouth (WOM) setting has become more important than ever—modern day consumers often evaluate products based on others’ WOM (e.g., product reviews on Amazon.com). Because the same product may receive positive and negative WOM from different reviewers, decision makers need to integrate different potential outcomes and handle risk. While there is growing interest in the influences of WOM on consumer decisions in general (Chevalier and Mayzlin 2006; Tang, Fang, and Wang 2014; Yadav and Pavlou 2014), few scholars have examined how consumers react to risk in the WOM setting.

Unlike risk studied in prior research, risk embedded in consumer WOM is unique in three important aspects. First, consumer WOM is typically characterized by multiple outcomes while choice options used in traditional risk studies mostly involve only two or three different outcomes (Kahneman and Tversky 1979; Thaler 1985). In order to collect and display consumer WOM, online retailers ubiquitously adopt a star-rating review system that captures at least five different potential outcomes of product experience (e.g., 1-5 stars on Yelp.com, 1-10 stars on IMDB.com, with more stars reflecting greater satisfaction). Since there are more outcomes to consider, the decision-making process becomes more cognitively challenging. Consequently, people may resort to certain information cues in order to reduce cognitive effort (Payne, Bettman, and Johnson 1993).

Second, consumers who rely on WOM often evaluate a product by interpreting risk from a WOM frequency distribution. Information technology adopted by online retailers and social media gives consumers easy access to abundant WOM. Due to their sheer volume, product reviews are often summarized in graphical forms, highlighting the distribution of WOM. Despite of being important topics, risk perception of frequency distribution and its influence on consumer decisions have received little attention.

Third, consumers do not have information regarding outcomes and probabilities of product performance, but have to draw inferences from others’ consumption experience conveyed in WOM. Since people who provide WOM may share very different tastes, consumers may attribute variation in WOM to taste dissimilarity instead of risks in product performances. In contrast to past investigations on this specific issue (Chen and Lurie 2013; He and Bond 2015a), our research will hold reviewer taste constant and assume that WOM variation is largely attributed to uncertainty in product performances.

Drawing on research on WOM dispersion (Clemons, Gao, and Hitt 2006; West and Broniarczyk 1998) and visualization (Lurie and Mason 2007; Wedel and Pieters 2007), we propose that consumers would use visual cues when evaluating a product review. The use of such visual cues will trigger elongation bias (Raghubir and Krishna 1999; Wansink and Ittersum 2003) such that longest bars in a graphical WOM distribution will get more attention. Therefore, a product will look more appealing if its WOM distribution is truncated at the positive part and less appealing if its WOM distribution is truncated at the negative part. As a result, the interaction effect between WOM average and WOM dispersion on consumer choices predicted by prospect theory will be attenuated for truncated WOM distribution.

Four studies are designed to test these ideas. Analysis of field data collected from Amazon.com (Study 1) and a controlled lab experiment (Study 2) show that contrary to prospect theory predictions, a high-variance product is preferred as average rating increases.

Study 3 extends study 2 by purposefully manipulating the truncated feature of extreme and non-extreme WOM distribution. Our results show that when the WOM average is extreme but the WOM distribution is non-truncated, the choice pattern for a high-dispersion option is consistent with prospect theory. However, when the WOM average is non-extreme but the WOM distribution is truncated, the opposite choice pattern is revealed.

Study 4 provides further evidence for the findings from studies 1-3 by directly manipulating truncation of WOM distribution. Our findings suggest that truncation feature of a WOM distribution can exaggerate consumers’ perception on the most salient bars (i.e., elongation bias)—depending on it occurs at the lower or higher end of a scale—so that they may either underestimate or overestimate the rating of the choice option. Accordingly, this misperception can affect their choices for high-dispersion options negatively or positively.

Our research offers several contributions. First, this paper helps reconcile long-standing mixed findings in the research of consumers’ preference for WOM dispersion (Clemons et al. 2006; Moe and Trusov 2011), in which WOM dispersion is found to lead to positive, negative, or unclear consumer responses. Our research aims to consolidate these findings by taking into account the role of WOM distribution feature and suggests that whether WOM dispersion is preferable as the average rating of WOM increases depending on the truncated feature of WOM distribution. Second, this research adds important nuance into the reference-dependent approach (e.g., prospect theory) by factoring in visual cues in the decision-making process, which enriches our understanding of decisions made with graphical display of risks. Managerially, our research provides important insights for online retailers and web designers who seek ways to harness the power of WOM and to put their business on the fast track in social media.

REFERENCES


The ‘Even-Odd Effect’ in Consumers’ Reactions to Prices:
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EXTENDED ABSTRACT

The purpose of this project is to contribute to understanding of consumers’ reactions to different price-endings. Considerable behavioral research has been devoted to the impacts of zero- and nine-price endings. Among the findings are that prices ending in zero are associated with “higher quality,” while those ending in nine are associated with “lower cost.” However, consumers often encounter the other eight digits as price endings as well: it has been estimated that 43% of consumer prices in the U.S. end in one of the other digits (Schindler and Kirby 1997). How do consumers respond to these? Are there systematic responses that relate to those for zero and nine?

Recent psychological research shows systematic distinctions in automatic responses to odd versus even numbers (Wilkie and Bodenhausen 2012; 2015): building on spreading activation theory (Rumelhart, Hinton, and McClelland 1986), we propose that digits sharing ‘even-odd’ properties will demonstrate similar consumer price-ending impacts to zero and nine. In the present context, this means that representations of numbers that share the feature of oddness, for example, will overlap in memory. Representations of ‘9’ will partially overlap with the representation of all other odd numbers. By virtue of this cognitive connection, meanings associated with one odd number can come to be shared with the other odd numbers. In this case, we propose that as zero-ending (nine-ending) prices have been associated with higher quality (lower cost) (Schindler and Kibarian 2001), similar perceptions of higher quality should extend to other (non-zero) even-ending prices, given the strong associative links in memory among all numbers sharing the property of evenness. Based on this reasoning, we hypothesize that prices ending in 2, 4, 6, and 8 will be associated with higher expense and higher quality perceptions than prices ending in 1, 3, 5, or 7.

The paper reports a series of three experiments in which we test the following hypotheses (note that we avoid using zero or nine as price-endings, thus providing more conservative tests of even vs. odd pricing):

**Hypothesis 1:** Consumers associate even-ending prices with higher expense (H1a) and higher quality (H1b) than odd-ending prices

**Hypothesis 2:** Consumers who wish to expend as little money as possible respond more favorably to stores with even-ending prices (H2a), while those seeking higher quality respond more favorably to stores with even-ending prices (H2b).

Studies 1a and 1b used the Implicit Association Test (IAT), a widely used method for measuring relative strength of automatic associations in memory. 100 U.S. consumers were recruited to participate in each study via Amazon MTurk. Using standardized IAT procedures, participants were asked (Study 1a) to categorize words as being either “Good Quality” or “Bad Quality” and prices as either “Even Prices” or “Odd Prices” (Study 1b used “Expensive” or “Cheap” and “Even Prices” or “Odd Prices”). Seven trial blocks (practice and test) were undertaken in each study, with counterbalanced stimuli. Strength of association is determined by participants’ reaction times to different pairings: Greenwald, Nosek, and Banaji’s (2003) improved scoring algorithm was used to create an IAT D-score for each participant, ranging from -2 to +2, here with positive direction and size reflecting stronger associations.

For study 1a, as predicted, the mean IAT D-score was +.79 (sd = .33), t(87) = 22.25, p < .001. This shows that consumers do associate prices ending in 2, 4, 6, or 8 with “higher quality” than prices ending in 1, 3, 5, or 7. For study 1b, the mean IAT D-score was .23 (sd = .47), t(80) = 4.26, p < .001, indicating that consumers do associate prices ending in 2, 4, 6, or 8 with greater expense than prices ending in 1, 3, 5, or 7.

Study 2 extended analyses to price-ending impacts on consumer predispositions, incorporating purchase motivation as a moderator. H2a proposes that consumers trying to spend as little as possible will respond more favorably to odd-ending prices, while H2b proposes that consumers seeking higher quality will respond more favorably to even-ending prices.

A 2 (price endings: odd, even) x 2 (shopping motivation: low expense, high quality) between-subjects design was employed, with 200 undergraduate participants told to imagine being in the market to buy a new car, currently gathering information, without a preference yet, and seeking to purchase a high quality/low expense automobile. Analysis of the shopping motivation manipulation indicated success, with each condition’s consumers reflecting the differential goals of the instructions. Participants were then shown an automobile dealership advertisement displaying nine cars, with prices all even-ending (2, 4, 6, or 8) or odd-ending (1, 3, 5, or 7), and completed an array of responses.

First, a univariate ANOVA test for price affect for the dealer revealed the expected interaction between price-ending and shopper motivation, (F(1,80) = 8.09, p < .01). Consumers in the low price motivation condition evaluated the dealer’s prices more favorably when seeing odd-ending prices than even-ending prices (t(179) = 2.11, p = .02), while consumers in the high quality condition evaluated the store’s pricing more favorably when seeing even-ending prices than odd-ending prices (t(179) = -1.90, p = .03).

Would this price-specific reaction spread to the store overall? Consumers’ affect toward the dealership was examined, with a univariate ANOVA yielding the anticipated interaction (F(1,184) = 8.89, p < .01). Consumers in the low price motivation condition were more positive about the dealership when seeing odd-ending prices than even-ending prices (t(184) = 2.43, p < .01), while consumers in the high quality condition were more positive about the even-priced dealership than the odd-price dealership (t(184) = -1.78, p = .04).

Moving to intentions, consumers’ likelihood of patronizing the dealership supported the above results (F(1,180) = 6.06, p = .02). Within the low price condition, patronage intentions were higher for those who had seen odd-ending versus even-ending prices (t(186) = 1.71, p = .04), while in the high quality condition intentions were higher following exposure to even-ending than odd-ending prices (t(186) = -1.77, p = .04).

This research adds understanding to prior research on nine and zero price-endings, while also extending coverage to the other eight digits that consumers encounter in marketplace prices. It also...
supports previous psychological research on people’s qualitatively distinct themes for even and odd numbers. And, with respect to pricing, it introduces a new behavioral pricing phenomena; the “even-odd price-ending effect”.

REFERENCES
Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal
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EXTENDED ABSTRACT
Consumers wrestle multiple motives when making purchases. Not only are they concerned about whether products will settle their needs, but they also worry about how others will view them based on what they purchase. One the one hand, they want to showcase their wealth and status through conspicuous consumption (Bagwell and Bernheim 1996; Nunes, Drèze and Han 2009; Ordabayeva and Chandon 2011), and on the other hand, they want to save money. The present research highlights a specific instance when consumers can have the best of both worlds; they can buy on deal, thus saving money, but also boost their status by highlighting their competence. We propose that because people expect to be evaluated favorably for purchasing on deal, they are more likely to engage in word of mouth (WOM) behavior for a deal purchase than the same purchase at full-price.

While research on conspicuous consumption suggests people want to show off their wealth to increase their status (Scott, Mende, and Bolton 2013; Veblen 1899/1994), and therefore may not want to advertise when they save money on purchases, other work finds that receiving price discounts can lead to positive self-perceptions and can generate smart-shopper feelings (Chandon et al. 2000; Darke and Freedman 1995; Schindler 1998). To the extent that people expect others to see them as competent for buying on deal, we argue consumers will be more likely to engage in WOM about deal, in comparison to full-price, purchases. We test this prediction in 6 studies.

Our first study examines whether consumers prefer to tell others about deals than full-price purchases. Consumers listed a friend they frequently talk to and generated two purchases (one full-price and one deal-price) they made within the past month. They were then assigned to choose one of these purchases to describe in writing (no imagined audience) or to describe to a friend (imagined audience). We find a marginal effect of sharing platform (writing vs. friend) on purchase (deal vs. full-price; χ²(2, N = 200) = 6.83, p = .035). Participants imagining sharing with an audience choose to describe the deal purchase more often (62.1%; p < .001), with no difference when there was no imagined audience (p = .61).

Study 2 tests whether people are more likely to choose a deal purchase over a full-price purchase, controlling for the item bought. Participants made two purchases; one between two nutrition bars (both full-price, $1.00) and the other between two other nutrition bars (one full-price, $1.00; one deal-price, $0.50). Participants then imagined telling a friend about one of the purchases they made. A majority of people chose the item on sale to tell their friend about (74.5%, N = 76), χ²(1, N = 102) = 24.51, p < .001.

Study 3 examines real WOM behavior, where participants engaged in a face-to-face conversation with a stranger. Participants were more likely to choose to tell their partner about a purchase they bought on deal (57.9%, N = 117) than at full-price (40.1%, N = 81), χ²(1, N = 198) = 6.55, p = .011. Additionally, people expected their partner to see them as more competent for talking about a deal purchase than a full-price purchase (t(198) = 6.68, p < .001).

Study 4 looked at consumers’ expected evaluations when purchasing a product in a more controlled environment. All participants imagined purchasing a fleece jacket, either for $45 (low-price), $90 (high-price) or $45 marked down from $90 (deal-price). Participants indicated they expected to be seen as more competent when buying the jacket on deal than at a low or high-price (F(2,239)=15.31, p < .001) and they were also more likely to tell others about the purchase and the price paid when buying on deal compared with at a low or high-price (F(2,239)=25.54, p < .001).

Not only do consumers expect to be evaluated as more competent when buying on deal (Studies 3-4), but they are actually seen as more competent (Study 5). In this study, participants learned about a friend buying a vacation package or flat screen TV for $2,900 (high price) or for $1,800 marked down from $2,900 (deal-price). Participants imagining their friend made a deal purchase thought their friend should tell others about the purchase more than participants imagining their friend paid full-price (F(1,196) = 22.48, p < .001). They also evaluated their friend buying on deal as more competent (F(1,196) = 18.56, p < .001), warmer (F(1,196) = 4.28, p = .04), less materialistic (F(1,196) = 13.47, p < .001) and cheaper (F(1,196) = 12.54, p < .001) than buying at full-price, although only evaluations of competency mediated the effect of price on WOM behavior (β = .13, SE = .06; 95% CI = .03, .28).

Our last study compares simple deal promotions with deals that “work-the-system” (Sela, Simonson, and Kivetz 2013) by highlighting consumers’ knowledge and agency. We expect purchases where consumers have “worked-the-system” to be a special instance of purchasing on deal that can increase feelings of competency and thus generate greater WOM above and beyond simple deal promotions. In this study, we compare buying on deal with working-the-system by manipulating knowledge and agency in getting the deal, holding purchased item and discount constant. We find when making a deal purchase leads consumers to feel like they worked-the-system, they generate more WOM compared with purchasing at full-price (t(297) = 5.51, p < .001) or simple deal-price (t(297) = 2.35, p = .02). Working-the-system also increased expected evaluations of competency compared with full-price (t(297) = 5.35, p < .001) and simple deal-price purchases (t(297) = 2.11, p = .036).

Overall, we find consumers buying on deal expect others will evaluate them more competently and thus are more likely to tell others about their purchase compared with consumers buying at full-price. We find purchases involving agency and knowledge, where consumers “worked-the-system,” are especially likely to increase expected evaluations of competency and WOM. These results point to important implications for marketers: consumers may be more likely to talk about products they buy on deal than at full-price.

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EXTENDED ABSTRACT

When evaluating products, consumers frequently rely on presented information and neglect vital missing or unknown information; thus, increasing the likelihood of forming biased and resistant judgments (Sanbonmatsu et al., 1991). The present research investigates the effectiveness of a supposed debiasing technique designed to increase sensitivity to omissions. Specifically, we test the hypothesis that revealing previously omitted information: (1) increases sensitivity to the missing information, and (2) leads to overweighing and thus overcorrection.

This hypothesis is based on research demonstrating that consumers place greater weight on highly salient information (Gardner, 1983). Revealing a previously omitted attribute should increase its salience. According to Veitch and Griffitt (1976), when individuals process novel information that is positively (negatively) valenced they experience positive (negative) affect, subsequently affecting judgment. That is, the more individuals weigh a positive (negative) attribute, the more positivity (negativity) they should feel about the product.

Research shows that consumers vary in their willingness to consider new information (Oreg, 2003), and those unwilling to re-evaluate the product (i.e., those highly resistant to change) should not even attempt to correct for the revealed information.

Study 1

Study 1 served to demonstrate the information revelation effect. We hypothesized that omitting positive attribute information at initial evaluation and then revealing the information would increase purchase intentions, whereas revealing previously omitted, negative attribute information would decrease purchase intentions (H1).

Participants (N = 220) were randomly assigned to conditions in a 2 (Information Presentation: Omit-then-reveal or Never Omit) × 2 (Information Valence: Positive or Negative) between-subjects design.

Participants’ formed two separate evaluations of the same product (a vacation package). Across conditions, the description of the vacation featured the same information about six product attributes. Three additional attributes were also presented, though the valence of this information was intentionally varied and pretested. After viewing the product, participants indicated their anticipated satisfaction with the product on 7-point scales anchored from 1 (very unhappy/unsatisfied) to 7 (very happy/satisfied) (α = .93).

In the never omit condition, the omitted information was presented alongside the other six attributes. Whereas, in the omit-then-reveal condition, the information was revealed after participants had completed their initial evaluation of the vacation. Following the initial evaluation, participants indicated how much their purchase intentions had changed on three 11-point scales anchored at much worse—much better, more unfavorable—more favorable, and less positive—more positive (α = .98).

All analyses were submitted to the same two-way ANOVAs. An ANOVA of initial evaluations revealed no significant main or interactive effects (all ps > .4), thus initial evaluations did not vary according to condition. By contrast, an ANOVA on perceived change in purchase intentions revealed a main effect of information valence (F(1, 219) = 57.33, p < .001), and the expected two-way interaction effect (F(1, 219) = 42.55, p < .001). In support of H1, in the positive valence condition, participants demonstrated a significant increase in purchase intentions when the calorie information was omitted-then-revealed relative to when it was never omitted (t(112) = 4.89, p < .001). In the negative valence condition, participants demonstrated a significant decrease in purchase intentions when the calorie information was omitted-then-revealed relative to when it was never omitted (t(104) = -4.35, p < .001).

Study 2

Study 2 sought to offer insight into the process underlying this information revelation effect. Specifically, we proposed that consumers would perceive revealed information as more diagnostic, and diagnosticity will drive the evaluative differences observed in Study 1 (H2). The same Study 1 design, procedure, and measures were used. The only difference is that participants indicated the perceived value of the omitted information on 9-point scales anchored at not at all helpful—very helpful, not at all useful—very useful, not at all valuable—very valuable, and not at all beneficial—very beneficial (α = .98).

In support of H1, the results of an ANOVA on change in purchase intentions replicated the effects observed in Study 1. To determine whether this effect is mediated by affect, a mediated moderation analysis was conducted (Hayes 2012). As hypothesized (H2), the perceived diagnosticity of the omitted attribute explained why participants provided higher intentions to purchase the product when a negatively valenced attribute was omitted-then-revealed (95% CI: -.38, -.03), and when a positively valenced attribute was omitted-then-revealed (95% CI: .15, .62).

Study 3

Study 3 sought to explore whether the information revelation effect is bounded to those open (versus closed) to re-evaluate their decision (H3). This study implemented the same procedure, design, and stimuli as described in Study 1. The only differences are that a different product was used, and dispositional resistance to change was assessed using the individual difference measure developed by Oreg (2003).

The results of a linear regression showed a significant main effect of information presentation (β = -.55, t = -3.5, p = .001), along with the predicted two-way interaction between information revelation and information valence (β = .8, t = 3.59, p < .001). Most importantly, however, the analysis revealed a significant three-way interaction between the factors (β = -.49, t = -2.2, p = .03).

A spotlight analysis revealed that when resistance to change was low, the results replicated the findings reported in Studies 1 and 2, as there was a significant interaction between information presentation and information valence (β = 1.28, t = 4.06, p < .001). By contrast, when resistance to change was high, there was no longer a significant interaction between information presentation and information valence (β = .31, t = .98, p = .33).
**Discussion**

Considered together, the results of three experiments provide strong evidence for the information revelation effect, and identify information diagnosticity as the mechanism and resistance to change as an important boundary condition. These findings are important because prior research shows that consumers are frequently insensitive to omissions and are often unable to fully appreciate the implications of missing information even when it is detected (Sanbonmatsu et al. 1991). For example, the overlooked information used in this investigation included important nutritional details for a breakfast cereal and the fees associated with a vacation package. In a broader sense, given the alarming rates of obesity and financial debt around the world and their negative consequences, techniques that can enhance the attention and weight given to such information in subsequent decision-making have strong implications for consumers and policy-makers.

**REFERENCES**


Creating a Culture of Perpetual Fear and Crisis through Mandatory Consumption
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EXTENDED ABSTRACT

Museum of Barbarism displays the bloody clothes and photos of displaced teeth of a Turkish family murdered in Cyprus in 1963. In-depth interviews show the Museum heightens tensions and sense of crisis between Turkish Cypriots and Greek Cypriots. Culture of fear and crisis is institutionalized through schools by way of mandatory consumption. Ethnic and national tensions exist amongst many people groups, whether it is the Chinese Nanjing population’s enduring aversion to the Japanese after the pillage of Nanjing in World War II (He 2007); the UK Independence Party’s distaste for immigrants entering the UK (Mason 2014), or the racial and religious tensions between Sunni and Shia Muslims in the Middle East (Nasr 2006). However, the notion that these tensions are exacerbated by marketing and communication tools to create a culture of perpetual fear and crisis amongst a people group is not well understood in the marketing, consumption and tourism literatures.

In this research we look at the way in which the so-called Turkish Republic of Northern Cyprus (TRNC henceforth) purposefully target young citizens to socially engineer a culture of perpetual fear and loathing of non-Turkish Cypriots. We focus on way in which the TRNC forces Turkish Cypriot schoolchildren to visit the Museum of Barbarism and consume the dark heritage site. Dark tourism production exists in a variety of social, cultural, geographical, and political contexts (e.g. Veresiu 2012). This Museum acts as a tool for social engineering by creating, perpetuating and marketing a culture of separation, fear and crisis. We show that the Museum of Barbarism, as a site of early intervention, works to heighten national tensions and an enduring sense of crisis between people groups in Cyprus, hindering any efforts that may relieve tensions between the Turkish and non-Turkish Cypriot populations.

Fear as Heritage and the Marketing of War as a Fearful Idea

Fear lies between worry and dread, and terror and panic (Scruton, 1986) and is embedded in a number of related concepts such as threat, danger, vulnerability, risk and violence (ibid). Kirshenblatt-Gimblett (1998, p.7) describes heritage as “a mode of cultural production in the present that has recourse to the past,” as a specific way of interpreting and utilizing bygone times that links individuals with a larger collective. Furthermore, the idea of a war is promoted constantly as an event that must be prevented at all costs, which the status quo can purportedly achieve: War is linked to fear and the consent is manufactured (Herman and Chomsky 2010) through promoting the idea of “preventing future wars” by using the imagery of war daily. The twice daily broadcasting of army band songs, visuals from the war, and heavy featuring of the Cyprus conflict in the news on national television, in line with literature on how media images socially construct reality (e.g. Gamson et al. 1992), serves this purpose. Overall, the holders of political power use marketing to tell a particular story.

Museum as Vehicle for Governmentality

We argue, based on the informants’ accounts, that it is the quality of fear marketed as heritage that contributes to the museum’s position as a tool for governmentality. Bennett (1990) argues that the trajectory in museum’s development is the opposite of the emergence of the prison, the asylum, and the clinic: while the latter spaces look to divide and sequestrate, the museum’s original aim was to mix and intermingle publics. We argue that here, this particular kind of dark museum’s disciplinary power and its status as a site of control does not arise from its ability to mix and intermingle, but from its ability to create a culture of perpetual crisis through facilitating the mandatory consumption of fear, and therefore, it divides and hinders the peace process on the macro level. This is sustained by way of the marketing of war through the media. We observe an institutionalized culture of crisis - the one that the USA and Europe is moving towards as exemplified by recent issues such as the Ebola outbreak, debates on measles vaccinations, and anticipation of terror attacks. Here, the culture of crisis is institutionalized through the marketing and mandatory consumption of the Museum of Barbarism.

Findings

The informants’ accounts focused on irrational fear, contested temple of truth, becoming desensitized to macabre imagery, avoiding museums, and feeling abused. Cultivating irrational fear through imagery and the positioning of the museum as the imposed holy grail of historical truth serve the purpose of governmentality, echoing Foucault (1991). This is achieved through active marketing of fear and fear of war. These, in turn, contribute to the cultivation of a culture of perpetual crisis. This governmentality is made possible by imposing the consumption of the Museum of Barbarism as a mandatory visit site of dark heritage and through marketing the idea of a war in conjunction. One informant explains:

“I went. Tiny shoes soaked in blood…I say no more…Not to a particular person, but I have developed a consciousness of danger that any human being can ordinarily contain because of that museum” (Derya, 40, news editor).

Having mandatorily seen the museum and having been subject to the marketing of fear and war, people develop certain preferences in their future consumption:

“I don’t like museums. If it is a museum about ancient things then ok or Van Gogh museum in Amsterdam was nice but when I think of museums I always remember the blood. I will not go out of my way to visit a museum.” (Yeliz, 34, biologist)

Referring to BRTK, the national TV/radio channel in the north of Cyprus which used to be one of the only 3 broadcasted channels until late 1990s, an informant suggests the consumables such as thrillers (movies or books) have no added value as such:

“why pay to see or read thrillers, we have seen it all on BRT. Guns, mass shootings, murders, it is all here” (Aren, 32, NGO)

Thus having mandatorily consumed the Museum of Barbarism figures in future consumption of objects/experiences featuring dark and macabre, and of museums. The next stage of this research will collect data from those few who have not visited the museum so as to further examine the differences in belief systems that might be attributable to the propaganda imposed by the political and the social system. Future interviews will further probe how the early manda-
tory consumption affect the students’ later consumption practices, especially of museums and other artefacts such as movies and books on conflicts.

REFERENCES
Sharing is Dubious, It Won’t Work! Exploring the Barriers Towards Collaborative Consumption of Free Floating Car Sharing.

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EXTENDED ABSTRACT

“The end of car culture” states The New York Times in one of their articles in 2013 (Rosenthal 2013). It describes the cool-down of private car ownership in the USA. This trend is not only recognised in the world’s largest car market, but also in several European countries and especially Germany (Heymann 2013). For several years now, car ownership has been losing importance in this context. Crowded streets, scarce parking spaces and rising costs have triggered a rethinking in car use and more and more people are losing interest in owning a car and are looking for alternatives today (Shaheen and Cohen 2013). One business that especially profits from this trend is car-sharing. This trend is part of a global sharing phenomenon, in which people generally attach greater value to access than to ownership of goods. In the so-called sharing economy, collaborative consumption allows people to benefit from resources without owning them.

Extant research strongly focuses on actual users of car-sharing services, their behaviour, motives and benefits. One important aspect, however, is still missed out in the literature – the barriers for potential customers that prevent them from using car-sharing. Calls for an investigation of this topic can also be found in current literature (Schaefer, 2013). Thus it fits well with the conference theme of ‘Advancing Connections’, between the innovation literature and the collaborative consumption literature to further our understanding of the sharing economy, and also further extending the impact to practitioners.

Although this development in consumer markets has become an important trend, research and knowledge about these emerging alternative modes of consumption still remain limited. However, in the last decade, they have gained increasing attention and popularity. The literature mainly focuses on the origins of sharing and on when and why it might be preferred to owning (e.g., Belk 1988, 2007, 2010, 2014; Botsman and Rogers 2011; Lamberton and Rose 2012; Moeller and Wittkowski 2010) as well as on sharing behaviour, the motivation for sharing and sense of ownership (Bardhi and Eckhardt 2012).

The research looks at barriers towards car-sharing adoption, thus will review barriers towards the adoption of innovations in general before focusing on barriers towards car-sharing specifically. According to Rogers (1995, p.12), an innovation can be defined as “an idea, practice, or object that is perceived as new by an individual or other unit of adoption”. However, the level of innovativeness depends on one’s subjective perception based on the individual’s background knowledge (Saaksjarvi 2003). Innovative products and services often encounter resistance and take some time until they get adopted and diffuse into the market. The intensity with which customers refuse to adopt an innovation ranges from passive resistance or inertia through a deferral of the adoption decision to active resistance (Ram and Sheth 1989).

From the literature, the gap poses these research questions of this study are: (1) What do potential car-sharing users perceive as obstacles towards using car-sharing services? (2) How do current car-sharing users view these barriers and how do they deal with them? (3) What can car-sharing companies do to remove these barriers? The context lies on the large-scale free-floating car-sharing services operating in major German cities.

Having social constructivism ontology, the study was based on three rounds of qualitative in-depth interviews resulting in interviewing 33 participants. Through convenience and snowball sampling, a first round of interviews were conducted. Potential car-sharing users were asked about reasons that have kept them from becoming users. In the second round, the researcher interviewed current car-sharing users, the users either confirmed the non-users’ concerns or dispelled their doubts stating why a particular perceived obstacle was no reason for them to reject car-sharing. The goal was to get a different viewpoint on the arisen topics, to learn how users see these issues and which opportunities for improvement they can think of for the service. In the third and last round, a country manager from a major German car-sharing company was interviewed to gain insights into the challenges from a corporate perspective.

Data analysis was undertaken to make sense out of the collected data (Creswell 2009; Saunders et al. 2012). The data was evaluated by content analysis in order to categorise and classify to describe the form or nature of any social phenomena (Ritchie et al., 2003).

Non-user barriers to adopting car sharing were found to be subsumed in five larger adoption barrier categories – namely information issues, low cost efficiency, perceived risks, convenience issues and negative attitude. This was then used to see how actual users perceive these barriers that non-users face and how they cope with them. Finally, one country manager of a major carsharing company was interviewed to gain insight into the identified issues from a corporate perspective.

Different forms of promotion is advised to increase promotion and awareness, positioning of the cars is recommended to increase the perception of usefulness to the non-users. The use of mobile applications is encouraged to calculate other transportation alternatives may lead to non-users using car-sharing when it is feasible to do so. Companies could try different framing of the pricing and offer different pricing packages e.g. flat fee, the decision of using the service would be easier as the perceived pain of payment does not occur with every single use of the service. Internet registration and centralised areas for licence checks is encouraged for the non-user to overcome inertia and lessen the procrastination of registering. These are some examples discussed and provided for managerial implications.

Using the theories within innovation as a lens to look at collaborative consumption, the study contributes to a holistic understanding of the barriers towards adopting collaborative consumption in the context of car sharing. Through the use of a 3-step interview process, the responses of the interviewees were used to guide further interviews of a different sample to guide discussion and practical implications.

REFERENCES


EXTENDED ABSTRACT

Consumers often remain “willfully ignorant” about ethical product attributes (Ehrich and Irwin 2005) in order to limit the amount of negative affect that arises when choosing products (Luce 1998). However, in today’s interconnected society, a consumer may learn that others sought out and based their purchase decisions on the same ethical information he or she chose to ignore. In this research, we explore how the willfully ignorant respond to those who are not willfully ignorant (i.e., “ethical others”), as well as the consequences of choosing to be willfully ignorant when others are not.

Some prior research suggests that observing someone perform a moral act might lead to “moral elevation” of the ethical other, motivating a consumer to act similarly in the future (Haidt 2003). However, in these studies, participants focused on moral acts that were not directly related to an act that they failed to complete. In contrast, willfully ignorant consumers are able to directly compare others’ ethical behavior to their own lack of the same behavior. We predict, based on social comparison theory (Festinger 1954), that the contrast of ethical others’ actions to one’s own behavior should instead create a sense of threat among willfully ignorant consumers that leads to denigration of ethical others.

Social comparisons can reveal information that is threatening to the self (Taylor and Lobel 1989; Tesser, Millar and Moore 1988), especially if made to someone who is superior on relevant qualities (Lockwood and Kunda 1997) or if the task being compared is relevant to the self (Tesser et al. 1988). In order to recover from the threat stemming from comparing oneself to more desirable individuals in a given arena (Collins 1996), consumers often denigrate others (Fein and Spencer 1997; Wills 1981). We therefore hypothesize that willfully ignorant consumers will negatively judge ethical others due to the self-threat they feel from the comparison to ethical others’ actions. Further, we predict that when denigrating ethical others protects against self-threat, it also undermines commitment to ethical values, reducing likelihood of future ethical behavior.

To test our central hypothesis, participants in study 1 were shown jeans that differed on four attributes. The fourth attribute was either ethical (i.e., whether the company used child labor) or not (i.e., delivery time), depending on condition. Participants then picked two attributes to view in order to choose among the jeans. We were interested only in the responses of individuals who did not view ethical information. Participants who chose to view ethical information were therefore excluded from analyses in all studies. After choosing, participants were asked to rate a consumer who had viewed the attribute they ignored (either labor practices or delivery time) on positive and negative traits, purportedly for segmentation purposes. The analysis (using positive minus negative traits as the dependent variable) revealed that participants in the ethical attribute condition evaluated the ethical others significantly more negatively (M = -2.65) than participants in the delivery time condition evaluated others who viewed delivery time (M = 1.28; t(1, 121) = 10.21, p < .01). Study 1 therefore demonstrates that consumers only denigrate others who are more ethical than themselves. In study 2, we tested this process by giving consumers another opportunity to behave ethically after choosing to be willfully ignorant. Doing so should reduce negative social comparisons and the desire to denigrate ethical others.

In study 2, all participants (n = 134) willfully ignored the ethical attribute. After choosing jeans and before rating the ethical others, half of the participants were first directed to clicktogive.com, where they could donate to charity by simply clicking on links. The remaining participants did not make donations. Participants who did not donate rated the ethical others significantly more negatively than participants who did donate (M_ donators = -8.53 vs. M_ nondonators = -5.95; F(1, 132) = 4.11, p < .05). Thus, consumers do not feel as strong of a need to denigrate ethical others when the discrepancy in behavior is first resolved via another opportunity to behave ethically after being willfully ignorant.

Study 3 (n = 118) explored a boundary condition using a different product (backpacks) and ethical attribute (recycled material). We predict that consumers will not denigrate ethical others when (1) they are not willfully ignorant of the ethical attribute or (2) ignoring the ethical attribute is easy to justify. The study employed a 3 (number of attributes viewed: one, two, four) x 2 (rated ethical others: yes, no) between-subjects design. In the one-attribute condition, ignoring the ethical information is easy to justify because a more informative attribute like price is expected to be viewed. In the four-attribute condition, no consumers remain willfully ignorant since they view all attributes. Planned contrasts showed that, among participants who had the chance to denigrate, participants who viewed two attributes evaluated the ethical others significantly more negatively (M = -7.58) than did participants in the other two conditions (M_m two-attributes = -4.13 and M_one-attribute = -3.16; F(1, 72) = 4.06, p < .05). No difference emerged in the latter two conditions (F(1, 72) = .02, ns).

Results also revealed a two-way interaction on participants’ willingness to take an eco-friendly pledge (F(1, 166) = 6.59, p < .05) at the end of the study. Among participants who had the chance to denigrate the ethical others, those who viewed two attributes were significantly less likely to take the pledge (M = 5.05) than were participants who viewed either one or four attributes (M_m one-attribute = 5.83 and M_m four-attribute = 6.96; t(166) = -2.15, p < .05). There was no effect of the number of attributes viewed when participants did not have a chance to denigrate the ethical others (M_m one-attribute = 6.32 vs. M_m four-attribute = 4.97 and M_m four-attribute = 6.29; t(166) = 1.42, ns). Overall study 3 demonstrates that denigrating ethical others when it is feasible to do so might protect against self-threat, but also makes consumers less likely to commit future ethical actions.

REFERENCES


Paying for a Chance to Save Money: Participation Fees in Name-Your-Own-Price Selling

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EXTENDED ABSTRACT
Name-your-own-price (NYOP) selling continues to thrive in the marketplace, both on Priceline.com for hotels and flights, and on several newer websites that sell diverse products ranging from restaurant vouchers (chiching.com) to designer handbags (nyopoly.com).

NYOP retailer’s problem and current theoretical solution
What can NYOP retailers do to increase their profit? One idea, based on a recent development in marketing theory, is to charge an upfront non-refundable participation fee: using game-theoretic analytical modeling, Spann, Zeithammer, and Häubl (2010 and 2015, hereafter SZH) predict that a NYOP retailer facing risk-neutral consumers should benefit from charging an upfront non-refundable participation fee. Similar to a two-part tariff, this strategy turns some low-valuation consumers away, but collects enough money from high-valuation consumers to more than make up for the reduced volume of sales.

Experimental design and data
This study is the first controlled laboratory test of the profitability of participation fees in the NYOP setting discussed in the previous paragraph. We test the real-world viability of such participation fees using an incentive-compatible experiment on 96 subjects under the experimental economics paradigm. The products are virtual tokens with induced value, allowing us to abstract from specific product categories and vary and control consumer valuation (Smith, 1976). Subjects are assigned the role of consumers and bid against computerized retailers called “stores” in a session involving multiple periods. The data provides us both with a direct managerially relevant test of the profitability of participation fees, and with a rich dataset on which we can estimate and test (at the individual level) behaviorally enriched models of entry and bidding in NYOP settings. Such behaviorally enriched models bridge the gap between existing economic theory and actual consumer behavior. The estimation of behaviorally enriched models creates a connection between auction econometrics and psychological theories of consumer behavior.

Possible extensions of the existing theory
Actual consumers may have an apriori decision rule (Amir and Ariely 2007) against paying such non-refundable fees – a preference we call fee aversion. Risk-averse consumers may have a lower willingness to pay such fees as a result of the risk involved in bidding (Shapiro 2011). Both types of aversion may diminish or even reverse the benefit of participation fees suggested by the existing theory. We extend the economic theory to risk-averse consumers, and design our laboratory experiment to explicitly test for both fee aversion (by comparing very small fees to zero fees) and risk aversion (by collecting bidding data at different levels of consumer valuation).

Summary of results
Confirming the main prediction of SZH, retailers charging participation fees make more profit than retailers charging no fees. One reason participation fees are profitable for our simulated retailer is that we find no evidence of fee-aversion: a retailer charging no fees does not attract fewer consumers and ends up making more money than a retailer charging a very small economically negligible fee. Consistent with risk-aversion, the optimal fee level is lower and the observed consumer bids are higher than the level that would be optimal under consumer risk-neutrality. However, risk-aversion is not sufficient to completely explain our data: we find that for intermediate fee levels, the retailer makes a higher expected profit than predicted by the model with arbitrarily heterogeneous risk-aversion. At least two behavioral phenomena contribute to this discrepancy: First, the consumers who can afford the outside posted price bid too high to be consistent with any level of risk-aversion. Second, our consumers enter more often than even risk-neutral consumers should when they cannot afford the outside option, but they enter less when they can afford the outside option.

Behaviorally-enriched model with partial myopia of outside options and mental assigning a part of the fee as payment for entertainment
To capture the two phenomena introduced in the previous paragraph, we propose and estimate (at the individual level) a behaviorally enriched model of consumer preferences. Our proposed model is enriched in two ways: first, we allow each bidder to be partially myopic regarding the option value of buying from the posted-price retailer should her bid be rejected. Second, we allow each bidder to discount the disutility of the participation fee to capture the idea that bidding in NYOP has some entertainment value. While the enriched model fits the data better than a model with only risk-aversion, it does not capture the observed entry-pattern well. As a result, even the enriched model cannot explain the pattern of NYOP retailer profits we find. To further enrich the model, we invoke cumulative prospect theory with a probability-weighting function (Tversky and Kahneman 1992).

REFERENCES
EXTENDED ABSTRACT

To grow the business organically is one of the most important objectives of CMO. According to a Spencer Stuart survey of 200 U.S.-based marketing executives, CMOs are expected to play a more prominent role in driving product innovations. One of the most common ways of introducing new products in the marketplace is to extend to new product categories by leveraging existing brands in the portfolio. Typically, 90 to 90 percent of new products introduced in any one year are brand extensions (Keller, Parameswaran, and Jacob 2008). A most robust finding in the literature is that extensions that have high fit with the parent brand are more favorable than those that have low fit (Aaker and Keller 1990; Park et al. 1991). However, many of the new growth opportunities may not be in the categories that are regarded as high fit with the typical categories. A question naturally arises how companies can introduce new products that have low fit with the parent brand.

Consumers often encounter such brand extensions in stores. Most research on evaluation of extensions does not take into account how products are displayed in retail environments. The current research explores the impact of store context by examining how consumers’ evaluations of brand extensions are affected by the format in which the extensions are displayed. Two common display formats are investigated: by-brand display, where different products of a same brand are placed together, such that extensions are presented next to typical product categories of the parent brand, and by-category display, where similar products of different brands are placed side-by-side, such that extensions are presented adjacent to competing brands in the same category. To illustrate, consider Samsung binoculars, a real and relatively low fit product within Samsung’s electronics category. A retailer could either display Samsung binoculars together with Samsung cellphones and other electronic products (e.g., in a Samsung brand section), or display it next to other binocular brands like Tasco (e.g., in a binoculars category section). The purpose of our research is to explore the effect of such a display decision on consumers’ evaluations of incongruent brand extensions.

Building on recent research that finds brand extension evaluation is susceptible to decision contexts (e.g., Meyvis, Goldsmith, and Dhar 2012; Milberg, Sinn, and Goodstein 2010) and the information accessibility literature (Feldman and Lynch 1988; Tversky and Kahneman 1974), we hypothesize that consumers evaluate a low fit extension of a high quality brand more favorably when it is displayed by category than by brand. We propose that this differing evaluation of the same extension product arises because the context shaped by display format shifts the relative accessibility of parent brand quality and brand-extension fit. Relative to a by-category display context, a by-brand context decreases the salience of shared information: brand quality, but highlights the incongruence between the parent brand and the extension category. On the contrary, brand quality information is more accessible and brand-extension fit is de-emphasized in a by-category context as opposed to a by-brand context. Taking Samsung binoculars as an example, we predict that the presence of competing binoculars brands (Tasco, Bushnell, Nikon, etc.) will increase consumers’ liking for Samsung binoculars, compared to the presence of Samsung electronic products (cellphones, TVs, computers, etc.).

We tested this prediction in six studies. In study 1a, we presented Canon electric razor either together with Canon cameras or with razors of other brands. The results showed that Canon razor was more favorably evaluated when displayed with competing razor brands than with Canon cameras. Study 1b replicated the result of study 1a using Nike razor and Toyota microwave oven. Study 2 demonstrated that the display context effect only influenced evaluation for low fit brand extensions, but not for high fit extension. Study 3 created an online shopping scenario of Canon razor and tested the underlying mechanism. It was indicated that consumers thought more about product category fit when Canon razor was displayed with Canon cameras, whereas they mentioned more about the benefits that Canon could bring about (e.g., quality, trustworthy, reputation) when Canon razor was next to other razor brands. Furthermore, we showed that this beneficial effect of by-category display over by-brand display held only when Canon was highly regarded. Study 4 explored the moderating role of consumer characteristics: need for cognition. We presented Evian microwave popcorn either next to Evian spring water or next to popcorns in different brands. Then we measured consumer’s need for cognition. Results suggested that display context effect only occurred among consumers low in need for cognition, because these people are more likely to rely on contextual cues to make judgment. Study 5 further replicated the display context effect in the lab and showed that the display context not only influenced predicted consumption experience, but also exerted impact on actual consumption experience. In other words, even consumers have actual experience of the extension product, their evaluation was distorted by the display contexts.

In conclusion, the current research sheds light on how display context influence consumers preference for incongruent brand extensions. Results from five studies support our prediction that by-category display context highlights the brand benefit association, and de-emphasizes the category incongruence perception, which in turn increase brand extension evaluation. On the contrary, by-brand display context facilitates the negative influence of category incongruence information, which leads to lower preference for incongruent brand extensions. Furthermore, we demonstrate that the effect is more prominent for consumers low in need for cognition. Finally, we demonstrate that display context not only influence predicted preference, but also shape actual consumption experience.

REFERENCES


By Brand or By Category? The Effect of Display Context in Evaluating Incongruent Brand Extensions


Film Festival 2015

Street Corner Compromises
Baptiste Cléret, University of Rouen, France

Spaces and places are socially produced and the theater of power struggles. These social dialectics take place between different worlds and create compromises. This videography aims at showing how the street can represent a place of compromises, between a street guitarist and his sociocultural environment. Vimeo link: https://vimeo.com/120585193 password: SCCACR2015

Paradoxes in Postmodern Consumption
Alain Decrop, University of Namur, Belgium

Postmodernity has brought new consumption trends juxtaposing opposites. This film presents a number of such paradoxes of postmodern consumers, including alone and together, real and virtual, nomadic and sedentary, etc. We show how a bunch of products and activities have developed around these paradoxes. Latest version: https://vimeo.com/123622732 Password: Neworleans2015

Sunday at the Car Boot Sale
Aurélie Dehling, SKEMA Business School, France
Baptiste Cléret, University of Rouen, France

This research aims to explore the second-hand realm through the eyes of used item consumers. Six consumers have revealed to us their motivations, practices, and know-how. One element attracted our attention: the presence of an underlying tension between discourse and practice that is more divergent than convergent. https://vimeo.com/120704392 password: sundayACR2015

Fanatic Consumption - An Exploratory Analysis in Genre Film Festivals
João Pedro dos Santos Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
Carlos Alberto Vargas Rossi, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil
Nicolas Isao Tonsho, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil
Paulo Dalpian, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil

An analysis of the consumption of genre film festivals in South America and North America. Several similarities were found: the audience prepare with high anticipation, they enjoy intensely the shared experience with other fans and filmmakers, have feelings of belongingness and consider the festivals as something special in their lives. https://vimeo.com/120704392 password: fantaspoa

Contests as a Serious Leisure- A Qualitative Study on Gymkhanas
Amanda Dreger, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
Bianca M. Ricci, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
Graziele Kemmerich, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
Ioná Bolzan, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
João Pedro Dos S. Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil

A videography about the phenomenon of the Gymkhana in the small city of São Jerônimo, in the south of Brazil. The interviews indicate how involved the participants of this event are, having a feeling of belongingness and showing the serious leisure aspects of the gymkhana. https://vimeo.com/120502469 password: fantaspoa

Monstrous Organizing: The Dubstep Electronic Music Scene
Joel Hietanen, Stockholm University, Sweden
Joonas Rokka, Neoma Business School, France
Risto Roman, Helsinki University, Finland
Alisa Smirnova, Stockholm University, Sweden

Monstrous Organizing: The Dubstep Electronic Music Scene is a cross-disciplinary videography bridging consumer research and organization theory. It highlights inherent the instability and ephemerality of organizing in scenes or ‘taste regimes’ and how such cultural scenes have become melancholic in the throws of cultural acceleration. https://vimeo.com/117644344
Have You Ever Eaten Horsemeat?
Illustrating Paradoxes of Horsemeat Consumption in Finland
Minna-Maarit Jaskari, University of Vaasa, Finland
Hanna Leipämä-Leskinen, University of Vaasa, Finland
Henna Syrjälä, University of Vaasa, Finland

Horsemeat scandal exposed that several meat products contained traces of horsemeat. The scandal uncovered crimes in meat markets and maltreatment of animals. Consumers felt furious and betrayed. The scandal demonstrated how the consumption of horsemeat involves more than meets the eye in the first place. Have you ever eaten horsemeat? Vimeo:https://vimeo.com/120572747 Password:horsemeat

Experiencing Contemporary Arts: A Reexamination of Fun, Feeling and Fantasy
Christine Petr, Sciences Po Rennes, Crape-France

How are contemporary arts experienced by occasional attendance? As the film shows, the experiential paradigm about “fun, feeling and fantasy” (‘3F’) in consumption should be adapted to contemporary art experience. Occasional spectators struggle to experience fun. Also, the feelings experienced are not systematically positive or hedonistic. And, faced with the artist’s fantasy, spectators labor to understand the creative motives and often question the value of such imaginative artistic processes. Consequently, the alternative tryptic to describe contemporary art experience by occasional attendance is “Strangeness, Stress and Stupidity”. The film ends with staging that cultural mediation strategy can help occasional visitors to experiment the reversal from the initial and unpleasant “3 S” to the enjoyable “3 F”.

Feeding America: The Challenges of SNAP
Sharon Schembri, University of Texas Rio Grande Valley, USA
Lauro Zuniga, University of Texas - Pan American, USA

The Supplemental Nutritional Assistance Program (SNAP) otherwise known as the food stamp program, serves 46.6 million Americans. A visual ethnographic research design combines shadow shopping and indepth interviewing and documents the consumer experience of SNAP. This research highlights the challenges associated with SNAP both for consumers and public policy makers. Essentially, this short film shows that SNAP benefits are simply not enough. LINK: https://vimeo.com/134903929

My Army Training Week
Stefan Szugalski, Stockholm School of Economics, Sweden
Magnus Söderlund, Stockholm School of Economics, Sweden
Sofie Sagfossen, Stockholm School of Economics, Sweden
Jonas Collinder, Stockholm School of Economics, Sweden

Why do people pay for extreme experiences? Why do people pay for getting screamed at while exercising? What motivates them to start exercising at 6 am? I, a consumer behaviour researcher, signed up for Army Training, join the experience in My Army Training Week! https://vimeo.com/119382952 Password: handels

New-Age Elderly & Technology
Fernanda Trindade Deyl, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
Letícia Rocha Stocker, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
Rafael Bittencourt, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
João Pedro Dos S. Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

A new segment of consumers is gaining attention: the new-age elderly. They are interested in new experiences and challenges. They are not classified by age, but by their behavior. The goal of this study is to understand the relationship between the new-age elderly and technology, focusing on the female gender. https://vimeo.com/120577280 password: fantaspoo

Last Night a Hacker Saved my Life
Alexandra Vignolles, INSEEC Business School, France

Those we call hackers have been well aware of the political and economic issues at stakes behind our screens for a long time now. They know about the hopes and risks of the cyberspace, this videography presents a certain vision of their past and current role in our world. Vimeo link: https://vimeo.com/120583337 password: acr2015
Dialectical Dildo: Why Women’s Erotic Consumption Is Not a Threat to Men
Luciana Walther, UFSJ Federal University of Sao Joao del Rei, Brazil

This ethnography investigates Brazilian women’s erotic consumption with a dialectical approach. From the comparison between the extremes of the particular and the universal, a counterintuitive finding emerges. Aspects of this particular phenomenon suggest the refutation of a universal assumption: that erotic products may replace men. Link: https://vimeo.com/130615936 Password: polaris2015

Contesting Space
Philipp Wegerer, University of Innsbruck, Austria
Verena Stoeckl, University of Innsbruck, Austria
Sabria Gabl, University of Innsbruck, Austria

We study how bicycling transforms urban space in the Austrian city of Innsbruck. Drawing on the work of Lefebvre (1991) we study public modes of dominating urban space and collective practices of resistance in which consumers engage to re-appropriate urban space for bicycling. We find that authorities create and control bicycling space by the use of boundaries and by mimicking automobile space. In contrast we find that cyclists reclaim space through misusing artifacts, signs and space for riding and parking. We argue that this two processes form a dialectical tension that gradually transforms urban space. Link: https://vimeo.com/130737047 Kennwort: neworleans
Roundtable Summaries

**ROUND TABLE**

**The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior Patterns**

**Chairs:**
Ingrid Martin, California State University, Long Beach, USA
Marlys Mason, Oklahoma State University, USA
Maura Scott, Florida State University, USA

**Participants:**
Soren Askegaard, University of Southern Denmark, Denmark
Darrell Bartholomew, Rider University, USA
Maia Beruchashvili, California State University, Northridge, USA
Lauren Block, Baruch University, USA
Wendy Boland, American University, USA
Paul Connell, Stony Brook University, USA
David Crockett, University of South Carolina, USA
James Cronin, University of Lancaster, UK
Jenna Drenten, Loyola University Chicago, USA
Stacey Finkelstein, Baruch University, USA
Meryl Gardner, University of Delaware, USA
Sonya Grier, American University, USA
Michael Kamins, Stony Brook University, USA
Corinne Kelley, Florida State University, USA
Lauren Maynor, Baruch University, USA
Risto Moisio, California State University, Long Beach, USA
Hiem Nguyen, California State University, Long Beach, USA
Maria Piacentini, University of Lancaster, UK
Kristin Scott, Minnesota State University, USA
Beth Vallen, Villanova University
Kathleen Vohs, University of Minnesota, USA
Sara Williamson, Baruch University, USA

We examine the role of various factors that move seemingly benign consumption behaviors (e.g., eating, online communication/gaming, texting, exercising) from adaptive consumption to maladaptive consumption. We examine theoretical underpinnings of the factors that “tip” consumers into maladaptive-consumption and how consumers can return to adaptive consumption behavior.
ROUND TABLE
Who Are You? Exploring Consumer Authenticity

Chair:
Katherine M. Crain, Duke University, USA

Participants:
Alixandra Barasch, University of Pennsylvania, USA
Jonah Berger, University of Pennsylvania, USA
Jonathan Z. Berman, London Business School, UK
Jim Bettman, Duke University, USA
Amit Bhattacharjee, Erasmus University, Netherlands
Jennifer Edson Escalas, Vanderbilt University, USA
Kent Grayson, Northwestern University, USA
Kirk Kristofferson, Arizona State University, USA
Brent McFerran, Simon Fraser University, Canada
George E. Newman, Yale University, USA
Colbey Emmerson Reid, North Carolina State University, USA
Avni M. Shah, University of Toronto, Canada
Oleg Urminsky, University of Chicago, USA
Caleb Warren, Texas A & M University, USA
Hillary J. D. Wiener, Duke University, USA

Although past research has explored identity-signaling consumption, less research has explored whether or not these signals are perceived by both the consumer and observers as authentic. This roundtable discussion focused on (1) defining consumer authenticity, (2) antecedents of consumer authenticity, and (3) consequences of consumer authenticity.
ROUNDTABLE
Consumer Experience in the Connected World: How Emerging Technologies are Poised to Revolutionize Consumer Behavior Research

Chairs:
Donna Hoffman, George Washington University, USA
Thomas Novak, George Washington University, USA

Participants:
Russell Belk, York University, Canada
Noah Castelo, Columbia University, USA
Nicholas Fitz, University of British Columbia, Canada
Anindya Ghose, New York University, USA
Hyunjin Kang, George Washington University, USA
Robert Kozinets, York University, Canada
William Rand, University of Maryland, USA
Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA
Alladi Venkatesh, University of California Irvine, USA

Three transformational technologies, including digital technologies, the Internet of Things, and human-machine technologies, are poised to radically transform how consumers behave. We will explore new consumer behaviors that are likely to emerge from such technologies, along with new conceptual models and methodologies that may be most appropriate for studying them.
ROUNDTABLE
Institutional Policies, Social Norms and Coping in Academia:
Exploring the Strategies that Students and Professors of Color Employ as Academic Consumers

Chairs:
Lenita Davis, University of Arkansas, USA
Jerome Williams, Rutgers University, USA
Stephanie Dellande, Menlo College, USA

Participants:
Geraldine Henderson, Loyola University, USA
Breagin Riley, Syracuse University, USA
Vanessa Perry, Georgetown University, USA
Robert Harrison, Western Michigan University, USA
Takisha Toler, Stevenson University, USA
Eric Rhiney, Webster University, USA
Andrea Scott, Pepperdine University, USA
David Crockett, University of South Carolina, USA
Corliss Thornton, Georgia State University, USA
Jessica Matais, University of Texas at Austin, USA
Kevin Thomas, University of Texas at Austin, USA
Aronte Bennet, Villanova University, USA
Tracy Kizer, University of Dayton, USA
Dante Pirouz, Western University, Canada
Akon Ekbo, Rutgers University, USA

The purpose of this roundtable is to determine how public policy in higher education can be changed to address institutional racism. The session has a two-fold purpose 1) collect data on the nature of institutional racism in higher education 2) obtain feedback on the mechanisms that prevent institutional change.
ROUND TABLE

Affective, Experiential and Performative Impacts of Consumption Spaces

Chairs:
Andrea Lucarelli, Stockholm University, Sweden
Andreas Chatzidakis, University of London - Royal Holloway, UK
Massimo Giovanardi, Leicester University, UK
Pauline Maclaran, University of London - Royal Holloway, UK
Morven G. McEachern, University of Salford, UK

Participants:
Olga Kravets, Bilkent University, Turkey
Luca Massimiliano Visconti, ESCP Europe, France
Robin Canniford, University of Melbourne, Australia
Zeynep Arsel, Concordia University, Canada
John F. Sherry Jr., University of Notre Dame, USA
Tonya Bradford, University of Notre Dame, USA
Emma Banister, University of Manchester, UK
Jonhatan Bean, Bucknell University, USA
Rodrigo B. Castilhos, Unisinos, Brazil
Aurelie Broeckerhoff, Coventry University, UK
Mikael Andéhn, Aalto University, Finland
Alexandros Skandalis, University of Manchester, UK
Tim Hill, University of Melbourne, Australia
Liz Parsons, University of Liverpool, UK

The aim of the roundtable is to instigate more creative and innovative approaches to conceptualising and empirically exploring the affective, performative and experiential dimensions of consumption in space. This is performed in an interactive fashion were all participants are reflecting on methodology for researching the intersection of consumption and place.
ROUND TABLE
Why Your Next Project Should use Automated Textual Analysis

Chairs:
Jonah Berger, University of Pennsylvania, USA
Ashlee Humphreys, Northwestern University - Medill, USA

Participants:
John Lynch, University of Colorado, USA
Rob Kozinets, York University, Canada
Jim Bettman, Duke University, USA
Page Moreau, University of Wisconsin - Madison, USA
Kathleen Vohs, University of Minnesota, USA
Nick Lurie, University of Connecticut, USA
Cassie Mogilner, University of Pennsylvania, USA
Sarah Moore, University of Alberta, Canada
Aner Sela, University of Florida, USA
Grant Packard, Wilfrid Laurier University, Canada
Ann Kronrod, Michigan State University, USA
Zoey Chen, University of Miami, USA

Consumer researchers now have access to a variety of data sources (e.g., Facebook status updates, online reviews, and blogs). But pulling out psychological and cultural insights requires the right tools. This roundtable reviews automated textual analysis, its value, and how it can help people study a variety of research questions.
This roundtable will foster discussion on how to better encourage conceptual, methods, and interdisciplinary/multi-method papers at the Journal of Consumer Research. The discussion will center on how both the authors and the journal (its Editors/AEs/Reviewers) can be more effective in bringing work of this type to publication.
**Roundtable**

Advancing Connections Between Neuromarketing Academics and Industry

**Chairs:**
William Hedgecock, University of Iowa, USA  
Manuel Garcia-Garcia, New York University, USA  
Ming Hsu, University of California Berkeley, USA

**Participants:**
Michael Smith, Nielsen, USA  
Peter Hartzbech, iMotions, USA  
Jason Rogers, Noldus, USA  
Amanda Hammill, Tobii Pro, USA  
Ale Smidts, Erasmus University Rotterdam, The Netherlands  
Hilke Plassmann, INSEAD, France  
Uma Karmarkar, Harvard Business School, USA  
Moran Cerf, Northwestern University, USA  
Martin Reimann, University of Arizona, USA  
Baba Shiv, Stanford University, USA  
Angelika Dimoka, Temple University, USA  
Carolyn Yoon, University of Michigan, USA  
Milica Mormann, University of Miami, USA  
Vinod Venkatraman, Temple University  
Joel Gough, Tobii Pro, USA  
Abbe Macbeth, Noldus, USA

The goal of this roundtable is to advance connections between neuromarketing academics and industry practitioners. Attendees include industry representatives from companies such as Nielsen, Innerscope, Noldus, iMotions, and Tobii as well as academics from a wide range of schools and backgrounds. We’ll discuss and develop opportunities for industry-academic partnerships.
ROUNDTABLE
Advancing Connections Between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges

Chairs:
Lisa Peñaloza, KEDGE Business School, France
Aimee Drolet Rossi, University of California, Los Angeles, USA

Participants:
Carolyn Yoon, University of Michigan, USA
Raphaëlle Lambert-Pandraud, ESCP, France
Catherine Cole, University of Iowa, USA
Margaret Hogg, University of Lancaster, UK
Raquel Castaño, EGADE Business School, Tecnológico de Monterrey, México
Michelle Barnhart, Oregon State University, USA
Gilles Laurent, INSEEC Business School, France
Mary Gilly, University of California Irvine, USA
Hope Schau, University of Arizona, USA
Nancy Ridgway, University of Richmond, USA
Jing (Alice) Wang, University of Iowa, USA
Jerome Williams, Rutgers University, USA
Shona Bettany, University of Westminster, UK
Dianne Dean, University of Hull, UK
Anu Helkkula, Hanken School of Economics, Finland

Roundtable participants co-created a future research agenda focusing on: 1) Identity Work and Cultural framings of Old Age 2) The Importance of situating elderly consumption in various contexts 3) Implications for marketers. Outcomes comprise international collaborations, conference special sessions, and journal special issues with multiple research groups including Public Policy and Marketing, CCT, and TCR.
Forums Summaries

PERSPECTIVES SESSION

Connecting Theory with Practice

Chairs:
Donald Lehmann, Columbia University, USA
Punam Keller, Dartmouth College, USA
John Lynch, University of Colorado, USA
Linda Price, University of Arizona, USA

Building on the conference theme of Advancing Connections, the purpose of this perspectives session is to encourage stronger connections between theory and practice by bringing together three researchers who have sought to make academic research more relevant for solving real-world problems. Punam Keller will discuss her work on designing and implementing theory-based health communication tools. John Lynch will discuss why consumers are so financially illiterate and how “just in time” financial education can improve financial behavior. Linda Price will discuss how the vast availability of data and algorithms for readily sorting and analyzing data has changed the nature and process of theory building and theory testing in our field and propose some simple, time-tested tools for reasserting theorizing as a research practice in this complex, data-rich, insight-poor world.

PERSPECTIVES SESSION

Journal of Association for Consumer Research

Chair:
Joel Huber, Duke University, USA

The Journal of the Association for Consumer Research (J-ACR) is a new journal devoted to thematic explorations of topics relevant to consumer research. In this session, the journal’s editor, Joel Huber, will announce the four new issues for which he will start processing submissions in January 2016 and introduce the editors of the four issues.

PERSPECTIVES SESSION

Modeling Consumer Behavior

Chairs:
Preyas Desai, Duke University, USA
Hans Baumgartner, Pennsylvania State University, USA
J. Jeffrey Inman, University of Pittsburgh, USA
Robert Meyer, University of Pennsylvania, USA
Praveen Kopalle, Dartmouth College, USA

This session will highlight modeling approaches to understanding consumer behavior. Panelists who are well-versed in both modeling and experimental research will talk about the insights that can be gained from reading literature that crosses methodologies and using multiple methods. Despite increasing specialization within the field, there are many substantive topics – such as decision making, online word of mouth, variety seeking and loyalty programs – that interest researchers who use a variety of methods. We hope this session will encourage consumer researchers to identify possible synergies across methodological approaches.
**WORKSHOP**

**Eye Tracking Methods, Measures and Models for Consumer Research**

*Chairs:*
J. Wesley Hutchinson, University of Pennsylvania, USA  
Yan Liu Huang, Drexel University, USA  
Joy Lu, University of Pennsylvania, USA  
Evan Weingarten, University of Pennsylvania, USA

This workshop will introduce participants to different methods for collecting eye tracking data and the output they produce. The session will include demos of both stationary eye trackers used in a lab setting and eye tracking glasses. Panelists will describe standard lab studies measuring attention to well-defined areas of interest, analyzed using traditional ANOVAs as well as studies using eye tracking glasses in field settings, which provide more external validity but require more advanced analytical techniques.

**WORKSHOP**

**How and When to Ask the Turk: Tips for Using Amazon’s Mechanical Turk to Conduct Consumer Research**

*Chairs:*
Joseph Goodman, Washington University in St. Louis, USA  
Cynthia Cryder, Washington University in St. Louis, USA  
Thomas Novak, George Washington University, USA  
Gabriele Paolacci, Erasmus University, The Netherlands  
Kathryn Sharpe, University of Virginia, USA

Use of Amazon’s Mechanical Turk (MTurk) by consumer behavior researchers has increased dramatically over the past several years. The panelists for this session will leverage their experience with MTurk and expertise in online consumer research to address critical questions, such as when it is appropriate to use MTurk and how to use MTurk effectively. In this interactive session, they look forward to discussing current issues and challenges faced by researchers and taking questions from the audience.

**WORKSHOP**

**Choosing the Right Analysis Approach for Your Data**

*Chairs:*
Derek Rucker, Northwestern University, USA  
Blakeley McShane, Northwestern University, USA  
Stephen Spiller, University of California – Los Angeles, USA

Have you ever collected data and then wondered which analysis approach was most appropriate? Statistical analysis packages like SPSS and SAS offer a dizzying array of options to researchers. The goal of this workshop is to help researchers choose the right analysis method based on factors such as whether the dependent variable is binary, categorical or continuous, whether the data varies between subjects, within subjects or both, and whether the researcher would like to test mediation, moderation or both. The expert panelists in this sessions will help researchers create a decision tree to choose among approaches, and they look forward to discussing examples with the audience and taking questions.
Workshop

How to Write a Great Review: Advice from JCR’s Editorial Team

Chairs:
Robert Kozinets, York University, Canada
Sharon Shavitt, University of Illinois, USA

This workshop session is designed for anyone who would like to learn more about the process of reviewing for journals and writing effective reviews. JCR’s editors and associate editors will discuss the characteristics of reviews that are most helpful to authors and editors and provide insight into the process by which reviewers are selected and how reviews inform editorial decisions. Reviewing is a valued form of professional service and can help scholars build networks within the field; attend this session to learn more about the review process.

Special Symposium

Advances in Memory Research

Chair:
Carolyn Yoon, University of Michigan, USA

Attention Regulation and Distraction
Lynn Hasher, University of Toronto, Canada

Attention regulation plays a critical role in performance on a wide range of cognitive tasks from implicit learning to creativity. When attention regulation is efficient, as it frequently is for healthy young adults, it permits rapid learning of goal relevant information and rapid and accurate retrieval of goal relevant information. When attention regulation is not efficient, as it frequently is for older adults, performance patterns are quite different from those of young adults and, critical to this talk, non-goal relevant information (i.e., distraction) will play a larger role than is otherwise the case. In fact, distraction is a double-edged sword in the mental lives of older adults: It can be disruptive, slowing responses, increasing errors, reducing retrieval. Distraction can also be facilitative, resulting in greater learning of information (including both relevant targets and irrelevant distraction), greater binding of information, and, perhaps most surprisingly, greater retrieval. We presume that the underlying mechanism that determines these patterns is inhibition and our work and that of others has shown that inhibition is reduced in older adults and is reduced for everyone functioning at their off peak time of day. My talk focuses on the upside of reduced inhibitory functioning. I’ll share evidence that older adults encode the meaning of distraction which young adults ignore and evidence that distraction can even serve as a rehearsal device for older adults, actually eliminating forgetting. I will also share evidence that distraction can serve as a learning device, helping older adults in this instance, to learn the names of new faces. Taken together, the work suggests that reduced inhibition (and attendant control over attention) enables a broader window of encoding which can under some circumstances actually help the cognitive functioning of older adults.

The Future of Memory: Remembering the Past and Imagining the Future
Donna Addis Rose, The University of Auckland, New Zealand

Recently, traditional theories of episodic memory have been extended to consider the role of memory in future thinking. In particular, patient and neuroimaging research suggests that episodic memory and associated neural structures such as the hippocampus may play a critical role not only in remembering but also in imagining. I will describe studies that examine how flexible and constructive memory processes, supported by the hippocampus and associated networks, allow us to construct detailed simulations that serve to guide and enhance our future behaviors.

Selective Memory Benefits Conveyed by Positive and Negative Emotion
Elizabeth Kensinger, Boston College, USA

It is widely believed that memory is better for events that evoke an emotional reaction. In this talk, I will present evidence that these memory benefits are selective: Only some elements of an emotional event are remembered well. I will present additional evidence that sleep-dependent processes may play an important role in this selectivity, protecting memory for only the most salient details of an emotional event. I will then discuss how the effects of positive and negative emotional reactions can affect the resolution of a memory, with negative reactions leading to the retention of more precise details than positive reactions.
AWARD SESSION

ACR Distinguished Service Award Session: Donald Lehmann

Chair:
John Deighton, Harvard University, USA

Presenters:
Donald Lehmann, Columbia University, USA
Barbara Kahn, University of Pennsylvania, USA
John Lynch, University of Colorado, USA
Andrew Stephen, Oxford University, UK

This session is in honor of Don Lehmann who is the recipient of the Distinguished Service Award of the Association for Consumer Research. The award “recognizes the dedication and the devotion of a member who has served the organization with energy and generosity beyond the call of duty. This award expresses our highest gratitude to one who has helped its members in ways that have built a stronger community of scientists and scholars in consumer research.” In this session, John Deighton will first introduce Don Lehmann. Don will then talk about his perspective on the role of service in academia. This will be followed by presentations by Barbara Kahn, John Lynch, and Andrew Stephen, who will offer their own perspectives on the role of service.

What (is) Service?
Donald Lehmann, Columbia University, USA

INITIAL REACTION

When it was announced at the ACR lunch in 2014 that I was being awarded the ACR Long-Term Service Award, I was shocked (partly because like many attendees, I was paying only partial attention to what was being said). This surprise was only magnified by the large number of people who attended the special session in New Orleans this year.

My next thought was “why me?” – I’m no Keith Hunt, someone who kept the organization running for years (as Rajiv Vaidyanathan is doing now). Nor am I a Joel Cohen who put the conference expenses on his personal credit card to keep it going, a Bill Wilkie who bridged the gap to public policy, or the many members who served as conference chairs. The year I was president, Kim Corfman and John Lynch did all the work while I a) presided at a board meeting and b) gave a talk to a conscripted group of lunch attendees (there was no free lunch) using the “elegant” visuals of hand-drawn stick figures on overhead transparencies, created the night before the conference. (Unfortunately, they made it into the proceedings.)

Neither have I done work for the greater good on the scale of, for example, Ron Hill’s work with prisoners, José Rosa’s work with subsistence entrepreneurs in South America, or Punam Keller’s work with the Centers for Disease Control; I stand in awe of what they do.

Rather, to the best of my recollection, what I have done is made suggestions to some people about their research, done some manual labor for a few colleagues, had the pleasure of working with PhD students, done a fair amount of reviewing and editing (which unfortunately means giving more bad news to people than good), and served on committees, etc. mainly because I have a hard time saying no. The best things about this award are a) it suggests that at least I haven’t done too much harm and b) that it in some way honors the many who serve others. Nonetheless, I share the ambivalence so eloquently described years ago by Russ Belk about “prizes” in our profession.

Importantly, I also thought of all the people who have helped me: family, teachers, PhD students, colleagues, friends, and neighbors. To recall a much-maligned comment by President Obama, “None of us got where we are on our own.”

My next thought was “is this a hint?” As a non-millennial or whatever group comes next, I am no longer the young upstart I fancied myself being. At present, however, I’m still not taking the hint.

WHAT IS SERVICE?

When I get past the initial surprise and reactions, I began to ask myself what is service? The word is appended to a plethora of others: community, military, foreign, church, public (although currently there is a hint of self-serving, as well), and self. There is a service-dominant logic, SERVQUAL, the service economy, and the service-dominant logic, SERVQUAL, the service economy, and the service-dominant logic, SERVQUAL, the service economy, and the...
wrote in *The Theory of Moral Sentiments* that “the sentiment which most immediately and directly prompts us to reward is gratitude.” Of course there is also a selfish reason to provide service: it (hopefully) makes most of us feel better. The saying that especially when things are going badly, the best way to feel better is to help someone else is true. It also helps explain why I (who am certainly selfish and have been described by Punam Keller as the most competitive person she knows) provide some service.

Our profession has commonly suggested avoiding service, especially to young faculty members. While avoiding committees is generally sound advice, avoiding service makes it harder for everyone else. Thus, ironically, those who preach selfishness are (apparently unwittingly) making their own lives more difficult.

A better question is why not perform some service? Much of what we do is writing articles and trying to publish them in journals with impact factors of 2 (as in, only two people bother to cite them, much less are influenced by them). I have several such articles which prompted Punam Keller to gleefully show me the number of cites to several of my papers: 3, 4, 1, and the ever-popular 0. Clearly most of us are not curing cancer, ending poverty, or creating world peace. Nor did our parents have dreams of us growing up to be consumer behavior researchers. It is sobering (albeit also comforting in the sense of “first do no harm”) to realize that 100 years ago they didn’t know (prophesize) our coming and 100 years from now they won’t know we were here (or cite our work). Put differently, we just aren’t that important and the world isn’t ego-centric (even if we tend to be). Given that, performing service (which can have a multiplier effect) seems like as good a way to spend time as any other.

**WHERE IS SERVICE (OTHERS’ WELFARE?) IN THE UTILITY FUNCTION?**

I had thought that utility was (and supposed to be) about what’s in it for me. That began to change a) when I had children and b) when Kim Corfman did her dissertation on “Others’ Welfare.” Three articles later (the most recent in 2001 in *JIRM*), I realize I was indeed wrong.

The simplest form that captures this is:

My Utility = $W_1$ (What’s in it for me) + $W_2$ (What’s in it for others/you)

What’s in it for me or you is generally a concave function; i.e., we have diminishing marginal value for most things. The consequence of this is that at some point, I would be happier if you got something than if I did. Thus a “healthy” utility function would be one with $W_1 > W_2 > 0$. Extreme altruism exists if $W_2 > W_1 > 0$. While not necessarily a stable situation, numerous examples of this exist (e.g., parents and children, firemen running into burning buildings). On the other hand, having extreme jealousy ($W_2 < 0$) is destructive and behind much of the extreme behavior in the world.

One can also expand the formula to include a third term, the product of what Me and You have. This interaction explicitly captures the desire for equity implicit in discussion about income equality.

My Utility = $W_1 (Me) + W_2 (You) + W_1 (Me)(You)

In a zero-sum situation where Me + You = 1, taking (geekily) the derivative of this and setting it equal to zero produces the following:

Optimal to Me = $(W_1 - W_2 - W_3)/2W_3$

Of course this becomes more complicated if we take into account diminishing marginal utility by replacing Me and You with, say, log(Me) and log(You). Nonetheless it has some implications for bilateral relations. If both parties have the same functions, the Nash equilibrium will be to divide resources equally. Also importantly, if we both put positive values on the other party, we will both be happier. In other words, service can make us individually happier.

**WHERE DOES THE WILLINGNESS TO SERVE OTHERS ($W_2$) COME FROM?**

Several sources can drive service. One is guilt over one’s own success. Realistically we are all over-privileged in relation to the vast majority of the rest of the world. Given this, being a little less selfish seems like a small thing to do. It also can come from empathy. Training (at home, in church or school, etc.) also plays a role as does observational learning (which can both encourage and discourage service depending on whom we observe) and social pressure. It may also be partly genetic, a result of evolutionary biology. Since Axelrod showed that bees sacrifice for the good of the species, it should be possible for us to also do so.

If I had to pick the key to providing service, I think it is a combination of two things: humility and confidence. First, we have to be aware that we aren’t that important (nor is most of what we often spend time working on). That doesn’t mean we shouldn’t take our work seriously; we should. In one of my few “speeches” to a football team I help coach, I first tried to remind them why they began playing in the first place: because it was fun. It wasn’t a required activity nor would it cure cancer or solve poverty. So there was no real pressure to perform. On the other hand, all of the things they could be doing in the world, they had decided to be here, doing this. Therefore at least for the next three hours, it was the most important thing in the world to them. Honor your decision. In essence I was saying we can take our work seriously without taking ourselves too seriously (or ignoring others).

The other component is self-confidence. Unless you believe you can help others, you won’t. This doesn’t mean imposing yourself; often the old lady doesn’t want to be helped across the street. It also doesn’t mean doing something the other person could/should be doing themselves, effectively enabling bad behavior. It means serving by standing in wait and acting when the time is right.

**SOME RESEARCH QUESTIONS**

Having thought a bit about service, a number of research questions have arisen. In fact, examining why people perform service and what influences it seems to be fertile ground for research. As a start, consider the following questions:

- Why do we encourage others to avoid service?
- How does the value one places on service ($W_2$) evolve and vary by situation?
- Can we encourage a service propensity (and if so, how)?
- Should we encourage a service propensity (and if so, when)?
- Does reluctance to provide service come from myopia?
• If I like providing service, is it still service (does service have to hurt)?

• If I provide service because of benefits I receive from doing so, is it service (i.e., must it be freely given without expectation of gain)?

WHY DO I PERFORM (A LITTLE) SERVICE?

Being competitive as noted earlier, I am not a purely nice person. Nonetheless, family, teachers, and others have instilled a “non-optimal”/misfit utility in me; my $W_2$ is generally positive. More generally, Adam Smith was right about gratitude and by extension reciprocity and paying it forward. I also see service as the essence of friendship. I derive great pleasure from seeing someone I helped learn (a better description, I think, than taught) and who in turn “taught” me. Whether they be a PhD student (I’ve been blessed to be associated with many of the best), an author, or a high school football player, seeing them use something we worked on and seeing that it works is immensely satisfying.

WORK-SERVICE BALANCE

Two rewards result from service. The first comes from having a positive $W_2$, which makes doing a timely review less onerous. Service also provides a sense of relevance; it allows me to ignore the implicit hint in any lifetime award that it must be over. In a way, asking for help is a gift to the person you ask: it makes them feel competent and relevant. (Of course if they are overburdened, it can just make them feel guilty. Rough translation: please don’t everyone send me papers to read by tomorrow.)

FINAL THOUGHTS

I am glad I apparently haven’t done too much harm and have had the opportunity to do a few things others appreciate. I should have/could have and hopefully will do more. If that means I have a mis-fit utility function, the pleasure was/is all mine. Given how fortunate we all are, it would be nice if more people felt they could afford to and did help others.

At this point I will recount a story attributed to Eric Hoffer, a philosopher, longshoreman, etc. who described traveling during the depression of the 1930s through the Dust Bowl in the middle of the U.S. It is a story I heard a friend and colleague tell about another friend and colleague at his memorial which I subsequently told (much less eloquently) at my mother’s memorial service.

One day, out of work, broke, and hungry as he hitchhiked across the country, he came upon a well picked-over field that had a sign reading: “pick a bushel of peas: 25¢.” While it didn’t look promising, he had no other option so he took a basket and began picking. The day was hot, the sun blazed down, and the pickings were even worse than he thought. Although he worked as hard as he could, his weakened state and the heat forced him to work slower and slower. Finally, just before sundown, he just sat down and gave up.

As he gazed across the field, he noticed a well-dressed man take off his hat and start picking peas. First he became angry – the man was picking “his” peas – and jealous he had the strength to do so. He considered attacking the man, but realized he was too weak to do so. Finally he just sat there and watched.

As the sun was setting, the man with the hat walked up to him, smiled, and emptied his hat into the basket, filling it. Stunned, he blurted out “Why?” The man smiled and said, “Because it looked like you needed them.” He then asked, “What do I owe you?” The man smiled again and said, “You don’t owe me anything. But maybe some day you can give someone else a hat full of peas.”

As I said at my mother’s service: I have a truck full of peas to deliver. It would be wonderful if this award inspired delivery of at least a few more hatfulls.

In closing, I think I have figured out the reason I got the award: beer. I have drunk beer with, and often bought beer for, many of the people on the committee (and in this room). I suppose that is a type of service; whether it is good or bad I am less sure. At this point I think the greatest service I can perform is to stop writing and give any of you who are still reading at this point the gift of time.

Turning back to the award, it is nice to see service recognized. As to the plaques which go with awards in general (which will be thrown out by our children on our demise, if they make it that long), ceremonies, and cash prizes, I would be delighted if the cost were instead donated to those who need it more. Think of how many hats full of peas that would be.

Thank you again.
AWARD SESSION

Sheth Gold Medal Award Session: Gerald Zaltman

Chair:
Linda L. Price, University of Arizona, USA

Presenters:
Gerald Zaltman, Harvard University, USA
Robin Coulter, University of Connecticut, USA
Rohit Deshpande, Harvard University, USA
Debbie MacInnis, University of Southern California, USA
Melanie Wallendorf, University of Arizona, USA

This session is in honor of Gerald Zaltman who is the recipient of the Sheth Gold Medal for enduring and transformational contributions to both marketing scholarship and marketing practice. He is the third recipient of this prestigious award that recognizes lifetime contributions at the intersection of theory and practice. In this session, Linda Price will first introduce Gerald Zaltman who will talk about the role of imagination in enriching consumer theory and practice. This will be followed by presentations by Robin Coulter, Rohit Deshpande, Debbie MacInnis and Melanie Wallendorf who will highlight Jerry’s contributions and ongoing relevance to the field of marketing and especially consumer theory and research.
Working Papers

Context Effects of Recommendations are Stronger than Those of Psychological Distance or Direction of Comparison

Shuzo Abe, Yokohama National University, Japan
Yoshiyuki Okuse, Senshu University, Japan
Takashi Ideno, Waseda University, Japan
Yuki Tamari, Waseda University, Japan
Kazuhiro Takemura, Waseda University, Japan

Although the effect of psychological distance and prospect theory has been broadly witnessed in recent consumer research, these effects seem to vanish when comparison takes place in the context of recommendation. This study serves as a warning against an overly optimistic view of the applicability of these popular theories.

Influences of Incidental Vagal Tone on Risk Behavior

Mehmet Yavuz Acikalin, Stanford University, USA
Baba Shiv, Stanford University, USA

Affect influences consumers both psychologically and physiologically. The physiological state of our body successively impacts our experience and behavior. Using breathing techniques to manipulate vagal tone (VT)—a physiological marker of autonomic control—we show that direct changes in physiology prompt variation in consumer risk-seeking behavior.

Reversal of the Compromise Effect: The Case of Negative Goods

Nükhet Agar, Koc University, Turkey
Baler Bilgin, Koc University, Turkey

We demonstrate that compromise effect may be one manifestation of the more overarching hedonic maximization principle, first put forth by Thaler (1985). Accordingly, we find a reversal for the effect in negative domains, where middle options (i.e., segregated losses) provide higher disutility to consumers than extreme options (i.e., integrated losses).

A Hesperhodos Sweeter than a Rose: Are Ten-Dollar Words Really Worth More?

Joanna Arnold, University of Houston, USA
Vanessa Patrick, University of Houston, USA

Processing fluency theory would suggest that common language will be more effective than uncommon language in advertising. This research counterintuitively hypothesizes that using rare or unusual language can increase perceptual fluency, perceptions of luxury and willingness to pay.

Attainment Goals and Maintenance Goals:
The Appeal of Approach versus Avoidance Framed Strategies

Gizem Atav, Binghamton University, USA
Kalpesh K. Desai, University of Missouri-Kansas City, USA

Despite important findings on self-regulation and appropriate strategies during goal pursuit, most past research focuses on goal attainment. We explore differences between attainment and maintenance goals and how they influence inclinations towards approach and avoidance framed strategies. We find that during maintenance (attainment), approach (avoidance) framed strategies are more appealing.
It Would Happen Because I’m Watching it: 
The Effect of Watching an Uncertain Event on Overestimating Subjective Probability

Amin Attari, University of Kansas, USA
Promothesh Chatterjee, University of Kansas, USA

We investigate how watching an uncertain event can affect the probability estimation of that event. We propose that consumers overestimate the likelihood of an uncertain outcome, when they watch the unfolding event in front of them. This situational aspect of probability estimation has not been estimated in prior research.

The Role of Peer Identification in Shaping the Healthy-Eating Beliefs of Children

Kafia Ayadi, NEOMA Business School, France
Adilson Borges, NEOMA Business School, France

This research investigates how peers influence children’s beliefs about healthy food. Results show that children modify their beliefs according to the identity that is activated: a consistent social identity with that of their peers helps children avoid group exclusion. These identities influence the way children process information about healthy food.

The Impact of the Intrinsic Construal Level of Unhealthy Behaviors on the Effectiveness of Warning Messages: The Role of Unitosity and Numerosity

Cristobal Barra, University of Chile, Chile
Mitch Murdock, University of South Carolina, USA

This research investigates how unhealthy behaviors highlighted in warning messages can induce different mindsets. Two studies demonstrate that when a warning message highlights a concrete (abstract) unhealthy behavior, framing the message in terms of numbers (units) is more effective. Effects are explained by the potential match with numerosity/unitosity effects.

Price Framing and Choice Order Effects in Bundle Customization Decisions

Johannes Christian Bauer, University of St. Gallen, Switzerland
Tim Michael Böttger, University of St. Gallen, Switzerland

This research demonstrates that consumers’ satisfaction with a customizable bundle depends on (1) whether the choice options for the bundle components are presented simultaneously or sequentially and (2) whether (or not) detailed segregated prices for all choice options are provided in addition to the total price of the bundle configuration.

Interest-Free Financing Deals: How Different Labels Impact Consumers’ Preferences for Pre- versus Postpayment

Johannes C. Bauer, University of St. Gallen, Switzerland
Vicki G. Morwitz, New York University, USA

Research has shown that people prefer to prepay for certain products even if there were no financing charges. We demonstrate that labeling an interest-free financing offer as a 0% APR special financing promotion can increase consumers’ demand for credit and that this “labeling” effect is particularly strong for experiential goods.

Negative Mood and Goal Achievement: The Role of Mindset Congruency in Goal Pursuit

Carlos Bauer, The University of Texas at San Antonio, USA
Rajesh Bargave, The University of Texas at San Antonio, USA

This study investigates how negative mood influences consumers’ goal pursuit. I propose that the influence of negative mood during the preactional goal phase facilitates the formation of concrete goal-related plans. A concrete mindset, which is congruent with the mindset required during the preactional goal phase, would facilitate goal pursuit.
The Role of Social Distance and Message Framing on Charitable Giving

Kara Bentley, University of South Carolina, USA
Mitch Murdock, University of South Carolina, USA
Katina Kulow, University of Louisville, USA

Two studies illustrate that positively-framed charitable appeals generate more donations than negatively-framed charitable appeals when victims are seen as socially distant. Additional evidence suggests that this effect is mediated by empathy.

Fair Enough: Individuals’ Perceptions of Altruism of CSR Activities and Their Effect on Authenticity of Heritage Sites

Alessandro Biraglia, Leeds University Business School, University of Leeds, UK
Maximilian Gerrath, Leeds University Business School, University of Leeds, UK
Bryan Usrey, Leeds University Business School, University of Leeds, UK

Despite CSR’s importance as a tool for branding exposure, its impact on authenticity has yet to be examined. This study shows that firm involvement in heritage site restoration may decrease the authenticity of the site and consumer visiting intentions if the CSR agreement is perceived as non-altruistic and unfair.

Eating Fast, Risking More: Fast Food Priming and Preference for Risky Options

Alessandro Biraglia, Leeds University Business School, University of Leeds, UK
Irene Bisignano, University of Rome “La Sapienza”, Italy
Lucia Manetti, University of Rome “La Sapienza”, Italy
J. Joško Brakus, Leeds University Business School, University of Leeds, UK

In two experiments we investigate how exposure to fast food priming influences impulsiveness in choices not related to the eating domain. Study 1 examines how respondents recalling their experiences in a fast food prefer immediate (but smaller) monetary gains. Study 2 extends the effect to diverse and more risky choices.

Wax Spinning, Turning Knobs, Blasting Speakers: An Actor-Network Theory Approach to Understanding Consumer Experience in Night Clubs

Hedon Blakaj, Aalto University, Finland

Drawing on ethnography and Actor-Network Theory, this work aims at exploring the relationship between pre-congnition and materiality in understanding consumer experiences in night clubs.

Ethical Private Label Brands: Understanding the Role of Extrinsic Quality Cues

H. Onur Bodur, Concordia University, Montreal, Canada
Maryam Tofighi, Concordia University, Montreal, Canada
Bianca Grohmann, Concordia University, Montreal, Canada

Two experiments show that ethical attributes enhance consumer evaluations of retailers’ private label brands in the presence of extrinsic cues signaling high quality (high price or high retailer reputation). In contrast, they hurt brand evaluations in the context of extrinsic cues signaling low quality, (low price or low retailer reputation).

How to Inspire Experts: A Goal-Systemic Perspective on Inspiration

Tim Boettger, University of St. Gallen, Switzerland

This research merges the conceptualization of inspiration with goal systems theory to analyze the effect of novelty on inspiration for experts and non-experts in the context of physical exercising. The results indicate that the effect of novelty depends on the interplay of the content (goals vs. means) with participants’ expertise.
To be Simple is to be Eaten: The Effects of Brand Logo Complexity on Preference and Consumption - A Processing Fluency Perspective

Vera Bossel, Maastricht University, The Netherlands
Kelly Geyskens, Maastricht University, The Netherlands
Caroline Goukens, Maastricht University, The Netherlands

An investigation of the effects of logo complexity on consumer preference has shown that consumers prefer simple and clean logos over more complex ones and that processing fluency drives this effect. Moreover, processing fluency stemming from a simple logo design results in an increased consumption of a snack food item.

Cashing in on Control: Low Control Increases Preference for Prepayment When Financial Resources are Plentiful

Daniel Brannon, Arizona State University, USA
Adriana Samper, Arizona State University, USA

We find that threats to personal control increase consumers’ preference for prepayment options (e.g. cash and debit cards) as opposed to debt payment options (e.g. credit cards). We argue that by immediately closing newly opened mental accounts associated with a purchase, prepayment options restore feelings of control.

The Effects of Negative Information on Copycat Brand Evaluation

Dominique Braxton, University of California Irvine, USA
Darrel Muehling, Washington State University, USA
Jeff Joireman, Washington State University, USA

Recent literature has challenged the prevailing belief about the benefits of a copycat strategy by demonstrating conditions under which a blatant copycat strategy will result in a disadvantage. The current investigation demonstrates the moderating effects of whether the national leading brand is perceived positively or negatively.

Free Does Not Equal Free: The Differential Effects of “Freebie” Methods

Denise Buhrau, Stony Brook University, USA
Ethan Pew, Stony Brook University, USA

We test the effects of various “freebie” methods (e.g., “free,” 100% off) on valuation and intentions. Offers framed as “free” lead to devaluation due to negative inferences about motives. Offers framed as “100% off” are not devalued because of increased judgmental difficulty, which reduces the impact of inferences about motives.

The Influence of Shopping Lists on Visual Distraction

Oliver Büttner, Zeppelin University, Germany
Markus Kemfinski, University of Vienna, Austria
Benjamin Serfas, University of Vienna, Austria
Arnd Florack, University of Vienna, Austria
Kathleen Vohs, University of Minnesota, USA

This research examines how shopping lists influence consumers’ susceptibility to impulsive purchases. We argue that making a shopping list activates an implemental mindset, which reduces the distraction by task-irrelevant products already at the level of visual attention. Results from an eye-tracking experiment support this hypothesis.
Probability-Based Loyalty Programs Increase Motivation
Adrian Camilleri, RMIT University, Australia
Jin Liyin, Fudan University, China
Ying Zhang, Peking University, China

We demonstrate and then discuss why consumers are less motivated in a traditional loyalty program (where a certain number of actions must be completed before the reward is obtained) than a probability-based loyalty program (where there is some non-zero probability of obtaining the reward after every action).

A Harmony of the Senses: The Interaction of Sound and Smell in Consumer Memory and Choice
Marina Carnevale, Fordham University, USA
Rhonda Hadi, Oxford University, UK
David Luna, Baruch College, CUNY, USA

Research has documented the influence of modality-specific sensations (e.g., auditory and olfactory cues) on consumer preferences. However, we argue that consumers exposed to incongruent sensory stimuli will discount subsequent sensory information from other modalities. Specifically, we find that incongruent brand-names reduce the impact of scent on consumer memory and choice.

When Enhancing Human Traits is Dehumanizing, and What to do About It
Noah Castelo, Columbia University, USA
Nicholas Fitz, University of British Columbia, Canada
Bernd Schmitt, Columbia University, USA
Miklos Sarvary, Columbia University, USA

Consumers who use a brain-enhancing device (tDCS) are perceived as less human than consumers who enhance the same traits using non-technological means, even when the enhanced traits are central to human nature. We explore the marketing implications of this dehumanization effect and show how it can be reversed.

Cowgirls: A Gendered Western Lifestyle
Mary Celsi, California State University Long Beach, USA
Doan Nguyen, California State University Long Beach, USA
Sayantani Mukherjee, Central Washington University, USA

Ownership and mastery of a horse are the central narrative elements that connect horsewomen who self-identify as cowgirls to Wild West mythology. Our research describes how Western mythology, long-term experience with horses, and the microculture of Western horse sports, create a crucible where traditionally masculine and feminine qualities – tough and tender – can be fully integrated into feminine identities.

Real or Counterfeit? Drivers, Deterrents and Coping Mechanisms Against Online Consumer Deception
Ludovica Cesareo, Sapienza University of Rome, Italy
Barbara Stoettinger, WU Vienna, Austria
Alberto Pastore, Sapienza University of Rome, Italy

Merchandise deception is the most common type of online fraud. This study joins evidences from consumers’ experience with deceptive counterfeits online with the reference literature on perceived risks, e-trust and online deception to develop a causal model linking determinants, deterrents and coping mechanisms of consumers exposed to online merchandise deception.
“Our” Brand’s Failure Leads to Out-Group Product Derogation
Boyoun (Grace) Chae, Temple University, USA
Darren Dahl, University of British Columbia, Canada
Juliet Zhu, Cheung Kong Graduate School of Business, China

How would Toyota’s massive recall change Japanese’ attitudes toward foreign products? We find that negative information of brands can threaten the group members’ social identity, which subsequently result in derogation of out-group products. Importantly, we show that the communication source of the negative information moderates the effect.

Consumer Reactions to Brand Moral Failures: The Mediating Role of Shame
Hua Chang, Philadelphia University, USA
Lingling Zhang, Towson University, USA

This research examines the role of brand ownership in consumers’ reactions to brand failures. We find that consumers who have a strong brand ownership have more negative brand evaluations towards brand moral failures, but not towards product failures. We show the mediating role of feelings of shame in the relationship.

Balancing Nostalgia With Novelty in Managing Brand Revivals
Subimal Chatterjee, School of Management, Binghamton University, USA
M. Deniz Dalman, Graduate School of Management, Saint Petersburg State University, Russia

Our research addresses how best manager can balance comfort and novelty when harnessing nostalgia to revive old brands. One laboratory study and one empirical study (box-office of film remakes) suggest that comfort matters more than novelty for older rather than newer revivals and consumers experience personal rather than historical nostalgia.

What I Wish I Had Done in The Past is Not What I Think I Will do in The Future – The Asymmetric Effect of Temporal Horizon on Our Preferences for Vice and Virtue
Subimal Chatterjee, School of Management, Binghamton University, USA
Zecong (Herman) Ma, School of Management, Binghamton University, USA
Yilong (Eric) Zheng, School of Management, Binghamton University, USA

We show that consumers prefer a vice over a virtue when asked how they would have chosen in the past, but the virtue over the vice when asked how they will choose in the future. Such asymmetric thinking can serve as a self-control mechanism to prevent excessive indulgence in vices.

Sugarfree Chocolate is Not a Chocolate:
How Contextual Goal Salience Influences Choice of Healthful Indulgences
Chamrong Cheam, Grenoble Ecole de Management, France
Carolina O.C. Werle, Grenoble Ecole de Management, France
Olivier Trendel, Grenoble Ecole de Management, France

Although healthful indulgences embody improved versions of hedonic foods, they encounter little success in the marketplace inconsistently with prior literature. This research provided support to a three-variable model highlighting a new suppressor variable effect likely to explain consumers’ reluctance to choose the healthful indulgences.
Movie-Induced Tourism- Dual-Route Promotion of Destination

Annie Chen, University of Westminster, UK
Norman Peng, University of Salford, UK
Kuang-peng Hung, Ming Chuan University, Taiwan

The purpose of this research is to examine movie-induced tourism participation behavior. A total of 152 Taiwanese movie viewers were recruited. The results show that idolatry and attitudes toward movies can both affect attitudes toward the destinations featured in the movies, which, in turn, will affect movie viewers’ participation behavior.

The Eyes of Consumers Differ From Those of Designers

Yu-Shan Athena Chen, Department of Business Administration, National Chengchi University, Taiwan
Wei-Ken Hung, Department of Industrial Design, National United University, Taiwan
Lien-Ti Bei, Department of Business Administration, National Chengchi University, Taiwan
Lin-Lin Chen, Department of Industrial and Commercial Design, National Taiwan University of Science and Technology, Taiwan

This study explored the relationship between novelty and aesthetic preference in commercial designs. The results of two studies indicated that the inverse U functions according to MAYA principle were found in nondesigners rather to designers. The difference may be due to processing information systematically or heuristically.

My Imperfection Only Keeping within Myself – the Self Negatively-Accepted Bias

Yin-Hui Cheng, National Taichung University of Education, Taiwan
Annie P. Yu, National Chung Cheng University, Taiwan
Shih-Chieh Chuang, National Chung Cheng University, Taiwan
Chao-Feng Lee, National Chung Cheng University, Taiwan

This research probes the effect of self negatively-accepted bias by examining different sources of negative-evaluation, self-judgment versus others-judgment. That is, how others perceived us negatively can influence the way how we perceived our own defect. Findings of three studies suggest that social distance moderate the effect of self negatively-accepted bias.

Mixing Mountains and Molehills:
The Influence of Ambiguous Sustainability Disclosures on Evaluation and Choice

Yoon-Na Cho, Villanova University, USA
Robin Soster, University of Arkansas, USA
Scot Burton, University of Arkansas, USA

Ceteris paribus, consumers should prefer and choose the most sustainable brand offered in a product category; however, prior research reveals this is not always the case. We propose that the influence of sustainability level on consumer evaluation and choice is mediated by information ambiguity, supporting this proposition with two experiments.

Her Beauty Results in Your Sorrow:
The Effects of Envy toward Attractive Spokespersons in Advertising

Hsuan-Yi Chou, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan
Shu-Shan Chen, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan

This research explores the effects of possible determinants of female consumers’ degree of social comparison toward highly attractive female spokespersons. It also examines the moderators of envy types and the ad effects of different envy emotions. The findings make theoretical contributions to social comparison, envy theory, and spokesperson research.
Consumer Responses towards Limited-Time vs Limited-Quantity Scarcity Messages in Price Promotions

Hsuan-Yi Chou, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan
Hsin-Hsien Liu, Department of Asia-Pacific Industrial and Business Management, National University of Kaohsiung, Taiwan
Shao-Hua Chen, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan

This study investigates the relative effects of limited-time versus limited-quantity scarcity messages in price promotions on consumers’ behavioral intentions and brand evaluations, and examines possible internal mechanisms. The moderating effects of product types and consumer regulatory focus are also explored. The findings contribute to restricted promotion research and practices.

The Concept of Found Time

Jaeyeon Chung, Columbia University, USA
Claire Tsai, University of Toronto, Canada
Leonard Lee, National University of Singapore, Singapore
Donald Lehmann, Columbia University, USA

This paper proposes a conceptual framework of found time and its multiple antecedents (e.g., source, timeframe, and characteristics), consequences (e.g., choices, self-perception, behaviors, and emotions), and moderators (e.g., individual differences, temporal distance, and personal goals). We discuss some of our empirical findings to illustrate the complex nature of found time.

How Consumers Use Found Time

Jaeyeon Chung, Columbia University, USA
Leonard Lee, National University of Singapore, Singapore
Claire Tsai, University of Toronto, Canada
Donald Lehmann, Columbia University, USA

Compared to windfall money, people prefer to spend small gains of time for experience-driven hedonic purposes. This is shown in their likelihood to use the time for non-utilitarian activities and for volunteering. We show that, however, people’s tendency to spend it for utilitarian purposes increases when the gain is larger.

Where are all the Black Women? A Look Inside the Misrepresentation and Underrepresentation of Black Women in Modern Marketing Campaigns

Alexandria Clark, Claflin University, USA
Na Xiao, Laurentian University, Canada

Black women have been misrepresented and underrepresented in marketing campaigns, advertisements, and agendas. The objective of this research is to analyze the roots and causes of this phenomenon and how can this lack of representation be corrected. A focus group study was conducted.

Not Opening the Envelope: The Role of Emotions and Information Avoidance in Debt Management

Anna Custers, Saïd Business School, University of Oxford

Consumer indebtedness is a growing concern. A puzzle observed in debt management strategies is that a large portion of consumers ignore or avoid part of their debt. Using a cross-sectional dataset of over-indebted individuals, this research provides preliminary evidence for a theoretical framework in which higher levels of problem debt increase information avoidance, through negative emotions such as unhappiness, anxiety or stress associated with that problem debt.
How and Why Restricting Product Returns and Varying Product Return Policies Impact Consumers

Lynn Dailey, Capital University, USA

The restrictiveness of product return policies (PRPs) vary between retailers and often within a retailer. Hypotheses were derived from the PRP literature and psychological reactance theory regarding how restrictiveness and variation of restrictiveness impact consumers. An experiment was pretested, and the preliminary results support the hypotheses.


Aron Darmody, Suffolk University, Boston MA, USA
Mujde Yuksel, Suffolk University, Boston MA, USA
Meera Venkatraman, Suffolk University, Boston MA, USA

Through an in-depth qualitative analysis of a crowdsourced nautical mapping technology we unravel dynamics among prosumer work, psychological ownership, and user citizenship in crowdsourcing. Identifying four user personae, we provide insights into the consumer-producer divide, or lack thereof, in a privatized digital commons.

Why does Animosity Negatively Affect Product Attitudes? Considering the Role of Anticipated Future Regret

Ahmad Daryanto, Lancaster University, UK
Laura Salciuviene, Lancaster University, UK
Chihling Liu, Lancaster University, UK

Although negative effects of animosity on consumer attitudes have been acknowledged, little has been achieved in explaining why those effects occur. This study is the first to consider the role of regret in explaining the negative effect of animosity on foreign product attitudes.

Materialism and Detectably Counterfeited Goods: The Mediating Role of Embarrassment

Alexander Davidson, Concordia University, Canada
Marcelo Nepomuceno, HEC Montreal, Canada
Michel Laroche, Concordia University, Canada

Previous research regarding the relationship between materialism and purchase intentions towards counterfeited goods is inconclusive. In three studies, materialists feel more embarrassment and therefore have reduced purchase intentions when buying counterfeits. However, counterfeits that cannot be detected easily result in less embarrassment and therefore do not drive down purchase intentions.

Pharmaceutical Advertising and the Role of Hope

Marjorie Delbaere, University of Saskatchewan, Canada
Erin Willis, University of Memphis, USA

Half of all DTC advertising money ($5 billion in 2009) goes toward drugs to treat chronic disease. Results indicate that DTC ads for chronic disease drugs frequently employ an emotional appeal, and that positive emotional appeals are more effective at activating hope in consumers living with a chronic disease.

Revealing and Erasing Consumers’ Preference for their Values and Identities

Alexander DePaoli, Stanford University, USA
Itamar Simonson, Stanford University, USA

When making a purchase, consumers must weight and evaluate the features of products. We find that how consumers weight values-based or identity-based features depends on preference elicitation response mode. Consumers greatly value these features in choice (or similar) tasks, but do not value them in willingness-to-pay (or similar) tasks.
Are Consumers Ready for “Made in the World”? 
Acceptance and Consequence of “Made in the World” Label

Ruby Dholakia, University of Rhode Island, USA  
Jingyi Duan, University of Rhode Island, USA  
Miao Zhao, Roger Williams University, USA

Today, very few products are designed and manufactured in one country. Nevertheless, laws require “Made in country” labels. World Trade Organization’s “Made in the World” concept attempts to address this issue. This paper investigates conditions that influence consumer acceptance of such a label and its effect on perceived quality.

Psychological Ownership as a Precursor to Sunk Cost Effects

Stephan Dickert, WU Vienna University of Economics and Business, Austria  
Bernadette Kamleitner, WU Vienna University of Economics and Business, Austria  
Erdem Geveze, WU Vienna University of Economics and Business, Austria  
Sophie Süssenbach, WU Vienna University of Economics and Business, Austria

Our research examines the role of psychological ownership as an underlying mechanism in sunk cost effects. A mediation analysis found support for the notion that psychological ownership is a precursor to both feelings related to an object and sunk costs. Our findings suggest that psychological ownership may follow a step-function.

Plush Bear or Metallic Bear?
The Effect of Social Exclusion on Consumer Preference for Different Product Textures

Ying Ding, School of Business, Renmin University of China, China  
Xiushuang Gong, School of Business, Renmin University of China, China  
Lili Wang, School of Management, Zhejiang University, China

The current research investigates the influence of social exclusion on consumer preference for products with different textures. Across three experiments, our findings indicate that socially excluded consumers prefer products with soft texture than the socially included ones. The boundary condition of this effect is documented in this research.

Large Assortments Are a Double-edged Sword: How Perceived Variety and Perceived Choice Difficulty Jointly Predict Consumers’ Satisfaction

Michael Dorn, University of Bern, Switzerland  
Adrian Brügger, University of Bern, Switzerland  
Claude Messner, University of Bern, Switzerland

High variety assortments are a double-edged sword. On one hand perceiving large variety is attractive, on the other hand choosing from it can cause perceived choice difficulty. Using mass-customizations tools our two studies show how both antipodal processes jointly determine consumers’ satisfaction with the customized product.

Consumers and Their Celebrity Brands: How Narratives Impact Attachment Through Communal Relationship Norms

Bennie Eng, Marshall University, USA  
Cheryl Burke Jarvis, Southern Illinois University, USA

Despite pervasive consumer and marketer interest in celebrities, little is known about how they build relationships with consumers. A theoretical model of celebrity brand attachment is developed based on narrative transportation theory. Two experiments demonstrate that various celebrity brand narrative types differentially affect relationship norm communality and, ultimately, consumer attachment.
Don’t Surprise Me: The Effects of Social Exclusion on Uncertainty Intolerance
Linying FAN, Hong Kong Polytechnic University, Hong Kong
Yuwei JIANG, Hong Kong Polytechnic University, Hong Kong

Three experiments showed that socially excluded consumers exhibit a less favorable attitude toward product or service options involving uncertainty, compared with consumers who feel socially included. Moreover, this effect of exclusion on uncertainty intolerance is mediated by a need for control.

Banking Happiness
Ali Faraji Rad, Nanyang Technological University, Singapore
Leonard Lee, National University of Singapore, Singapore

We document a phenomenon that we call banking happiness—in anticipation of negative feelings arising from an upcoming event, people take actions to increase momentary happiness to enhance their ability to overcome the anticipated negative feelings. Hence, people view happiness as a currency that can be collected and expended later.

When Disgust Puts You Down:
The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption
Elena Fumagalli, HEC Paris, France
L. J. Shrum, HEC Paris, France

Disgust has been shown to produce diverse behavioral responses. We examine how different disgust typologies affect consumers’ identity and compensatory consumption. We find that all types of disgust reduce feelings of personal power, and that two types (core and moral) increase charitable giving.

When Objects Are Not Contagious:
Distinguishing Between Essence, Contagion, and Authenticity
Chelsea Galoni, Northwestern University, USA
Brendan Strejcek, Northwestern University, USA
Kent Grayson, Northwestern University, USA

Predicated on the law of contagion and psychological essentialism, we demonstrate preliminary evidence that a source can only be contagious, thus able to transfer essence, if it is involved in a meaningful process with a target object.

Does Size Matter? Only When They Touch: Package Size and Scale of Contamination
Chelsea Galoni, Northwestern University, USA
Derek Taylor, University of Guelph, Canada
Theodore J. Noseworthy, York University, Canada

Predicated on the law of contagion and research on packaging size inferences, we establish that the magnitude of contamination strengthens as the package size of a target product increases. Our results show that contamination does scale with the size of packaging and offers a new way of confirming contamination manipulations.

Consuming to Make Me Feel Good about Myself:
The Effect of Self-Threat on Preferences for Socially Responsible Products
Huachao Gao, University of Texas at San Antonio, USA
Yiren Dong, Nanjing University, China

This research identifies enhancing self-view as a driver for consumer preference for socially responsible products. Based on identity-threat literature, we found that consumers under self-threat (vs. not) are more likely to purchase socially responsible products. In addition, this self-threat effect is further moderated by self-affirmation.
Can Shape Symbolism Be Used to Manage Taste Expectations?

Fei Gao, HEC Paris, France
Tina Lowrey, HEC Paris, France
LJ Shrum, HEC Paris, France

Extant literature on shape symbolism mainly focuses on matching between abstract shapes and tastes. Our research first provides empirical evidence to demonstrate that the appropriate use of shape symbolism on product packaging can induce specific taste expectations and this effect is mainly driven at an implicit or subliminal level.

Does Thematic Advertising Congruence/Incongruence Matter?
Insights from a Qualitative and an Experimental Study

Claas Christian Germelmann, University of Bayreuth, Germany
Jean-Luc Herrmann, University of Lorraine, CEREFIGE, France
Matthieu Kacha, University of Lorraine, CEREFIGE, France
Peter Darke, Schulich School of Business, York University, Canada
Johanna Bauer, University of Bayreuth, Germany
Magdalena J. Nowak, University of Bayreuth, Germany

We investigate the level of thematic congruence between advertised products and media under forced versus incidental/in vivo exposure. Forced exposure was significantly more likely to result in conscious attention towards congruence than incidental/in vivo exposure. Participants were also more likely to consciously focus incongruence than congruence under incidental/in vivo exposure. Implications are discussed.

Getting Credit for CSR: When Money Doesn’t Talk

Rachel Gershon, Washington University, USA
Cynthia Cryder, Washington University, USA

We hypothesize that people ascribe charitable credit differently for firms versus individuals. In a series of experiments, we find that firms receive less credit for giving money than for giving tangible goods, whereas the opposite is true for individuals. The role of authenticity appears to be key.

Product Curvature Preferences: A Theory of Self-Concept

Tanuka Ghoshal, Indian School of Business, India
Rishtee Batra, Indian School of Business, India
Peter Boatwright, Carnegie Mellon University, USA

We find that when body shape is salient, women who perceive their bodies to be curvy, rate curved products higher. A significant covariate is body image fixation. Evaluation of one’s body caused subjects to engage in “defensive coping,” leading to a more favorable evaluation of objects perceived similar to oneself.

How Perceived Behavioral Control Can Influence Pro-Environmental Behaviors for Individuals

Marilyn Giroux, Concordia University, Canada
Frank Pons, Laval University, Kedge Business School, France
Lionel Maltese, Kedge Business School, France

Given the detrimental effects of pollution and overuse of non-renewable resources, it is essential that scholars understand both the nature of and how they can impact pro-environmental behavior. This research aims to better understand what motivates consumers to express sustainable intentions and what factors interfere in their decisions.
What it Makes: How Product Outcome Salience Increases Recycling Intentions

Gabriel Gonzales, Pennsylvania State University, USA
Karen Winterich, Pennsylvania State University, USA

Items made from recycled material are commonplace, yet consumers may not make the connection that the items they recycle are used to create new products. The current research suggests that bringing attention to products made from recycled material can increase recycling intentions through increased perceptions of recycling’s value.

Effects of Consumer Envy on Attitudes Toward Peers

R. Justin Goss, Colorado State University, Pueblo, USA
David Silvera, University of Texas at San Antonio, USA
Jill Sundie, Virginia Tech, USA

We investigate the relation between envy, self-brand connection, and deservingness by examining the effects of Malicious and Benign Envy on members of brand communities. Results indicate that participants who are connected to a brand show Benign/Malicious Envy toward a higher status target who is deemed worthy/unworthy of good fortune.

Reciprocation Anxiety: On the Development, Validation, and use of the “Reciprocation Anxiety Scale” (RAS)

Li Gu, Sun Yat-sen University, China
Wenwen Xie, Sun Yat-sen University, China
Xinyue Zhou, Sun Yat-sen University, China

This study proposed the construct of reciprocation anxiety and operationalized it along three dimensions: reciprocation sensitivity, reciprocation avoidance, and distress. We described the development of Reciprocation Anxiety Scale and provided experimental evidence that people scored higher on reciprocation anxiety scale tend to return more money in the trust game.

Consumer Reactions to Brand Scandals: The Role of Brand Authenticity

Amélie Guévremont, École des sciences de la gestion, Université du Québec à Montréal (ESG UQAM), Canada
Bianca Grohmann, John Molson School of Business, Concordia University, Canada

This study looks at the role of brand authenticity in understanding how consumers react to a brand scandal. Results support the commitment hypothesis and indicate that high levels of brand authenticity protect brands from the negative consequences of a scandal manifested through higher behavioral intentions and more positive brand-related perceptions.

The Effectiveness of Deservingness-Based Advertising Messages: The Role of Product Knowledge and Belief in a Just World

Carolyn L. Hafer, Brock University, Canada
Antonia Mantonakis, Brock University, Canada
Regan Fitzgerald, Brock University, Canada
Anthony, F. Bogaert, Brock University, Canada

In 2 experiments, participants viewed a deservingness, hedonic, or utilitarian ad. We assessed ad effectiveness (e.g., ratings, purchase behaviour), belief in a just world (BJW), and product knowledge. BJW and knowledge interacted with ad type to influence ad effectiveness. We also show mediation for the interaction involving BJW.

Willingness to Eat Insects as Food is Predicted by Disgust Sensitivity and Cooking

Eric Hamerman, Iona College, USA

Eating insects is one solution to the problem of feeding an increasing world population. However, Western consumers perceive eating insects as disgusting. Priming consumers to think about the process of cooking as transformative makes people more willing to eat insects, but only for individuals with low sensitivity to animal-reminder disgust.
Decision by Sampling And Better/Worse-Than-Average Effects

John Han, Tepper School of Business, Carnegie Mellon University, USA
Christopher Olivola, Tepper School of Business, Carnegie Mellon University, USA

We offer and test a new account, based on a decision process-level theory called Decision by Sampling, of understanding the psychology underlying people’s tendency to believe that their ability to perform a certain task is better [worse] than average on easy [hard] tasks.

Affect- or Others-as-Information? The Influence of Affect on Judgment across Cultures

Lee Hasidim, Ben-Gurion University of the Negev, Israel
Hila Riemer, Ben-Gurion University of the Negev, Israel

We explore cultural differences in the effects of mood and norms on judgment. Results show that mood influences individualists but not collectivists. In the presence of norms, however, mood influences collectivists but not individualists, and norms influence individualists but not collectivists. We discuss a possible explanation and suggest future directions.

Customer-to-Customer Interaction, Service Satisfaction and Cultural Differences: An Affective Approach

Marloes Heijink, Hong Kong Polytechnic University, China
Yuwei Jiang, Hong Kong Polytechnic University, China
Gerald J. Gorn, Hong Kong Polytechnic University, China

Other customers can lighten up or destroy a service experience. A survey and two experiments show that affect mediates the relationship between relevant customer-to-customer interaction and service satisfaction, and this effect is amplified for other customers having the same cultural background.

Effects of Ego Depletion on Information Search and Product Assessment

José Mauro Hernandez, Centro Universitário da FEI, Brazil
Frank Kardes, University of Cincinnati, USA

Three experimental studies show that depleted individuals make more favorable product evaluations than non-depleted individuals when searched information is negative. Even when alerted of their condition, depleted individuals did not adjust their product evaluations. Perceived information sufficiency was shown to mediate the influence of ego depletion on product evaluation.

Haptic Product Configuration: The Influence of Multi-Touch Devices on Experiential Consumption and Sales

Christian Hildebrand, University of St. Gallen, Switzerland
Jonathan Levav, Stanford University, USA
Andreas Herrmann, University of St. Gallen, Switzerland

Based on a large-scale field study and a series of experiments (in both field and lab settings), we show that the use of multi-touch devices promote the choice of more hedonic, affect-rich product features and renders consumers’ product configuration experience as less instrumental and more experiential.

The Influence of Emotional Responses on Service Recovery Efforts

Krista Hill, Bridgewater State University, USA
Jennifer Yule, Northeastern University, USA

This study examines whether the type of service recovery consumers prefer is influenced by their emotional state. Participants were randomly assigned to either a worry or anger condition and subsequently provided with a cognitive or affective recovery. Results revealed worried participants prefer affective recoveries, while angry participants prefer cognitive recoveries.
The Impact of Service Recovery Strategies on Consumer Responses: A Conceptual Model and Meta-Analysis

Krista Hill, Bridgewater State University, USA
Anne Roggeveen, Babson College, USA
Dhruv Grewal, Babson College, USA

This paper provides a comprehensive overview of service recovery research and provides avenues for future research. Using meta-analysis, the research explores the impact of different service recovery strategies (compensation, empathetic response, and information) on consumer responses, as well as moderating factors related to the failure, the firm, and the recovery.

More Than Words: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans

Brady Hodges, Texas A&M University, USA
Caleb Warren, Texas A&M University, USA
Zachary Estes, Bocconi University, Italy

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

The Effect of Bicultural Identity on Consumer Preference

JungHwa Hong, University of Texas at Tyler, USA
Chien-Wei Lin, State University of New York at Oneonta, USA

Two studies reveal that biculturals introject (i.e., rely on others’ preferences to gauge their own) less than individuals with single identity. Further, such effect is moderated by low (vs. high) cultural identity integration. There is no difference on projection (i.e., rely on own preferences to estimate others).

Affectual Assemblage: Consumption Text and Market Emergence

Gry Høngsmark Knudsen, University of Southern Denmark, Denmark
Dannie Kjeldgaard, University of Southern Denmark, Denmark

This paper develops the concept of affectual assemblages to capture the emotional flows that emerge in readings of commercial videos on YouTube. We argue that assemblage affords a realist perspective and support the analysis of contingent aspects of market emergence through its awareness of agentic aspects of texts and technology.

Is Less More for Cause-Related Marketing

Katharine Howie, The University of Mississippi, USA
Lifeng Yang, The University of Mississippi, USA

This research establishes how consumers respond to CRM campaigns with finite promotional periods. A conceptual model, built on the persuasion knowledge model and attribution theory, is tested empirically. We demonstrate the effect of campaign duration on participation intentions is transmitted through the consumer’s perception about the company’s social responsibility.

Revolt and Redemption: Materialism as an Attempt to Cope with Perceived Injustice

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

Our research provides a framework to examine the interactive effects of two types of injustice, namely retributive injustice and distributive injustice, on materialistic behaviors. We further propose that the desire to boost self-esteem mediates the effect of injustice perception on materialistic behaviors.
Better the Devil You Don’t Know: Collective Control Power and Social Comparisons

Li Huang, University of South Carolina, USA
Thomas Kramer, University of California Riverside, USA

Can we rely on high self-control friends to help us control our behaviors? We proposed that low self-control friends could be a better “gate keeper” than high self-control friends when people focused on a collective control system in respond to upward comparison.

Effects of Time Horizons on Perceived Meaningfulness of Purchases: Interaction of Price and the Consumption Types

Hyunjoo Im, University of Minnesota, USA
Jayoung Koo, University of Minnesota, USA
Minjung Park, University of Minnesota, USA

The current study examines how consumers’ time horizon perspective affects their perceived meaningfulness of experience and material purchases at two varying price levels. The results showed the time horizon perspectives affect low-price experience purchases the most. Material purchases were unaffected by the time horizon manipulation.

The GroupSolver Method for Quantifying Qualitative Research

Aarti Ivanic, University of San Diego, USA
Claudiu Dimofte, San Diego State, USA
Maros Ivanic, GroupSolver, Inc., USA
Rasto Ivanic, GroupSolver, Inc., USA

To address complaints about qualitative techniques’ perceived lack of rigor and reliability, we introduce a novel method of assessing qualitative (i.e., verbal) consumer feedback that we argue provides for a more parsimonious and straightforward way to quantify this feedback in both academic and applied marketing contexts.

Blowing in the Wind: How Wind Direction Influences Agentic Motivation

Anoosha Izadi, University of Houston, USA
Melanie Rudd, University of Houston, USA
Vanessa M. Patrick, University of Houston, USA

Do humans have an innate response to facing upwind (vs. downwind)? In the present research, one online experiment and one laboratory experiment (with actual wind) investigate this question. The results of these experiments demonstrate that facing upwind (vs. downwind) enhances agentic motivation and increases task persistence.

When Parts form the Whole: Memory Conservation leads to Enhanced Attitude

Gaurav Jain, University of Iowa, USA
Sunaina Shrivastava, University of Iowa, USA
Dhananjay Nayakankuppam, University of Iowa, USA
Gary Gaeth, University of Iowa, USA

We show that individuals have enhanced attitude towards a target object, formed as a whole when its individual parts combine, when compared to the attitude towards the whole object in totality. We posit a memory conservation based process for the observed increase in attitude towards the target.
I Am Feeling the Urge to Clean Out My Closet: How the Mere Thought of Change Influences Product Disposal Decisions

Yuwei Jiang, Hong Kong Polytechnic University, China
Leilei Gao, Chinese University of Hong Kong, China

Four experiments show that consumers are more willing to dispose of their possessions when the concept of change is activated. This is because thinking about change elicits an action tendency, which in turn results in more product disposal.

The link Between Self-Construal, Environmental Concern and Response to Green Ad Claims – a Cross Cultural Comparison

Pradnya Joshi, Michigan State University, USA

The current research aims at comparing three dominant cultures associated with different types of self-construal: Indian, Chinese, and American culture. Two studies suggest that ad-claims congruent with consumers’ self-construal improve attitudes and purchase intention towards the advertised environmental products. Cultures appear to alter the way environmental advertising interacts with self-construal.

When the Quest for the Best Backfires: Maximizing Impairs Self-Control

SungJin Jung, Seoul National University, South Korea

Across three experiments, this research demonstrates that making decisions with a maximizing mind-set results in self-control failure. Specifically, after maximizing, individuals were less likely to study, willing to incur more debt, and less able to delay gratification. This effect on self-control is moderated by implicit theories about willpower.

Antecedents of Consumers’ Desire for Unique Products: A Cross-Cultural Comparison

Jae Min Jung, California State Polytechnic University-Pomona, USA
Kawpong Polyorat, Khonkaen University, Thailand
Kyeong Sam Min, University of New Orleans, USA

This research tests the impact of self-construal on the desire for unique consumer products and mediating mechanism through uncertainty-related dimensions and consumer susceptibility to interpersonal influence. Further, using multi-group analysis with mean structures, it reveals paradoxical findings that attest to the cross-cultural differences between cultural values and consumers’ actual behaviors.

Employning a Relationship Perspective to Determine Customer Engagement Value in Service Contexts

Velitchka Kaltcheva, Loyola Marymount University, USA
Anthony Patino, University of San Francisco, USA
Dennis Pitta, University of Baltimore, USA
Michael Laric, University of Baltimore, USA

We test whether consumers’ relational models for a service firm structure how consumers engage with the firm, thus generating different types of customer engagement value for the firm. Our research is grounded in Alan P. Fiske’s (1991) Relational Models Framework and Kumar et al.’s (2010) typology of customer engagement value.

Consumers with Depleted Self-Control Choose Less Variety

Cansu Karaduman, HEC Lausanne, Switzerland
Joseph Lajos, HEC Lausanne, Switzerland

We provide evidence from three online studies that consumers whose self-control is depleted are less variety seeking than those whose self-control is not depleted. We theorize that this effect occurs because consumers with depleted self-control are less able to process the additional information typically associated with making more varied choices.
Playing Video Games as a Consumption Experience
Henri Kemppi, University of Turku, Finland

Conceptualizing the consumption experience in the context of video games requires connecting multiple lines of research across several disciplines. The main theoretical contribution is the inclusion of a more holistic view, where the possible influences of the devices used to consume the game content are also considered.

The Role of Other Customers during Self-service Technology Failure
Seo Young Kim, Seoul National University, South Korea
Youjae Yi, Seoul National University, South Korea

Lack of interpersonal contact is associated with a higher risk of failure of self-service technologies (SST), and thus, participation of other customers is especially meaningful during SST failure. We investigate two antecedents of customer helping during service failures—presence of others and tie strength—and suggest that the motive behind helping is self-centered rather than other-centered.

Nostalgia on Local Consumption Behavior
Young K. Kim, University of Iowa, USA
Jing (Alice) Wang, University of Iowa, USA
Catherine A. Cole, University of Iowa, USA

In two studies, we showed that nostalgia increased consumers' likelihood of visiting local stores and spreading sWOM when they perceived national chains threatened the local stores. In an ongoing study 3, we extend our study by examining whether purchase activism mediates the effect of nostalgia on attitudes toward local brands.

Red Flag! The Effect of Fake Reviews on Consumer Evaluations
James Kim, University of Maryland, USA
Jared Watson, University of Maryland, USA
Amna Kirmani, University of Maryland, USA

Consumer review websites are flagging suspicious reviews to boost website credibility. We investigate the consequences of these flagged reviews on consumer evaluations of the brand and the website. Findings suggest that while consumers compensate for the flag on brand evaluations, such flags may harm website evaluations.

Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors
Junghan Kim, State University of New York at Buffalo, USA
Dipanjan Ghosh, State University of New York at Buffalo, USA
Arun Lakshmanan, State University of New York at Buffalo, USA
Andrew Olewnik, State University of New York at Buffalo, USA
Kemper Lewis, State University of New York at Buffalo, USA

We propose a novel product design method—cyber-empathic design—that collects quantitative consumer-product interaction data using digital sensors embedded in products. By combining digital sensor data with methods from behavioral psychology, we provide theoretical insights on the role of actual product usage/interaction in driving user adoption of new products.
Warm Brands as Relationship Partners: Social Exclusion and Consumer-Brand Relationships

Soyoung Kim, University of Alberta, Canada
Sarah Moore, University of Alberta, Canada
Kyle Murray, University of Alberta, Canada

We focus on the social nature of brands by investigating the effect of social exclusion on consumers’ consumption and reconsumption of warm brands. We find that socially excluded consumers are more likely to be emotionally attached to warm brands and are more willing to reconsume these brands.

How Consumer Self-Determination Influences Engagement and Future Intention: The Moderating Role of Relatedness

Eunice Kim, University of Florida, USA

The purpose of this research is to explore the mechanism by which consumers’ perceptions of social relatedness moderate the influence of self-determination on consumer engagement and future intention. The findings suggest that relatedness may only be effective for individuals who have a low level of self-determination.

The Silver Lining of Feeling Stereotyped: Increasing Saving Behavior among Future-Oriented Young Adults

Jin Myoung Kim, Seoul National University, South Korea
Jinwoo Kim, Seoul National University, South Korea
Kyoungmi Lee, Seoul National University, South Korea

This research investigates the interactive effect of stereotype and future orientation on saving behavior of young adults. We found that when young adults high in future orientation (vs. those low in future orientation) thought about negative (vs. positive) stereotypes regarding their meaningful social groups, they chose to contribute larger proportions of their incomes to their individual retirement accounts (study 1). Moreover, future orientation increased saving (vs. spending) intentions of negatively stereotyped individuals only when the individuals strongly (vs. weakly) identified with the stereotyped groups (study 2).

The Biased Influence of Social Identification and Temporal Framing on Emotions and Partnership Evaluations

Jesse King, Oregon State University, USA
Colleen Bee, Oregon State University, USA

An experiment examines how identification with a group influences emotional responses and evaluations of partners who have supported a group in the past or who pledge continued support in the future. Results indicate that the temporal framing of messages supporting out-group (but not in-group) members must be carefully considered.

How Actors Change Institutions: Institutional Entrepreneurship in Emerging Markets

Marcus Klasson, Lund University, Sweden

Consumers need inspirational liaisons that are co-creating the infrastructures of emerging markets. This ethnographic inquiry develop a better understanding of the process from by which individual consumers become institutional entrepreneurs, and secondly, puts forth the internal contradictions that these individuals have in relation to other stakeholders.
**Does Opposite-Gender Pairing of Consumers and Service Employees Mitigate the Negatives in Service Failure Contexts?**

Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India
Tabitha Thomas, University of Otago, New Zealand

Consumers in stressful service contexts, including service failures, report lower (higher) magnitudes of negative (positive) emotions and more favorable attitudes toward the service employee, service experience, and the brand when paired with opposite-gender service employees. Consumers’ gender-based expertise bias and perceived treatment meted out by employees are examined as moderators.

**Who Said Everyone Likes This Movie? How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions**

Ann Kronrod, Michigan State University, USA
Jeff Lee, Massachusetts Institute of Technology, USA

Two studies suggest that weak ties (casual acquaintances) who use consensus words in product descriptions (e.g. “everyone,” “everybody”) are more influential than strong ties (close friends) because of perceived generalizability of the product (how many people actually use it). This effect is most expressed in publicly consumed goods.

**Paying Memories of Past Kindness Forward: Examining the Impact of Power and Memory on Prosocial Behavior**

Katina Kulow, University of Louisville, USA
Kara Bentley, University of South Carolina, USA
Priyali Rajagopal, University of South Carolina, USA

We explore how eliciting altruistic memories among consumers will promote prosocial behavior. Across two studies, we show that when individuals reflect on memories of receiving (vs. giving) help, individuals low in power were more likely to engage in prosocial behavior, particularly in contexts allowing for a potential increase in power.

**Brand Image Congruence through Sponsorship of Sporting Events: A Re-inquiry of Gwinner and Eaton (1999)**

Eunseon (Penny) Kwon, University of Missouri, USA
S. Ratneshwar, University of Missouri, USA
Eunjin (Anna) Kim, Southern Methodist University, USA

This re-inquiry of Gwinner and Eaton (1999) avoids a major methodological shortcoming of their study. Results confirm that brand sponsorship leads to image congruence between sponsoring brands and sporting events. Further, the results support the moderating role of high (vs. low) functional similarity, but not high (vs. low) image-based similarity.

**The Effects of Subjective Probability Estimates on Consumer Evaluation of Advertising Messages from a Construal Level Perspective**

Ohyoon Kwon, Department of Advertising and Public Relations, Keimyung University, Korea
Jung-Ah Lee, Department of Psychology, Korea University, Korea
Eunji Lee, Department of Psychology, Korea University, Korea
Jangho Moon, Department of Public Relations & Advertising, Sookmyung Women’s University, Korea
Tae Rang Choi, Stan Richards School of Advertising and Public Relations, The University of Texas at Austin, USA

This research investigates the effect of estimated probability on attitudes toward advertisements and behavioral intentions. Results indicate that when individuals estimate that an event is less (more) likely to occur to them, a desirability-focused (feasibility-focused) ad message associated with the event is more persuasive than a feasibility-focused (desirability-focused) ad message.
The Effects of Subjective Probability Estimates on Consumer Evaluation ofAdvertising Messages

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Seize the Deal, or Return It Regretting the Gift You Lost: The Effect of Gift-With-Purchase Promotions on Product Return Intentions

Shinhyoung Lee, Seoul National University, Korea
Youjae Yi, Seoul National University, Korea

A gift-with-purchase promotion negatively influences consumers' product return intentions by making people stick to the “good deal.” These findings suggest that sales promotions involving free gifts increase attitude toward the deal and hesitation to return a product, and consequently decrease product return intentions.

Investigate the Gender Difference in Customer Relational Bonds and Loyalty

Chi Hsun Lee, professor, Department of Business Management, National United University, Taiwan, R.O.C.
Etta Y. I. Chen, Assistant professor, College of Management, Yuan Ze University, Taiwan, R.O.C.
Jui Lien Su, Doctoral Candidate, College of Management, Yuan Ze University, Taiwan, R.O.C.

This paper discusses how service providers apply the three types of relational bonds (stimulus) to influence customer trust and perceived switching costs (organism) and ultimately promote customer loyalty (response).

The Impact of Large versus Small Menu Size on Calorie Estimation

Yong Kyu Lee, York College, City University of New York, USA
Junghyun Kim, Virginia Tech, USA
Paul Herr, Virginia Tech, USA

In this research, we propose that the number of items on a food menu systematically influence consumers’ calorie estimation. We demonstrate that consumers estimate a food item’s caloric content as greater when presented in a large (in terms of number of items) menu than in a small menu.

Too Concerned to Commit: The Effect of Privacy Concerns on Consumers’ Preference For Flexibility

Jiyoung Lee, University of Texas at Austin, USA
Andrew Gershoff, University of Texas at Austin, USA

We propose that heightened privacy concerns lead consumers to seek flexibility, in an attempt to protect their sense of control. Our studies demonstrate that when consumers have high privacy concerns, they are more likely to prefer flexible options, which gives them control over their future decisions, despite the costs.
Too Busy to See Above: Task Involvement Affects Attention And Memory For Banner Ads

Byung Cheol Lee, Duke University, USA
Jonathan A. Winkle, Duke University, USA
Gavan J. Fitzsimons, Duke University, USA
Scott A. Huettel, Duke University, USA

The present research finds that lower level of task involvement leads to greater processing of certain type of internet advertisements, as evidenced by improved memory performance for top ads but not for side ads. Our research indicates that the best ad location may depend on the search pattern of websites.

Towards a Comprehensive Understanding of Attention Bias in Choice Process

Yi Li, HEC Paris, France
Selin Atalay, Frankfurt School of Finance and Management, Germany

Process tracing research has established an attention bias—the chosen option is looked at more during the choice process with conflicting views on when the attention bias emerges. Using eye tracking methodology, the current project demonstrates when and how the attention bias emerges under a three-stage choice process framework.

Dynamic Bundling: an Alternative Pricing Approach

Wenjing Li, University of Kentucky, USA
David Hardesty, University of Kentucky, USA

Although the dynamic pricing strategy can increase profitability, it also arouses consumers’ unfairness perceptions. The current research demonstrates that bundling can be used in combination with a dynamic pricing strategy to create a new strategy, dynamic bundling, to reduce the likelihood of arousing consumers’ unfairness perceptions.

Democratization of Fashion: A Study of Co-Creation of Cultural Heritage

Eric Li, University of British Columbia, Canada
Wing-sun Liu, Hong Kong Polytechnic University, China
Viahsta Yuan, University of British Columbia, Canada
Elita Lam, Hong Kong Design Institute, China
Magnum Lam, Technological and Higher Education Institute of Hong Kong, China

This paper examines how fashion designers incorporate cultural heritage in their designs. Through analyzing four Chinese fashion brands we identified three themes that related to the co-creation of heritage and aesthetics, and the democratization of fashion. Our study advances the current understanding of fashion and cultural heritage in the marketplace.

Does Review Structure Matter?
How Narrative or Pros-Cons Review Influences Review Content

Chunyu Li, Lingnan University, Hong Kong
Yu-Jen Chen, Lingnan University, Hong Kong

We examine how different product reviewing processes may influence the review content. We suggest that a narrative review process is more likely to induce polarized valence content than a pros-cons review process. We suggest that this is because of the activation of self-enhancement goal under a narrative review process.
Co-Creating a Sustainable Community

Eric Li, University of British Columbia, Canada
Carey Doberstein, University of British Columbia, Canada
Ross Hickey, University of British Columbia, Canada
Sumeet Sekhon, University of British Columbia, Canada
Keith Culver, University of British Columbia, Canada

Urban development is driven by policy makers, market agents, and consumers. This study shows how multiple stakeholders engaged in co-constructing the future of a community. Three emerged themes, sense of empowerment, balance and fit, and envisioning change captured the multiplicity of stakeholders’ responses in the development of a sustainable community.

Selfie Me. I am (micro) Celeb!:
Understanding the Role of Micro-Celebrity Practice in Selfie Culture

Vimviriya Limkangvanmongkol, University of Illinois at Chicago, USA
Dr.Benet Deberry-Spence, University of Illinois at Chicago, USA
Dr.Akon E. Ekpo, Rutgers University, USA
M. Eda Anlamlier, University of Illinois at Chicago, USA
Lez Trujillo Torres, University of Illinois at Chicago, USA

This research aims to explore the celebrification within social media environment by focusing on the role of microcelebrity practice in selfie culture. Using qualitative methods, selfie photos from highly followed Instagram accounts are analyzed. Preliminary result shows that Instagram microcelebrities do not fall into the model of microcelebrity as previously discussed.

Every Crowd has a Silver Lining:
Consuming in Crowds as Micro-organization Strategy for Social Change

Maira Lopes, Stockholm Business School, Stockholm University, Sweden
Mikael Andéhn, Aalto University School of Business, Aalto University, Finland
Anna Felicia Ehnhage, Stockholm Business School, Stockholm University, Sweden

Crowdfunding can be taken to represent a shift from consumption as individual to collective engagement in consumption. Approaching participation in crowdfunding projects through the lens of crowd-level agency, crowdfunding engagement is explored as a potential for constructive countervailing action on the market by using the example of a civic crowdfunding project.

Subtly Disfavored Consumption and Its Impact on Consumer Identity

Lauren Louie, University of California Irvine, USA

This study examines young adult identity in relation to their fast food consumption to understand how such consumption is part of their identity transitions. Using an interpretive study this research studies fast food’s cultural factors and the way they let us better understand “subtle disfavor” as an underexplored hedonic response.

Investigating Personal Visual Stimuli and Consumption Behavior

Therese Louie, San Jose State University, USA
Katrina Ng, San Jose State University, USA

Participants who tracked their expenses for three weeks were asked to attempt savings during a second session. In between, they received a self-photo that they simply viewed or increased to retirement age with drawn-in older traits. Results suggest that females’ savings rates were particularly influenced by attention to the photo.
Gamification in Marketing: How Games Help to Engage Consumers

Natalia Maehle, Bergen University College, Norway

With diminishing effectiveness of traditional marketing, there is a growing need for innovative marketing approaches to get consumers engaged with brands. The goal of the current study is to explore how companies can employ gamification (i.e., the use of game elements and game design) for addressing different marketing challenges.

The Effects of Credit Card Use on Low-Income Consumers’ Indebtedness

Celso Augusto de Matos, Unisinos Business School - University of Vale do Rio dos Sinos- Unisinos, Brazil
Valter Afonso Vieira, Universidade Estadual de Maringá (UEM), Brazil
Kátia Bonfanti, University of Vale do Rio dos Sinos- Unisinos, Brazil
Frederike Monika Budiner Mette, Escola Superior de Propaganda e Marketing, Espm, Porto Alegre, RS, Brazil; Phd Student at Unisinos, Brazil

This study presents the results from a survey with 2,022 low-income consumers in Brazil. Using a linear regression model, we show that the main factor explaining indebtedness is the use of credit cards borrowed from spouse, relative or friends. Qualitative interviews also supported this practice of borrowing credit cards.

Amplifying the Effects of Ideology on Environmentally-Sustainable Consumption and Conservation: The Role of Individual Differences in Commitment to Beliefs

Matthew Maxwell-Smith, University of Illinois at Urbana-Champaign, USA
Paul Conway, Florida State University, USA
James Olson, University of Western Ontario, Canada

We applied the Commitment to Beliefs (CTB) framework to understand when relevant ideologies are most likely to predict environmentally-conscious consumption and conservation. Across three studies, individuals who endorsed ideologies that support or neglect environmentally-friendly consumption displayed the strongest such intentions and behavior when they also had higher levels of CTB.

Social Networking Sites and Expatriates’ Transition: A Key Resource in a Learning Process

Laetitia Mimoun, HEC Paris, France
Tina Lowrey, HEC Paris, France

This research situates social networking sites (SNSs) among other learning modes to distinguish SNSs’ as a key resource for expatriates’ adjustment. Using qualitative data, it explores how SNSs’ characteristics enable both expatriates’ learning of cultural, social, and consumer competencies, and expatriate communities playing their teaching role on a larger scale.

Why Did You Take the Road That Leads to Many Different Cities?
Cultural Differences in Variety-Seeking

Kyeong Sam Min, University of New Orleans, USA
Jae Min Jung, California State Polytechnic University, Pomona, USA
Drew Martin, University of Hawaii, Hilo, USA

Why do some tourists (e.g., East Asians) like to travel to a variety of new destination cities whereas others (e.g., Westerners) prefer to stay only in their favorite destinations? We examine how individuals’ self-construal influences their variety-seeking in a product bundling decision.
Service Acculturation in the Financial Context
Alisa Minina, Stockholm University, Sweden
Lisa Peñaloza, Kedge Business School, France

This study is an attempt to bring consumer acculturation to its roots by exploring learning processes that occur when consumers serially relocate. We contribute to consumer acculturation literature by showing how repeated consumer movement initiates the process of consumer multiculturation, resulting in accumulation of cultural knowledge.

Do Narcissists Post More Self-Promoting Content on Social Media?
Jang Ho Moon, Sookmyung Women’s University, Korea
Eunji Lee, Korea University, Korea
Jung-Ah Lee, Korea University, Korea
Yongjun Sung, Korea University, Korea

This study investigates the relationship between narcissism and users’ self-promoting behaviors on Instagram such as selfie-related behaviors, profile picture-related behaviors, and general usage. By surveying 212 Instagram users in Korea, this study provided evidence that personality such as narcissism accounted for various self-promoting behaviors on Instagram.

Not All Identities Are Created Equal: The Effect of Identity Origin on Identity-Relevant Behavior
Carter Morgan, University of Miami, USA
Keri Kettle, University of Miami, USA

We examine how the origin of a social identity predictably affects identity-relevant consumption behavior. We demonstrate that consumers have fewer negative associations for chosen than endowed social identities, dislike dissociative out-groups more strongly for chosen than endowed identities, and that identity origin affects conformity and divergence decisions.

Effects of Disfluency versus Fluency of Price Promotions on Product Preference and Choice
Scott Motyka, Northeastern University, USA
Rajneesh Suri, Drexel University, USA
Dhruv Grewal, Babson College, USA
Chiranjeev Kohli, California State University at Fullerton, USA

Literature suggests that fluent information is preferred by consumers, and guides purchases. However processing disfluency literature suggests that increased effort required for disfluent promotions will lead to deeper processing and choice. Six studies (lab and field) demonstrate support for these predictions with disfluency effects enhanced for those with high NFC.

Shifting Regulatory Foci and Consumer Decision-Making
Mehdi Mourali, University of Calgary, Canada
Frank Pons, Euromed Business School, France

Two studies explore the impact of shifting from a promotion to a prevention orientation and vice versa on consumer decision-making. The findings indicate that shifting from promotion to prevention focus leads to an immediate increase in vigilance, whereas shifting from prevention to promotion focus does not immediately reduce vigilance.
Consumers’ Emotional and Behavioral Reactions to Personalized Product Recommendations Through Mobile Apps

Liane Nagengast, University of St. Gallen, Switzerland
Melanie Bassett, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

We analyze how mobile apps influence the effects of personalized product recommendations on different outcomes. Personalization elicits stronger positive emotions if communicated through mobile apps (vs. e-mail newsletters). Moreover, the personalization of product recommendations and the use of mobile apps increase customer inspiration and purchase intentions for the recommended product.

The Interplay of Personalized Product Recommendations and Popularity Information

Liane Nagengast, University of St. Gallen, Switzerland
Marc Linzmajer, University of St. Gallen, Switzerland
Melanie Bassett, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

This research tests the interplay of personalized product recommendations and product popularity information. Although both instruments support consumers in their purchase process and positively affect their attitudes and behaviors, results of a laboratory experiment show a negative interaction. An indication of popularity weakens the positive effects of personalized product recommendations.

How the Facebook Usage of Music Celebrities Impacts Streaming and Sales of Digital Music

Marcelo Nepomuceno, HEC Montreal, Canada
Stephanie Collet, ESCP Europe, France
Luca Visconti, ESCP Europe, France

This study investigates how the Facebook usage of music celebrities impacts streaming and sales of digital music. In particular, we investigate how the posts’ content influence streaming, sales and engagement (likes, shares and comments). We found the types of Facebook post that strongly influence engagement, streaming and digital sales.

Do Spacing and Valence influence Brand Evaluations?

Hayden Noel, University of Illinois at Urbana-Champaign, USA
Robert Arias, University of Illinois at Urbana-Champaign, USA

This paper illuminates how the spacing of stimuli influences affective reactions. The findings indicate that people prefer negative stimuli in massed presentation forms and positive stimuli spaced apart. Two theories may explain this phenomenon: processing fluency and affective habituation. This research enhances understanding of how adjacent ads influence advertisement/brand evaluations.

Paternity Leave in Sweden: Heaven or Hell?

Exploring the Linkages Between Gender Ideologies and Consumers’ Identity Positions

Jacob Ostberg, Stockholm University, Sweden

This paper uses the empirical example of fathers’ parental leave in Sweden to theorize the linkages between state policies on an ideological level and consumers’ identity work. By contrasting to North American studies we see how state interventions can simultaneously limit and enable potential subject positions.
Money or Power? Power Promotes Costly Punishment of Unfair Behavior

Jen Heewon Park, New York University, USA
Petra C. Schmid, New York University, USA
David M. Amodio, New York University, USA

The present research examined how manipulated power affects monetary decisions within Ultimatum game. Results showed that high power decreased acceptance rate for slightly unfair offers. We conclude that power may increase a person’s willingness to pay a price in order to maintain power and to fulfill the high-power role.

The Reverse Underdog Effect

Kiwan Park, Seoul National University, Korea
Yae Ri Kim, Seoul National University, Korea

The underdog brand positioning may not always work positively. The present research finds that the negative consequence of the underdog effect is more pronounced when ethical transgressions take place as opposed to the functional transgressions. More importantly, perceived betrayal is the underlying process that results in negative attitudes toward brand.

A Brand-Contingent Weighting Model

Hyun Young Park, China Europe International Business School, China
Sue Ryung Chang, University of Georgia, USA

We propose a brand-contingent weighting model in which attribute-importance is contingent upon (1) the competitive position of a brand, and (2) brand familiarity. Using real flight ticket purchase data, our dynamic multi-level model demonstrates that a consumer assigns different weights to the same attribute across brands, within one decision context.

When Repetition Leads to Faster Predicted Adaptation: The Role of Variety and Focalism

Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul, Brazil
Vinicius Andrade Brei, Universidade Federal do Rio Grande do Sul, Brazil
Leonardo Nicolao, Universidade Federal do Rio Grande do Sul, Brazil

This research extends the literature on hedonic adaptation prediction in three ways. First, we show that making usage repetition salient stimulates predictions of diminishing future enjoyment. Second, we demonstrate that focalism mediates the effect of salient repetition on hedonic adaptation prediction. Third, we explore the interaction between repetition and variety.

The Path to Financial Peace: Understanding Cultural Meanings within the Anti-Consumer Debt Subculture

Nicholas Pendarvis, University of South Carolina, USA
Mitch Murdock, University of South Carolina, USA
David Crockett, University of South Carolina, USA

This research uses qualitative methods to examine the sociocultural factors and discursive processes involved as an emerging consumer subculture simultaneously abandons traditional markers of high status in Western society (e.g., large homes, expensive cars) and supplants these consumption objects and their associated meanings with practices that represent “debt-free living.”

Agentic and Communal Motivations for Philanthropy

Sara Penner, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada

This research explores what role agentic and communal orientations play in philanthropic behavior. We found an interaction of the appeal and agentic/communal orientation with simple effects demonstrating that people high on the communal end of the scale gave more when the appeal mentioned accountability.
Consistent or Not? The Role of Product Visibility in Sequential Decisions
Dikla Perez, Tel Aviv University, Israel and Technion University, Israel
Steinhart Yael, Tel Aviv University, Israel
Grinstein Amir, Ben Gurion University, Israel and VU Amsterdam, Netherlands

This research introduces product-visibility as a factor affecting consistency of product-related decisions, in the context of social-self-identities. We show that when a product involved in a first decision is highly visible; the decision-maker’s cognitive-rigidity is enhanced, increasing the likelihood of subsequent decision consistency, especially in individuals with high public self-consciousness.

Implicit Transfer of Price Information Between Product Categories
Anne Odile Peschel, Aarhus University, Denmark
Joachim Scholderer, Aarhus University, Denmark
Stephan Zielke, Aarhus University, Denmark

We investigate two simple cognitive mechanisms that can explain the transfer of price information between product categories. The mechanisms are contingent on whether an explicit cognitive representation of the reference price for a target category has been activated before incidental price information from another category is encountered.

The Role of Hubristic and Authentic Pride in Brand Extension Evaluations
Nguyen Pham, Arizona State University, USA
Naomii Mandel, Arizona State University, USA

This research investigates the influence of two facets of pride (hubristic and authentic) on evaluations of brand extensions. We propose and find that hubristic pride (vs. authentic pride) promotes a holistic cognitive processing style, leading to higher perception of brand extension fit and more favorable attitudes toward brand extensions. The effect of hubristic (vs. authentic) pride on brand extensions was be more pronounced with far extensions than with close extensions.

... And Here Are Pictures of My Last Vacation! Investigating the Disclosure of Personal Information of Entrepreneurs in Online Marketplaces
Andrea Lynn Phillips, University of Nebraska-Lincoln, USA
Meike Eilert, University of Nebraska-Lincoln, USA
James W. Gentry, University of Nebraska-Lincoln, USA

Using grounded theory, we investigate how creator-entrepreneurs disclose personal information to create value and connect with customers via personal branding. We find that these entrepreneurs disclose multiple types of personal information, following five strategies, with the two distinct motivations of promoting their specific products and promoting themselves as individuals.

Understanding Adolescent Smoking in an Emerging Market
Meghan Pierce, La Salle University, USA

Adolescent smoking is influenced by a complex set of interacting conditions, including contextual factors such as peer influence and environment. This study aims to explore the unique experiences of adolescents in an emerging market, where smoking rates are 47.8%. Qualitative techniques are employed to better understand local and cultural context.

The Influence of Life Abundance and Financial Abundance on Higher Order Goals
Ruth Pogacar, University of Cincinnati, USA
Karen Machleit, University of Cincinnati, USA
James Kellaris, University of Cincinnati, USA

Feeling ‘Abundant’ influences consumers, regardless of objective resources. Subjective feelings of Life Abundance interact with feelings of Financial Abundance, independent of mood, so people are more prosocial when high in Life Abundance but low in Financial Abundance, possibly explaining prosociality differences between higher and lower socioeconomic status individuals.
The Moderating Role of Financial Education on the Relationship Between Materialism and Consumer Credit Default

Mateus Ponchio, Escola Superior de Propaganda e Marketing, Brazil

In this study, we demonstrate the moderating role that financial education plays in the relationship between materialism and consumer credit default. This research contributes to the psychology of materialism and debt and provides evidence that financial education is a promising intervention strategy to improve consumers’ financial well-being.

How to Make Everyone Happy: Moderators of Affect Induction Effectiveness

Nancy Puccinelli, Oxford University, UK
Dhruv Grewal, Babson College, USA
Scott Motyka, Northeastern University, USA
Susan Andrzejewski, California State University Channel Islands, USA

This research identifies the most effective techniques for making consumers feel good and bad. This meta-analytic synthesis identifies the best affect induction techniques as well as contextual factors that can limit the effects (e.g., too obvious or irrelevant).

Mentally “Transforming” a Product: How Spatial Imagery Capability and Design of Visual Stimuli Influence Purchase Intentions

Cheng Qiu, Hong Kong Baptist University, Hong Kong
Gerald Gorn, Hong Kong Polytechnic University, Hong Kong

We investigate consumers’ ability to mentally manipulate objects in space and how it influences purchase intentions of “transformable” products like a sofa bed. Spatial imagery ability, but not object imagery ability, is found to have interactive effects with type of sofa-bed ad on participants’ purchase intentions.

“Me, Myself and I”: When Talking About Yourself Enhances Your Word-of-Mouth

Simon Quaschning, Ghent University, Belgium
Erlinde Cornelis, San Diego State, USA

The current research investigates how review content – the difference between first-person reviews and impersonal reviews – can affect review helpfulness. Results show that people with a utilitarian goal find first-person reviews more helpful, caused by an increased perceived reviewer similarity. This effect, however, disappears when the consumer’s goal is hedonic.

The Influence of Implicit Self-theories on Financial Risk Seeking

Dipankar Rai, LeMoyne College, Syracuse-NY, USA
Chien-Wei Lin, SUNY-Oneonta, Oneonta-NY, USA
Magdoleen Ierlan, LeMoyne College, Syracuse-NY, USA

Three studies show that incremental theorists who believe that personality traits are malleable prefer riskier options than entity theorists who believe that they are fixed. This is because incremental (entity) theorists are more promotion focused (prevention focused). This effect is moderated by expert recommendations.

How Does Posture Affect the Behavior of Customers and Salespeople in a Retail Store?

Mukta Ramchandani, NEOMA Business School, Campus Reims, France
Adilson Borges, NEOMA Business School, Campus Reims, France

We conducted two studies to examine how self-posture can influence the behavior of consumers and salesperson in a store. Study 1 found that consumers purchase more when they are standing rather than sitting. Study 2 found that salespeople are happier and more involved in their job when they are sitting rather than standing.
Thawing a Cold Shoulder with a Warm Brand
Suzanne Rath, Queen’s University, Canada
Laurence Ashworth, Queen’s University, Canada

Can brands provide an alternative source of companionship in the wake of social rejection? Previous literature implies that brands have a relational function; however, the answer to this question still remains unclear. The results of one study provides initial support that individuals prefer and want to purchase brands with warm personalities after recalling a prior socially-threatening experience.

Deliver Warmth with Your Hand:
Customers’ Responses to Handwriting versus Print Messages
Xingyao Ren, Nankai University, China
Lan Xia, Bentley University, USA
Jiangang Du, Nankai University, China

In this research, we investigate the effect of handwriting in written communication. We show that handwriting delivers higher feeling of warmth than print and subsequently influences behavioral intentions. The effect is due to both perceived effort and psychological closeness. Both theoretical contributions and managerial implications are discussed.

Towards a Broader Understanding of Online Trolling: A Practice Theoretical Perspective
Mathew Rex, Victoria University of Wellington, New Zealand
Angela Gracia B. Cruz, Monash University, Australia
Yuri Seo, Victoria University of Wellington, New Zealand

Despite growing interest in online consumer community conflict, online trolling and its community effects remain under-theorized. A practice theoretical analysis conceptualizes online trolling as a constellation of learning, assimilating, and transgressing practices. Online trolling further emerges as a practice with both negative and positive community effects.

The Dangers of Grouping Countries into Cultural Clusters:
Investigating Between and within Cultural Variations in Information Processing Styles and its Consequences for Advertising
Ann-Kristin Rhode, ESCP Europe, France
Ben Voyer, ESCP Europe, France

Whether and how advertising should be standardized within and across cultures remains an unanswered question. We challenge the assumption of a uniform pan-Asian holistic attentional bias and suggest that advertising strategies for geographic regions rather than countries might be problematic given the effect of language structure on information processing styles.

Shame and Consumption of Counterfeit Products
Pamela Ribeiro, EAESP-FGV, Brazil
Delane Botelho, EAESP-FGV, Brazil

We investigate the relationship between shame and consumption of counterfeit products to test six hypotheses. Initial results show that there is a significant effect from perceived social risk on shame, and the cost–benefit analysis moderates the relationship between anticipation of shame and purchase intention.

Customer Pride - Buy it, Feel it, Tell it!
Julia Römhild, Heinrich-Heine-University Düsseldorf, Germany

Pride is a cornerstone emotion regarding motivation and achievement. Thus, it may also be crucial for consumer behavior, particularly WOM-intentions and advocacy. Using a PLS-path analysis, this working paper provides insight into the construct of customer pride with the aim of advancing the connection between emotion psychology and consumer behavior.
**Change in Horizon, Change in Food Attitudes?**  
The Impact of Horizon Positioning in Food Advertising

Gudrun Roose, Ghent University, Belgium  
Maggie Geuens, Ghent University, Belgium  
Iris Vermeir, Ghent University, Belgium

This study explores whether the positioning of the horizon in panoramic ads affects food attractiveness. We propose that (un)healthy food may benefit from panoramic appeals showing a low (high) horizon because both, a (un)healthy food and a low (high) horizon, induce abstract (concrete) construal and as such generate processing fluency.

**What a Delicious Name!**  
Using Oral Movements to Influence Food Perception and Consumption

Patricia Rossi, IESEG School of Management, Catholic University of Lille, France  
Felipe Pantoja, NEOMA Business School, France  
Adilson Borges, NEOMA Business School, France

Bodily states affect human cognition significantly. Across two studies, we show that oral articulatory movements can drive consumers’ food perceptions. More specifically, we found that unobtrusively inducing swallowing (vs. expectoration) oral movements can make people perceive food as less healthy, more desirable and higher in calories.

**Bringing the Product Closer: The Effect of Scented Advertising on Perceived Psychological Distance and Product Evaluation**

Ruta Ruzeviciute, Vienna University of Economics and Business (WU), Austria  
Bernadette Kamleitner, Vienna University of Economics and Business (WU), Austria  
Dipayan Biswas, University of South Florida, USA

This paper experimentally investigates the effect of scented advertising on perceived psychological distance and evaluation of the advertised product. The results suggest that scented advertisements make the product more attractive and increase purchase intentions. This is due to the power of scent to increase psychological proximity towards the products.

**Materialism and Ethical Consumption:**  
The Moderating Role of Ad Appeal and Product Type

Yuhosua Ryoo, The University of Texas at Austin, USA  
Nakyong Hyun, Korea University, South Korea  
Yongjun Sung, Korea University, South Korea  
Inna Chechelnytska, Korea University, South Korea

Current research investigates the way to increase ethical consumption among materialistic consumers with the moderating role of advertising appeal and product type. The result revealed that consumers with high materialism showed more positive ad attitude and purchase intention to self-benefit advertising appeal for hedonic products than consumers with low materialism.

**Engaging Consumer Imagination to Expand Multisensory Experience**

Ruby Saine, University of South Florida, USA  
Philip Trocchia, University of South Florida St. Petersburg, USA

In the present study, we extend previous research that suggests that engaging consumers’ sensory imagination would expand the scope of their shopping and consumption experience and form a more positive product evaluation. We identify a number of trait and contextual boundary conditions that may qualify the effects of imagination on consumer evaluation and choice. In addition, we explore the psychological mechanism underlying the effects.
The Surprising Effect of Store-Branded Credit Cards on Consumers’ Purchasing Behaviors

Samer Sarofim, The University of Kansas, USA
Promothesh Chatterjee, The University of Kansas, USA

Contrary to retailers’ main objectives, this research provides evidence that store (vs. regular) card users are less willing to pay for future purchases, show less total expenditure in shopping bags, are less engaged in impulsive purchasing, and are less likely to purchase discounted products from the card-issuing store.

The Impact of Physician Advice on Patient Decision Satisfaction

Karen Scherr, Duke University, USA
Mary Frances Luce, Duke University, USA

We examine the impact variations in physician advice on patient decision evaluation. Although advice decreases decision evaluation overall (via decreasing decision ownership), there is a competing pathway whereby advice increases decision evaluation via increasing feelings of emotional support. Physicians should consider these competing pathways when deciding if/how to provide advice.

Does Music Have an Influence on Risk Taking Behavior?

Robert Schorn, University for Health Sciences, Medical Informatics and Technology, Hall in Tyrol, Austria
Alexandra Brunner-Sperdin, University of Applied Sciences, Kufstein, Austria
Dagmar Abfalter, University of Music and Performing Arts Vienna, Austria

Consumers continuously take decisions under risk when they purchase products or services. In marketing research, music serves as an atmospheric cue in consumption situations. We found that risk taking behavior is higher for fast tempo compared to slow tempo in minor scale, while tempo had no effect in major music.

Would you like a Bite?: Males’ Preferences for Dessert Advertisements with a Bite Mark

Donya Shabgard, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada

Does the portrayal of food influence our perceptions based on whether the advertisement shows it cut, bitten, or whole? Male participants with no dieting experience and those with previous dieting experience significantly differed on product attitudes, purchase intentions, and expectations of product taste across the pictures whereas women did not.

Nostalgic Reading Practices: An Online Case Study

Lois Shedd, Monash Business School, Monash University, Australia
Jan Brace-Govan, Monash Business School, Monash University, Australia
Colin Jevons, Monash Business School, Monash University, Australia

This paper investigates the role of materiality in nostalgic reading experiences through an exploratory analysis of online consumer reviews of a backlist young adult book series. It finds that although materiality does play a role in consumers’ experiences, access to the story contained within the book is their primary concern.

‘Having It All’ May Not Always Be Good: The Effects of Complementary Traits and Belief in a Just World on Brand Evaluations

Steven Shepherd, Oklahoma State University, USA
Renaud Lunardo, Kedge Business School, France

In two experiments, we provide evidence that non-complementary brands – those whose products have monopoly on many of valued traits – are evaluated more negatively among people who value fairness and justice. Such brands can be seen as unfair and violate consumer’s expectations regarding tradeoffs between attributes.
Framing Effects on Individuals’ Allocation Behavior

Sunaina Shrivastava, University of Iowa, USA
Gaurav Jain, University of Iowa, USA
Gary Gaeth, University of Iowa, USA
Dhananjay Nayakankuppam, University of Iowa, USA

We investigate how Context and External-focus/Internal-focus framing influences allocation behavior. Individuals allocate more money to others when External-focus framing shifts the focus from themselves to another individual and allocate less when Internal-focus framing reinforces the focus on themselves. These effects are moderated by the ‘asymmetry in this self-other salience’.

The Different Impacts of Inter- versus Intra-Personal Comparison Outcomes on Self-Evaluation and Goal Pursuit

Kao Si, Chinese University of Hong Kong, China
Xianchi Dai, Chinese University of Hong Kong, China

We propose and show that inter-personal success has greater positive effect on self-evaluation and goal pursuit than intra-personal success whereas intra-personal failure is more devastating on self-evaluation and goal pursuit than inter-personal failure. The strengths of these effects depend on the comparison outcome’s implication for goal attainment.

Attitudinal Ambivalence: How Is It Stored In Memory?

Amit S. Singh, Ohio State University, USA
H. Rao Unnava, Ohio State University, USA

An important consideration in addressing ambivalence in consumers is how consumers represent ambivalence in their minds. Two studies show that dominant and conflicting reactions to objects are stored together in people’s minds. Two additional planned studies investigate whether retrievability and situational irrelevance of conflicting reactions affect felt ambivalence.

Is it all Relative? The Effect of Number Format on Relative Thinking in Numerical Judgments

Tatiana Sokolova, HEC Paris, France
Manoj Thomas, Cornell University, USA

This paper builds on research in behavioral economics and numerical cognition to examine the role of relative thinking in numerical difference judgments across different number formats. We show that relative thinking is weaker for large multi-digit numbers, and decimals since such numbers are harder to represent intuitively.

Comparison of the Characteristics of Organic Consumers in Korea by Sales Channels

Cheolho Song, Seoul National University, South Korea
Ikhoon Jang, Seoul National University, South Korea
Young Chan Choe, Seoul National University, South Korea
Sung Ho Park, Rural Development Administration, South Korea

Despite the importance of sales channels for understanding consumer behavior, few researches on organic consumers in terms of sales channel were conducted. By using purchase data and conducting a survey asking their socio-demographic factors and food-related motivations, we reveal the different characteristics of Korean organic consumers in each sales channel.
Assembling A Voice of A Generation

Katherine C. Sredl, Loyola University Chicago, USA
Linda Tuncay Zayer, Loyola University Chicago, USA
Catherine A. Coleman, Texas Christian University, USA
Marie-Agnes Parmentier, HEC Montreal, Canada

This research extends theory on single serial brands, audiences at the aggregate level, and brand assemblage, disassemblage, and reassemblage. We ask how fans and non-fans of the HBO show GIRLS disassemble the show’s brand narrative across social media platforms. Then, we explore how the brand reassembles through incorporating on-line disassembly.

Of Two Minds About Eating:
How Thin Human-Like Sculptures Help to Resist Tempting Food

Aline E. Stämpfli, University of Bern, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Switzerland
Claude Messner, University of Bern, Switzerland
Sabrina Stöckli, University of Bern, Switzerland

Two studies indicate that a subtle environmental cue, a screensaver showing an artwork with thin human-like figures by Alberto Giacometti, activates a weight-related eating motive and reduces the intake of not only tempting unhealthy, but also healthy food. The cue particularly influences restrained eaters.

How Sense of Power Influences Generation of Online Advice

Inbal Stockheim, Tel Aviv University, Israel
Shai Danziger, Tel Aviv University, Israel
Liat Levontin, Technion University, Israel

Does the internet enable powerful consumers to act pro-socially while satisfying their need for power? In four studies, we demonstrate that sense of power facilitates on-line advice generation, that need for power moderates this effect, and that the availability of others’ opinions weakens it.

Communication Strategies for Conveying a Partial Reduction in Negative Product Attributes

Lei Su, Hong Kong Baptist University, China
Chi Wong, Chinese University of Hong Kong, China
Pong Yuen Lam, Chinese University of Hong Kong, China

The results of four experiments show that the communication of partially reduced negativity of a product attribute will lead to higher (lower) product evaluations among consumers who are incremental (entity) theorists. This communication effect is mediated by confidence in the reduced negativity information, and moderated by the framing of the information.

Saving “My” Environment – the Influence of Knowledge on Psychological Ownership

Sophie Süssenbach, Wirtschafts University, Austria
Bernadette Kamleitner, Wirtschafts University, Austria

Feelings of ownership can have powerful consequences. We examine what brings about psychological ownership (PO) for the environment. We focus on the role of knowledge and find that measured (Study 1) and manipulated (Study 2) perceived knowledge predict PO for the environment.
Just Add Seeds: Do Healthy Additives Transform Indulgences Into Health Foods?
Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA

Can the health halos of healthy additives affect health judgments of unhealthy foods? An exploratory study examines whether adding healthy additives to indulgent foods can make them appear healthier and less calorie. Seeds (Chia, Flax) appear particularly potent at improving health perceptions. Healthy additives may bias health perceptions, increasing consumption.

Mindless Eating vs. Mindless Serving:
Distraction Level Matters with Self-Serving, not with Pre-Plating
Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA

We compare the influence of distraction level on food consumption when self-serving and pre-plating. Distraction level increases consumption when consumers serve themselves, not when receiving set portions. This is because mindless eating occurs even under low distraction, whereas serving may be more controlled and so more susceptible to distraction level.

Why or why not? The Influence of Absent Reasons on Accepting Offers
Tao Tao, Chinese University of Hong Kong, Hong Kong
Robert S. Wyer, Chinese University of Hong Kong, Hong Kong

Two experiments investigated the influences of available and absent reasons on decision-making. The results showed that when consumers do not have the ability to generate reasons, intriguing them to think about the reasons of not accepting an offer would ironically lead them to be more likely to accept it.

Extreme Versus Balanced Positions on Controversial Topics:
The Role of Need to Stand Out
Vito Tassiello, Luiss University, Italy
Matteo De Angelis, Luiss University, Italy
Michele Costabile, Luiss University, Italy
Cesare Amatulli, Luiss University, Italy

We study the effect of individuals’ need to stand out and degree of topic controversy on people’s tendency to take more or less extreme positions. We show that for highly (lowly) controversial topics individuals with higher (lower) need to stand out take more extreme positions.

Marketing Exclusion: When Loyalty Programs make Customers Feel Like “Outsiders”
Danna Tevet, Tel Aviv University, Israel
Shai Danziger, Tel Aviv University, Israel
Irit Nitzan, Tel Aviv University, Israel

We demonstrate that loyalty program’s preferential treatment to privileged customers causes unprivileged customers to feel meaningless and un-belonging. We term this “marketing exclusion”. We show that marketing exclusion decreases customer satisfaction, affects product choice, induces aggressive behavior and increases customer perceptions that the brand is less warm and more elitist.

I Love the Cozy Places: Prospect-Refuge Theory Explains Restaurant Spatial Preferences
Derek Theriault, John Molson School of Business, Concordia University
Gad Saad, John Molson School of Business, Concordia University

Why do consumers prefer certain restaurant layouts, table locations, or seat locations over others? We use Prospect-Refuge theory to show that, all else equal (e.g., food, décor), consumers prefer to maximize prospect (view of entrances) and refuge (adjacent walls), and this effect can be moderated by experiential valence (prior achievement/failure).
“Owning Community: Social Class and Consumption in a New Urban Neighborhood”

Meredith Thomas, University of Wisconsin - Madison, USA
Thomas O’Guinn, University of Wisconsin - Madison, USA

This study investigates the production and consumption of traditional community in a New Urban neighborhood. We explore the ways in which social stratification may threaten or reinforce the ideal of a neo-traditional community, and the role of conspicuous consumption in influencing consumer perceptions of the collective neighborhood identity.

“Am I Fair and Lovely” Indian Children’s Perceptions of Physical Attractiveness and their Links with Materialism

Tabitha Thomas, University of Otago, New Zealand
Kirsten Robertson, University of Otago, New Zealand
Maree Thyne, University of Otago, New Zealand

We examine Indian children’s perceptions of beauty and their links with materialism. Preliminary findings reveal that children like adults in India associate beauty with being thin, tall, and fair skinned, and perceive that attractive people have more possessions than others. We recommend a social marketing campaign to promote inner beauty to help change beauty stereotypes.

Empowered: The Psychological Effect of Empowerment Messages on Consumers’ Behavioral Intentions in Crowdfunding

Carina Thürridl, Wirtschafts University, Austria
Bernadette Kamleitner, Wirtschafts University, Austria

We explore how project initiators in crowdfunding may use empowerment messages to turn consumers into investors. A 2x5 mixed factorial experiment reveals that empowerment increases psychological ownership, which in turn positively impacts consumers’ willingness to fund. Our findings are equally important for theory and practice and may inspire further research.

Cosplay in Gender Troubles

Alexandre Tiercelin, Université de Reims Champagne-Ardenne, Regards, France
Marion Garnier, SKEMA Business School - Université de Lille, LSMRC - M.E.R.C.U.R., France

In the early 2000’s, Butler challenged the notion of gender through transsexualism. As the so-called “Gender Theory” echoes in France, this research questions Butler’s work through cosplay. This undergoing study refers to gender studies, geek culture, in the light of CCT and uses netnography and ethnography for data collection.

Mythological Dairy Connections to Nature and Rural Life

Jack S. Tillotson, Aalto University, Finland
Diane M. Martin, Aalto University, Finland

This ethnographic study explores the mythological foundation of dairy consumption in Helsinki, Finland. Implications of the study include the need to recognize the nature/culture binary in westernized urban environments. Understanding other modes of figuration that emerge within society advances consumer research on product and brand attachment.

Social Influences in Consumer Goal Pursuit

Lauren Trabold, Manhattan College, USA
Stephen Gould, Baruch College, USA

In the current research, we examine joint vs. individual goal pursuit. We find that pursuing with a partner increases self-efficacy and goal achievement. However, we find that working with a partner, especially of the opposite sex, negatively influences goal-related product choices and increases willingness to pay.
An Examination of Two Distinct Compliance Dependent Services

Lez Trujillo Torres, University of Illinois at Chicago, USA
Stephanie Dellande, Menlo College, USA

This examination is of compliance dependent services (CDS); long-term services. Customers participate to create the service during the face-to-face exchange and must comply with the required role once away from the provider. A pilot study was conducted and offers insight into the empirical study of two distinctly different CDS.

Subcultures as a Learning Community and Sites of Education:
Subcultural Schooling for Social Change

Emre Ulusoy, Youngstown State University, USA

Subcultures are educational sites for social learning and ideological awakenings, yielding to gradual disjunction from the mainstream. Subcultures offer consumers an exciting, effective, and multi-perspectival learning experience by incorporating aspects of identity construction, social imagination and interaction, critical mindset, presentationality and creativity into this mutual learning process for social change.

Entitlement Can Both Decrease and Increase Consumer Susceptibility to Social Influence

Martine van der Heide, University of Groningen, The Netherlands
Debra Trampe, University of Groningen, The Netherlands
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands

Two studies indicate that entitlement—a sense that one deserves special treatment and is exempt from normal social demands—can both buffer and boost consumers’ proneness to social influence. Specifically, study 1 shows that entitlement reduces susceptibility to consistency appeals. Study 2, however, indicates increased susceptibility to certain scarcity appeals.

The Word of a Power Holders’ Mouth

Michelle van Gils, KU Leuven, Belgium
Derek Rucker, Northwestern University, USA
Andrea Weihrauch, KU Leuven, Belgium

Through five studies we provide insights into the relationship between power and word of mouth (WOM) by showing that power moderates people’s tendencies to refrain from transmitting negative WOM, and by showing that people value WOM from a power holder more than WOM from people of equal or lower power.

On Second Thought, it is Not So Funny: Gender Differences in Emotional Reactivity and Emotional Regulation in Violent-Humorous Ads

Akshaya Vijayalakshmi, University of South Dakota, USA
Meng-Hsien (Jenny) Lin, California State University, Monterey Bay, USA
Melika Kordrostami, Iowa State University, USA

Previous research has found gender differences in responses to violent-humorous commercials. We find that the varied responses are due to differences in emotional reactivity that genders experience i.e. women experience more negative affect. We recommend two different cognitive appraisal strategies for each gender that up- and down-regulate emotions.
Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales

Maik Walter, University of St. Gallen, Switzerland
Christian Hildebrand, University of St. Gallen, Switzerland
Andreas Herrmann, University of St. Gallen, Switzerland
Gerald Häubl, University of Alberta, Canada

This research posits that lower proximity among popular objects promotes exploration and reduces fixation effects (i.e., consideration of a limited number of alternatives). Yet, with the ironic effect that larger search effort increases consumer expenses. We provide evidence for this theorizing across various field and lab settings, and assortment formats.

Luxury in the Eyes of the Beholder: Effectiveness of Luxury Appeals and Consumer Segments

Fang Wan, University of Manitoba, Canada
Ray Lavoie, University of Manitoba, Canada
Pingping Qiu, Monash University, Australia

Our work broadens the categories of luxury via our content analysis of luxury brand advertisements. We then tested the effectiveness of the four luxury appeals among different consumer segments.

Exploring the Effects of Consumers’ Thinking Styles on Their Reactions to Corporate Strategic Response to a Brand Crisis

Shijian Wang, Shanghai Jiao Tong University, China
Liangyan Wang, Shanghai Jiao Tong University, China
Robin Keller, University of California, Irvine, USA

In this research, through two experimental studies, we find that a person’s thinking style, specifically holistic versus analytic, and a firm’s crisis response apology emphasis (why vs. how) can interactively impact a consumer’s perceived efficacy of the firm to respond to the crisis and impression or evaluation of the firm. (This research was funded by the National Natural Science Foundation of China Grant 71072059).

Sense of Power and Message Framing in Conservation Behaviors

Xin Wang, University of Oregon, USA
Jiao Zhang, University of Oregon, USA

This paper explores how individual’s sense of power influences the effectiveness of message framing in a conservation context (recycling). When distance is far, loss (gain) frames works better with low (high) power. When distance is close, gain frames works better with low power; frames don’t matter for high power.

Service Recovery in the Absence of a Service Failure: When Negative Surprise Has Positive Results

Marcus Wardley, University of Oregon, USA

A generalized service recovery effort involving an apology delivered by mass email can lead to lower purchase intention in consumers who weren’t affected by the service failure. However, when the apology is combined with a discount this increases purchase intention and trust. We show that surprise mediates this result.
GREAT, Umm, Eyeroll:
Textual Paralanguage and Its Implications for Brand Communications
Andrea Webb, University of Wisconsin - Madison, USA
Joann Peck, University of Wisconsin - Madison, USA
Victor Barger, University of Wisconsin - Whitewater, USA

In this research, we investigate the effects of paralanguage, the ancillary meaning- and emotion-laden aspects of speech that are not actual verbal prose, on text-based marketing messages. We develop a typology of textual paralanguage and, using lab and Twitter data, investigate how its use affects consumers' perceptions of brands.

Are Avoidable and Unavoidable Dissociative Groups Equally Negative?
The Influence of Social Distance from a Dissociative Group on Consumer Choice
Na Wen, City University of Hong Kong, Hong Kong, China
Wenxia Guo, City University of Hong Kong, Hong Kong, China

Two experiments demonstrate that consumers are less likely to buy a product that is associated with a near-dissociative group (an “unavoidable” group) than one associated with a distant-dissociative group (an “avoidable” group). This effect is driven by a concrete versus abstract mindset elicited by social distance from a dissociative group.

Thinking “I” vs. “We” Affects Judgments of “Gluten-Free”:
The Role of Self-Construal in Nutritional Evaluation
Catherine Wiggins, Cornell University, USA

We examine the role of self-construal in a common obstacle to healthy decisions: drawing biased associations among food properties. Three studies demonstrate that interdependents, relative to independents, are more likely to infer a food’s compatibility with dieting when labeled with irrelevant health claims, and hold stronger “unhealthy = tasty” intuitions.

Consumer Perceptions of Strategies for Responding to Critical Reviews
Jennifer Wiggins Johnson, Kent State University, USA
Stephen Preece, Wilfrid Laurier University, Canada
Chanho Song, Kent State University, USA
Dharti Trivedi, Kent State University, USA

This paper tests the effectiveness of four strategies of organizations for responding to critical reviews: 1) providing no response, 2) quoting positive aspects of the review, 3) presenting the full text of the review, and 4) inviting consumers to respond to the review, in influencing consumer attitudes and purchase decisions.

Perceived Price Fairness of Targeted Price Promotions
Lan Xia, Bentley University, USA
Kent Monroe, University of Illinois at Urbana-Champaign, USA

Examining from the perspective of consumers who are not targeted for a price promotion, we find that it has a negative effect on fairness perceptions. This effect is mediated by relational identity and moderated by degree of promotion selectivity, effort of the targeted customer, and the basis for the targeting.
The Effect of Corporate Community Supporting Actions on Consumer Support for Nonprofits: The Role of Elevation and Empathy
Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We investigate how corporate community supportive actions impact consumer support for nonprofits through moral elevation. Results showed that felt elevation mediates the impact of corporate community supportive actions on consumer support for nonprofits, after controlling the main effect of empathy on individual helping. Empathy further moderates the elicitation of elevation.

The Effect of Corporate Ethical Actions on Consumer PWOM: The Role of Emotional and Cognitive Processes
Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We investigate emotional and cognitive pathways between corporate ethical actions and consumer PWOM. Results showed that social justice values interact with corporate ethical actions in eliciting awe, gratitude, and elevation; however, only gratitude impacts PWOM. Company evaluation and identification were also significant mediators and were regulated by social justice values.

Chinese Consumers and Their Pets: Pet Consumption in Urban China
Haibo Xue, East China Normal University, China
Guoqun Fu, Peking University, China
Xin Zhao, University of Nebraska-Lincoln

Extant research on pet consumption examines relationships between pet owners and their pets in Western cultures. We take a longitudinal perspective and investigate the changing meanings of pet consumption in urban China, where pet ownership has shifted from being stigmatized as a wasteful activity to a desired lifestyle choice.

Rejecting a Job Applicant Can Drive Away a Potential Consumer: Organization Brand Rejection
Wendy Yan, University of Manitoba, Canada
Fang Wan, University of Manitoba, Canada
Amitava Chattopadhyay, INSEAD, Singapore

This paper examines the interaction effect of the organizational rejection and applicants’ self-esteem on their product evaluation and WOM intention as consumers. We found that high (vs. low) self esteem individuals perceived rejection with detailed reasons to be less just, therefore, evaluated the products of the rejecting company more negatively.

My Story Could Be Your Story: Underdog Employees in Services Advertising
Chun-Ming Yang, Ming Chuan University, Taiwan
Yu-Shan Athena Chen, National Chengchi University, Taiwan

Given the importance of employee in services advertising, two studies (one laboratory and one field study) demonstrate that underdog employee stories, just like underdog brand biographies, have positive effects on consumer’s brand attitude and actual purchase behavior because consumer has higher identification with the underdog employee. In both studies, we also examined the unexplored moderating effect of personal power distance belief (PDB) in the relationship between employee stories and identification.
Collaborative Consumption in Emerging Economies: Insights from the Egyptian Context

Ayat Yehia, Neoma Business School, France
Nacima Ourahmoune, Kedge Business School, France

Collaborative consumption (CC) and sharing concepts are a growing research area. To contribute an original perspective, we investigate a CC phenomenon in an under-researched context, that of emerging economies. The preliminary findings help explain to what degree utilitarian vs. Communal purposes motivates an access-based phenomenon.

Do Response Time Measures of Gambling-Related Cognitions Predict Gambling Behaviour?

Sunghwan Yi, University of Guelph, Canada
Sherry H. Stewart, Dalhousie University, Canada
Melissa Stewart, Dalhousie University, Canada

Implicit measures of cognition are most useful for predicting addictive consumption behaviors that are hard to resist. In this study, we assessed the extent to which response time measures of reward and relief outcome expectancies associated with gambling predict gambling behavior.

Two Facets of Narcissism and Compulsive Buying

Sunghwan Yi, University of Guelph, Canada
Roisin O’Connor, Dalhousie University, Canada

Although recent psychology research indicates that overt and covert narcissism are distinct facets of narcissism, the association between covert narcissism and compulsive buying has not been recognized. In this study, we simultaneously investigated the association between covert narcissism vis-à-vis overt narcissism and compulsive buying.

Fifty Cents or a Greeting Card? The Effects of Monetary and Non-monetary Pre-giving Incentives on Charitable Donation

Bingqing (Miranda) Yin, School of Business, University of Kansas, USA
Yexin (Jessica) Li, School of Business, University of Kansas, USA
Surendra Singh, School of Business, University of Kansas, USA

Abstract We examined the effects of monetary and non-monetary pre-giving incentives on donations. Small monetary incentives induced higher donation intention but lower donation amounts compared to equal-value non-monetary incentives and no incentives. Results are explored via reciprocation, and communal and exchange relationship due to pre-giving.

Reframing Sustainability: Negotiating Environmental Responsibility in the Food Market

Carl Yngfalk, Stockholm Centre for Organizational Research, Stockholm University, Sweden

While little research has examined tensions related to sustainability in marketing organization, the present study investigates how resistance and disruptions in environmental responsibility are configured in the market and in consumer relationship management. Results from a neo-institutional analysis elucidate commercial rationalities that enact forms of corporate ‘legitimate resistance’ to incentives of sustainable consumption and production in contemporary food retail.

Responses to Humor in Shame-Inducing Health Issue Advertisements with the Effects of Health Worry Levels

Hye Jin Yoon, Southern Methodist University, USA

Humor effects in shame-inducing health issue advertising is non-existent. Two experimental studies found responses to different levels of humor and shame in health issue prevention messages to be contingent on the individual’s health worry levels. The findings provide implications for theoretical as well as practical contributions.
Two Faces of Impulsiveness: Self-Control Failure and Impulsivity in Discounting Models  
Haewon Yoon, Carroll School of Management, Boston College, USA

The current study explores different discounting models of intertemporal choice using a new model framework technique that can highlight qualitative properties of discounting models. Our fundamental bias in future time perception may play an important role in why we make untenable plans to wait for the future option.

The Effect of Color Harmony on Creative Cognition and Perceived Innovativeness of Brands  
Nara Youn, Hongik University, Seoul, Korea  
Chang Yeop Shin, Hongik University, Seoul, Korea  
Angela Lee, Northwestern University, USA

Color studies in psychology have focused on the symbolic meanings of each color rather than their interrelations. Color could also impact creativity through the disfluency of moderately disharmonious color combinations. This research demonstrates that using moderate disharmony is more effective in prompting creative thinking than any one color in isolation.

Polarisation effects in Primary versus Secondary Sharing  
Sik Chuen Yu, University of Sydney, Australia  
Donnel Briley, University of Sydney, Australia  
Pennie Frow, University of Sydney, Australia

Users of mainstream social media platforms can either create and share original content (primary sharing) or pass along what has been shared by others (secondary sharing). This research proposes that the likelihood of sharing messages with balanced versus extreme opinions depends on whether the sharing mode is primary or secondary.

Crispy Chips Or Spinach Dips, Which One Do You Crave More? Understanding Consumers’ Deep Respect For Their Favorites  
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA  
Theodora Avramidis, Pennsylvania State University-Harrisburg, USA

The current research suggests that consumers’ long-term orientation may impact their decisions to save the best for last. Results show that, when given the option, long-term oriented consumers may be more likely to be patient and savor their favorite item last, rather than starting with their favorite one.

Construal Level Theory Explains the Occurrence of Choice Overload Effects  
Ulku Yuksel, The University of Sydney Business School, Australia  
Nguyen T Thai, The University of Sydney Business School, Australia

This research demonstrates how desirability/feasibility mindset explains choice overload effects. Consumers who are exposed to large (small) choice-sets construe impending tasks concretely (abstractly), and weigh desirability attributes less (more) than feasibility attributes. Subsequently, the triggered feasibility mindset decreases the preference for large assortments.

The Nobility of The “Yuck” Response: The Hidden Motivation Underlying Counterhedonic Food Consumption  
Zhe Zhang, C. T. Bauer College of Business, University of Houston, USA  
Vanessa Patrick, C. T. Bauer College of Business, University of Houston, USA

We propose that consumption of “non-tasty, but beneficial” foods is driven by a counterhedonic (versus homeostatic or hedonic) eating pathway. We showcase the unique emotional transformative experience of moving from disgust to moral nobility that characterizes the counterhedonic consumption process and demonstrate the emergence of a virtuous self post-consumption.
**Targeting the Right Age of Children with the Right Package Design**

Dan Zhang, City University of New York, USA

This research explores age effects on children’s preferences of package design in curvilinearity, figurativeness, and complexity. Analysis of data from 763 children suggests that children’s preferences for curved package shapes increase with age. Meanwhile, the subject of figurativeness matters. Finally, preferences for complex package shapes increase with age.

**Apology or Denial? How Stability Attribution Affects Consumer Distrust Towards the Firm**

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This research explores how social account can mitigate distrust caused by violation. Study 1 shows that apology be better when violation is competence based, and denial be better when violation is integrity based, and perceived stability as the underlying mechanism. Study 2 shows remedial action plan can affect the choice of social accounts.

**How Embarrassing For You (And me): The Nature of Vicarious Embarrassment**

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Although embarrassment is regarded as a social phenomenon, vicarious embarrassment remains unstudied in consumer research. Vicarious embarrassment is the emotion observers feel when witnessing an embarrassing event. Thus observers cause, but also are affected by, embarrassment. We introduce blame as a causal mechanism behind vicarious embarrassment.
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