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.

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**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.