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

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I Bought That First And You Know It:  
The Influence of Ambivalent Mimicry on the Desire for Social Approval  
Sunghee Jun, Seoul National University, Korea  
Y. Jin Youn, Seoul National University, Korea  
Kiwan Park, Seoul National University, Korea

Prior research shows that mimicry can lead to dissociation responses due to its threat on uniqueness as well as a sense of social approval. However we argue that consumers who experience ambivalent mimicry will not value the product less nor dislike it but will seek ways to gain social approval.

Fathers are not Like Mothers: How Males and Females Differ in the Effect of Political Identity on Their Children’s Educational Spending  
Jihye Jung, Rice University, USA  
Vikas Mittal, Rice University, USA

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

This Brand is MINE: Brand Psychological Ownership as a Distinct Construct and Powerful Driver of Consumer Behavior  
Bernadette Kamleitner, Wirtschafts University, Austria  
Sophie Süssenbach, Wirtschafts University, Austria  
Carina Thürridl, Wirtschafts University, Austria  
Ruta Ruzeviciute, Wirtschafts University, Austria

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

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

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

“Prosociality Lies in the Mind of the Believer”:  
Differential Impacts of God and Religion on Prosocial Intentions  
Mustafa Karatas, Koc University, Turkey  
Zeynep Gürhan-Canli, Koc University, Turkey

We examine distinct cognitive consequences of two important religious concepts –God and religion– as they pertain to prosocial intentions. We show that God (vs. religion) reminders lead to higher (vs. lower) mind-set abstraction and increase compliance with abstractly (vs. concretely) framed messages and heightens prosocial tendencies toward psychologically distant (vs. close) targets.