



2019 ACR Conference – Atlanta

Preliminary Program

THURSDAY, OCTOBER 17, 2019

Thursday Registration

7:00 am to 8:00 pm Centennial

Doctoral Symposium

7:45 am Registration & 7:45 am to 8:20 am Continental Breakfast Centennial

8:20 am to 4:15 pm Centennial II

Society for Consumer Psychology Publications Committee Meeting

10:00 to 11:00 am Harris

Association for Consumer Research Board of Directors Meeting

11:00 am to 4:00 pm Baker

Society for Consumer Psychology Executive Committee Meeting

12:00 to 2:00 pm Harris

Fellows Address

5:00 to 6:30 pm Centennial I

Welcome Reception

6:30 to 8:30 pm Regency V-VII

FRIDAY, OCTOBER 18, 2019

Friday Registration

7:00 am to 5:00 pm Centennial

Friday Continental Breakfast

8:00 to 9:00 am Centennial

Keith Hunt Newcomer's Breakfast

8:00 to 9:00 am Regency V

Journal of Consumer Research Associate Editors Meeting

8:00 to 9:30 am Baker

ACR Sessions 1-5

8:45 am – 6:15

Presidential Address

11:45 am -12:30 pm Centennial I

ACR Luncheon & Business Meeting

12:30 pm – 1:50 pm Centennial III & IV
2020 ACR Program Committee Meeting
2:00 pm – 3:00 pm Baker
Journal of Consumer Research Editorial Review Board Meeting
4:30 pm – 6:30 pm Regency V
Working Paper Session & Reception
6:30 – 8:00 pm Grand Hall West

Session 1
8:45 am - 10:00 am

1.1 Novel Ways to Increase Product Adoption, Consumption and Reconsumption -
Competitive Paper Session, *Grand Hall East A*
Session Chair: Chethana Achar, University of Washington, USA

Play it Again, Sam! An Empirical Examination of the Volitional Reconsumption's Motivations and Behavioral Consequences

Yael Zemack-Rugar (University of Central Florida, USA); Sarah G Moore (University of Alberta, Canada)

We build on Russel and Levy's (2012) framework to develop a measure that captures consumers' attitude towards and their motivation for volitional reconsumption. The attitude dimension predicts reconsumption frequency and willingness-to-pay, and two different identified motivations predict downstream consequences, such as sensitivity to change or reconsumption after service failures.

Testing Moderation and Moderated Mediation of Intent in an Advertising-Adoption Link

Jonathan Lee (University of La Verne); Pamela Miles Homer (California State University Long Beach, USA)

We examine the moderation and mediation effect of purchase intent in estimating the effect of advertising expenditures on adoption. Based on an empirical study of opening box office revenues, where aggregate-level intent is measured prior to release, we confirm the significant dual roles of intent in explaining the advertising-adoption link.

The Role of Mere Social Presence on Innovation Adoption

Lidan Xu (Oklahoma State University, USA); Ravi Mehta (University of Illinois at Urbana-Champaign, USA); Kelly Herd (University of Connecticut, USA)

This research examines the effect of mere social presence on innovation adoption, and finds that mere presence of others enhances consumers' willingness to not only buy but also fund innovative products. However, the audience of familiar others induces perceptions of higher social risk thereby attenuating the observed positive effect.

When in Doubt, Buy American!: How Extreme Innovations Spur Ethnocentric

Preference

Nükhet Taylor (York University, Canada); Theodore J. Noseworthy (York University, Canada)

Consumers often feel anxious when they are exposed to extreme innovations. The current work demonstrates that people tend to cope with this emotional state by doubling down on their cultural background, and preferring ethnocentric products in unrelated domains. Thus, innovative companies may be inadvertently spurring ethnocentric preference in unrelated domains.

1.2 Exploring Anthropomorphism Through the Lens of Agency and Communion -

Special Session, *Grand Hall East B*

Session Chair: Linyun Yang, University of South Carolina, USA

When the Flu Speaks: The Effect of Disease Anthropomorphism on Protection

Motivation

Lili Wang (Zhejiang University); Rima Touré-Tillery (Northwestern University, USA); Ann Lisa McGill (University of Chicago, USA)

The present research examines the effect of anthropomorphizing diseases on consumers' compliance with health recommendations. We find that people are more motivated to protect themselves from a disease when they conceive of it in anthropomorphized (vs. object) terms, because they feel psychologically closer and hence more vulnerable to the disease.

Products are People Too! Making Taboo Trade-Offs with Anthropomorphized

Products

Jing Wan (University of Groningen, The Netherlands); Pankaj Aggarwal (University of Toronto, Canada)

People are averse to making taboo trade-offs—that is, exchanging sacred human values for secular monetary values. We suggest that making these trade-offs will also be a taboo for anthropomorphized products. We find that consumers choose monetarily inferior options when buying and selling anthropomorphized products and facing such taboo trade-offs.

Greater Expectations: Anthropomorphic Products Must Be Warm and

Competent...Or Else

Jenny Olson (Indiana University, USA); James A Mourey (DePaul University, USA)

Consumers rely upon different sources to obtain information (e.g., weather forecasts, traffic updates) and expectations about the accuracy of that information can vary. Five studies demonstrate that anthropomorphic products, expected to be equally warm and competent, receive less support following negative performance than human and non-anthropomorphic sources.

Is Male the Default Gender? The Distinctive Effects of Anthropomorphizing

Products as Male versus Female

Linyun Yang (University of South Carolina, USA); Pankaj Aggarwal (University of Toronto, Canada)

Despite being a fundamental element of humanness, gender effects have remained largely unexamined in anthropomorphism research. We highlight the role of gender stereotypes in anthropomorphized entities, and establish the phenomenon of androcentrism – the idea that males are the default gender. A rich agenda for future anthropomorphism research is identified.

1.3 On Marketing Messages and Consumer Anticipation - Advertising and Its Effects on Attitudes - Competitive Paper Session, *Grand Hall East C*

Effect of Consumer Anticipation on Post Consumption Evaluation of Pleasant Products

Tunyaporn Vichiengior (Rennes School of Business); Claire-Lise Ackermann (Rennes School of Business); Adrain Palmer (Henley Business School)

Consumer anticipation results in increased pre-consumption evaluations. Less is known about its post-consumption effect. Results from three experiments show that the effect of consumer anticipation is long-lasting. This effect increases with increased consumer anticipation intensity, which is a function of product category involvement.

Fighting Planned Obsolescence Practices and Excessive Consumption: The Positive Effect of Pre-Purchase Product Reparability Communication on Consumers' Attitude

Pauline Munten (Université catholique de Louvain); Joëlle Vanhamme (EDHEC Business School, France)

This research examines the influence of pre-purchase product reparability communication on consumers' attitude. Results from three between-subjects experiments show a positive influence of product reparability communication on attitude through consumers' perception of the firm's social responsibility and their perceived durability of the product. Product perceived reliability moderates these effects.

The Allure of Arrogance: When Arrogance in Persuasive Communication Enhances Consumer Attitudes

Jonathan Hasford (University of Central Florida, USA); Aysu Senyuz (University of Central Florida, USA)

Across seven studies, authors demonstrate that individuals with relationship formation motive have more favorable attitudes and higher purchase intentions towards brands that emphasize arrogance in their marketing messages. This effect emerges from an enhanced acceptability of self-promotion during relationship formation that is not observed when relationship motives are not salient.

This Paper is Not for Everyone: Message Framing and Perceived Preferences

Karen Wallach (Emory University, USA); Ryan Hamilton (Emory University, USA); Morgan K Ward (Emory University, USA)

Our research demonstrates that consumers respond more favorably to marketing communications framed to exclude, rather than include, other consumers. The effect is driven by a perceived change in the distribution of others' preferences and an increase in perceived idiosyncratic fit, leading to higher

purchase intent.

1.4 How Could You Do That?! Consumers' Differential Reactions to Companies

Treating Others Badly...or Better - Special Session, *Grand Hall East D*

Session Chairs: Nari Yoon, Indiana University, USA; Jenny Olson, Indiana University, USA

Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence

Summer Hyoyeon Kim (University of Kansas, USA); Jessica Li (University of Kansas, USA); Jenny Olson (Indiana University, USA); Shailendra Pratap Jain (University of Washington, USA)

Across four studies, we find that warm brands garner more support than competent brands after a moral transgression. This is because consumers decouple more for warm brands. Additionally, warm brands are rewarded while competent brands are punished for offering donations (vs. discounts) as a remedial action.

Putting the Harm Back into Product-Harm: Vulnerable Social Groups, Harm Perceptions, and Consumer Complaining Behavior

Steven Shepherd (Oklahoma State University, USA); Alysson Light (University of the Sciences)

Experimental and archival data show that when a victim of a product failure/transgression is perceived to be a member of a vulnerable group (women, children, elderly), consumers see more harm being caused, eliciting increased complaining behavior. Whether or not the victim is the intended user moderates this effect.

How Consumer Brand Sabotage Affects Observing Consumers: Buffering versus Amplifying Effects of Consumers' Prior Self-Brand Connections

Andrea Kähr (University of Bern); Bettina Nyffenegger (University of Bern); Mansur Khamitov (Nanyang Technological University, Singapore); Harley Krohmer (University of Bern); Wayne Hoyer (University of Texas at Austin, USA)

We find observing consumer brand sabotage (CBS) activity decreases brand attitudes and purchase intentions—even more so for value- versus performance-based CBS. The impact of CBS further depends on the strength of consumers' prior self-brand connections wherein a buffering effect emerges for performance-based while an amplifying effect for value-based CBS.

Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers

Nari Yoon (Indiana University, USA); Jenny Olson (Indiana University, USA); Adam Duhachek (Indiana University, USA)

Our research examines how existing (loyal) customers react to new customer promotions. We find that offering exclusive perks and benefits to new customers heightens feelings of betrayal among existing customers, ultimately leading to greater switching intentions. Thus, focusing promotional efforts on customer acquisition versus retention may be risky.

1.5 Exploring Brand Dimensions: Transparency and Authenticity, Anthropomorphism and Culture - Competitive Paper Session, *Hanover A*

Approval and Accomplice: Towards a Better Understanding of Brands in Subcultures

Johnny Graham (Howard University); Susan Mudambi (Temple University, USA)

This paper examines the role of Sprite within the drug subculture centered around “lean” consumption. A content analysis of online forums reveals that the brand is used as an accessory, for social approval within the subculture, and to cover up subversive subcultural elements that are not as socially appealing.

Spicing Things Up with a (Brand) Secret

Heather Johnson Dretsch (NC State University); Colbey Emmerson Reid (Columbia College Chicago)

The present research problematizes the conventional wisdom that transparency is paramount in relationships by establishing the positive value of discovering a secret in consumer-brand relationships. Two longitudinal studies show that secrets increase interest, excitement, and interaction with brands to which individuals describe themselves as “committed.”

Revealing a Weakness Boosts Consumer Perceptions of Human Brand Authenticity

Qichao Zhu (Tsinghua University); Maggie Wenjing Liu (Tsinghua University); Meng Zhang (Chinese University of Hong Kong, China)

With the proliferation of mobile internet and social media, human brands have become increasingly important. With two experiments, we show that revealing a weakness of a human brand boosts consumer perceptions of human brand authenticity and therefore purchase intentions. This effect is moderated by consumers’ power distance belief.

Do Humanized Products Create Weak Brands? The Effect of Product Anthropomorphism on Brand Attitude Certainty

Christopher Beisecker (WHU - Otto Beisheim School of Management); Walter Herzog (WHU - Otto Beisheim School of Management)

This research suggests that anthropomorphized products are not construed as typical products of a brand but as “product individuals” with idiosyncratic characteristics that distinguish them from the brand. The resulting product-brand inconsistency is shown to reduce consumers’ brand attitude certainty and thus renders brand attitudes less predictive of brand loyalty.

1.6 Pain of Paying: Antecedents and Consequences - Special Session, *Hanover B* Session Chairs Elizabeth Friedman (Columbia University, USA); Ryan Hauser (Yale University, USA)

Paying Less for What You Like More: How Pain of Paying Leads to Preference Inconsistencies

Elizabeth Friedman (Columbia University, USA); Ryan Hauser (Yale University, USA); Ravi Dhar (Yale University, USA)

We identify underlying drivers that affect the pain of paying for a good. We further show that varied pain of paying across goods can lead to preference inconsistencies, where consumers may pay less for a good that they like more and thus prefer when it is offered for free.

The Perception, not the Payment: How Cognitive Appraisal Influences Pain of Paying

Justin Pomerance (University of Colorado, USA)

This paper investigates how perceptions of control over a purchase influence the pain of paying it causes. Consistent with the notion that control reduces stress, we find that control decreases pain of paying (even for irresponsible purchases), and that control influences evaluations of atypical purchases but not typical purchases.

More of the Same: Higher Pain of Payment Decreases Variety Seeking

Liang Huang (University of Arizona, USA); Rafay A Siddiqui (Hong Kong Polytechnic University); Anastasiya Pocheptsova Ghosh (University of Arizona, USA)

Retailers offer an increasing number of payment methods to consumers. We examine how the use of a payment method affects the variety of options purchased by consumers. We argue that consumers who use a payment method associated with high (vs. low) pain of payment exhibit lower variety seeking.

How the Pain of Payment Can Magnify and Mitigate Choice Overload Effects

Avni Shah (University of Toronto, Canada); James R. Bettman (Duke University, USA); John Payne (Duke University, USA)

Using field and lab experiments, we find that pain of payment can moderate choice overload effects. Reducing (increasing) the pain of payment—via payment mode or price—leads to increased (decreased) purchasing in larger choice sets, spending less (more) time on the decision, and higher (lower) satisfaction ratings post-purchase.

1.7 Sharing Stories: Celebrating Five Decades of ACR – 1970s - Special Session, Hanover C

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate ACR's golden anniversary with shared stories spanning the founding decade of ACR. Participants will share their stories of ACR connection and collaboration.

Participants: **Jim Bettman, Mita Sujan, Dipankar Chakravarti, Joydeep Srivastava, Don Lehmann, Kim Corfman, Melanie Wallendorf, David Crockett, Bill Wilkie and Kevin Bradford**

1.8 Understanding the Elusive Creativity - Methods, Effects, and Implications - Competitive Paper Session, Hanover D

Drawings as a Method to Assess Beauty Ideals and Stereotypes in Children

Tabitha Susan Thomas (Unaffiliated)

The objective of this paper is to introduce drawings as a novel method to study beauty ideals and stereotypes in children.

Local versus Global: The Effect of Identity Salience on Creativity

Ravi Mehta (University of Illinois at Urbana-Champaign, USA); Sijie Sun (University of Hawaii, USA); Narayan Janakiraman (University of Texas at Arlington); Zhiyong Yang (University of North Carolina at Greensboro)

Five studies examine the effect of local-global identity on creativity, showing that “locals” are more creative than “globals”, due to greater relationship focus. When relationship focus is externally induced, globals’ creativity increases, whereas locals’ creativity remains unchanged; when relationship focus is suppressed, locals’ creativity decreases, whereas globals’ creativity remains unchanged.

More than One Way to Break an Egg: How Creativity Leads to More Enjoyment of Repeated Consumption Activities

Yanfen You (New Mexico State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Na Wen (California State University Northridge, USA); Wenyu Dou (City University of Hong Kong)

In the context of repeated consumption activities, we find that consumers with a creative (vs. non-creative) mindset enjoy the repeated consumptions more, and are more willing to repeat the same activity. The effects occur because creative (vs. non-creative) consumers generate more variety in their approaches to undertaking the same activity.

The Appeal of Upcycled Products: The Role of Perceived Creativity

Sara Caprioli (TU Munich); Christoph Fuchs (TU Munich); Bram Van den Bergh (Erasmus University Rotterdam, The Netherlands)

In this paper, we examine why and when consumers find upcycled products appealing. In a series of field and lab studies, we identify creativity as an important underlying mechanism that make upcycled products appealing to consumers.

1.9 Consuming Emotionally: How Emotions Affect Consumption Behavior - Competitive Paper Session, *Hanover E*

Tell Me Now, How Should I feel?: Letting Go or Holding in Emotions Arising Through Art Consumption Experiences

Georgia Stavradi (Surrey Business School, University of Surrey); Ioanna Anninou (Surrey Business School, University of Surrey)

This qualitative diary study extends (aesthetic) consumption experiences and emotion regulation research. It illustrates that consumers’ access to an aesthetic experience relates to consumers’ immersion to felt emotions and identities. It highlights the role of internal dialogue in the emotion regulation process, emphasising the interaction between primary and secondary emotions.

Motivated Happiness in Luxury Consumption

Edward Yuhang Lai (Virginia Tech, USA); Mario Pandelaere (Virginia Tech, USA)

People dislike being in last place but are still buying the bottom-tier of a luxury brand. We demonstrate that consumers at the top and the bottom of a brand hierarchy construe their view of the brand differently, allowing both of them to be happy with their position in the hierarchy.

The Mixed Impacts of Nostalgia on Consumer Switching Behavior

Zhongqiang (Tak) Huang (University of Hong Kong); Xun (Irene) Huang (Nanyang Technological University, Singapore); Yuwei Jiang (Hong Kong Polytechnic University)

While the common practice of nostalgic marketing assumes that nostalgia can help customer retention, we found that nostalgia can lead to more consumer switching behavior. However, this effect only occurs when consumers focus on the consumption outcome and reverses when consumers are led to focus on the consumption process.

Unanticipated Emotional Benefits of Price Promotions

Chang-Yuan Lee (Boston University, USA); Eva C Buechel (University of Southern California, USA); Carey K. Morewedge (Boston University, USA)

We find that consumers underestimate the emotional benefits of price promotions. In field and laboratory experiments, we compared the forecasted and experienced impact of price promotions on the consumption utility of goods. Whereas promotion level linearly increased consumption utility in experience, forecasts of consumption utility were insensitive to promotion level.

1.10 The Machine Age of Consumer Research: How Robot-Based Expression Modalities Alter Perception and Choice - Special Session, *Hanover F*

Session Chair: Christian Hildebrand, University of St. Gallen, Switzerland

Mistaking Minds and Machines: How Speech Affects Dehumanization and Anthropomorphism

Juliana Schroeder (University of California Berkeley, USA); Nicholas Epley (University of Chicago, USA)

Treating a human like a machine is dehumanizing, whereas treating a machine like a human is anthropomorphizing. Four experiments demonstrate that a cue closely connected to a person's actual mental experience—a humanlike voice—affects the likelihood of mistaking a person for a machine, or a machine for a person.

Robot or human? How bodies and minds shape consumer reactions to human-like robots

Noah Castelo (Columbia University, USA); Bernd Schmitt (Columbia University, USA); Miklos Sarvary (Columbia University, USA)

Social robots are being increasingly used in consumption settings and are becoming more human-like in their physical appearance and mental abilities. Prior research suggests that consumers are

uncomfortable with human-like robots. We find that increasing the belief that social robots can have minds increases perceived usefulness of and comfort with robots.

Conversational Interfaces as Persuasion Instruments: Implications for Consumer Choice and Brand Perceptions

Anouk Bergner (University of St. Gallen, Switzerland); Christian Hildebrand (University of St. Gallen, Switzerland); Gerald Häubl (University of Alberta, Canada)
This work examines the effects of conversational interfaces on consumers' brand perceptions and purchase decisions. Evidence from four experiments shows that incorporating such interfaces into the shopping process promotes more intimate consumer-brand relationships and increases consumers' inclination to choose high-priced premium offers compared to traditional interfaces.

Blaming the Bot: Anthropomorphism Exacerbates Negative Responses from Angry Customers

Rhonda Hadi (Oxford University, UK); Cammy Crolic (University of Oxford); Felipe Thomaz (Oxford University, UK); Andrew T. Stephen (Oxford University, UK)
Using a large dataset from a mobile operator and three experiments, we demonstrate that chatbot anthropomorphism interacts with anger to influence consumer responses in a customer-service context. Specifically, angry consumers were less satisfied when addressed by anthropomorphic (versus non-anthropomorphic) chatbots, and this effect extends to company evaluations and purchase intentions.

1.11 The Influence of Luxury Brands - Competitive Paper Session, *Hanover G* Session Chair:

Doing Good in the Luxury Store: Prestigious Store Atmosphere Increases the Purchase of Ethical Products

Francine E. Petersen (HEC Lausanne, Switzerland); Cara de Boer (Mpiris); Siegfried Dewitte (Katholieke University Leuven, Belgium)
Across three studies, we find that prestigious store atmosphere increases willingness to buy ethical products. We propose that this is the case because the positive store image helps consumers reconcile the ambiguity associated with ethical products. Consequently, consumers perceive the ethical product as superior, increasing their willingness to buy ethically.

Luxury Brands' Pursuit of Sustainability: How Atypicality Perceptions Drive Consumers' Responses

Cesare Amatulli (University of Bari); MATTEO DE ANGELIS (Luiss University); Carmela Donato (Luiss Guido Carli University)
In two experiments, we show that luxury brands' sustainability-focused communication is more effective than luxury brands' performance-focused communication in driving consumers' willingness to buy those brands' products. More importantly, we demonstrate that what explains this effect is consumers' perception about the atypicality of sustainability-focused versus performance-focused strategy.

Status Consumption and a Luxury-Brand Inspired Subculture: Paradoxes of Physical Well-Being for Impoverished Consumers

Liezl-Marie van der Westhuizen (maiden name Kruger) (University of Pretoria); Robin Coulter (University of Connecticut, USA); Kelly Martin (Colorado State University)

Taking a phenomenological approach, we explore status consumption in relation to the physical well-being of members of a luxury brand-inspired subculture, Izikhothane. Informants report that participation in the subculture both enhances (avoiding more violent gangs) and compromises (potential for attacks by others, alcohol and drug consumption, suicide) their physical well-being.

The Ugly Luxury Premium: When Distinctiveness Pays Off

Ludovica Cesareo (Lehigh University); Claudia Townsend (University of Miami, USA); Zijun June Shi (Carnegie Mellon University, USA)

Consumers choose attractive goods. However, this research identifies the “ugly luxury premium”.

Three lab studies and two analyses of Amazon data show that, while consumers avoid ugly non-luxury products, among luxury, consumers view distinctively ugly products as more luxurious and fashion-forward, and choose them as often as beautiful ones.

1.12 Discrete vs. Connected: How the Mental Representation of Time Impacts Goal Pursuit and Goal Fulfillment - Special Session, Courtland

Session Chair: Yanliu Huang, Drexel University, USA

Self-Regulation and Consumer Impatience

Hyoje (Jay) Kim (Queensland University of Technology); Hyun Seung Jin (Queensland University of Technology); Chris Janiszewski (University of Florida, USA); Clinton S. Weeks (Queensland University of Technology); Amanda T. Beatson (Queensland University of Technology)

This research finds that self-regulation is an important source of intertemporal impatience. Five experiments show that performing self-regulation makes time more salient, thus time intervals are perceived as longer and impatience is increased. This also leads to time-related product features (e.g., speed) being perceived as more important.

Counting Time by Moments: The Effect of Photo Engagement on Goals

Kristen Duke (University of California San Diego, USA); Wendy Liu (University of California San Diego, USA)

Consumers frequently think about their past experiences either through memory alone or with the aid of photographs. This research finds that photo-driven reflection changes one's representation of time, which in turn suppresses future-oriented goals and choices. Thus, how one reviews the past changes how one treats the future.

Spending Gained Time

Selin A. Malkoc (Ohio State University, USA); Gabriela Tonietto (Rutgers University,

USA)

Five studies demonstrate that, despite desiring more leisure, consumers prefer to work when they actually gain time. This is because, while gaining time creates unaccounted time, consumers treat it differently than free time. To decide how to use gained time, consumers turn to their to-do's, increasing their preference for work.

Helping Me See the Whole Picture: How Using A Paper versus Mobile Calendar Influences Consumer Planning and Plan Fulfillment

Yanliu Huang (Drexel University, USA); Zhen Yang (Drexel University, USA); Vicki G. Morwitz (Columbia University, USA)

We examine how using a paper versus mobile calendar influences consumer planning. Across five studies, we show that a plan created through a paper (vs. mobile) calendar is perceived as more effective in facilitating seeing a big picture, which, in turn, leads to a greater likelihood of plan execution.

1.13 Changing Views on Gender and How It Influences Product Perception and Consumer Choice - Competitive Paper Session, *Dunwoody*

Session Chair: Alessandro Biraglia, University of Leeds

A Motivational Theory of Gendered Consumption

Niusha Jones (Boise State University); Blair Kidwell (University of North Texas)

With the worldwide decline in traditional gender norms, a new wave of consumption has emerged in which consumers engage in gender-incongruent consumption. This research shows that the gender identity perspective cannot explain gender-incongruent consumption. Instead, a motivational theory of gendered consumption is proposed that explains both gender-congruent and incongruent choices.

Gender-Class Intersectionality: Identity Projects of Married Women in Urban India

Tanuka Ghoshal (Baruch College, USA); Russell W. Belk (York University, Canada)

We take an intersectionality perspective to comparatively assess how women from low and high social classes distinctly negotiate gender inequality in the patriarchal Indian society. Married women from different social classes adopt unique identity projects in a bid for empowerment, and to rise above being mere markers of taste.

Harley Blow Dryers and Dove Men Body Wash: The Masculine-American Stereotype and Its Effects on Gendered Marketing

Nelson Amaral (American University, USA); Carlos Torelli (University of Illinois at Urbana-Champaign, USA); Hean Tat Keh (Monash University, Australia); Chi-Yue Chiu (Chinese University of Hong Kong, China)

We reveal a gender asymmetry in consumers' reactions to brand gender bending, whereby women are more accepting of masculine brands but men are less accepting of feminine brands. We further identify marketing strategies for successfully introducing of cross-gender products, particularly aimed at making men more receptive to feminine brands' extensions.

The Ritual-Femininity Association and Its Effect on Ritualistic Consumption

Yaxuan Ran (Zhongnan University of Economics and Law)

Ritual is a common behavior that consumers use. Adding to this literature, the present research demonstrates that individuals project gendered meanings to ritual, with the concepts of ritual and femininity cognitively linked. And accordingly, consumers who engage in rituals are stereotyped as more feminine.

1.14 Moving Away from Market Creation: Examining the Growth of Aesthetic Markets

- Special Session, *Fairlie*

Session Chair: Pierre-Yann Dolbec, Concordia University, Canada

The Politication of Objects: Meaning Making and Materiality in the US Cannabis Market

Aimee Huff (Oregon State University, USA); Ashlee Humphreys (Northwestern University - Medill, USA); Sarah JS Wilner (Wilfrid Laurier University, Canada)

We explore the interface of object elements and meanings to understand the role of products in market legitimation. Using assemblage theory to interpret multi-level data, we find that objects' expressive capacities facilitate legitimation by integrating networks of meaning in legitimate markets through three mechanisms: mimesis, discursive alignment, and semantic distancing.

Collaborative Market Driving: Conceptualizing Collective Action in Market Orientation Strategies

Andre F. Maciel (University of Nebraska-Lincoln); Eileen Fischer (York University, Canada)

Market orientation has become a generative concept in marketing research. However, research on this topic has retained a steady focus on the self-interested action of single companies. The present research seeks to extend this literature by highlighting the impact of the collective action of organizations and consumers on market evolution.

Market Aestheticization: How Markets Grow through Value Chain Complexification

Pierre-Yann Dolbec (Concordia University, Canada); Zeynep Arsel (Concordia University, Canada); Aya Aboelenien (Concordia University, Canada)

We theorize on how mature markets aesthetically advance, explaining phenomena such as craft beers, third wave coffee, and the so-called tattoo renaissance. Market aestheticization contributes to both the economic growth of the market and its cultural expansion. Our process model introduces three mechanisms to explain this process.

Practice Ecosystems: From Consumer Practice Disruption to Market Reinvention

Matthew Godfrey (University of Arizona, USA); Linda L Price (University of Oregon, USA)

We examine market disruption and reinvention, drawing upon an ethnographic and historical analysis of producers, service providers, and consumers in the U.S. shoe repair industry. Innovations disrupt

markets when they realign weak or vulnerable ties in practice ecosystems. Markets can reinvent themselves by forging ties that resolve new ecosystem vulnerabilities.

1.15 Food Decision-Making and Obesity Research: What Have We Accomplished, and What Still Needs to Be Done? - Knowledge Forum, *Greenbriar*

Session Chairs: Meryl P. Gardner, University of Delaware, USA; Naomi Mandel, Arizona State University, USA

This interactive session seeks to foster discussion among researchers and ACR members who use different paradigms, methods and approaches to study food decision-making and obesity. We hope to organize, assess and build upon prior work, evaluate what each research approach can/cannot address, and identify issues best addressed by cross-paradigmatic collaboration.

Participants: Melissa Bublitz, University of Wisconsin Oshkosh; Margaret C. Campbell, University of Colorado, USA; Pierre Chandon, INSEAD, France; Kelly Haws, Vanderbilt University, USA; Caglar Irmak, University of Miami, USA; Koert van Ittersum, University of Groningen, The Netherlands; Peggy Liu, University of Pittsburgh, USA; Brent McFerran, Simon Fraser University, Canada; Anirban Mukhopadhyay, Hong Kong University of Science and Technology; Laura A. Peracchio, University of Wisconsin - Milwaukee, USA; Maura Scott, Florida State University; Beth Vallen, Villanova University, USA; Keith Wilcox, Columbia University, USA

1.16 Videography - Videography, *The Learning Center*

Zakka: Uncategorized Culture of Uncategorized Goods, An Oral History of Uncategorized Man

Takeshi Matsui (Hitotsubashi University); Tokuro Oka (Freelance); Toru Yoshikawa (Freelance); Mikiko Uchida (Freelance)

The Fresh Professor: A Pedagogical Adaptation for the iGeneration

Mitchell Hamilton (Loyola Marymount University, USA); Julian K Saint Clair (Loyola Marymount University, USA)

Break

10:00 am – 10:15 am Centennial Foyer

Session 2

10:15 am - 11:30 am

2.1 Marketing Food So You Eat Better: The Effects of 4Ps on Meal Choices - Competitive Paper Session, *Grand Hall East A*

I See, I Sense, I Desire: How Spatial Distance of Indulgent Products Within Advertisements Affects Desire to Eat, Purchase Intention, and Satiation?

Sumit Malik (IE Business School, IE University); Eda Sayin (IE Business School, IE University, Spain); Kriti Jain (IE Business School, IE University, Spain)

This paper shows that spatially proximal (versus distant) depiction of an indulgent food evinces higher consumption outcomes, mediated through greater perceived tastiness. However, multiple exposures to similar depictions attenuate the effects by triggering satiation. We find support for these predictions across three studies and rule-out alternate explanations.

The Bad Taste of Healthy Food Discounts

Iina Ikonen (Vrije Universiteit Amsterdam); Aylin Aydinli (Vrije Universiteit Amsterdam); Peeter Verlegh (Vrije Universiteit Amsterdam)

With increasing obesity rates, price discounts are one strategy to increase healthy consumption, but research suggest their effect on sales of healthy items is limited. Through four experiments, we offer a potential explanation: discounts can lower the pre-purchase tastiness perceptions of healthy foods by increasing reliance on the unhealthy=tasty intuition.

The Effect of Package Color on Food Decision Making and Its Implications for Consumer Well-being

Chi Pham (UNSW Sydney); Nitika Garg (University of New South Wales)

Food is perceived as tastier in a dark package and healthier in a bright package. Further, buying intentions are higher when hedonic (healthy) food is presented in dark (bright) package. Perceived congruency between package color and food type mediates this effect. Brand familiarity and health claim moderate the relationship.

The Role of Culture and Message Framing: Evaluating Hispanic Consumers' Response to Healthy Eating Appeals

Tessa Garcia-Collart (Florida International University); NUKET SERIN (Florida International University); Jayati Sinha (Florida International University)

This study investigates the influence of self-construal and culture on brands' health appeals and finds that Hispanic consumers display identity incongruent attitudes toward healthy eating appeals. The findings of this research integrate message framing, culture, and self-construal theory to explain the process behind these contradictory yet novel effects.

2.2 Perceptions of AI and Algorithmic Decision Making - Special Session, Grand Hall East B

Session Chairs: **Gizem Yalcin**, *Erasmus University, the Netherlands*; **Nofar Duani**, *New York University, USA*

Risk Seeking Preferences Lead Consumers to Reject Algorithms in Uncertain Domains

Berkeley Jay Dietvorst (University of Chicago, USA); Soaham Bharti (University of Chicago, USA)

We propose that when the amount of irreducible uncertainty in a forecasting task is high, making a near

perfect forecast improbable for even the best possible algorithm, consumers reject any algorithm and turn instead towards more uncertain options like human judgment. We find support for this theory in five studies.

The Expert vs. the Algorithm: Consumers' Perceived Competence Impacts Their Valuation of Product Recommendations

Gizem Yalcin (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands); Darren Dahl (University of British Columbia, Canada)

Companies frequently utilize algorithms to make product recommendations. Interestingly, they use different strategies when explaining the source of the recommendation to their customers. We demonstrate that customers value recommendations differently depending on the framing of the source of a recommendation—an algorithm versus human expert—and their perceived competence.

Unfair but Also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination

Nofar Duani (New York University, USA); Alixandra Barasch (New York University, USA); Vicki G. Morwitz (Columbia University, USA)

We examine how the use of price-setting algorithms affects consumers' fairness perceptions and choices. Consumers generally believe algorithms (vs. humans) are less fair and are less likely to purchase when they are used, but this depends on the basis for price discrimination, and in some cases (e.g., demographic-based) reverses.

2.3 Understanding Consumer Responses to Advertising Content - Competitive Paper Session, *Grand Hall East C*

Parenting Motivations, Source Attractiveness, and Advertising Evaluations

Jonathan Hasford (University of Central Florida, USA); Aysu Senyuz (University of Central Florida, USA)

The authors propose that individuals with parenting motive will have lower attitudes for ads featuring attractive sources. This effect is based on inferences individuals make about parental competence of attractive sources. Furthermore, this effect was reversed when attractive source possessed expertise in childcare and when product promoted parent-child bonding.

Consumer Responses to Sexual Humor Advertisements

Rob Harrison (Western Michigan University); Ben Blackford (Northwest Missouri State University); Leslie Carlson (University of Nebraska-Lincoln)

The use of sex and/or humor to sell products is a strategy utilized by advertisers the world over. Separately, researchers have explored each advertising appeal. However, little is known about how consumers respond to the combination in the same advertisement. We explore consumer responses to sexual humor in advertising.

The Wise Use of Offensive Language in Advertising

Mia M. Birau (SKEMA Business School); Sarah Clifft (ESDES, Catholic University of Lyon); Guillaume Arribart (ESDES, Catholic University of Lyon); Anna Burshich (ESDES, Catholic University of Lyon); Diane Laloum (ESDES, Catholic University of Lyon); Santillan Delgado Jonatan (ESDES, Catholic University of Lyon); Mélanie Quesnot (ESDES, Catholic University of Lyon)

In three experimental studies we show that the use of offensive language has positive effects in increasing awareness and cognitive processing of the effects of homophobic language on LGBTQ community. We show that this effect is mediated by perception of shock and is moderated by social norms.

A Window to the Brand's Soul: How Models' Eyes Affect Consumers' Attitudes

Maria Giulia Trupia (IESE Business School); Martina Cossu (Bocconi University, Italy); Zachary Estes (Bocconi University, Italy)

Dilated pupils reveal physiological arousal, whereas constricted pupils show more iris color. Do consumers prefer advertising models with dilated (aroused) or constricted (colorful) pupils? Four lab studies (including eye-tracking) reveal that constricted pupils enhance the model's attractiveness and perceived trustworthiness, and consequently improve consumers' attitudes toward the advertisement.

2.4 How Would You Like to Pay for That? The Effect of Payment Method on Consumer Behavior - Special Session, *Grand Hall East D*

Session Chair: Daniel Katz, University of Chicago, USA

Increasing the Pain of Payment Increases Affiliation and Rapport in Collaborative but not Competitive Relationships

Avni Shah (University of Toronto, Canada); James R. Bettman (Duke University, USA); Tanya Chartrand (Duke University, USA); Kathleen Vohs (University of Minnesota, USA)

Could treating someone to a meal using cash (versus 'plastic') increase interpersonal connection and rapport? Using both quasi-field and lab experiments, we show experiencing more pain of payment can increase interpersonal connection for spenders and recipients when they are in desirable/collaborative settings but decrease closeness and rapport in undesirable/competitive settings.

Not all Debt is Created Equal: On the Mental Accounting of Debt Forms

Eesha Sharma (Dartmouth College, USA); Stephanie Tully (University of Southern California, USA); Cynthia Cryder (Washington University, USA)

Building on mental accounting research, we demonstrate that debt forms that are virtually identical in function (e.g., loans, credit) vary in the extent to which they are mentally represented as money owed versus money to be spent. These differences influence willingness to incur debt and concerns about debt repayment.

The Impact of Payment Plans on Feelings of Financial Constraint

Christina Kan (Texas A&M University, USA); Daniel Katz (University of Chicago, USA); Abigail Sussman (University of Chicago, USA)

We find evidence those who spread a payment over time feel more financially constrained than those who make the payment as a lump sum. This is true regardless of whether the lump sum payment occurs at the moment of purchase or is deferred to the end of a financing period.

Eliminating the Paper Trail: Consumers Use Less Trackable Payment Methods for Hard-to-justify Purchases

Christopher Bechler (Stanford University, USA); Joshua I Morris (Stanford University, USA); Szu-chi Huang (Stanford University, USA)

Five studies show that when consumers make purchases that are hard to justify, they are more likely to use cash than a card (debit or credit) to reduce their “paper trail” and the likelihood they will revisit these hard-to-justify financial activities in the future.

2.5 Consumers and Their Relationships with Brands - Competitive Paper Session, Hanover A

The Shame of It: Consumer Response to Transgressive In-Group Brand Behavior

Daniel Villanova (University of Arkansas, USA); Ted Matherly (Tulane University, USA)

Individuals with high self-brand connection usually defend their brands against negative information. However, we demonstrate that when others use their brand transgressively, they experience vicarious shame, which motivates highly connected observers to distance themselves from the brand. We also observe actual distancing behavior in real-world data collected from Twitter.

The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption

Jianping Liang (Business School, Sun Yat-sen University); Rajeev Batra (University of Michigan, USA); Zhuomin Shi (Business School, Sun Yat-sen University)

We show that Chinese consumers’ face concern consists of two distinct dimensions, concern with face gain (CFG) versus concern with face loss (CFL), and that these two dimensions operate differently in their impact on the desire to purchase luxury and visible (LV) brands, with CFL having the stronger effect.

How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty Across Different Cultures and Institutions

Mansur Khamitov (Nanyang Technological University, Singapore); Matthew Thomson (Western University, Canada); Xin (Shane) Wang (Western University, Canada)

Research on consumer-brand relationships (CBR) has examined the CBR - brand loyalty link, but surprisingly little is known about the cultural and institutional settings that enable this link. We meta-analyze how and why different CBR constructs (e.g. love, identification) drive loyalty better in some cultural and institutional contexts than others.

Belief in the Infallibility of Intuitions Predicts Receptivity to Lifestyle Branding

Randy Stein (Cal Poly Pomona); Michelle Sarraf (Cal Poly Pomona)

We hypothesize that receptivity towards lifestyle branding is fostered by thinking that intuitions are infallible. Study 1 demonstrates believing in the power of intuitions attenuates suspicion of lifestyle branding strategies. Study 2 replicates this link and provides evidence that one mediator is believing positive qualities “spread” from products to customers.

2.6 Understanding the Mechanisms and Outcomes of Intensive Marketization - Special Session, *Hanover B*

Session Chairs:

Mobile Dating Apps and the Intensive Marketization of Dating: Gamification as a Marketizing Apparatus

Anil Isisag (University of Wisconsin - Madison, USA)

Focusing on consumers’ experiences with mobile dating apps, this study examines the intensive marketization of dating. It delineates the ways in which gamification of dating through these apps facilitate the ascendancy of the ludic dating market logic and the intensification of market’s hegemony within the domains of dating and romance.

Marketization of Care: How Consumers Navigate the Commoditized Eldercare Services Market

Ankita Kumar (Bucknell University, USA)

This study expands upon prior research on how consumers manage tensions around utilizing marketplace resources for performing intimate tasks by investigating intensive marketization of the eldercare industry. It delineates consumers’ subjective experiences and attempts to minimize tensions by leveraging diverse resources to circumvent more heavily commoditized forms of service.

Digital Platforms and the Intensive Marketization of the Second-Hand Clothing Market

Elodie Juge (University of Lille, France); Isabelle Collin-Lachaud (University of Lille, France); Anissa POMIES (emlyon business school)

Prior works on market dynamics investigate the role of humans and nonhumans in market (de)formation. We complement them by showing how the emergence of digital platforms transforms existing amateur-to-amateur markets. Our ethnographic data shows that digital platforms are intensive marketization devices amplifying competition between users while excluding less efficient ones.

Relating Americans’ Responses to the Marketization of Armed Self-Defense to their Understandings of the Second Amendment

Michelle Barnhart (Oregon State University, USA); Aimee Huff (Oregon State University, USA); Inara Scott (Oregon State University, USA)

We investigate Americans consumers’ responses to the intensive marketization of armed defense

against criminals in relation to their understandings of the right to bear arms. We relate consumer responses to understandings of the Second Amendment across four dimensions, and examine the interface of these understandings with freedoms, morality, and regulation.

2.7 Sharing Stories: Celebrating Five Decades of ACR – 1980s - Special Session, *Hanover C*

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate ACR's golden anniversary with shared stories spanning the second decade of ACR. Participants will share their stories of ACR connection and collaboration.

Participants: **Russ Belk, Julie Edell, John Lynch, CW Park, Carol Scott, John Sherry, Alice Tybout and Jerome Williams**

2.8 Improving CSR Perceptions and Their Effects - Competitive Paper Session, *Hanover D*

How Corporate Purpose Affects Employees' Sustainable Behaviors: The Moderating Role of Autonomy and Culture

CB Bhattacharya (University of Pittsburgh, USA); Sankar Sen (Baruch College, USA); Laura Marie Edinger-Schons (University of Mannheim)

Companies increasingly talk about their higher purpose beyond profit maximization. This study proposes that employees' awareness of their company's higher purpose increases sustainable behaviors mediated by a reduction of justification strategies. Autonomy and sustainability culture moderate the mediated effect. The authors test the model using a survey of 297 employees.

The Benefits of Corporate Social Responsibility (CSR) on Consumer Choice and Behavior for Individuals, Business and Society

Hajar Fatemi (University of Windsor); Laurette Dube (McGill University, Canada)

Across four experiments we propose that salience of firm's prosocial activities increases the preference for options with long-term benefits and lowers the preference for options with long-term costs in terms of focal firm's products, products of other firms and general decision making. Consideration of future consequences is the suggested mediator.

The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness

Sascha Alavi (Ruhr-University of Bochum); Laura Marie Edinger-Schons (University of Mannheim); Urs Müller (ESMT Berlin); Johannes Habel (Warwick Business School); Jenni Maria Sipilä (University of Mannheim, Germany)

We investigate how two aspects of consumers' morality perceptions, CSR and price fairness, are related. Three experiments show that perceived CSR engagement strengthens the negative effect of a price increase on perceived price fairness, because CSR engagement raises consumers' expectations of

fair prices, which are disconfirmed through a price increase.

To Build or To Acquire a Socially Responsible Brand?

Bianca Grohmann (Concordia University, Canada); Argiro Kliamenakis (Concordia University, Canada); H. Onur Bodur (Concordia University, Canada)

This research examines whether firms can increase CSR perceptions through acquisition. Four experiments demonstrate that (1) firms can bolster CSR perceptions through acquisition of a functional (vs. symbolic) brand, (2) for symbolic brands, brand development (vs. acquisition) enhances CSR perceptions and (3) this effect is driven by identity dilution.

2.9 Dissecting Emotion and Its Effects on Expertise, Communication, and Perceptions of Nostalgia - Competitive Paper Session, *Hanover E*

The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability

Jacob Teeny (Ohio State University, USA); Daniel M. Zane (University of Miami, USA); Anna Paley (Ohio State University, USA); Robert Smith (Ohio State University, USA)

We demonstrate that consumers' enjoyment of a task can inflate their self-evaluations of ability in the associated domain, subsequently influencing their product choice. We provide evidence that this effect arises from a lay theory about the relationship between enjoyment and ability and discuss implications for gamification and education.

Conceptualizing and Measuring Integral Nostalgia

Matthew Farmer (University of Arizona, USA); Caleb Warren (University of Arizona, USA)

We develop and validate an 11-item scale to measure the extent to which consumers feel nostalgic for different time periods. The scale measures three dimensions of nostalgia – warmth, loss, and simplicity associated with the time – and better predicts nostalgic choices than alternative scales.

Let it go: The Effect of Stress on Anonymous Self-Disclosure

Sinem Acar-Burkay (USN School of Business); Daniela Carmen Cristian (City University of London, UK)

Despite increasing concerns regarding information privacy and regulations that enhance consumers' control over their personal data, consumers voluntarily share personal and sensitive information about themselves. We show that experiencing stress enhances consumers' self-disclosure in anonymous settings, and that this effect can be eliminated by activating self-presentation goals.

The False Negative Rate of Confound Checks and Why You Should Not Use the PANAS to Exclude Mood Effects

Niels van de Ven (Tilburg University, The Netherlands)

Researcher degrees of freedom increase the false positive rate. However, for confound checks such freedom actually increases the false negative rate. A study on how mood is used as a confound check

in consumer research and psychology indeed finds that mood is often measured with questionable validity, reliability, and sensitivity.

2.10 When Marketing Alienates Consumers - Special Session, *Hanover F* *Session Chairs: Klaus Wertenbroch, INSEAD*

The Dark Side of Microtargeting: Predicting Consumers' Preferences Threatens Their Sense of Free Will

Rom Schrift (University of Pennsylvania, USA); Klaus Wertenbroch (INSEAD, Singapore); Yonat Zwebnier (University of Pennsylvania, USA)

The advent of machine learning and artificial intelligence allows marketers to micro-target consumers more accurately than ever before. Consumers' reactions to such practices are therefore of growing interest. The paper explores boundary conditions of how predictive microtargeting may threaten consumers' sense of autonomy and consumers' reactions to such threats.

Calculators for Women: When Identity Appeals Provoke Backlash

Tami Kim (University of Virginia, USA); Leslie John (Harvard Business School, USA); Kate Barasz (IESE Business School); Michael Norton (Harvard Business School, USA)

Five studies demonstrate that identity-based labeling—a popular marketing tactic—can backfire, alienating the very individuals they aim to attract. This backlash is driven by categorization threat which is induced when the identity deployed is that of a marginalized group and the appeal evokes a stereotype about that identity.

The Dematerialization of Consumption

Maria Cristina Cito (Bocconi University, Italy); Eugina (Wai Lun) Leung (Erasmus University Rotterdam, The Netherlands); Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands)

Dematerialization is transforming many product categories. Products such as books and movies are becoming invisible and intangible. Although dematerialization provides indisputable benefits for consumers, our studies show that consumers prefer material goods over their immaterial counterpart under identity-based consumption because dematerialization reduces consumer's ability to use products for self-verification.

The Signature Effect: How Personalizing the Fruits of One's Labor Increases Work Motivation and Performance

Ulrike Kaiser (WU Vienna); Martin Schreier (WU Vienna); Christopher Fuchs (Technical University of Munich); Stijn M. J. van Osselaer (Cornell University, USA)
Marketers have recently (re-)discovered the value of making the individual producer more personal by revealing the respective individual's identity at the point-of-purchase. This research looks at consequences for producers and shows that personalizing the producer increases work motivation and

product quality.

2.11 Political Ideology and Its Influence on Consumption and Brand Preferences -

Competitive Paper Session, *Hanover G*

On Eating Ugly: How Political Ideology Shapes Preferences for Inferior Products

Monika Lisjak (Arizona State University, USA); Nailya Ordabayeva (Boston College, USA)

Although political ideology is known to shape preferences for conspicuous and typically superior products, this research shows that ideology influences preferences also for inconspicuous and sometimes inferior products. Across five experiments, conservatives evaluated inferior products more positively than liberals in an effort to maintain their beliefs in a balanced world.

Brands are the RIGHT Choice: Political Ideology and Brand Centricity

Efe Camurdan (University College Dublin); Zeynep GURHAN-CANLI (Koc University, Turkey); Alokparna (Sonia) Monga (Rutgers University, USA)

This research explores brand centricity through the lens of political ideology. Across several studies, we demonstrate that brands are more central for conservatives than liberals because brands enable them to make dispositional inferences.

Fifty Shades of Gay: The effects of gender and LGBT imagery on politically conservative viewers

Gavin Northey (University of Auckland, New Zealand); Rebecca Dolan (University of Adelaide); Patrick van Esch (Western Sydney University); Felix Septianto (University of Auckland, New Zealand); Vicki Andonopoulos (University of New South Wales); Michael Barbera (Barbera Solutions)

This study examines how depictions of gender and sexuality influence consumer attitudes. The findings demonstrate an individual's political ideology determines their emotional response (disgust) to such advertisements and that it is the resulting emotional response and attitude to the advertisement that act as causal mechanisms responsible for product-related attitudes.

Living on the Edge? Political Extremeness and Normalizing Consumption

Aaron Charlton (University of Oregon, USA); Joshua T. Beck (University of Oregon, USA); Joshua J. Clarkson (University of Cincinnati, USA)

Political ideology has an impact on and is partially determined by consumption practices. Ideology differs not only by polarity (liberal vs. conservative), but also by extremeness. We show that political extremeness enhances preference for popular products as a remedy to the ostracizing effect of one's extreme political views.

2.12 The Changing Face of Luxe: Refocusing, Undermining, Moralizing Luxury -

Special Session, *Courtland*

Session Chair: Yajin Wang, University of Maryland, USA

From “Wealth-as-Status” to “Value-as-Status:” The Millennial Luxury Consumer Mindset

Ludovica Cesareo (Lehigh University); Vanessa Patrick (University of Houston, USA)
Integrating theories of status acquisition with functional theories of attitude, we investigate why consumers (Millennial vs. non) are drawn to luxury consumption. Three studies show that Millennials still purchase luxury for social-adjustive reasons (i.e., signaling and social approval), however not to signal wealth, but instead to communicate their values.

Picasso, Monet, and Louis Vuitton: Appreciation of Arts Dampens Desire for Luxury Goods

Yajin Wang (University of Maryland, USA); Alison Jing Xu (University of Minnesota, USA)

Appreciating visual arts decreases consumers’ desire for luxury goods. This effect occurred when consumers viewed artworks in an art exhibition, in an artistically decorated shopping mall, or on a computer. Desire for luxury goods was measured by both attitudinal and incentive-compatible choice measures across 2 field studies and 4 lab experiments. We also identified boundary conditions of this effect.

Hurts So Good: Status Products That Incur Environmental Costs are Preferred by Status-Striving Consumers

morgan k ward (Emory University, USA); Sara Loughran Dommer (Georgia Tech, USA); Darren Dahl (University of British Columbia, Canada)

We propose that for status-striving consumers, the environmental costs of production (i.e., the damage or destruction to an environmental resource in order to produce a product) make status products more, rather than less, appealing. We argue that these environmental costs symbolically express consumers’ dominance and consequently represent elevated social status.

Do Fighters Wear Prada? Consumer Dominance Orientation and Desire for Luxury Brands

Perrine Desmichel (HEC Lausanne, Switzerland); David Dubois (INSEAD, France); Bruno Kocher (HEC Lausanne, Switzerland)

We investigate when and why aggressive imageries may increase consumers’ desire for luxury brands. We propose that aggressive imageries increase brand attractiveness among low- (but not high-) dominance orientation consumers, because low- (but not high-) dominance orientation consumers see in aggressive luxury brands a promise of empowerment.

2.13 Gender Differences in Consumption and Their Relations with Identity - Competitive Paper Session, *Dunwoody*

Ethical Consumption: Status Inferences and Sexual Cues

Francois J. Dessart (Independent); Rob M. A. Nelissen (Tilburg University, The Netherlands); Alain Decrop (University of Namur)

We propose, test, and find that men and women differ on the social benefits (i.e. status, social dominance) gained through ethical consumption and on their willingness to consume ethical products when sexually aroused, thereby providing an evolutionary account for sex differences in ethical consumption.

Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work

Rosanna Smith (University of Georgia, USA); Michelle vanDellen (University of Georgia, USA); Lan Anh Nu Ton (University of Georgia, USA)

Prior work has found that consumers who engage in beauty work can be viewed as inauthentic. We find that framing beauty work as self-expression enhances authenticity and product evaluations. Self-expression implicitly frames the true self in existentialist terms, leading the chosen (vs. natural) appearance to be seen as more authentic.

Pink Tax versus Blue Tax: Insights Generated by the Direct Measurement of Price Elasticity of Demand

Vahid Rahmani (Rowan University); Erika Kordrostami (Rowan University); John Ford (Old Dominion University)

This paper is the first to directly measure the price elasticity of demand using a large longitudinal sample of secondary data. Results provide strong empirical evidence that women are more price sensitive than men, and an effective dynamic pricing algorithm will price men's products higher than comparable women's products.

Will Using a Pink Product Make Males Become Risk Averse? The Effect of Taking a User's Perspective on Self-Evaluation

Hao Shen (Chinese University of Hong Kong, China); Suntong Qi (Chinese University of Hong Kong, China); Jaideep Sengupta (Hong Kong University of Science and Technology)

When male consumers use a product that is typically used by females, they might take the perspective of the typical users. In doing so, they perceive themselves to share common elements with females and subsequently behave like females (e.g. more risk averse).

2.14 Word of Mouth: Emerging Insights and New Directions for Consumer Research - Special Session, Fairlie

Session Chairs: Christopher Bechler, Stanford University, USA; Zakary Tormala, Stanford University, USA

Sharing Like a Boss: How a Consumer's Position in the Hierarchy Influences Word-of-Mouth Valence

Christilene du Plessis (Singapore Management University, Singapore); Michael Schaerer (Singapore Management University, Singapore); David Dubois (INSEAD, France)

How does a consumer's position in the hierarchy affect the WOM they share with others? Five studies

demonstrate that consumers who are higher (vs. equal or lower) in rank than the recipient of their message share less positive messages because they are less motivated to affiliate with the recipient.

Choosing Targets: How Expectations of Qualitative Change Influence Word of Mouth

Christopher Bechler (Stanford University, USA); Zakary Tormala (Stanford University, USA); Derek Rucker (Northwestern University, USA)

Five experiments show that consumers prefer to direct persuasion efforts toward individuals who would shift their attitudes qualitatively (e.g., from negative to positive) rather than non-qualitatively (e.g., from positive to more positive), because qualitative change is perceived as greater and expected to have more impact on behavior.

TMI: How and Why Personal Self-Disclosure Affects the Persuasiveness of Consumer Word-of-Mouth

Carter Morgan (University of Miami, USA); Zoey Chen (University of Miami, USA); Sara Loughran Dommer (Georgia Tech, USA)

We demonstrate that reviewers' sharing of intimate personal information can negatively affect WOM value. We suggest and show that this is due to readers' perceptions of reviewers' personal disclosure as socially inappropriate. This perception lowers readers' liking for the reviewer, thereby reducing persuasiveness of the review and product purchase likelihood.

Word of Mouth: A Review and Directions for Future Work

Jonah Berger (University of Pennsylvania, USA)

People often share opinions and information with social ties, and word of mouth has an important impact on consumer behavior. But what drives interpersonal communication and why do people talk about certain things rather than others? This talk reviews recent work in this space and outline directions for future research.

2.15 How to Do Automated Textual Analysis - Knowledge Forum, *Greenbriar*

Consumer researchers now have access to a range of textual data. But extracting psychological and cultural insights requires the right tools. This forum provides a how-to, covering some of the main text analysis techniques, how to use them, and how they can shed light on a variety of questions.

Participants: **Sudeep Bhatia**, *University of Pennsylvania, USA*; **Sarah G Moore**, *University of Alberta, Canada*; **Grant M Packard**, *Wilfrid Laurier University, Canada*; **Matthew D Rocklage**, *University of Massachusetts, USA*; **Ashlee Humphreys**, *Northwestern University - Medill, USA*; **Gideon Nave**, *University of Pennsylvania, USA*; **Andrea Webb Luangrath**, *University of Iowa, USA*; **David Schweidel**, *Emory University, USA*; **Michael Yeomans**, *Harvard Business School, USA*; **Robert Meyer**, *University of Pennsylvania, USA*; **Shiri Melumad**, *University of Pennsylvania, USA*

2.16 Videography - Videography, *The Learning Center*

Understanding the Challenges to School Drop-out in a Low-income Community in

South Africa

David James Schmidtke (Griffith University)

Spot - Conquering the Public Space - Ethnography of a Spatial Practice: Downhill Longboarding

Thomas Stenger (University of Poitiers, France)

Break

11:30 am – 11:45 pm Centennial Foyer

Session 3

2:00 pm - 3:00 pm

3.1 LearnShop: Wising Up: Lessons for Teaching Consumer Behavior over the PhD Student Lifecycle, Grand Hall East A

Session Chairs: Gita Johar, Columbia University, USA; Darren Dahl, University of British Columbia, Canada; Eileen Fischer, York University, Canada; Vicki Morwitz, Columbia University, USA

3.2 We can “Feel” The Presence: Persuasion Dynamics of Technology-Mediated Social Presence in Consumer-Firm Interactions - Special Session, Grand Hall East B

Session Chairs: Ana Valenzuela, Baruch College, USA; Christian Hildebrand, University of Geneva, Switzerland

Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking

Christian Hildebrand (University of Geneva, Switzerland); Anouk Bergner (University of St. Gallen, Switzerland)

Robo advisors provide an automated process of risk profiling and portfolio management to private investors. We show that robo advisors can cause consumers to select objectively incorrect portfolio recommendations that are inconsistent with their actual risk profile and to accept costly investment products that invoke larger annual management fees.

Getting Personal in Public? How Consumers Respond to Public Personalized Advertisements

Nicole Jasmin Heß (Ludwig-Maximilians-University Munich); Corinne M Kelley (Florida State University); Maura Scott (Florida State University); Jan Schumann (University of Passau); Martin Mende (Florida State University)

Drawing on theory on self-concept congruity and impression management, this research examines consumer responses to public personalized advertising (e.g., in retail stores). Three experiments show when and how social presence impacts consumers' attitudes, emotions, and behavioral intentions

toward retailers, in response to public personalized advertisements.

Distant Connection: Differences in Prosocial Behavior across Computing Devices

Caglar Irmak (University of Miami, USA); Claudia Townsend (University of Miami, USA); Ben Bornstein (University of Miami, USA)

We demonstrate that prosocial behaviors differ when using a mobile (e.g., laptop) versus stationary (e.g., desktop) device. Across three studies, mobile (stationary) device users exhibit a greater likelihood of helping socially distant (close) others. The physical mobility of computing devices alters perceptions of psychological distance between donors and benefactors.

The Persuasive Power of Online Social Presence

Rahi Hosseini (Pompeu Fabra University, Spain); Maria Galli (ESADE Business School, Spain); Ana Valenzuela (Baruch College, USA)

When choosing destinations on TripAdvisor or books on Goodreads, consumers read reviews to make decisions. Using four experiments, we show that perceptions of social presence in online reviews increase recommendation acceptance, even when a non-favored item is recommended, because social presence generates an imaginary social interaction that elevates attitudes towards reviewers.

3.3 Consumer Evaluations of Bundles and Customization - Competitive Paper Session, Grand Hall East C

Being and Staying the Only One: Creating Value through Uniqueness in Mass Customization

Nikolaus Franke (Wirtschafts University, Austria); Franziska Metz (EBS); Pia Burghartz (University of St. Gallen, Switzerland); Emanuel de Bellis (University of St. Gallen, Switzerland); Gerald Häubl (University of Alberta, Canada); Ilse-Maria Klanner (TD Berlin)

Product uniqueness is an essential driver of the effectiveness of mass customization. A series of field and lab experiments reveals that uniqueness feedback, ensuring the current and future uniqueness of the mass-customized product, creates value for consumers and firms.

Parts in the Whole: Compensation versus Spillover Effects in Judgments of Bundled Products

Jennifer Seokhwa Hong (Seattle University, USA); Tom Meyvis (New York University, USA); Andrea Bonezzi (New York University, USA)

While prior research indicates that a product is evaluated less favorably when it is bundled (vs. not bundled) with an inferior product, our research documents the reverse effect—provided that the products are substitutes. We further demonstrate that this counterintuitive effect is driven by consumers' trust in the market.

The Downside of Product Bundle Customization

Jennifer Seokhwa Hong (Seattle University, USA); Andrea Bonezzi (New York

University, USA); Tom Meyvis (New York University, USA)

Contrary to the general belief that customization yields benefits, we document a novel downside of customization in the context of product bundling. We show that consumers evaluate self-customized bundles less favorably than store-generated bundles. Seven studies show that this effect manifests in different types of evaluative and behavioral measures.

Understanding Personalized Lifestyle Marketing: An Experimental Approach

Oliver Emrich (Johannes Gutenberg-University of Mainz); Tim M. Boettger (IESEG School of Management); Dennis Herhausen (KEDGE Business School); Leonard Lee (National University of Singapore, Singapore)

In contrast to product recommendations, personalized lifestyle marketing communicates lifestyle content that fits customers' individual values. A field experiment shows that personalized lifestyle marketing stimulates product purchases and leads to a broader consideration set but requires a time span in which customers can explore means-end connections between products and values.

3.4 From Words to Wisdom in Conversational: Language and Paralanguage - Special Session, Grand Hall East D

Session Chairs: Shirly Bluvstein, New York University, USA; Juliana Schroeder, University of California Berkeley, USA

Hello! How May I Helo You? How Written Errors Can Humanize a Communicator

Shirly Bluvstein (New York University, USA); Xuan Zhao (University of Chicago, USA); Alixandra Barasch (New York University, USA); Juliana Schroeder (University of California Berkeley, USA)

Three experiments demonstrate that typographical errors - a seemingly unintentional aspect of written communication - causes readers to infer that an ambiguous communicator is more human-like. This inference occurs only when the error is explicitly corrected, and subsequently leads to readers sharing more personal information with the communicator.

The Impact of Dialogue Dynamics in Online Service Resolution

Francisco Villarreal Ordenes (University of Massachusetts, USA); Dhruv Grewal (Babson College, USA); Lauren Grewal (Dartmouth College, USA); Panagiotis Sarantopoulos (University of Manchester, UK)

Complaint handling by frontline employees (FLEs) is increasingly occurring in digital channels. Drawing on dialogical interaction analysis, we demonstrate that customer complaints with more negative language are more difficult to solve, but by using dominant language and matching the consumer's linguistic style, FLEs can improve perceptions the complaint was resolved.

Nonverbal Mimicry of Textual Paralanguage

Andrea Webb Luangrath (University of Iowa, USA); Joann Peck (University of Wisconsin - Madison, USA); Victor A Barger (University of Wisconsin - Whitewater); Abby Haynes (University of Iowa, USA)

This research explores nonverbal mimicry in response to textual paralinguistic (TPL). Consumers mimic nonverbals after being exposed to messages containing TPL due to a heightened level of empathy evoked by exposure to TPL. We reveal a cross-modal visualization effect such that visual and tactile TPL facilitate auditory processing of messages.

How Concrete Language Shapes Customer Satisfaction

Grant M Packard (Wilfrid Laurier University, Canada); Jonah Berger (University of Pennsylvania, USA)

Four studies, including experiments and analysis of over 1,000 customer service interactions, reveal that employees who use more concrete (vs. abstract) language with customers increase satisfaction, intentions and actual purchases. Experiments demonstrate the effect is driven by perceptions that the “concrete” agent is more personally involved with the customer’s needs.

3.5 Digging into the Branding Taboos - Rejection, Negative WOM, Negative Publicity, and Product Displacement - Competitive Paper Session, *Hanover A*

I Desire a Brand When I See the Standard: How to Communicate Brand Rejection

Jun Yan (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada); Americus Reed (University of Pennsylvania, USA)

Four studies suggest that compared with the negative consequences of a blatant rejection in previous research, setting an exclusive standard for target consumers of a self-expressive brand makes de-selected consumers feel rejected but have increased brand desire when they perceive the rejecting brand is still attainable.

Pride & Prejudice: How an Individual’s Hubris Makes Them Say Bad Things About Your Brand

Felix Septianto (University of Auckland, New Zealand); Gavin Northey (University of Auckland, New Zealand); Tung Moi Chiew (Universiti Malaysia Sabah); Vicki Andonopoulos (University of New South Wales); Liem Viet Ngo (University of New South Wales)

This research develops and tests a novel prediction that hubristic pride can increase negative word of mouth following a service failure. Results from six experiments show that the effect of hubristic pride is driven by increased psychological entitlement.

When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Consumers' Cognitive Styles

Rebecca Chae (University of Michigan, USA); Yong H. Kim (Hong Kong University of Science and Technology); Julia Lee (University of Michigan, USA)

Consumers’ negative reaction to a moral misconduct committed by one organization may spill over to another organization that is loosely associated with it but not morally implicated in its wrongdoing. We study whether ethical violations can trigger a contagion of moral blame, and whether such contagion is

culturally variable.

The Brand That Wasn't There: The Impact of Product Displacement on Brand Outcomes

Kirk Kristofferson (Ivey Business School); Lea Dunn (University of Washington, USA)
Product displacement is the physical or digital removal of a brand from entertainment content. While research has examined the effectiveness of product placement, no research has examined how consumers respond to displaced brands. This research explores the psychological underpinnings of displacement on brand outcomes and demonstrates potential benefits for brands.

3.6 Reexamining Complexity: Dimensionality and Information Density in Consumer Decision Making - Special Session, *Hanover B*

Session Chair: Nicholas Light, University of Colorado, USA

Keep It Simple (Sometimes): Consumer Perceptions of Brand Simplicity and Risk

Nicholas Light (University of Colorado, USA); Philip M. Fernbach (University of Colorado, USA)

Although simplicity is a popular branding strategy, it may lead to unforeseen consequences. Across three studies, we show that consumers use branding simplicity as a cue to the simplicity of companies themselves, which leads to decreased perceptions of risk, which makes consumers more upset by failures (vs. “complex” brands).

Using Consumers’ Representation of Brands to Understand Which Changes Disrupt Identity

Stephanie Chen (London Business School, UK); Oleg Urminsky (University of Chicago, USA)

This work aims to understand what changes disrupt brand identity by exploring consumers’ mental representations of brands. We demonstrate that changes to aspects of a brand seen as more causally related to other brand aspects are more disruptive to brand identity and more negatively impact anticipated use.

When Shrouded Prices Seem Transparent: A Preference for Costly Complexity

Shannon Michelle White (University of Chicago, USA); Abigail Sussman (University of Chicago, USA); Dustin Beckett (Consumer Financial Protection Bureau)

We find that consumers prefer more complex fee disclosures, believing the detail in complex disclosures to signal transparency and facilitate decision-making. Yet, complexity can increase the likelihood of choosing higher-fee options. Hence, companies may disaggregate fees and signal transparency even while obfuscating fees.

Low Complexity Drives Similarity Judgments within Bundles of Products

Ellen Evers (University of California Berkeley, USA); Alexander Park (Washington University, USA); Daniël Lakens (Eindhoven University of Technology)

Similarity judgments play a crucial role in many day-to-day decisions. Unlike prevalent similarity theories which focus on object-to-object similarity judgments, this research investigates how people form similarity judgments about groups of stimuli. We find that when features are all different, regularity in the differences (low complexity) increases judgment of similarity.

3.7 Sharing Stories: Celebrating Hal Kassarian's ACR Distinguished Service Award - Special Session, *Hanover C*

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate Hal Kassarian's ACR Distinguished Service Award. Hal's friends and students will celebrate this award with Hal and share stories and wonderful experiences of working with Hal.

Participants: **Jim Bettman, Valerie Folkes and Rich Lutz**

3.8 Number Effects on Pricing, Promotion, Upgrades, and Product Evaluations - Competitive Paper Session, *Hanover D*

Naming multigenerational AlphaNumeric Brands: Where and what to increment?

Sanjeev Tripathi (Indian Institute of Management, Indore)

There is inconsistency in use of sequential alphanumeric brand names (ABNs) for multigenerational products. Through five studies, we show that consumers process ABNs using a place value logic. The increments in first part of the ABNs lead to higher perceptions of product upgrade and price premium than in last part.

Package Offers and Price Rate Calculations: How Price Rates Influence Price and Promotional Sensitivity

Daniel Villanova (University of Arkansas, USA); Rajesh Bagchi (Virginia Tech, USA)

Consumers are often faced with quantity offers, which can be evaluated by computing a price rate—a ratio of one element (quantity or price) to another. We show consumers use the large number as the numerator, which affects how sensitive consumers are to prices and promotions.

The Effects of Duodecimal and Hexadecimal Benchmarks on Package Size Evaluations

Kunter Gunasti (Washington State University, USA); Tim Ozcan (James Madison University); Betsy Howlett (Washington State University, USA)

We demonstrate positive effects of Hexadecimal and Duodecimal (H/D) numbers on consumers' product evaluations, preferences, and willingness to pay. These effects are mediated by the round-like number properties of H/D numbers and by the perceived convenience of the change in package size and moderated by the dominant measurement system.

The Left-digit Effect Discourages Consumers to Upgrade

Junha Kim (Ohio State University, USA); Joseph K Goodman (Ohio State University, USA); Selin A. Malkoc (Ohio State University, USA)

Conventional wisdom suggests marketers should utilize the left-digit effect (e.g., \$19.99) to increase sales. We find that when there is a vertical upgrade opportunity, the left-digit effect can decrease upgrades and revenues. Instead, consumers upgrade and consequently spend more when the starting price is set above a threshold.

3.9 How Emotions Affect Shopper and Service Marketing - Competitive Paper Session, Hanover E

Tipping Required: Customer Response to Non-Voluntary Tipping Systems

Ismail Karabas (Murray State University); Jeff Joireman (Washington State University, USA)

This paper examines customer response to non-voluntary tipping systems as an emerging trend. The results of three studies suggest that non-voluntary tipping leads to higher customer anger than voluntary tipping, which leads to lower return intentions. Also, the effect of non-voluntary tipping is stronger under high (vs. low) quality service.

Earning Consumer Forgiveness through Service Recovery: Roles of Emotion, Money, and Power

Maggie Wenjing Liu (Tsinghua University); Chuang Wei (Tsinghua University); Hean Tat Keh (Monash University, Australia)

This research aims to test how consumers respond to different service recovery strategies. With four studies, we propose and show that consumers would show more forgiveness when they receive emotional recovery than they received economic recovery. The effect is mediated by consumers' empathy towards companies and moderated by consumer power.

The Joy of Shopping: A Conceptual Framework of Positive Emotions and Shopping Behavior

Kelley Gullo (Duke University, USA); Duncan Simester (Massachusetts Institute of Technology, USA); Gavan Fitzsimons (Duke University, USA)

The current work reviews decades of research on positive emotions and consumption to develop a conceptual framework of how and when positive emotions should increase shopping behavior. A field experiment with over a million transactions and two lab studies provide initial support for the framework.

Understanding Marketplace Tranquility

Cele Otnes (University of Illinois at Urbana-Champaign, USA); Hyewon Oh (University of Illinois at Urbana-Champaign, USA); Ravi Mehta (University of Illinois at Urbana-Champaign, USA)

Increasingly, consumers seek marketplace solutions that foster tranquility; thus, marketers need to

understand how best to deliver these solutions. Through depth interviews with practitioners offering “tranquil” goods/services/experiences, we offer a framework delineating the salient strategic dimensions of tranquility delivery, and the boundary conditions that shape marketers’ delivery of these dimensions.

3.10 This Session Is Fake News: The Impact of Fake News and Political Polarization on Media and Attitude Change, and Strategies for Societal Intervention - Special Session, Hanover F

Session Chair: Fausto J. Gonzalez, New York University

Opposite Partisan Perspective-Taking Leads to Polarized Assessments of Political News Truth

Fausto Gonzalez (New York University, USA); Minah Jung (New York University, USA); Clayton R Critcher (University of California Berkeley, USA)

Across three studies (N = 3,108), we find that opposite-partisan perspective-taking makes people more likely to believe news articles (real or fake) congruent with their own partisan leaning. This is true regardless of whether or not sources are present, and results from assuming greater bias in opposite-partisan others.

Perspective-Taking and Self-Persuasion: Why “Putting Yourself in Their Shoes” Reduces Openness to Attitude Change

Rhia Catapano (Stanford University, USA); Zakary Tormala (Stanford University, USA); Derek Rucker (Northwestern University, USA)

Three studies (N = 2,734) show that perspective-taking backfires in the context of self-persuasion. When people take the perspective of others with opposing views, opposing morals and values are brought to mind, which reduces receptiveness and openness to attitude change. Remedies and implications for consumer behavior are discussed.

Leveraging Care/Harm Moral Foundation Among Liberals and Conservatives to Reduce the Dissemination of Fake News

Hyerin Han (University of Minnesota, USA); Hyun Euh (University of Minnesota, USA); Ryan Wang (University of Minnesota, USA); Akshay Rao (University of Minnesota, USA)

The current research demonstrates that conservatives and liberals can be nudged to engage in more effortful thinking, which might reduce their willingness to share false information, when appeals are designed to be congruent with the different targets of care/harm moral foundation.

Fighting Misinformation on Social Media Using Crowdsourced Judgments of News Source Quality

Gordon Pennycook (University of Regina); David Rand (Massachusetts Institute of Technology, USA)

We find that despite partisan differences, laypeople across the political spectrum rate mainstream sources as far more trustworthy than either hyper-partisan or fake sources; and politically balanced layperson ratings are strongly correlated ($r=0.90$) with professional fact-checkers. Thus, social media algorithms down-ranking content from untrusted sources is promising for fighting misinformation.

3.11 The Effects of Power Distance on Experience Evaluation, Brand Preferences, and Consumption Decisions - Competitive Paper Session, *Hanover G*

Greater Constraints Lead to a Purchase Decision: The Impact of Power Distance Belief on Purchase Deferral Tendency

Hyejin Lee (Indiana University, USA); Ashok K Lalwani (Indiana University, USA)

The present research demonstrated that consumers high (vs. low) in power distance belief – the extent to which people accept and endorse hierarchy – are less likely to defer purchases because they perceive greater constraints on their behavior, which increases their purchase urgency and reduces their purchase deferral tendency.

How Power Distance Belief Changes the Role of Physical Distance in Consumer Evaluations of the Salesperson and Purchase Decisions

Chia-Wei Joy Lin (University of Tennessee at Chattanooga); Saerom Lee (University of Texas at San Antonio, USA); Bingxuan Guo (University of Texas at San Antonio, USA)

Power distance belief (PDB) moderates the effect of physical proximity of a salesperson on consumer reactions such that physical proximity negatively (positively) affects salesperson evaluations and purchase decisions by low-PDB (high-PDB) consumers. This effect is driven by perceptions of (dis)respect and further manifested in actual purchases in retail stores.

The Effect of Power Distance Belief on Variety Seeking

Han Ma (University of Texas at Arlington); Narayan Janakiraman (University of Texas at Arlington); Zhiyong Yang (University of North Carolina at Greensboro); Ashok K Lalwani (Indiana University, USA)

In the current research, we propose that high PDB consumers seek more variety than low PDB consumers. Specifically, we argue that high PDB consumers are more sensitive to rules and regulations in the society, thus they are more likely to experience boredom and ending up seeking more variety.

The Role of Power Distance Belief in Consumers' Preference for Brand Logo Designs

Jessie J. Wang (Miami University, Ohio); Sina Esteky (Miami University); Ashok K Lalwani (Indiana University, USA); Xingbo Li (University of Louisville)

We introduce a new concept in brand logo design: the ratio of the size occupied by the logo to the empty space surrounding it (LES ratio). We find that the power distance belief significantly influences preference for the LES ratio because of its association with consumers' implicit self-theories.

3.12 Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit -

Special Session, *Courtland*
Session Chair: **Sarah Memmi**, *Duke University, USA*

Putting Time First Increases Multiple Goal Achievement

Sarah A. Memmi (Duke University, USA); Jordan Etkin (Duke University, USA)

How can consumers effectively marshal their time to achieve multiple goals? Four experiments demonstrate that allocating time before setting goals (vs. not allocating time or allocating time after goal-setting) increases multiple goal achievement. This occurs because a time-first approach encourages consumers to better calibrate multiple goals to the available time.

Planning for Multiple Shopping Goals in the Marketplace

Jacob Suher (Portland State University); Szu-chi Huang (Stanford University, USA); Leonard Lee (National University of Singapore, Singapore)

We develop and test a novel psychophysics theory of multiple-goal pursuit in the marketplace. Five shopper-tracking studies uncover unique motivational patterns as consumers tackle multiple sub-goals to complete a trip: a monotonic decrease in motivation for shoppers with a list, versus a nonmonotonic stuck-in-the-middle effect for shoppers without a list.

The Better Path Not Taken: Goal-Setting Undermines Opportunity Cost Consideration

Elizabeth Friedman (Columbia University, USA); Minju Han (Yale University, USA); Guy Voichek (Yale University, USA); Ravi Dhar (Yale University, USA)

We demonstrate that setting goals can decrease the likelihood of switching to dominant outside alternatives. People who set a goal are both less likely to attend to outside alternatives, and are more likely to devalue non-goal alternatives. Setting broader goals dampens this effect but does not fully attenuate it.

A Multi-Goal Approach to Food Consumption: How Food Restrictions Affect Social-Relationship Goals

Kaitlin Woolley (Cornell University, USA); Ayelet Fishbach (University of Chicago, USA); Michelle Wang (Cornell University, USA)

Food consumption is inherently a social process. As such, when consumers eat with others, they pursue multiple goals, including reducing hunger, meeting nutritional needs, and managing social relationships. Across field, lab and online studies, we identified how a goal to manage food restrictions when eating affects people's social-relationship goals.

3.13 Information Disclosure -- When/How It Happens and Its Brand Consequences - Competitive Paper Session, *Dunwoody*

Injudicious Disclosure

Brent Lynn Selby Coker (University of Melbourne, Australia); Ann Lisa McGill (University of Chicago, USA)

People like to think they have control over the information they share with others, but people will sometimes injudiciously disclose information they should have kept to themselves. In five experiments we find evidence suggesting that arousal increases the likelihood of disclosing information at inopportune moments.

The Impact of Shopping Environment and Type of Data on Consumers' Willingness to Disclose Sensitive Data

Andrea Groeppel-Klein (Saarland University); Markus Freichel (Saarland University)
'(E-)privacy' is an emerging topic. We show that consumers' willingness to disclose private data depends on the shopping situation (online vs. brick-and-mortar store) and the type of data in question. Requested 'loss-of-face'- (vs. 'security-risk') information leads to embarrassment (respectively fear) and is revealed in online stores (respectively brick-and-mortar stores).

The Personalization-Privacy Paradox in Attention Economy

Julien Cloarec (Toulouse School of Management, France)

While consumers' attention is fragmented by a multi-screen environment, marketers are still looking for the best way to capture attention through personalization. The present theoretical paper shows to what extent insights from attention economy are valuable to understand the attentional noose that is tightening around consumers.

When a Brand Betrayed Me: How Brand Betrayal Increases Consumer Self-Disclosure for Future Personalized Offerings

Teck Ming Tan (University of Oulu, Finland); Jari Salo (University of Helsinki); Jaakko Aspara (Hanken School of Economics)

This study reveals a positive effect of brand betrayal on consumer responses. Consumers with strong self-brand connection experience high cognitive dissonance when a brand they care for betrays them, while self-disclosure helps them reduce this dissonance, and subsequently, they perceive the brand's future personalized offering to be more attractive.

3.14 Rethinking the Stability of Consumer Impatience: How Consumer Intertemporal Preferences Vary Across Types of Goods and Decision Contexts - Special Session, Fairlie

Session Chairs: Oleg Urminsky, University of Chicago, USA; Jennifer Trueblood, Vanderbilt University, USA

Patient for Candy or Cash? The Robustness of Impatience Across Affect-Rich and Affect-Poor Resources

Oleg Urminsky (University of Chicago, USA); Timothy Kim (University of Chicago, USA)

Extensive prior research concludes that affect-rich goods inspire more impatience. However, the prior findings confound discounting and diminishing marginal utility. Five studies that either measure and

correct for or avoid the confound find no differences in present bias, but lower long-run discounting (more patience) for goods than money.

The Sign Effect in Consumer Intertemporal Choice: Evidence and Explanation

David Hardisty (University of British Columbia, Canada); Elke U. Weber (Princeton University, USA)

People discount positive future events more than negative future events. We find evidence for this “sign effect” in several consumer contexts, including a field study on retirement planning. We find that it is partly explained by asymmetries in anticipation, and is not explained by loss aversion.

Thinking Fast Does Not Increase Temporal Myopia in Decision-making

Jennifer Trueblood (Vanderbilt University, USA); Breanna Crane (Vanderbilt University, USA)

It is commonly believed that patience requires effort and time since it requires overriding automatic impulsiveness. However, we find that limiting deliberative processing through time pressure does not lead to impulsiveness. Computational modeling shows that time pressure changes the amount, not the quality of information used in decision-making.

Scarcity and Intertemporal Choice: An Integrative Framework

Eesha Sharma (Dartmouth College, USA); Stephanie Tully (University of Southern California, USA); Xiang Wang (University of Florida, USA)

Current theories largely purport that scarcity leads to short-sighted decisions. However, contradictory findings exist that these theories cannot account for. We propose a new theory for the effects of scarcity on intertemporal choice that reconciles existing work and offers novel predictions for when scarcity leads to decisions favoring the longer-term.

3.15 Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations - Knowledge Forum, *Greenbriar*

Session Chairs: Evan Polman, University of Wisconsin - Madison, USA; Lalin Anik, University of Virginia, USA

In a “marketplace” of ideas, a group of experts on interpersonal decision making and consumer behavior will share nascent ideas to generate new collaborations. Our broader aim is to inspire novel work and partnerships in this area toward a more integrated understanding of interpersonal decision making.

Presenters: Cindy Chan, University of Toronto, Canada; Eugenia Wu, University of Pittsburgh, USA; Hristina Nikolova, Boston College, USA; Jenny Olson, Indiana University, USA; Lauren Grewal, Dartmouth College, USA; Mary Steffel, Northeastern University, USA; morgan k ward, Emory University, USA; Peggy Liu, University of Pittsburgh, USA; Sam J. Maglio, University of Toronto Scarborough; Ximena Garcia-Rada, Harvard Business School, USA

3.16 Videography - Videography, *The Learning Center*

Faces of Fear: Consumer Empowerment Through Active Escapism

Jacob Lee Hiler (Ohio University); Elana Harnish (Ohio University)

Inclusion by Division: When Boundaries Turn No Man's Land into Some Man's Land

Renato Regis (Wirtschafts University, Austria); Bernadette Kamleitner (Wirtschafts University, Austria); Monika Koller (Wirtschafts University, Austria); Carina Melanie Thuerridl (Wirtschafts University, Austria)

Break

3:15 pm – 3:30 pm Centennial Foyer

Session 4

3:30 pm – 4:45 pm

4.1 LearnShop: Causal Inference in Consumer Research: Promises and Problems

Grand Hall East A

Session Chairs: Derek Rucker, Northwestern University, USA; David Gal, University of Illinois at Chicago, USA; Blake McShane, Carleton University, Canada

4.2 Rethinking Anthropomorphism: The Antecedents, Unexpected Consequences, and Potential Remedy for Perceiving Machines as Humanlike - Special Session, Grand

Hall East B

Session Chair: Xuan Zhao, University of Chicago, USA

Beyond Anthropomorphism: Differentiated Inferences About Robot Mind from Appearance

Xuan Zhao (University of Chicago, USA); Elizabeth K. Phillips (United States Air Force Academy); Bertram F. Malle (Brown University)

In three studies, we systematically examine inferences people make about robots' mental capacities as a function of their humanlike appearance. Analyses of 252 robots revealed that humanlike appearance consists of three dimensions (Surface Look, Body-Manipulator, Facial Feature), and these dimensions differentially influence what mental capacities people attribute to a robot.

Two Minds Meeting in the Middle: How Humanlike Technologies Lead to Dehumanization

Hye-young Kim (University of Chicago, USA); Ann Lisa McGill (University of Chicago, USA)

The current research explores how consumers' experiences with humanlike technologies change their perceptions about humanness. We find that as people perceive technological products more humanlike (i.e., having more mind), they perceive and treat actual people as being more object-like: dehumanization. The assimilation of the two "minds" underlies the dehumanization.

Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents

Aaron Garvey (University of Kentucky, USA); Tae Woo Kim (Indiana University, USA); Adam Duhachek (Indiana University, USA)

Five studies show that consumers are more likely to accept unfair offers from AI (vs. human) transaction partners, due to reduced perceived exploitative intentions held by consumers regarding AI as compared to humans. We also show that this effect is further mediated by the degree of anthropomorphism of the AI.

Object-Oriented Anthropomorphism as a Mechanism for Understanding AI

Donna L. Hoffman (George Washington University, USA); Thomas Novak (George Washington University, USA)

To understand the experience of smart objects, we propose object-oriented anthropomorphism as an alternative metaphor to human-centric anthropomorphism. Object-oriented metaphor allows consumers to translate data about an object's behavior into a working model about how objects experience environments. A range of positive outcomes of object-oriented metaphors is proposed and tested.

4.3 Variance in Experiential Consumption and Its Implications - Competitive Paper Session, *Grand Hall East C*

Switching Costs: How Clustering Attenuates Hedonic Decline

Jinjie Chen (University of Minnesota, USA); Joseph P. Redden (University of Minnesota, USA)

Should consumers cluster the same experiences together or intermix different experiences in repeated consumptions for maximal enjoyment? Contrary to the leading theory of variety, this project shows that consumers would enjoy for longer when the same experiences are clustered because they spontaneously notice more different details during the exposures.

The Beneficial Effects of Ambient Scent in Olfactory-Rich Servicescapes: A Longitudinal Perspective

Anna L. Girard (Ludwig-Maximilians-University Munich); Marcel Lichters (Otto-von-Guericke-University Magdeburg); Marko Sarstedt (Otto.von-Guericke-University Magdeburg); Dipayan Biswas (University of South Florida, USA)

This research examines both short- and long-term effects of nonconsciously processed ambient scent in an olfactory-rich servicescape. The first field experiment demonstrates ambient scent's positive short-term effects on consumers' service perceptions. A second, longitudinal, field study highlights positive long-term effects and demonstrates the persistence of effects after scent discontinuation.

This May Take A While: Differences in Difficulty of Recall between Hedonic and Eudaimonic Purchases

Aditya Gupta (University of Nebraska-Lincoln); James Gentry (University of Nebraska-Lincoln)

Is all happiness remembered equally? Given cognitive differences between hedonia (pleasure-oriented happiness) and eudaimonia (meaning-oriented happiness), three studies investigate the cognitive challenge of eudaimonic vs. hedonic purchases. Findings show that consumers tend to associate happiness with hedonic purchases, partly because they are easier to recall than eudaimonic purchases.

Victimhood Fragility in Reaction to Service Experiences

Brendan Strejcek (University of British Columbia, Canada); Ekin Ok (University of British Columbia, Canada)

Consumers high in virtuous victimhood exhibit higher sensitivity in commercial interactions. Unlike consumers low in virtuous victimhood, who resort to dramatic reparative actions only when confronted with clear service failure, consumers high in virtuous victimhood will be more likely to perceive potential discrimination in standard service experiences.

4.4 Persuasion 2.0 - Special Session, *Grand Hall East D*

Session Chair: Francesca Valsesia, University of Washington, USA

The Opportunities and Limitations of Using Virtual Reality in Charitable Appeals

Kirk Kristofferson (Ivey Business School); Michelle Daniels (Arizona State University, USA); Andrea Morales (Arizona State University, USA)

While numerous charities have devoted significant resources to creating emotionally-charged VR appeals, no research has examined the persuasive consequences of this medium over traditional channels. This research examines the unique psychological processes that drive downstream cause support consequences in the charitable marketing domain.

Persuading the Bystander

Francesca Valsesia (University of Washington, USA); Kristin Diehl (University of Southern California, USA); Joseph Nunes (University of Southern California, USA)

We introduce audience partitioning as a persuasive tactic used in one-to-many communication. When the audience is partitioned, those not addressed become bystanders to a persuasive message addressed at someone else. We find bystanders have lower barriers to persuasion and are therefore more persuaded compared to those addressed implicitly or explicitly.

Changes to Clicks: References to Change Break Through the Clutter and Promote Persuasion

Daniella Kupor (Boston University, USA); Jayson S. Jia (University of Hong Kong); Zakary Tormala (Stanford University, USA)

References to change trigger information-seeking, which can enhance consumers' preferences for products that have changed even when those products are identical to their unchanged counterparts. Change boosts curiosity, which triggers information search and enhances persuasion when product information is compelling. This effect is demonstrated in both field and lab contexts.

Risk and the Rivalry Mindset: Promotions Involving Group Rivalries Increase Risky Consumption Behaviors

John P. Costello (Ohio State University, USA); Rebecca Walker Reczek (Ohio State University, USA); Robert Smith (Ohio State University, USA)

Marketing promotions sometimes feature rivalries unrelated to the brand (e.g., Ohio State vs. Michigan, Democrats vs. Republicans). Across four studies we provide evidence that rivalry promotions are particularly effective when a brand wants consumers to engage in a risky behavior, such as trying a risky product or sharing personal information.

4.5 How Mindsets Affect Charitable Behavior - Competitive Paper Session, *Hanover A*

Charitable Maximizers: The Impact of the Maximizing Mindset on Charitable Behavior

Jingjing Ma (Peking University); Yu Lin (Peking University); Danit Ein-Gar (Tel Aviv University, Israel)

In the era of wealth-of-options, the maximizing mindset can be easily activated by comparing and selecting these options. How does this mindset influence charitable behavior? We propose that it promotes charitable behavior. We further propose that the effect is driven by downward social comparison between donors and those in need.

How Thinking about Donation Decreases Sellers' Subsequent Willingness-to-Accept

Xiaozhou (Zoe) Zhou (IE Business School); Dilney Gonçalves (IE Business School, IE University)

Sellers often demand too much to sell a product. Our research shows that a simple intervention, namely asking sellers to consider donating an object, decreases their subsequent willingness-to-accept for said object. This is most effective for sellers who have high (versus low) attachment to the possessions they are selling.

The Influence of Idealistic versus Pragmatic Mindsets on Charitable Behavior

Shaobo (Kevin) Li (Southern University of Science and Technology, China); Kuangjie Zhang (Nanyang Technological University, Singapore); Sharon Ng (Nanyang Technological University, Singapore)

This paper examines the implication of idealistic versus pragmatic mindsets — the tussle between being placing values/ principles above practical concerns versus being practical-oriented, in the context of charitable behavior. We examined the mechanism of how pragmatic-idealistic mindset influence people's charitable motivation and the effectiveness of different types of charitable appeals.

When Scarcity Mind-set Promotes Prosocial Behaviours: A Waste Reduction Perspective

Xue Wang (Chinese University of Hong Kong, China); Xianchi DAI (Chinese University of Hong Kong, China); Kao Si (University of Macau)

Scarcity has been found to increase self-interestedness and decrease prosocial propensity. In contrast,

the current research demonstrates that inducing scarcity mind-set makes people be more concerned about waste reduction and when a waste concern is present, people under a scarcity mind-set tend to make prosocial decisions to avoid waste.

4.6 Influences of Numerical and Scale Formats on Judgments - Special Session,

Hanover B

Session Chair: Christopher Bechler, Stanford University, USA

Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes

Jorge Pena-Marín (University of Cincinnati, USA); Mathew S. Isaac (Seattle University)

Four studies document that when product attributes are specified with greater numerical precision, descending attributes (e.g., weight)—for which smaller numbers are preferred—receive more weight in decision-making than ascending attributes (e.g., speed). This effect occurs because precision activates the concept of reduction and focuses consumers on other reduction-related stimuli.

Consumers Perceive That Whole-Number Average Ratings Reflect Less Variable Distributions

Christopher Bechler (Stanford University, USA); Jonathan Levav (Stanford University, USA); Joshua I Morris (Stanford University, USA)

Consumers perceive less dispersion in the distributions of whole-number average ratings (e.g., 4) compared to those of non-whole-number average ratings (e.g., 4.10)—even when this is statistically unlikely. This effect is a product of the representativeness heuristic and drives consumer choice because consumers frequently prefer products with less variability.

The Commission Effect

Mathew S. Isaac (Seattle University); Julio Sevilla (University of Georgia, USA); Rajesh Bagchi (Virginia Tech, USA)

We show that employees (e.g., salespeople) evaluate the same monetary payout more [less] favorably if it stems from a high [low] commission rate and a low [high] gross sales amount. Five experiments document this commission effect and attribute it to the greater evaluability of commission rates over gross sales amounts.

Left-Right or Top-Down? The Effect of Horizontal versus Vertical Scale Orientation on Consumer Judgments

Ellie Kyung (Dartmouth College, USA); Manoj Thomas (Cornell University, USA); aradhna krishna (University of Michigan, USA)

Online surveys are widely used to understand human behavior, and one design choice is whether to horizontally or vertically orient scales. Five experiments demonstrate a Verticality Effect where vertical (v. horizontal) scale orientations result in lower evaluations, and that this effect stems from relative endpoint inattention for vertically oriented scales.

4.7 Group Influences on Individual Identity - Competitive Paper Session, *Hanover C*

Follow ‘Them’, Distance from ‘One of Us’: Group Membership Drives the Effectiveness of Exemplar Overachieving Behavior

Elze Marija Uzdavinyte (ISM University of Management and Economics, Lithuania); Justina Gineikiene (ISM University of Management and Economics); Bob Fennis (University of Groningen, The Netherlands); siegfried dewitte (Katholieke University Leuven, Belgium)

We show that the effectiveness of overachieving behavior as a model is driven by group membership. Three experiments demonstrate that people follow out-group overachievers’ behavior but not in-group overachievers’. The effect is driven by decreased group centrality and attenuated when overachieving is displayed by the (trending) majority of in-group members.

My Vegan Journey: How My New Morality Shaped My Relationship with my Family, Friends and the Market

Aya Aboelenien (Concordia University, Canada); Zeynep Arsel (Concordia University, Canada)

Through interviewing 32 vegans, we investigate the transformation of people who adopt a new moralized consumption practice and its impact on social and marketplace relations. We show a three-step process of relational and practice reconfiguration. We also exemplify how moral habitus and practices are used as distinction in social life.

Steer Away from Joneses-The Role of In-group versus Out-group Sources on Conspicuous Consumption

Meichen Dong (University of Texas at Arlington); Ritesh Saini (University of Texas at Arlington)

Recommendations often inform consumer choice. However, we demonstrate that, in conspicuous-consumption contexts, consumers display distinctiveness by diverging from recommendations of close-others. This is driven by extrinsic signaling motivations. When such motivations are curbed, or compensated by alternative forms of distinctiveness, consumers become more conforming.

The Best of Friends, the Worst of Friends: The Divergent Effects of Seeking the Best on In-group Identification and Bias

Nicholas J. Olson (Texas A&M University, USA)

We find that a goal of attaining the best, or maximizing, moderates the robust positive relationship between in-group identification and positive bias toward traits and tastes associated with in-group members, as maximizers’ desire to best members enhances in-group identification while simultaneously attenuating and even reversing positive in-group bias.

4.8 Effects of Sensory Ambient Factors on Purchase and Consumption of Food and Non-Food Products - Special Session, *Hanover D*

Session Chair: Dipayan Biswas, University of South Florida, USA

4.9 Time and Goals: Licensing, Framing, Signaling, and Implicit Temporal Boundaries - Competitive Paper Session, Hanover E

Fashionably Late: Signaling Sociometric Status Through Conspicuous Consumption of Leisure Time

Andy H. Ng (Sabanci University); Kivilcim Dogerlioglu Demir (Sabanci University); Cenk Kocas (Sabanci University)

This research (N = 689) shows that late arrival time indicates sociometric status and is used to infer sociometric status of others. Consequently, observers, especially those with a high desire for status, are more likely to affiliate with late- (vs. on-time-) arriving targets and imitate their consumption choices.

Past or Future? The Impact of Time on Licensing Effect Moderated by Decision-making Mindset

Suwon Choi (Korea University, Korea); Jongwon Park (Korea University, Korea)

We investigate the relative impact of retrospective versus prospective licensing on consumer food choice and identify decision-making mindset as an important determinant. Three experiments demonstrate that retrospective licensing is more impactful among outcome-focused consumers than rule-focused consumers, whereas the opposite is true for prospective licensing.

Strengthening the Goal Gradient Effect: The Power of Implicit Temporal Boundaries

Rebecca Chae (University of Michigan, USA); Katherine Burson (University of Michigan, USA)

We show that goal gradient effects weaken when consumers are considering goal progress that will occur in the future and investigate the role of “bounded” time lags on consumers’ propensity to precommit to begin or complete a goal in the future.

The Effect of Commitment Timing on Reciprocity

Raghavendra Pratap KC (Rollins College); Vincent Mak (Cambridge Judge Business School); Elie Ofek (Harvard Business School, USA)

We show that reciprocity is significantly weakened if commitment on the level of reciprocation is made before (vs. after) a benefit is received. The effect is established using field and laboratory experiment. In addition, two online trust-game experiments provide process evidence and showcase a moderation effect based on framing.

4.10 Understanding More About Having Less: Consumer Responses to Scarcity - Special Session, Hanover F

Session Chair: Wooyun Yang, Hong Kong University of Science and Technology

To Feel Better or to Become Better? Resource Scarcity Enhances the Value of Pride

Anthony Salerno (University of Cincinnati, USA); Brianna Escoe (University of Cincinnati, USA)

Although it is well-documented that resource scarcity can evoke negative feelings, how consumers regulate such experiences is poorly understood. Four studies show that resource scarcity enhances the value of pride. This occurs because pride is a positive emotion uniquely suited for addressing the underlying loss of control instantiated by scarcity.

My Voice Also Counts: Financial Scarcity Shapes Attitude Extremity through a Heightened Need to Be Heard

Wooyun Yang (Hong Kong University of Science and Technology); Christine Kim (Hong Kong University of Science and Technology); Rashmi Adaval (University of Cincinnati, USA)

This research explores how financial scarcity impacts attitude expression. Three studies demonstrate that financial scarcity increases attitude extremity because of a heightened need to be heard.

Reminders of Resource Scarcity Decrease State Social Self-esteem and Increase the Desire for Self-Improvement Products

Ali Tezer (HEC Montreal, Canada); Caroline Roux (Concordia University, Canada); Kelly Goldsmith (Vanderbilt University, USA)

We propose that reminders of resource scarcity increase consumers' interest in and willingness-to-pay for products offering self-improvement benefits. We further propose that this occurs because reminders of resource scarcity negatively affect consumers' state social self-esteem, as products offering self-improvement benefits offer consumers a mean to repair their social self-esteem.

When Scarcity Intensifies Feelings of Uncertainty and Choice Switching

Yuechen Wu (Johns Hopkins University, USA); meng zhu (Johns Hopkins University); Rebecca Ratner (University of Maryland, USA)

This research examines how scarcity (vs. abundance) impacts consumer choices and preferences when consumers are choosing among close alternatives. We show that scarcity induces arousal, which intensifies the feeling of uncertainty when consumers are choosing among close alternatives, leading to greater choice switching behaviors (choosing the initially less-preferred option).

4.11 Do Parents Really Know Best? Inter-generational Interaction, Shared Wisdom, and Collective Decision-Making - Competitive Paper Session, *Hanover G*

We've Decided it All Together: How Mothers Empower Themselves in Collaboration with Their Children

Céline Del Bucchia (Audencia Business School); Susanna Molander (Stockholm University, Sweden); lisa penaloza (Kedge Business School)

This qualitative study explores how mothers negotiate ideals of intensive mothering in the context of the family dinner. Findings show mothers involving children in the meal, resulting in an educational and enjoyable experience. Theoretical implications show these collaborations empowering mothers to cope with and challenge the ideals of intensive mothering.

Conceptualizing and Mapping Parent-Child Interactions in the Intra-Family Decision-Making Process

Irene Shaker (Misr International University); Margaret Kathleen Hogg (Lancaster University, UK)

This study explores the nature of the interaction process that occurs between parents and their children in the context of family decision-making. An interpretive analysis of findings collected from fifteen in-depth interviews helped in developing a more in-depth understanding of the nature of this interaction process.

The Dark Side of Consumers' Mobile Engagement in the Family Context

Yenny Purwati (RMIT University Melbourne); Linda Robinson (RMIT University Melbourne); Kaleel Rahman (RMIT University)

This research contributes to the transformative consumer research literature by examining mobile consumer engagement and family media to conceptualise a model of parents' mobile engagement. Determined by narcissistic personality, mobile device gratifications and family communication pattern, a parent's mobile engagement may harm the well-being of their children

Wisdom and Family Identity in Intergenerational Exchanges: A Qualitative Investigation among Moroccan Grandmothers

Delphine Godefroit-Winkel (Toulouse Business School, Casablanca Campus); Marie Schill (University of Reims Champagne Ardenne)

Our qualitative investigation among 23 Moroccan grandmothers contributes to existing knowledge on consumer wisdom, family identity, and intergenerational exchanges. The data collected shows how distinct facets of grandmothers' wisdom plays out in sustaining family relationships and identities. We then propose a new definition of grandmother's wisdom.

4.12 How Do Consumers Value their Private Data? - Special Session, *Courtland*
Session Chairs: Geoffrey Tomaino, INSEAD, Singapore; Klaus Wertenbroch, INSEAD, Singapore; Daniel Walters, INSEAD, France

Telling Your Secrets to an AI: Consumers Prefer Disclosing Private Personal Information to an AI (vs. a human)

TaeWoo Kim (University of Technology Sydney); Li Jiang (George Washington University, USA); Hyejin Lee (Indiana University, USA); Adam Duhachek (Indiana University, USA)

Utilization of artificial intelligence in the new "data economy" poses a new privacy concern. We examine consumer's willingness to disclose personal information and find that consumers are more willing to share their personal information with a non-human agent, such as AI, compare to disclosing the same information to another human.

The Bulletproof Glass Effect: The Ironic Impact of Privacy Policies on Perceived Security and Purchase Intent

Aaron Brough (Utah State University); David Norton (University of Connecticut, USA); Leslie John (Harvard Business School, USA)

Although bulletproof glass offers real protection, it can ironically cause people to become more aware of surrounding dangers and paradoxically feel less safe than they would in its absence. Similarly, four studies show that salient privacy policies can decrease perceived security and purchase intent compared to offering no privacy protection.

Telling Your Secrets to an AI: Consumers Prefer Disclosing Private Personal Information to an AI (vs. a human)

TaeWoo Kim (University of Technology Sydney); Li Jiang (George Washington University, USA); Hyejin Lee (Indiana University, USA); Adam Duhachek (Indiana University, USA)

Utilization of artificial intelligence in the new “data economy” poses a new privacy concern. We examine consumer’ willingness to disclose personal information and find that consumers are more willing to share their personal information with a non-human agent, such as AI, compare to disclosing the same information to another human.

Consumer Place a Lower Value on Private Data when Exchanged for Goods as Opposed to Money

Geoffrey Tomaino (INSEAD, Singapore); Klaus Wertenbroch (INSEAD, Singapore); Daniel Walters (INSEAD, France)

To firms, private data have become a marketable resource, yet consumers may not treat them this way. We show that consumers place a higher value on their data when trading them for money than for goods, because they do not view exchanges of data against goods/services as economic transactions.

From Privacy Concern to Privacy Mindsets

Aaron Brough (Utah State University); Kelly Martin (Colorado State University)

Much research has focused on privacy concern, a negatively-valenced, future-oriented, and deliberative attitude about the possible exposure of personal information. This conceptual paper expands privacy research to a broader set of attitudes and behaviors by introducing the notion of privacy mindsets, three orientations that incorporate additional relevant dimensions of privacy.

4.13 The Modern Consumer: How New Technologies are Changing Consumer Behaviors and Interactions - Special Session, *Dunwoody*

Session Chair: Shiri Melumad, University of Pennsylvania, USA

Technology-Mediated Innovation

Melanie Brucks (Columbia University, USA); Jonathan Levav (Stanford University, USA)

We examine the impact of virtual collaboration on the cognitive processes of idea generation and subsequent idea selection. Although video-conferencing closely mimics in-person conversation, we find that virtual teams (vs. in-person teams) generate fewer creative ideas but are better at identifying

their best idea for further development.

The Mobile Truth Serum: The Enhancing Effect of Smartphones on Self-Disclosure

Shiri Melumad (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA)

The effects of smartphone versus PC usage on consumer's willingness to disclose personal information is explored. Analyses of large-scale field data show that user-generated content written on smartphones is more self-disclosing than that on PCs. Controlled lab experiments provide convergent evidence for this effect and explore its underlying mechanisms.

Dehumanization in the IoT: Experiential Consequences of Human Interaction with Digital Voice Assistants

Christian Hildebrand (University of Geneva, Switzerland); Donna Hoffman (George Washington University, USA); Thomas Novak (George Washington University, USA)

We explore the consequences of consumer voice interactions with smart objects. We provide evidence that constricted (vs. non-constricted) syntactical modes of task initiation voice commands to a digital assistant lead to more negative IoT experiences both in terms of consumers' subjective task enjoyment and objective changes in the human voice.

Improving Civil Discourse: Speaking is a More Civil Form of Discourse Than Writing

Juliana Schroeder (University of California Berkeley, USA)

To improve civil discourse and "humanize" ideological opponents, is it better to speak or write? In two experiments (n=800), people reported preferring to write (vs. speak) to an opponent to diminish conflict. But six experiments with real interactions (n=2,350) suggest that speaking is more humanizing—and less conflict-ridden—than writing.

4.14 New Directions in Hedonic and Utilitarian Consumption - Special Session, Fairlie Session Chairs: Uzma Khan, University of Miami, USA; Colton Pond, University of Miami, USA

Role of Hedonic Choices in Sequential Decision-Making

Uzma Khan (University of Miami, USA); Colton Pond (University of Miami, USA); Ravi Dhar (Yale University, USA)

We propose that hedonic purchases induce a justification mindset that influences subsequent decisions by shifting focus from desirability to justifiability of a choice. An initial hedonic purchase, therefore, magnifies the compromise effect, reduces purchase momentum, and increases choice of the most indulgent option when this option is easier to justify.

The Effect of a Temporal Separation between Choosing and Buying on Purchase

Incidence

Gabriela Tonietto (Rutgers University, USA); Selin A. Malkoc (Ohio State University, USA); Stephen M. Nowlis (Washington University, USA); Zhenling Jiang (Washington University, USA)

Seven studies examine shopping cart abandonment as a function of whether purchase decisions are made immediately after product choice or following a temporal separation. The authors find that hedonic products are particularly likely to be abandoned and provide evidence for a dual process model based on feelings and reasons.

Influence of Hedonic versus Utilitarian Framing on Donation Behavior

Shelly Rathee (University of Utah, USA); Arul Mishra (University of Utah, USA); Himanshu Mishra (University of Utah, USA)

The current research shows that sacrifice associated with donations is an important motivator of donation behavior. This article examines how reference to unrelated food in the "giving-up" donation appeal (e.g., Donate \$2. Note, \$2 is the same as giving up Blueberry Muffins) affects consumers' willingness to donate and donation rates.

The Effect of Anticipating Regret and Satisfaction on Hedonic vs. Utilitarian Choice

Eunice Kim (Pennsylvania State University, USA); Min Zhao (Boston College, USA)

We propose that anticipating regret affects choice by increasing consideration of the negatives of the default and the positives of the alternative. Thus, when choosing between hedonic and utilitarian options, and the salient goal is indulgence (long-term benefit), consumers anticipating regret prefer the utilitarian (hedonic) option.

4.15 The Wisdom of Words: Language in Consumer Research. A Workshop to Spark Collaboration. - Knowledge Forum, *Greenbriar*

Session Chairs: **Ann Kronrod**, *University of Massachusetts Lowell, USA*; **Grant M Packard**, *Wilfrid Laurier University, Canada*; **Sarah G Moore**, *University of Alberta, Canada*; **Jonah Berger**, *University of Pennsylvania, USA*

Language is everywhere: in ads, social networks, customer service, and word of mouth. What can we learn by taking a linguistic lens on consumer and marketing phenomena? This Knowledge Forum introduces, reviews, and discusses accumulated wisdom on language in the marketplace, and uses this knowledge to spark novel research ideas via hands-on collaboration.

Participants: **Jeff Inman**, *University of Pittsburgh, USA*; **Robert Meyer**, *University of Pennsylvania, USA*; **Jennifer Escalas**, *Vanderbilt University, USA*; **L. J. Shrum**, *HEC Paris, France*; **tina m. lowrey**, *HEC Paris, France*; **Vanessa Patrick**, *University of Houston, USA*; **Ashlee Humphreys**, *Northwestern University - Medill, USA*; **Matthew D Rocklage**, *University of Massachusetts, USA*; **Shiri Melumad**, *University of Pennsylvania, USA*; **Andrea Webb Luangrath**, *University of Iowa, USA*; **Zoey Chen**, *University of Miami, USA*; **Charles Zhang**, *University of California Riverside, USA*; **Jeff Lee**, *New York University, USA*; **Nicholas Lurie**, *University of Connecticut, USA*

4.16 Workshop: What is the DNA of a Fantastic Article?

The Learning Center

Session Chairs: Julie L. Ozanne, University of Melbourne, Australia; Rohan Venkatraman, University of Melbourne, Australia

Participants: Jennifer Argo, University of Alberta, Canada; Eileen Fischer, York University, Canada; Laura Peracchio, University of Wisconsin-Milwaukee, USA; Linda Price, University of Oregon, USA

Break

4:45 pm – 5:00 pm Centennial Foyer

Session 5

5:00 pm - 6:15 pm

5.1 LearnShop: Becoming Wise Consumer Behavior Teachers: Traditional Tools for New Contexts *Grand Hall East A*

Session Chairs: Pierre Chandon, INSEAD, France; Rajiv Vaidyanathan, University of Minnesota Duluth, USA

5.2 Designing Better Practices of New Technology - Special Session, Grand Hall East B

Session Chairs: Gita Venkataramani Johar, Columbia University, USA; Byung Cheol Lee, Columbia University, USA

(No) Privacy Please: Power Distance Beliefs and Response to Privacy Breaches

Shilpa Madan (Columbia University, USA); Krishna Savani (Nanyang Technological University, Singapore)

In a recent survey, over 90% consumers said they were very concerned about internet privacy.

However, these concerns are often not backed by actions. We argue that power distance beliefs shape the extent to which consumers hold tech firms accountable for privacy breaches and subsequently, their responses to these breaches.

Time Flies... But Only When the Speed is “Just Right”: How Animation Speed Affects Perceived Waiting Time

Yu Ding (Columbia University, USA); Ellie Kyung (Dartmouth College, USA)

Moving animations are often added to online experiences to decrease perceived waiting time. Across five studies, we demonstrate that moderate animation speeds, relative to fast ones, result in the shortest perceived waiting times, even when objective waiting time estimates are constant, and in turn affect task engagement and motivation.

How Explanations for Recommender Systems Impact Consumer Acceptance

Phylliss J. Gai (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands)

A series of experiments explore how different explanations for recommender systems affect consumer acceptance of recommendations. While both collaborative explanations (e.g., “People who like this also like”) and content-based explanations (e.g., “More comedy shows”) suggest product-matching, only collaborative explanations signals taste-matching. Behavioral consequences are demonstrated.

Preference Unlearning: When Personalized Recommendations Reduce Preference Clarity

Byung Cheol Lee (Columbia University, USA); Gita Venkataramani Johar (Columbia University, USA)

Do personalized product recommendations help consumers clarify and develop their preference?

Contrary to what most consumers expect, using personalized (vs. non-personalized) product recommendations may undermine the sense of clarity with one’s preference. We further show that the effect is stronger among consumers with high trust in technology.

5.3 Thinking about Thinking: Effects of Fluency, Frequency and Speed of Thought, and Wishful Thinking - Competitive Paper Session, *Grand Hall East C*

I keep thinkin’ about it: Consumers’ interpretation of their spontaneous thoughts

Natalina Zlatevska (University of Technology, Sydney) Elizabeth Cowley (University of Sydney, Australia)

Consumers believe that if thoughts regarding an unpurchased item keep popping into mind, the decision needs to be re-considered, maybe even changed. We show that in practice, it is the frequency of the spontaneous thoughts, not the content, that drives the effect. The relationship is mediated by post-thought liking.

A Wishful Thinking Mindset Leads to a Desire for Chaos

Kuangjie Zhang (Nanyang Technological University, Singapore); Ali Faraji-Rad (University of Maryland, USA)

This research documents the existence of a wishful thinking mindset in consumer behavior. This wishful thinking mindset activates a desire for chaos, which can lead consumers to deviate from personal norms and social norms as well as prefer disruptive products. We also examine the underlying mechanism of this phenomenon.

Beyond Striving: On Maximizing, Choice Disfluency, and Regulatory Fit

Felipe M. Affonso (University of Florida, USA); Aner Sela (University of Florida, USA)

We show that choice disfluency evokes regulatory fit for maximizers, whereas fluency evokes fit for satisficers. This evoked feeling of fit, in turn, activates a general action goal which influences consequential choices and real donations, carries over across domains, and is subject to goal rebound effects.

The Minimal Interactivity Effect: The Role of Thought Speed in the Evaluation and Consumption

Shirley S. Chen (University of Alberta, Canada); Kyle B. Murray (University of Alberta, Canada)

We demonstrate the power of minimal interactivity, in the form of exercising control, on digital experiences. Four studies provide converging evidence that minimal interactivity enhances evaluation and can increase media consumption by 45%. We explain this using the concept of thought speed and illustrate how it affects consumers.

5.4 Mental Accounting Matters: Mental Accounting Shapes How People Invest, Spend, Purchase, and Consume - Special Session, *Grand Hall East D*

Session Chair: Jinwoo Kim, Carnegie Mellon University, USA

Moderators of Loss-Chasing: How Skewness, Information, and Framing Shape the Dynamics of Risk-Taking

Jinwoo Kim (Carnegie Mellon University, USA); Alex Imas (Carnegie Mellon University, USA); Christopher Olivola (Carnegie Mellon University, USA)

We identify four factors that moderate dynamic risk-taking. People take on more risk following losses in positively skewed environments (low probabilities of large gains, high probabilities of small losses) and when they know the number of investment periods. Reframing losses as non-gains and risky options as defaults increases overall risk-taking.

The Effects of Earmarking on Psychological Spending and Pain of Payment

Justin Pomerance (University of Colorado, USA); Nicholas Reinholtz (University of Colorado, USA); Stephen Spiller (University of California Los Angeles, USA); Elizabeth C. Webb (Columbia University, USA)

We explore how earmarking money affects consumer behavior. In four studies, we find earmarking decreases willingness to spend from non-earmarked funds, increases commitment to spending when price increases, creates a feeling of psychological spending as the transaction approaches, and reduces the pain of payment at the time of purchase.

Avoiding a Discount to Pay the Full Price: Contingent Promotions Backfire When Redemption Is Unlikely

Andong Cheng (University of Delaware, USA); Ashley Stadler Stadler Blank (University of St. Thomas, USA)

Price promotions can boost the transaction-utility of purchases, but the opposite occurs when consumers see, yet cannot take advantage of, these promotions. Consequently, channels offering contingent price promotions can lose consumers to channels that don't offer price promotions, a process mediated by transaction-utility.

Moderators and Extensions of the Interpersonal Sunk-Cost Effect

Christopher Olivola (Carnegie Mellon University, USA); Jinwoo Kim (Carnegie Mellon University, USA); Einav Hart (University of Pennsylvania, USA)

We show that the interpersonal sunk-cost effect is moderated by whether investors may eventually

learn the recipient's decision to honor (or not) their sunk-cost, but not by the amount of social reciprocity/obligations (i.e., number of investors) involved. Moreover, we show that investors themselves also exhibit an interpersonal sunk-cost effect

5.5 Engaging with Social Media: Effects of Linguistic Styles, Visual Imagery, and Content Ideology and on Purchase Frequency - Competitive Paper Session, *Hanover A*

It Can (Cannot) Be Mine: How a Person in a Photo Impacts the Viewer's Perception of a New Experiential Product

Zoe Lu (University of Wisconsin - Madison, USA); Joann Peck (University of Wisconsin - Madison, USA); Jessica K Barfield (University of Wisconsin - Madison, USA)

Consumers often post photos of their extraordinary experiences on social media. This work finds that the presence of a person in the photo of a new experiential product can hurt (enhance) the viewer's perception of the product when the person is facing (facing away from) the viewer.

Liking, Loving, and Buying: Linking Facebook Engagements to Consumer Purchase Frequency

Timothy James Halloran (Georgia Tech, USA); Richard J Lutz (University of Florida, USA)

Few marketers know if Social Network Advertising affects consumer purchases. By matching store visit data from 1,122 brand loyalty program members with their Facebook brand engagements, the authors compare the impact of types of digital consumer engagement on purchase frequency. Results indicate some engagements are associated with increased purchase frequency.

Outrage Drives Facebook Users to Engage with Ideology Inconsistent Political Content

Daniel Mochon (Tulane University, USA); Janet A Schwartz (Duke University, USA)

Through a series of field studies, in which we exposed over half a million Americans to political posts on Facebook, we document a boundary condition to the finding that people engage more with ideology-consistent than ideology-inconsistent political content. Our results suggest that this engagement pattern is driven by outrage.

Tweeting with the Stars: Analyzing Linguistic Styles of Celebrities' Tweet and Their Effect on Consumer Word of Mouth

Annamaria Tuan (University of Bologna); Torgeir Aleti (RMIT University, School of Economics, Finance & Marketing); Jason Pallant (Swinburne University of Technology, Department of Marketing and Management); Tom van Laer (City University of London, UK)

Not only the content and intent of celebrity social media communication drives consumer word of mouth, but also the linguistic style. An automated text analysis of tweets shows that externally focused, and narrative styles are effective regarding word of mouth whereas emotional, angry outbursts only

work for certain celebrities.

5.6 Getting Wiser? New Insights into Consumer Research Practices - Special Session, Hanover B

Session Chairs: Antonia Krefeld-Schwalb, Geneva School of Economics and Management; Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands; Benjamin Scheibehenne, Geneva School of Economics and Management

Using P-Curve to Assess Evidentiary Value from 10 Years of Published Literature

Leif D. Nelson (University of California Berkeley, USA); Fausto Gonzalez (New York University, USA); Michael O'Donnell (University of California Berkeley, USA); Hannah Perfecto (Washington University, USA)

We present findings from 10 years of experiments published in Section I of JPSP. We have developed a database of p-values that can be used to assess evidentiary value in a decade of findings in social psychology's premier journal. We assess evidentiary value by year, study design, and select keywords.

99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis

Joachim Vosgerau (Bocconi University, Italy); Uri Simonsohn (University of Pennsylvania, USA); Leif D. Nelson (University of California Berkeley, USA); Joseph P. Simmons (University of Pennsylvania, USA)

Researchers are increasingly relying on internal meta-analysis (IMA) to document cumulative evidence. We demonstrate that even minor violations of the assumptions underlying IMA invalidate its results—and once established—a false-positive IMA is practically impossible to falsify. We conclude that IMA should be used exclusively for pre-registered many-lab replications.

The Price of Behavioral Research

Jason Roos (Erasmus University Rotterdam, The Netherlands); Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands)

How do consumer researchers trade off monetary and scientific considerations when collecting data? We conducted a time-series analysis of MTurk studies before and after Amazon raised their commissions, and a coupon experiment on Prolific. Researchers respond to pricing changes by conducting a different number of studies and adjusting sample sizes.

Tighter Nets for Smaller Fishes: Mapping the Development of statistical practices in Consumer Research Between 2011 and 2018

Antonia Krefeld-Schwalb (Geneva School of Economics and Management); Benjamin Scheibehenne (Geneva School of Economics and Management)

Based on an analysis of more than 900 published articles in consumer research from 2011 to 2018 we analyzed changes in reported sample sizes, effect sizes, and p-values. Results show an increase in sample size, a decrease in effect sizes and an overall increase in replicability during that period.

5.7 Effects of Identity Associations on Purchase Decisions - Competitive Paper Session,

How Religiosity Shapes Coupon Usage

William Ding (Washington State University, USA); David Sprott (University of Wyoming, USA)

While religion is an integral part of life for many Americans, our understanding of its impact on daily spending decisions is limited. With a focus on coupon usage, the present research addresses this gap by examining whether and why religious beliefs can influence actions in secular domains.

Made in God's Image: How God Salience Affects the Desire for Self-Improvement Products

Lauren Grewal (Dartmouth College, USA); Eugenia Wu (University of Pittsburgh, USA); Keisha Cutright (Duke University, USA)

There is little research that examines God's role on consumer behavior. To address this gap, we examine how God salience influences' consumer's interest in self-improvement products. Specifically, we find that when God is salient, consumers are less interested in purchasing or choosing products framed as relevant for improving the self.

The Effect of Self-Multiplicity on Compliance with Health Recommendations

Rima Touré-Tillery (Northwestern University, USA); Lili Wang (Zhejiang University); Carolyn Wells Keller (Northwestern University, USA)

"Self-multiplicity" describes the extent to which people perceive themselves as having many (vs. few) self-aspects (e.g., social roles, identities, or goals). We demonstrate that higher self-multiplicity increases compliance with health recommendations, and this is due to the effect of self-multiplicity on self-worth.

The Effects of Local-Global Identity on Preference between Purchase versus Rent Decision: The Role of Settler-Traveler Mindset

Xiaodong Nie (University of Texas at Arlington); Narayan Janakiraman (University of Texas at Arlington); Zhiyong Yang (University of North Carolina at Greensboro); Yinlong Zhang (University of Texas at San Antonio, USA)

Four laboratory experiments and one field study consistently demonstrate that consumers high in local identity have a greater preference toward purchase decisions, whereas consumers high in global identity have a greater preference toward rent decisions. A key mechanism underlying these effects is the activation of settler-traveler mindset.

5.8 Mental Health and Consumer Behavior - Special Session, *Hanover D*

Session Chairs: **Ronald Paul Hill**, *American University, USA*; **Cristel Russell**, *Pepperdine University*

Discussants: **Marie Yeh**, *Loyola at Baltimore*; **Samantha Cross**, *Iowa State University*;

Akon Epko, *Rutgers University, USA*; **Elyria Kemp**, *University of New Orleans, USA*;
Kelly Cowart, *USF*; **My Bui**, *LMU*

5.9 An Emotional Relationship with Prosociality -- Doner and Recipient Perspectives - Competitive Paper Session, *Hanover E*

Session Chair: Pragma Mathur, Baruch College, USA

Sad Face Sells in Cause-Related Marketing? The Right Formula Based on Emotional Expression, Consumption Context and Consumer Differences in Implicit Self-Theories

Chun-Tuan Chang (National Sun Yat-sen University); Zhao-Hong Cheng (National Kaohsiung University of Science and Technology); Jing-Yi Chen (National Taichung University of Science and Technology); Yu-kang Lee (National Sun Yat-sen University)
We examine emotional expressions of a cause shown in cause-related marketing (CRM) advertising. We find that showing a sad emotion works for entity theorists in utilitarian consumption or incremental theorists in hedonic consumption. A happy emotion is advantageous for incremental theorists in hedonic consumption or entity theorists in utilitarian consumption.

The Effect of Children's Facial Expressions on Donations in the Context of Child Sponsorship versus One-Time Donation

Hyunkyung Jang (Governors State University)

This research finds that more people choose sad-faced versus happy-faced children to benefit in the one-time donation context, consistent with past research. However, in child sponsorships, people choose sad-faced as often as happy-faced children. This is because in different situations personal distress evoked from viewing needy children activates different motivations.

When Helping Hurts: Receiving Help Toward the End (vs. Beginning) Undermines Psychological Ownership and Consumer Well-Being

Minjung Koo (Sungkyunkwan University); Mauricio Palmeira (Sungkyunkwan University); Kyeongheui Kim (Sungkyunkwan University); Suyeon Jung (Sungkyunkwan University)

Five studies demonstrate that help received in the later (vs. earlier) stage of an activity is perceived as making a greater contribution, thus reducing the recipient's psychological ownership of the activity and its outcome, and ultimately undermining the recipient's subjective well-being.

Effects of Recipients' Negative Facial Expressions on Donors' Preference between Survival Helping and Developmental Helping

Xue Wang (University of Hong Kong); He (Michael) Jia (University of Hong Kong); Sara Kim (University of Hong Kong)

Five studies demonstrate the opposing effects of recipients' negative facial expressions on donors' need perceptions contingent on helping domains. The current research contributes to the charitable

giving literature by distinguishing between survival helping and developmental helping and demonstrating how recipients' facial expressions and helping domains jointly determine donors' charitable responses.

5.10 New Wine in Old Glasses: Influencing Judgments through Sound, Sight, and Semantics - Special Session, *Hanover F*

Session Chair: Johann Melzner, New York University, USA

Discussant: Eduardo Rech, IMED Business School, Brazil

The Sound of Music: The Influence of Timbre on Product Perception

Johann Melzner (New York University, USA); Priya Raghubir (New York University, USA)

Does the distinctive sound of an instrument (“timbre”) trigger specific associations and can these in turn affect product perceptions? Nine studies show that the electric-guitar (versus violin) timbre triggers associations of greater ruggedness (versus sophistication), that transfer to product perceptions with consequences for evaluations, purchase intentions, PWP, and donation amount.

Imagery of Change: Visual Outcomes Elicit Process Simulation and Promote Persuasiveness

Luca Cian (University of Virginia, USA); Chiara Longoni (Boston University, USA); Aradhna Krishna (University of Michigan, USA)

Advertisements promising change typically employ visuals of the starting (“before”) and ending (“after”) points of the promised change. We show why and when progression ads, which include intermediate steps in addition to starting and ending points, are more persuasive than before-after ads despite being much rarer in the marketplace.

Do Firm Cues Impact Product Perceptions?: When Small is Natural

Ana Scekcic (HEC Paris, France); aradhna krishna (University of Michigan, USA)

We explore whether intrinsic firm characteristics can impact product perceptions – specifically, whether firm size can affect perceptions of product naturalness. In four studies, we provide evidence for the “smaller firm = more natural product” intuition, and show that concepts of size and naturalness have an implicit association.

Perceptual Grounding of Quantity

Arnaud Monnier (Cornell University, USA); Manoj Thomas (Cornell University, USA)

Online retailers can describe quantity in a more perceptual or less perceptual manner (e.g., 12 snack bags of cookies vs 12 oz of cookies in snack bags). Five studies demonstrate that when quantity framing is more perceptual, retailers charge higher price per unit and consumers evaluate prices more favorably.

5.11 Understanding the Narratives We Tell Ourselves: Storytelling in Research, Health,

and the Marketplace - Competitive Paper Session, *Hanover G*

Is Science Good Storytelling?

David Brinberg (Virginia Tech, USA); Miriam Brinberg (Pennsylvania State University, USA); James Jaccard (New York University, USA); Zak Keith (Virginia Tech, USA); Paul Herr (Virginia Tech, USA)

Research participants can be viewed as actors in a world created by researchers, and narratives provide a heuristic to implement and communicate research. Knowledge development and accrual benefit by efforts to enhance a reader's immersion into the empirical world and the reader's creation of a mental representation of the research.

Making Sense of Healthcare Experiences. An Application of Story-Based Medicine

Philippa Hunter-Jones (University of Liverpool); Lynn Sudbury-Riley (University of Liverpool); Ahmed Al-Abdin (University of Liverpool)

Experience Based Design (EBD) champions the development of user-focused healthcare services. Storytelling is pivotal to achieving this. This paper uses a patient centric, storytelling methodology to better understand the key moments (moments of truth) and places (touchpoints) where subjective experiences are shaped. Limitations and opportunities for future research are considered.

Marketplace Mythologies: Senses as Instruments of Powers and Resistances

Luiza Cesario Alvim Gomes (Federal University of Rio de Janeiro - Brazil); Leticia Moreira Casotti (Federal University of Rio de Janeiro - Brazil); Catia Silva da Costa Moreira (Federal University of Rio de Janeiro - Brazil)

This qualitative study departs from conversations with women that have challenged social truths regarding menstruation through a change in their consumption practice. We analyzed narratives from interviews and social media posts. Findings reveal a connection between the (de)construction of certain marketplace myths and sensorial aspects when comparing alternative consumption practices.

When 'Bad' is Good: The Magnetic Attraction of Villains

Rebecca Krause (Northwestern University, USA); Derek Rucker (Northwestern University, USA)

Prior research has concluded that feeling similar to an undesirable other is aversive. Using the consumer context of preference for characters within stories, three experiments and an analysis of company data expose when similarity to a "bad" person can instead be attractive.

5.12 A New Look at Beauty in Consumer Decision Making - Special Session, *Courtland* Session Chair: **Qin Wang, *Arizona State University, USA***

When A Beautiful Service Provider Makes Mistakes: To Forgive or Not to Forgive?

Lisa C. Wan (Chinese University of Hong Kong, China); Robert Wyer Jr. (University of Cincinnati, USA)

Abundant research has shown that consumers react favorably to attractive (vs. average-looking)

provider. As this research suggests, however, when a social competence expectation is violated in service failures, consumers are less forgiving of an attractive opposite-sex provider's mistakes. This pattern is stronger for consumers with a communal (vs. exchange) orientation.

How Consumers' Own Attractiveness Shapes Generosity toward [Un]Attractive Microloan Borrowers

Rhiannon MacDonnell Mesler (University of Lethbridge, Canada); Ali Besharat (University of Denver); Jennifer Argo (University of Alberta, Canada)

Five studies find that attractive microloan borrowers received less support from unattractive lenders. Unattractive (but not attractive) lenders assigned lower creditworthiness to attractive borrowers and subsequently lent less (studies 1a-1c). Mitigating the threat of an attractive borrower through lowered credit ratings (study 2) and self-affirmation (study 3) removed this effect.

The Beautified Me is Me: How Interdependence Increases Beauty App Use Intention

Qin Wang (Arizona State University, USA); Andrea Morales (Arizona State University, USA); Adriana Samper (Arizona State University, USA)

This research investigates when consumers use photo-editing beauty apps to make themselves look more attractive in photos and why. Five studies show that people with an interdependent (vs. independent) self-construal have higher intentions to use beauty apps because they see greater overlap between their beautified selves and their true selves.

Inspirational Aesthetics: How Beautiful Products Motivate Performance

Kelly Herd (University of Connecticut, USA); Page Moreau (University of Wisconsin - Madison, USA)

We demonstrate that when consumers use beautiful products, they exhibit increased self-efficacy, motivation, and performance, than when they use functionally equivalent, but less attractive ones. Drawing on the beauty premium literature, we show that beautiful products are associated with competence, and using beautiful products increases self-efficacy via an assimilation mechanism.

5.13 Owning, Sharing, or Renting? Investment and Experience Perspectives - Competitive Paper Session, *Dunwoody*

Believe the Hype: How Resale Monetized Desire

Pierre-Yann Dolbec (Concordia University, Canada); Marie-Agnès Parmentier (HEC Montreal, Canada)

Value gains for used products are typically reserved for assets like houses and high art. Yet, some mainstream products acquire value from the moment they leave the store and are listed online by consumers who bought them. Our research explains how resale creates value for mainstream products.

Beyond Sharing my Building: My Neighbors Share my Room! When Collective Psychological Ownership matters.

Ons Belaid (IAE LYON, France); Sonia CAPELLI (University of Lyon); William

Sabadie (University Jean Moulin Lyon 3)

Investing in a housing cooperative is beginning to appeal offering a desirable alternative. We propose that this consumption allows the arising of CPO. Across an ethnography, we investigated the dynamic between IPO and CPO through the individual strategies implemented by owners depending on the private or collective spaces.

Excitement of Rentals

Li Huang (Hofstra University); Natalie Truong Faust (Nova School of Business and Economics); Jennifer Argo (University of Alberta, Canada)

The present research examines consumer-product relationship in renting. Across four studies, we found that renting a product was perceived as similar to a fling, resulting in higher excitement compared to consuming an owned product. We further demonstrated that this elevated excitement influenced downstream behaviors including product evaluation and risk taking.

Sociality, Commerciality And Spaces: Airbnb Homes As Heterotopia

Marian Makkar (RMIT University); Navdeep Athwal (University of Sheffield)

This study draws upon heterotopia and liminality to examine home-sharing spaces as means of creating new modes of social ordering. By presenting a phenomenology of sharing experiences, the findings indicate that despite hosts' efforts to create utopic sharing spaces, guests experience them as liminal playspaces. Three performances enable such transformations.

5.14 Wising Up About Goal Progress: The Antecedents and Consequences of Goal Progress Perceptions - Special Session, *Fairlie*

Session Chairs: Marissa Sharif, University of Pennsylvania, USA; Kaitlin Woolley, Cornell University, USA

The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation

Marissa Sharif (University of Pennsylvania, USA); Kaitlin Woolley (Cornell University, USA)

Across six studies, we identify a novel factor that biases consumers' goal progress perceptions: categorization. Perceiving completed and remaining actions to be in distinct categories leads consumers to infer greater progress when they are farther from their goal, but less progress when they are closer to their goal, with motivational consequences.

The Difficulty of Task Initiation Affects Consumers' Perceived Goal Progress

Hoori Rafieian (Drexel University, USA); Marissa Sharif (University of Pennsylvania, USA)

We demonstrate that consumers perceive they have made more progress towards their goal after completing a goal-relevant task that was difficult (vs. easier) to initiate. We suggest that consumers misattribute the effort they put into initiating the task to be effort they have put towards the goal itself.

Moderating the Progress Bias: The Role of Goal Orientation

Margaret C. Campbell (University of Colorado, USA); Justin Pomerance (University of Colorado, USA); Caleb Warren (University of Arizona, USA)

Consumers do not always accurately monitor their goal progress. The present research examines how promotion focus influences the belief that goal-consistent behaviors have a greater impact on goal progress than goal-inconsistent behaviors (the “progress bias”). The research further examines how promotion focus, by affecting the progress bias, impairs goal pursuit.

Looking Back on a Journey to Derive Growth: Using Conceptual Metaphor to Shape Perceptions of an Attained Goal

Szu-chi Huang (Stanford University, USA); Jennifer Aaker (Stanford University, USA)

Six studies involving over 1,600 people across cultures and samples (executives in Africa, dieters in a food diary program, exercisers in a walking program, and college students) demonstrated that perceiving an achieved goal as a journey one has completed (vs. destination or no metaphor) led to greater continuous goal-aligned behaviors.

5.15 Consumption Ideology - Knowledge Forum, Greenbriar

Session Chairs: **Bernd Schmitt**, *Columbia University, USA*; **Markus Giesler**, *York University, Canada*

Participants: **Fleura Bardhi**, *City University of London, UK*; **J. Josko Brakus**, *University of Leeds*; **David Crockett**, *University of South Carolina, USA*; **Gavan Fitzsimons**, *Duke University, USA*; **Guliz Ger**, *Bilkent University, Turkey*; **Oded Netzer**, *Columbia University, USA*; **Thomas O'Guinn**, *University of Wisconsin - Madison, USA*; **Nailya Ordabayeva**, *Boston College, USA*; **Julie L. Ozanne**, *University of Melbourne, Australia*; **Craig Thompson**, *University of Wisconsin - Madison, USA*; **Ela Veresiu**, *York University, Canada*

5.16 Workshop: Early Career Workshop – Workshop The Learning Center

Session Chair: **Ronald Hill**, *American University*

Participants: **Christine Moorman**, *Duke University, USA*; **Donald Lehmann**, *Columbia University, USA*; **Kelly Goldsmith**, *Vanderbilt University, USA*

Working Paper Session & Reception

6:30 pm – 8:00 pm

Grand Hall West

1. Advertising (12 papers) - Working Paper Session, Grand Hall West

1A When Politicized Advertising Campaigns Backfire

Aviva Philipp-Muller (Ohio State University, USA); Joseph Siev (Ohio State University, USA); Richard Petty (Ohio State University, USA)

We sought to test whether staunch, one-sided messages on controversial issues would garner

oppositional word of mouth among ambivalent consumers. We found that one-sided tweets (vs. balanced tweets) led ambivalent consumers to share oppositional articles (Studies 1a and 1b) and engage in oppositional word of mouth (Study 2).

1B. I Can Find it Myself: Advertisement Disclosure in Persuasion Attempts Cause a Threat to Competence

Stephan Carney (Carnegie Mellon University, USA); Laurence Ashworth (Queens University, Canada)

Online search is likely one of the first places consumers look for product information. This research examines whether the mere act of disclosing search content as an “ad” causes consumers to avoid it entirely and investigates whether this disclosure causes a threat to one’s self-perceived competence.

1C The Reactance Decoy Effect: How Including an Appeal Before the Target Message Increases Persuasion

Birga Mareen Schumpe (New York University Abu Dhabi); Jocelyn J. Bélanger (New York University Abu Dhabi); Claudia F. Nisa (New York University Abu Dhabi)

Looking for ways to lower consumers’ reactance to your persuasive appeal? In two studies, we found that including a so-called reactance decoy message before your target message leads to more positive attitudes toward the target object as well as greater buying intentions.

1D The Drink Might Not Give You Wings, but its Ad Might: Neuroimaging Evidence Examining Advertising Effects on Consumer Cognition

Hongjun Ye (Drexel University, USA); Siddharth Bhatt (Drexel University, USA); Wenting Zhong (Drexel University, USA); Amanda Sargent (Drexel University, USA); Jan Watson (Drexel University, USA); Yigit Topoglu (Drexel University, USA); Hasan Ayaz (Drexel University, USA); Rajneesh Suri (Drexel University, USA)

This research demonstrates how neuroimaging methods, used alongside behavioral measures, can reveal valuable insights about advertising effectiveness. Results from a laboratory experiment using non-invasive functional-near infrared spectroscopy suggests both a need and the advantages of employing neuroimaging to examine the efficacy of advertisements.

1E Skip My Empathy: Impact of Goal and Emotion on Ad-Skipping Rate and AdEffectiveness

Yongwoog Andrew Jeon (University of Texas at Austin, USA); Yuhosua Ryoo (Southern Illinois University, Carbondale, USA); Hye Jin Yoon (University of Georgia, USA)

We examined the effectiveness of emotional appeals in reducing ad-skipping rate. The results showed that consumers with an emotional (vs. informational) goal for watching YouTube videos showed stronger empathy, which in turn reduced ad-skipping rate. We found that this effect was prevalent among those with a higher tendency to welcome emotion.

1F Preferences For Ambivalent Products as a Function of “Too Good to be True” Beliefs

Geoffrey Durso (Vanderbilt University, USA); Robert Smith (Ohio State University, USA)

Despite most products requiring explicit tradeoffs, consumers feel ambivalent when products perform well on one dimension but poorly on another. We show that relative experts (the most profitable and influential customers) best understand such tradeoffs and thus deem seemingly perfectly positive

products as “too good to be true.”

1G The Impact of Mortality Salience on Adolescents’ Attitudes toward Advertisements

Issariya Woraphiphat (North Bangkok University, Bangkok, Thailand); Yupin Patarapongsant (SASIN, Behavioral Research and Informatics in Social Sciences Research Unit, Chulalongkorn University, Bangkok, Thailand)

Despite increased exposure of youths to violent media content, its impact on youth consumption is not well understood. The current study aims to examine the impact of mortality salience on adolescents’ attitudes toward advertisements. We found that mortality salience enhances advertisement ratings. This effect is mediated by social reference seeking.

1H Make Me Think or Tell Me a Story: The Effect of Category Interest, Need for Cognition, and Transportation Tendency in Social Media Advertising

Kaptceva Valeriia (Hongik University); Felicia Caitlin (Hongik University); Nara Youn (Hongik University)

The current research empirically documents the positive effects of category interest, need for cognition, and transportation tendency on the persuasiveness of social media advertising and, more importantly, examines the perceived usefulness of posted information and the perceived manipulative intent as the psychological mechanism underlying the observed effects.

1I Seeing the Unseen: The Role of Distrust in Considering Missing Information

Donald Ryan Gaffney (University of Cincinnati, USA); Emma Neybert (University of Cincinnati, USA); Frank R. Kardes (University of Cincinnati, USA); Robert Wyer Jr. (University of Cincinnati, USA)

Digital advertisements have taken the world by storm. However, with consumers increasingly limited attention-span towards advertisements, the amount of information provided by advertisements has decreased significantly. This research wishes to understand how the effects of having a distrust mindset on limited information impacts product judgements.

1J When the Bigger is not the Better: Backlash Effects of Before-and-after Advertising

Hamed Aghakhani (Dalhousie University, Canada); Pingping Qiu (Monash University, Australia); Kelley Main (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada)

This research explores the impact of the discrepancy shown in before and after weight loss appeals. We show that a large discrepancy can have negative effects on attitudes towards the advertised product due to lowered safety perceptions. Further, this backlash effect is more likely among high power consumers.

1K Any smile? Any gender? What Matters in Static Ads to Boost Consumers’ Product Evaluation

Giuliana Isabella (Insper); Valter Afonso Vieira (Maringá State University)

Drawing on emotional contagion theory, the authors propose that some smiles in static facial expressions can influence product evaluation more than others. Hence, congruence between the model gender-product in a static ad and the gender of the viewer moderates the product evaluation. Across three experiments, the results expand previous literature.

1L The Impact of Ad Depth of Field Matching Product Categories on Product

Evaluation

Lu Meng (Renmin University of China)

The so-called depth of field refers to the depth of field and shallow depth of field in the photographic space, according to the clearly identifiable imaging distance. Our research from the visual advertising perspective, through different depth of field advertising presentation types can also affect the audience's emotional (cognitive) decision-making.

2. Branding (12 papers) - Working Paper Session, *Grand Hall West*

2A Digital Transformation of Marketing Mix: From 4Ps to 4Ss

Melike Demirbag-Kaplan (HWTk (Internationale Hochschule für Wirtschaft, Technik und Kultur) Berlin); Lena Cavusoglu (Portland State University)

The digitalization agenda of recent years underlines the need for a transformation in the marketing mix to meet revolutionary changes in consumer decision journey and expectations. In this vein, this study-in-progress proposes a new marketing mix model using the lens of digital transformation and its impact on the market actors.

2B Product Line Extensions Hurts the Brand Owners: Psychological Ownership as a Mediator

Wonsuk Jung (University of Wisconsin - Madison, USA); Joann Peck (University of Wisconsin - Madison, USA); Mauricio Palmeira (Sungkyunkwan University); Kyeongheui Kim (Sungkyunkwan University)

We examine the impact of product line extensions on brand preference and investigate the moderating effect of ownership status. Our studies show that owners and non-owners react differently towards product extensions: brand's upward line extensions negatively affect owners' preference for the brand by reducing owners' psychological ownership of the brand.

2C The Effect of Social Exclusion on Attitudes Toward Ingroup and Outgroup Brands: The Role of Affiliation Motive and Self-Construal

Yoko Sugitani (Sophia University, Japan); Tian Fu (Sophia University, Japan)

This study highlights independent/interdependent self-construals that moderate the effect of social exclusion on consumer attitudes toward ingroup and outgroup brands. When socially excluded, independent and interdependent consumers experience increased and decreased affiliation motives, which caused higher preferences for outgroup and ingroup brands.

2D Consumers' Responses to Brand Failure: The Role of Material vs. Experiential Brands

Sylvia Chang (University of Washington, USA); SHAIENDRA PRATAP JAIN (University of Washington, USA)

Current research contributes to the brand literature by examining a novel antecedent influencing brand evaluation after brand failure: whether the brand is perceived to be material or experiential. Results from two experiments indicate that consumers punish material (vs. experiential) brands less and investigate when and why this effect occurs.

2E Tradition Brand Concepts and Social Media: A Brand Dilution View

Gunben Ceren Aksu (Rutgers University, USA); Alokparna (Sonia) Monga (Rutgers University, USA)

In three studies, we find that when a brand with a tradition concept engages in social media activities,

consumers experience conflict, which leads to brand dilution. This effect can be mitigated when social media facilitates collectivity (versus individuality).

2F Corporate Social Responsibility Information Dilutes Brand Positioning

Jakob Utgård (Kristiania University College); Tarje Gaustad (Kristiania University College)

In two studies, we find that CSR information increases price expectations for low-end positioned brands and decreases price expectations for high-end positioned brands.

2G When Brands Repost User-Generated Content Do Consumers Feel Threatened?

John P. Costello (Ohio State University, USA); Daniel M. Zane (University of Miami, USA); Rebecca Walker Reczek (Ohio State University, USA)

Brands increasingly use user-generated content on social media (e.g., sharing a customer's post). In two studies we show that an unintended consequence of sharing user-generated content is that these posts (compared to the same content shown in an advertisement) results in negative social comparisons by consumers and decreased brand preference.

2H Seeing Brands as Humans: Development and Validation of Brand

Anthropomorphism Scale

Artyom Golossenko (University of East Anglia); Kishore Gopalakrishna Pillai (University of East Anglia); Lukman Aroean (University of East Anglia)

The research develops a scale to measure the construct of brand anthropomorphism. Across five studies the 12-item BA scale demonstrates competent psychometric properties for convergent, invariance and discriminant validity and shows its unique position in nomological network of antecedent causes and consequential effects.

2I Ending Temporal Landmark Decreases Preferences for Brand Conspicuousness

Beixi Wen (Renmin University of China); En-Chung Chang (Renmin University of China)

This research found that priming people with the perception of ending of a time period decreases their preference for conspicuously branded products, since people are more willing to keep a low profile to get through a time period smoothly at the end of this time period.

2J Is Your Brand Logo in the Right Size?

Wanyi Zheng (University of Hong Kong); He (Michael) Jia (University of Hong Kong)

Consumers' perceptions of the focal brand can be easily shaped by various logo design features. This research demonstrates that "bigger is not always better" by examining when the size of a brand logo has an inverted U-shaped relationship with consumers' evaluation of the brand logo.

2K How Political Elections Impact Brand Equity

Polina Landgraf (IE Business School, IE University); Antonios Stamatogiannakis (IE Business School, IE University); Haiyang Yang (Johns Hopkins University)

How might political elections impact brand equity? Large-scale empirical studies show that brands with an exciting personality can be more closely associated with liberal (vs. conservative) political orientation. Thus, when liberals defeat (are defeated by) conservatives in elections, the equity of brands with an exciting personality tends to increase (decrease).

2L Rearticulating an old brand or selling its past? The effects and boundary conditions of brand revitalization and retrobranding

Pei-Chi Chen (National Sun Yat-sen University); Hsuan-Yi Chou (National Sun Yat-sen

University)

This paper explores how consumer attitudes are affected by two different strategies taken by historical brands: brand revitalization and retrobranding. We find that when the brand is considered to be exciting, or consumer materialism is high, a brand revitalization strategy is more successful than retrobranding in terms of advertising effectiveness.

3. Sensory Marketing (15 papers) - Working Paper Session, *Grand Hall West*

3A Hungry for Different?: The Effect of Hunger on Uniqueness-Seeking Behavior

Jane Park (University of California Riverside, USA); Thomas Kramer (University of California Riverside, USA)

Surprisingly little is known about how hunger – a bodily feeling of resource scarcity - affects consumer choice. We evince hunger's impact on consumer uniqueness-seeking behavior by demonstrating a novel downstream consequence of hunger, a reversal thereof when hunger turns to hanger, and the driving role of avoidance to seek attention.

3B The Shape of Loneliness: Loneliness and Preference for Angular Versus Circular Logo and Product Shapes

Nuoya Chen (Fudan University, China); Jinfeng Jiao (SUNY Binghamton, USA); Xiucheng Fan (Fudan University, China)

We examine the relationship between loneliness and various shapes elements featuring angularity or circularity (logo typefaces, app icons and product appearances). With data from the US and China, in four studies, we find that lonely people prefer angular product or logo shapes to circular ones, but only in private consumption.

3C Such Great Heights: Visualization of Height Increases Luxury Perceptions in Consumers

Huan You (University of Manitoba, Canada); Yan Zhang (National University of Singapore, Singapore); Fang Wan (University of Manitoba, Canada); Andrew Lee (University of Manitoba, Canada)

Height is a powerful cultural metaphor for power. However, the effect that height has on luxury perceptions has not been extensively studied. When consumers encounter high-up places, they may be subject to perceptions of effort and exclusivity. This paper aims to unravel the underlying mechanisms of height and luxury perceptions.

3D More Than Meets the Eye: Visual Boundaries and Variety-Seeking Behavior

Na Wen (California State University Northridge, USA)

Many online retailers use seemingly innocuous visual boundaries when presenting product information. The authors argue that, beyond their aesthetic role, visual boundaries can strengthen or weaken variety-seeking behavior but the impact depends on consumer cognitive load. In addition, information richness serves as a moderator of the proposed visual boundary effect.

3E The Color of Life: Effects of Life Meaninglessness on Color Preference

lei su (Hong Kong Baptist University); Yuwei Jiang (Hong Kong Polytechnic University)

An eye-tracking experiment, a field study, and two lab experiments provide convergent evidence that people's perceived life meaninglessness leads them to pay more attention to and prefer objects with high-saturated colors over those with low-saturated colors. An emptiness-filling mechanism is proposed to explain this observed effect.

3F The Time Scarcity Effect: Why Less Time Increases Need for High Color Saturated Products?

Yijie Wang (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University); Hong Zhu (Nanjing University); Xingyu Duan (Nanjing University); Chunqu Xiao (Nanjing University)

Consumers prefer products with high-saturated colors when they experience time scarcity. This proposed effect occurs because time scarcity drives consumers to develop a strong need for product efficacy, which results in more favorable attitudes toward products with high saturated colors which can symbolically provide a feeling of product efficacy.

3G The Impact of Social Crowding on Consumer Preference for High Visual Contrast Products

Chen Yang (Renmin University, China); Echo Wen Wan (University of Hong Kong); Ying Ding (Renmin University of China)

Across a set of six experiments, we show that social crowding will enhance consumers' need for a boundary between self and others, thus make them prefer for high visual contrast products.

Furthermore, our results also document that this effect is contingent upon gradient color and perceived familiarity of other consumers.

3H Goals Come in All Shapes and Sizes: Can Goal-Shaped Products Increase Willingness-to-Pay?

Hae Joo Kim (Wilfrid Laurier University, Canada); Darlene Walsh (Concordia University, Canada); Philippe Wodnicki (Concordia University, Canada)

When the shape of a product resembled a goal that consumers were pursuing, participants expressed a greater willingness-to-pay for the product. This effect was observed for products that were conducive (Study 1), and non-instrumental (Study 2), to achieving the goal.

3I Revisiting How the Elongation Bias Affects Consumer Perceptions

Donggeun Kim (University of Iowa, USA); Catherine Cole (University of Iowa, USA); Dhananjay Nayakankuppam (University of Iowa, USA); William Hedgcock (University of Minnesota, USA)

We examine how the shape of packaging influences the elongation bias when consumers estimate the product volume. We find that the elongation bias is stronger for cylinder-shaped stimuli than for box-shaped stimuli. This research generalizes the salience-dimension model to differently shaped stimuli, which are found in the marketplace.

3J The Bright Side of Darkness – The Effect of Ambient Lighting on Information Search Behavior

Nitisha Tomar (University of Wisconsin - Madison, USA); akshaya vijayalakshmi (Indian Institute of Management Ahmedabad)

Using data from a field study and an M-Turk experiment, we examine how ambient lighting affects preference for information search. Ambient darkness likely activates the concept of uncertainty ('being in the dark') that is compensated for through information search. However, this is contingent on the motivation to change the state.

3K Soul inside the Machine: Product Morphology Influences Perception of Immaterial Qualities and Consumer Valuation

Sumitra Auschaitrakul (University of the Thai Chamber of Commerce); Dan King (University of Texas Rio Grande Valley, USA); Ashesh Mukherjee (McGill University, Canada)

When is an object valued for its physical materials and functionality, and when is an object valued for its immaterial qualities? We use an object morphology framework to show that non-intuitive physical features of an object can elicit perceptions of immaterial qualities and increase valuation for the object.

3L You Are What You Sound: Signaling Status with Product Sounds

Zhihao Yu (University of South Florida, USA); Heath B Timothy (University of South Florida, USA)

Previous research shows that an individual's visual cues (attire, posture, etc.) influence other people's impressions of them. We extend that research to the auditory domain by showing that the individual's shoe sounds can increase their perceived status, though nicer attire sometimes blunts and even eliminates the effect.

3M Double Down When the Deck is Hot, Fold When It's Cold: Unseen Effects on Risk Perceptions

Josh Lundberg (University of Kentucky, USA)

Within the domain of embodied cognition, scholars have reached conflicting findings with regard to the effect of temperature on consumers. The current work seeks to disentangle these conclusions by demonstrating a higher order construct that can reconcile this conflict. Additionally, it adds to the starkly limited scholarship on cold temperatures.

3N The Effect of Sensory Incongruence on Product Preferences

Jiaqi SONG (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University)

This research studies the impact of sensory incongruence (a low degree of fit among different sensory characteristics) on consumers' product preferences. Two studies demonstrate that after encountering an incongruent (vs. congruent) sensory experience, consumers are more likely to prefer virtue, rather than vice, options in their product choices.

30 Who Does Evaluate Semantic Incongruent Cues Positively? Examining the Moderating Effect of Autotelic Need for Touch

Hiroaki Ishii (Seikei University); Taku Togawa (Chiba University of Commerce); Jaewoo Park (Musashi University)

Recent studies have found that consumers perceived novelty or uniqueness by experiencing disfluency due to semantic incongruence. In this study, we demonstrate that high-ANFT (Autotelic Need for Touch) consumers prefer semantic incongruent cues related to heaviness, which is not only activated physically but also visually and phonetically.

4. Aesthetics (10 papers) - Working Paper Session, *Grand Hall West*

4A Do You Think Products With Complex Designs Are More Luxurious? The Role of Self Construal Moderates the Effect of Visual Complexity on Luxury Perception

NAKAYA KAKUDA (City University of Hong Kong); Cheng Gao (Nanjing University)

We propose that visual complexity of product design and display increases consumer luxury perception. The results confirm the effect of visual complexity on luxury perception through perceived complexity. We argue that this effect can be attenuated by priming self-construal, explaining cultural

and individual difference in luxury perception.

4B Smiley Food Brand Logos: The Impact of Smiley Faces in Food Brand Logos on Food Healthfulness and Price Perception

Annika Abell (University of South Florida, USA); Dipayan Biswas (University of South Florida, USA)

The findings of two studies show that food brands and menus associated with logos that include smileys are perceived as lower in healthfulness and price. Further, consuming foods from restaurants with smiley face logos in their brand name or in their menu leads to higher perceived guilt.

4C When More is Less and Less is More: Anchoring Perceived Calories through Visual Complexity

Alexandra Festila (Aarhus University); Ruxandra Monica Luca (University of Sussex)

The present research looks at the effects of visual complexity (vs. visual simplicity) of package design on consumers' calories estimation. Our findings suggest that restrained (vs. unrestrained) eaters estimate more (vs. less) calories from visually complex (vs. simple) packages.

4D The Cost of Looking Natural: Why the No-Makeup Movement Led Consumers to Buy More Beauty Products

Rosanna Smith (University of Georgia, USA); Elham Yazdini (University of Georgia, USA); Pengyuan Wang (University of Georgia, USA); Saber Soleymani (University of Georgia, USA)

Although the social media driven “no-makeup movement” rejected the use of cosmetics, we find that the movement is associated with increased consumption of makeup. This is due to the tension that arises between the desire to be attractive and the social penalization that comes with overt effort towards one's appearance.

4E Vintage Appreciated by Average Consumers: Authenticity, and Symbolism

Tianqi Chen (Boston University, USA); Remi Trudel (Boston University, USA)

Given the substantial market for vintage, we investigate consumers' appreciation of vintage goods and the underlying mechanism. Vintage goods, compared to new ones, are perceived as more original and unconventional, allowing consumers to convey an authentic self-image. Consumers attach more symbolic value and hold more positive attitudes towards vintage products.

4F When Displaying Art Can Signal Higher Social Class: The Role of Processing Fluency in Signaling Social Class Through Art.

Soo Yon Ryu (Seoul National University, USA); Sang-Hoon Kim (Seoul National University, USA); Kyoungmi Lee (Seoul National University, USA)

We focus on processing fluency as a determinant in signaling social class through art. When observers experience subjective difficulty in processing art, they tend to infer displayers as member of high social class. This effect is mitigated when observer has high art expertise, as misattribution of source of fluency dissipates.

4G Effectiveness of Labels: The Interaction Effect of Labels' Color Scheme and Individual Differences in “Lay Rationalism” on Preferences for Green Electricity

Paul Bengart (Otto-von-Guericke Universität Magdeburg); Bodo Vogt (Otto-von-Guericke University Magdeburg Germany)

Nudges are intended to support people in making more rational decisions. This research shows that the susceptibility to nudges via traffic light labels (vs. grayscale labels) is negatively related to the

individuals' "lay rationalism", which describes a tendency to rely on reason (vs. feelings) when making decisions.

4H The Magic of Organizing: How Product Arrangement Styles Influence

Perceptions of Products and Owners

Jie(Doreen) Shen (University of Illinois at Urbana-Champaign, USA); Aric Rindfleisch (University of Illinois at Urbana-Champaign, USA)

Inspired by the recent trend of "tidying up," we examined two different product arrangement styles and showed that they influence consumer perceptions of both product attributes as well as inferences of the owner's personality. We also demonstrate that the main effects were moderated by preference for order and structure.

4I Perceptions of Required Care and Caregiving Goals Moderate Sustained Attention to Cuteness

Oriana Rachel Aragón (Clemson University, USA)

This research challenges the conventional wisdom that the incorporation of cute beings in product messaging increases general appeal and enhances consumers' product engagement. We show how framing messages (babies are robust or fragile) interact with parenting motivations to change consumers' engagement with babies, and subsequent engagement with baby-related products.

4J Does Green Equal Green? Consumer Responses Towards Different Shades of Green

Stefanie Sohn (Technische Universität Braunschweig); Barbara Seegebath (Technische Universität Braunschweig)

Green does not equal green when consumers evaluate logos of green brands colored in green. Warm instead of cold shades of green are associated with environmental friendliness translating into a green brand image.

5. Food Evaluation and Consumption (20 papers) - Working Paper Session, *Grand Hall West*

5A Cute Outside, Sweet Inside: The Effects of Cute Food Packaging on Expectations About and Experience of Sweetness

Raphaela Elisabeth Bruckdorfer (University of Duisburg-Essen); Oliver B. Büttner (University of Duisburg-Essen)

In two studies we examine the effects of cute packaging on sensory assumptions about and experiences of food products. We show that products with cute (vs. neutral) packaging are (a) assumed to taste sweeter and (b) actually experienced as tasting sweeter, providing new information for marketers and (health-)conscious consumers.

5B The Paradoxical Consequence of Indulgent Food Smells.

Boyoun Grace Chae (Hong Kong Polytechnic University); Rui (Juliet) Zhu (Cheung Kong Graduate School of Business, China); Sangsuk Yoon (University of Dayton, Ohio); Ernest Baskin (Saint Joseph's University, USA)

We propose that exposure to an indulgent food scent can reduce consumer consumption of indulgent food. As compared to previous research, we argue that this effect derives from consumer self-regulation and activation of diet goals.

5C How Color Affects Food Choices: The Impact of Image Color on Consumer

Preference of Vice Versus Virtue Foods

Yuanyuan (Gina) Cui (Auckland University of Technology, New Zealand); Jungkeun Kim (Auckland University of Technology, New Zealand); Jooyoung Park (Peking University)

In five studies, we illuminate that how the color of food images shifts people's food choices and demonstrate that the black-and-white thinking underlies the effect of the color (colorful vs. black-and-white) on the food choice between vices and virtues. We also rule out construal levels as an alternative explanation.

5D Why We Cannot Make Nice with Spice: The Link Between Spicy Foods and Aggressive Consumer Behavior

Tanuka Ghoshal (Baruch College, USA); Raj Raghunathan (University of Texas at Austin, USA)

We examine the causal effects of spicy food consumption on aggressive behavior. Spicy food consumption increases physiological arousal, as measured by heart rate, which in turn leads to higher aggressive behavioral intent in a hypothetical consumer scenario. Conversely, a cooling food such as a mint candy decreases aggressive intent.

5E Seeing Healthy Food as A Treat Reduces Ambivalence Towards Food and Leads to Healthier Food Choices

Simona Haasova (University of Vienna); Arnd Florack (University of Vienna); Teresa Koch (University of Vienna)

Our studies show that consumers who perceive the health and taste of food as complementary rather than contrasting food characteristics do not only eat healthier in real life, but also experience less ambivalent thoughts about food products in general and specifically for healthy food categories.

5F The Interactive Effect of Variety and Processing Strategy on Calorie Estimates

Liang Shen (Shanghai Jiao Tong University); Fengyan Cai (Shanghai Jiao Tong University); Robert Wyer Jr. (University of Cincinnati, USA)

Given the inconsistent findings about the relationship between food variety and calorie estimates, we propose simulation of eating as one moderator. Simulation (or not) leads to different processing strategies, which can interact with variety to affect calorie estimates. Three experiments confirm these effects and demonstrate their generalizability over other judgment domains.

5G Wise Consumers Use Mobile Apps to Choose Healthy Food Products

Mia M. Birau (SKEMA Business School)

Generally, little is known about the concept of wisdom in consumer behavior. This qualitative research is exploring the concept of "wisdom" when using a mobile app to make healthy food decisions.

5H Mindless Chewing: Effect of Gum Chewing on Consumer's Food Consumption.

Amit Surendra Singh (Southern Connecticut State University, USA); H. Rao Unnava (University of California, Davis); Xiaoyan Deng (Ohio State University, USA); Vasu Unnava (University of California Davis, USA)

This research explores whether frequent gum-chewing leads to higher levels of chewing of regular food. We demonstrate that frequent gum chewing increases chewing of the regular food. Further, the number of bites taken is similar irrespective of whether they chew gum or not.

5I What's For Dinner? The Effect of Planning on Consumers' Happiness With What They Have for Dinner

Rodrigo S. Dias (Duke University, USA); Gavan Fitzsimons (Duke University, USA)
We investigate how planning affects consumers' happiness with what they have for dinner. We find that consumers who plan what to have for dinner are happier with it. This occurs because those who plan anticipate their dinner more, and find it easy to decide what to have for dinner.

5J Social Facilitation of Eating: Does Together Mean More?

Chris Dubelaar (Deakin University); Prakash Satyavageswaran (Indian Institute of Management Udaipur); Natalina Zlatevska (University of Technology Sydney); Alex Belli (Australian Catholic University); Ali Tamaddon Jahromi (Deakin University); Thomas Gaarenstroom (Deakin University)

Literature on social facilitation shows that eating together leads to increased food consumption. Our meta-analysis finds significant positive correlation between number of people at the table and amount of food consumed, moderated by age and BMI. We also, however, find that when meal occasion is included, the effect disappears.

5K No Diet, No Problem: Social Judgments of Others' Self-Control Outcomes

Geoffrey Durso (Vanderbilt University, USA); Kelly Haws (Vanderbilt University, USA)

How do consumers perceive others' indulgent behaviors that contradict others' longer-term goals? Two studies show that consumers judge indulgence as less surprising and more positively when these indulgences are irrelevant to the goal, or when a situational attribution can explain the behavior. In short, not all indulgences are judged equally.

5L Nutrient Demand and New Product Introduction: The Case of Greek Yogurt

YI XIE (Xiamen University); Richards Timothy (Arizona State University, USA)

Empirically identifying changes in attribute preference in revealed-preference data is challenging, simply because nutrient-attributes do not change much over time. We exploit the introduction of Greek yogurt to cleanly identify how changes in nutrient-attribute composition changed intra-category substitution patterns and how new-product introductions can shape aggregate nutrient consumption profiles.

5M Exploring the Wisdom of Brand Comfort: An Investigation of Comfort Foods and Comfort Brands

Kirk Damon Aiken (California State University Chico); Matthew Meuter (California State University, Chico); Ajay Sukhdial (Oklahoma State University, USA); Phoebe Jones (California State University, Chico)

Results of two nationwide studies reveal that comfort food is quite regularly consumed and for numerous reasons besides emotional support. Moreover, non-food comfort brands are similarly sought after by consumers. Thus, it appears that consumers desire "brand comfort," an intriguing and important behavioral notion that extends far beyond food choices.

5N A Feast for the Eyes: How Augmented Reality Influences Food Craving and Evaluation

William Fritz (Oxford University, UK); Rhonda Hadi (Oxford University, UK); Andrew T. Stephen (Oxford University, UK)

Augmented Reality (AR) technology has generated huge amounts of industry investment and buzz. In this paper, we explore the effects that augmented reality has on craving and overall evaluation of

healthy versus indulgent food items, and show how these results are mediated by mental simulation.

5O Nutrition Label Format and Consumer Attention: The Role of Involvement

YI XIE (Xiamen University); Naomi Mandel (Arizona State University, USA); Carola Grebitus (Arizona State University, USA)

We conducted an eye-tracking experiment to test whether FDA's modifications to the Nutrition Facts label influence attention, and the role of involvement. We show that less involved consumers increase attention to the modified version, and the modified label help highly involved consumers find necessary information more quickly.

5P Does Food Packaging Make Us Fat? The Mechanism of the Partitioning Paradox

Haruka Kozuka (University of Toyama)

We replicated the research of Coelho do Vale et al. (2008) and Scott et al. (2008) to explain how the partitioning paradox occurs. We found that restrained eaters tend to eat more, while non-restrained eaters tend to eat less, when a fixed portion is partitioned into multiple smaller packages.

5Q To Share is Human: How Sharing Labels Diminish Sharing and Encourage Own Consumption

Sara Williamson (SUNY Old Westbury); Lama Lteif (University of New Mexico); Ana Valenzuela (Baruch College, USA)

In recent years, food manufacturers have begun labelling multi-serving packages as meant for sharing. This research shows that sharing labels may ironically encourage consumption and diminish sharing, and this effect is not driven by portion perceptions, but by a perception of human presence that leads to diffusion of consumption responsibility.

5R The Influence of Information on Consumers' Intention to Reduce Food Waste in Three European Countries

Christina Maria Neubig (Technical University of Munich); Margot Van Cauter (Katholieke University Leuven, Belgium); Simona Grasso (University of Reading); Sophie Hieke (EUFIC); Sandra Knoepfle (Technical University of Munich); Anna Macready (University of Reading); Natalie Masento (University of Reading); Camila Massri (EUFIC); Esereosa Omoarukhe (University of Reading); Jutta Roosen (Technical University of Munich); Liesbet Vranken (Katholieke University Leuven, Belgium)

This study investigates whether providing information about the impact of food waste and food waste practices influences consumers' behavioral intention toward food waste reduction. Results from an online survey (N=2,248) show that practice information significantly increases participants' intention to reduce food waste, while impact information has no effect on intention.

5S Easy Eating: Reducing Food Waste with Convenience Food

Marit Drijfhout (University of Groningen, The Netherlands); Jenny van Doorn (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands)

Western households waste 25% of their purchased food, which may be attributed to the temporal distance between the planned and actual moment of consumption. Building on construal level theory, we propose that convenience food may reduce food waste by increasing the feasibility of meal preparation at the moment of consumption.

5T Sharing #Foodporn or #Healthyfood? The Effect of Profile Privacy settings on Consumption Enjoyment

Marie Ozanne (Cornell University, USA); Anna S. Mattila (Pennsylvania State University, USA)

How does sharing food pictures on social network sites affect consumption enjoyment? We demonstrate that sharing pictures of indulgence (vs. healthy) foods under a private (vs. public) privacy decreases anticipated positive judgement and indirectly affect consumption enjoyment. As such, public networks are liberating when sharing self-interested [eating] pleasurable experience.

6. Health and Well-Being (11 papers) - Working Paper Session, *Grand Hall West*

6A Poor but Grateful: An Investigation of Low-Income Consumers Coping With Poverty

Gul Yucel (Bilkent University, Turkey); Duygu Akdevelioglu (Rochester Institute of Technology, USA)

This research contributes to the existing literature on transformative consumer research by identifying mechanisms that affect low-income consumers' perception of poverty and provide mechanisms to low-income consumers to cope with consumption restrictions. Our framework points strategies focusing on religion and social capital to cope with the constraints of consumer culture.

6B Healthcare Outcomes are Influenced by Free Choice: How Variations in Placebo and Nocebo Effects are Mediated by Trust and Moderated by Price

Hyerin Han (University of Minnesota, USA); Akshay Rao (University of Minnesota, USA)

Placebo and nocebo are stronger when consumers can choose (vs. are assigned to) doctors because consumers' trust in doctors is lower when their choice is limited. This effect is moderated by price such that a limited choice leads to higher levels of mistrust when consumers pay high (vs. low) price.

6C Assessing health-being in community: A community-based participatory evaluation of the Veggie Rx Program in a Northeastern Community

Ada Leung (Pennsylvania State University, USA); Lisa Weaver (Pennsylvania State University, USA)

This paper describes Veggie Rx, a collaborative model to increase access to produce in the primarily Latino community. It describes how diverse community-based partners worked together to initiate system changes to build a sustainable and inclusive food system in a low-resourced community that aims to improve health and community well-being.

6D The Effect of Control Deprivation on Consumers' Adoption of No-Pain, No-Gain Principle

Yanli Jia (Xiamen University); Robert Wyer Jr. (University of Cincinnati, USA)

Our research finds that when consumers feel out of control, they tend to use the no-pain no-gain principle for product judgments because it exemplifies a structured conception of the relationship between actions and outcomes in the world and endorsing it reaffirms their belief that they can regain the reduced control.

6E A Meta-Analysis of the Antecedents and Consequences of Smartphone Addiction

Ying Zhu (University of British Columbia, Canada); Jingjing Ma (Peking University); Jingjing Wang (The Peking University, China)

Considering the significance of smartphones in consumers' daily lives and the conflicting previous findings, we conduct a meta-analysis of research from marketing, psychology, and computer science to

address key research questions: What are the antecedents and consequences of smartphone addiction, and which has the strongest effect?

6F When Your Well-Being is in Your Hands: The Role of Coping for Visually Impaired Consumers

Claudia Falchetti (ESPM, Brazil); Mateus Canniatti Ponchio (ESPM, Brazil)

This study evaluates the relationships between coping, vulnerability, and well-being for visually impaired consumers. A mediating model is proposed and tested based on a sample of 113 individuals. The results revealed evidence of a mediating effect of vulnerability on the relationship between both problem- and emotion-focused coping and well-being.

6G How Your Neighbor Trust in People Can Determine Your Health: Effects of Collective Social Capital on Healthy Behavior for Low Income Individuals

Hyuna Bak (Seoul National University); Yanghee Kim (Seoul National University, South Korea)

This study examines the relationship of social capital and healthy behavior by applying a multilevel analysis. As a result, social capital was positively associated with healthy behavior, and it was strengthened for low income individuals depending on the community level of social capital.

6H Marketplace Violence and Consumer Resiliency: Exploring Individual and Collective Transformation Following the 2015 Paris Terrorist Attacks

Amy Greiner Fehl (Oklahoma State University, USA); Marlys Mason (Oklahoma State University, USA); Sterling Bone (Utah State University)

Using qualitative inquiry based on interviews and archival data, this research investigates consumer resiliency in the community which experienced the collective crisis of the November 2015 Paris terrorist attacks. Initial analysis of the data suggests themes of remembering, resistance, and resiliency through consumption.

6I Social Exclusion Enhance Self-Improvement Consumption? It Depends on Domain Differences and Implicit Self-Theories

Chia-Han Chang (National Sun Yat-Sen University); Chun-Tuan Chang (National Sun Yat-sen University)

We examine whether social exclusion enhances subsequent self-improvement consumption. The results from three experiments suggest that being rejected or ignored lead to across-domain or within-domain self-improvement consumption differently. Individual differences in implicit self-theories (entity vs. incremental theorists) are found to enhance the effects above.

6J The Quantified Self: The Effects of Activity Tracking and Anthropomorphization on Consumer Health Motivation and Behavior

Martin Mende (Florida State University); Maura Scott (Florida State University); Gergana Y. Nenkov (Boston College, USA); Anders Gustafsson (Karlstad University); Lane Peterson (Florida State University)

Self-tracking devices claim to motivate consumers to achieve better health, but it is unclear if this is always the case. Anthropomorphization of these devices is a common practice as it typically enhances consumers' perceptions of products. This research shows, however, that when applied to self-tracking devices, anthropomorphism reduces health motivation.

6K Giving Up Privacy For a Healthier Way of Living – Understanding Consumers' Attitude Toward Behavior-based Health Insurance Products

Vita Eva Maria Zimmermann (Heinrich Heine University Düsseldorf, Germany); Mirjam Zahner (Heinrich Heine University Düsseldorf, Germany); Luisa Fuhrberg (Heinrich Heine University Düsseldorf, Germany); Peter Kenning (Heinrich Heine University Düsseldorf, Germany)

Behavior-based health insurance products (BBHIPs) allow insurers to process wiser consumer risk assessments. For consumers they necessitate privacy reduction but also have potential financial benefits and debiasing mechanisms inherent to improve health behavior. We tested which of these benefits can outweigh privacy concerns' influence on attitude toward BBHIPs.

7. Identity and Values (18 papers) - Working Paper Session, *Grand Hall West*

7A I Will Not Retaliate if You Did Not Know the Risks: Investigating Consumer Responses to Firm Product Failures

Chaumanix Dutton (University of Southern California, USA); Norbert Schwarz (University of Southern California, USA)

This research investigates consumer responses to product failures. In two studies, we find that having a prior relationship with a firm makes a person less likely to retaliate against the firm. Attributing the awareness of risk of product failure to the firm predicts consumer retaliatory acts against the firm.

7B Witnessing Moral Violations Increases Boundary Preference

Chunya Xie (Renmin University of China); En-Chung Chang (Renmin University of China)

This study shows that witnessing immoral behaviors influences consumers' preference for boundaries. Specifically, witnessing unethical behaviors increases consumers' boundary preferences compared to witnessing moral behaviors as well as some events irrelevant to morality.

7C Consumers' perceptions of sustainability in domains varying in closeness to self

Catalin Mihai Stancu (Aarhus University, Denmark); Alice Grønhøj (Aarhus University); Liisa Lähteenmäki (Aarhus University, Denmark)

Sustainable choices are seen as solutions for current climate problems. Insights into consumer understanding of sustainability and main drivers of sustainable behaviors are needed to promote change across domains. Egoistic motivations were more prevalent in food than apparel, while certain identity clashes had potential to prevent certain sustainable apparel-related behaviors.

7D The Social Construction of Mythologies

Sarah Grace (University of Arkansas, USA)

The Social Construction of Mythologies facilitates understanding between meanings held by society in the form of cultural myths and meanings formed during an individual's experience of cultural myth. Phenomenology and semiology converge, converse, and co-construct to help researchers imagine a continued tradition of culturally-informed scholarship in marketing.

7E The Professor X Effect – Do People with Disability Achieve Higher?

Ryan Wang (University of Minnesota, USA); Jinjie Chen (University of Minnesota, USA); Alison Jing Xu (University of Minnesota, USA)

Extant literature suggests individuals with disabilities encounter negative stereotypes and face discriminations in the workplace. Contrary to existing findings, we showed that individuals with disabilities who demonstrate initial success are rated better in various context (i.e., politics, education,

business) because observers generally ascribed greater efforts and hard working to them.

7F Homeyness and Domesticity in Work-Related Marketplace Experiences

Laetitia Mimoun (City University of London, UK); Adèle Gruen (Goldsmiths, University of London)

We advance the theoretical understanding of homeyness and domesticity in work-related marketplace experiences. We identify the forms that homeyness and domesticity take outside of the home's boundaries, an essential task as the increasing merging of work and leisure, private and public, consumption and production recasts our understanding of these concepts.

7G Perceptual Distortion: When Are Environmentally-friendly Practices Perceived to be Less Impactful?

Maryam Tofghi (California State University Los Angeles, USA)

This research sheds light on a perceptual distortion that occurs between how impactful individuals perceive their regular environmentally-friendly actions, such as recycling, and how objectively impactful they are. The results of this study shows that individuals incorrectly perceive the more common and well-established pro-environmental actions as highly-impactful deeds.

7H Does Being Short Lead to Better Self-Control?

Lei Jia (Ohio State University, USA); Xiaoyan Deng (Ohio State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA)

We propose and find that being short, which compares unfavorably to being tall on various social dimensions, motivates consumers to cope with the disadvantageous situation through exerting better self-control.

7I When Loneliness Increases Self-gifting: The Moderation of Attachment Style

Cindy B Rippé (Grenoble Ecole de Management and University of North Georgia); Carolina O. C. Werle (Grenoble Ecole de Management); Amanda Pruski Yamim (Grenoble Ecole de Management)

Given the rise of loneliness, we investigate the impact of loneliness on self-gifting. Drawing upon theoretical connections of loneliness and interpersonal attachment style, we demonstrate that lonely consumers are more likely to self-gift for reward and therapy. Secure vs. insecure attached individuals are more influenced by loneliness in their self-gifting.

7J How Insecure Narcissists Become Cultural Omnivores: Consuming Highbrow Culture for Status Seeking and Lowbrow Culture for Integrity Signaling

Hanna Shin (Hongik University); Nara Youn (Hongik University)

The current research examines how individual personality traits affect cultural consumption. Through two studies, we demonstrate that narcissists with a sense of insecurity—i.e., low self-esteem or low self-perceived authenticity tend to become cultural omnivores preferring both highbrow and lowbrow culture.

7K I Believe, but I Don't Follow! Religious Deviance: Causes, Consequences, and Coping Mechanisms

Arti Srivastava (Indian Institute of Management Udaipur); Prakash Satyavageeswaran (Indian Institute of Management Udaipur)

Deviance from religious norms in practicing followers results in internal value conflict and/ or social consequences of non-compliance. Based on in-depth interviews with self-reported religious deviants, present study identifies de-norming of institution, rationalization, borrowing of beliefs, and

concealment as coping mechanisms in situations of religious deviance.

7L Parenthood Increases Desire for Conspicuous Luxury Goods

Aziza Caimile Jones (Rutgers University, USA); Kristina Durante (Rutgers University, USA); Sarah Hill (Texas Christian University, USA); Hannah Bradshaw (Texas Christian University, USA)

Little is known about how parenthood influences consumer behavior. A series of studies show that parenthood—manipulated or measured—leads to enhanced desire for certain kinds of products.

Parenthood increased desire specifically for conspicuous luxury goods because parents believe that their social status impacts the social status of another person.

7M SEST: A New Integrative Model to Illustrate How Social Class, Economic System-Justification, and System Threats Jointly Influence Consumer Preferences

Matthew Maxwell-Smith (Western University, Canada); Allison R. Johnson (Western University, Canada); June Cotte (Ivey Business School); Sharon Shavitt (University of Illinois at Urbana-Champaign, USA); Steven Shepherd (Oklahoma State University, USA)

We test a new integrative model that explains how social class, economic system-justification, and relevant system threats jointly affect consumer preferences. Our findings address inconsistencies in system-justification theory and help to explain consumer preferences for offerings that are perceived as more symbolic of or antagonistic to the free-market economic system.

7N American Conservatives: Anti-Globalist Global Brand Consumers

Claudiu Dimofte (San Diego State, USA)

The anti-globalization and protectionist attitudes of the current U.S. administration and its supporters are unambiguous. This research finds that these views are actually both malleable and reversible if specific self-serving motivations are present. Priming conservative consumers' status concerns leads to their strong preference for global brands (particularly foreign-based).

7O Identity Contamination in Circular Economy Products

Anna Tari (Boston University, USA); Remi Trudel (Boston University, USA)

We investigate why circular economy products have been met with trepidation. Three studies reveal that the circular material inputs matter, participants prefer products made from plastic waste compared to products made from recycled clothing. This is because circular products made from recycled clothing are contaminated with others self-identity.

7P Self-Reported Limitations and Future Research Directions in Consumer Behavior Research

H. Onur Bodur (Concordia University, Canada); Argiro Kliamenakis (Concordia University, Canada); Ali Tezer (HEC Montreal, Canada); Kimberly Duval (Concordia University, Canada)

The current research examines the extent and nature of limitations and future research directions reported in consumer behavior research, by analyzing 378 empirical research articles published in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing and Marketing Science between 1993 and 2012.

7Q Firing Founders that Behave Badly: Effects of Moral versus Type Authenticity on Brand Evaluations

Lan Anh Nu Ton (University of Georgia, USA); Rosanna Smith (University of Georgia, USA)

When a company's founder engages in ethical misconduct, the company can fire the founder in hopes that the brand's reputation maintains its integrity. This article demonstrates that the removal of the founder still damages the brand through competing effects of both type and moral authenticity.

7R Of the Known Unknown: Algorithmic Consumer Culture and Reontologized Consumer Subjects

Soonkwan Hong (Michigan Technological University)

The current state of algorithmic consumer culture, as a constellation of individual practices as well as the isomorphic end-state of any successful enterprise, calls for a meaningful diagnosis upon which consumer research can theorize the ever-growing and ubiquitous ambiguity in the form of products and services offered by (and for) algorithms.

8. Emotions (16 papers) - Working Paper Session, *Grand Hall West*

8A The Role of Authentic and Hubristic Pride on Green Product Consumption

Aysha Siddiqua (Monash University, Australia); Ali Gohary (Monash University, Australia); Pingping Qiu (Monash University, Australia)

This research investigates the relationship between pride (authentic versus hubristic) and propensity for green product consumption. Two studies (chronic and primed) show that authentic (versus hubristic) pride consumers exhibited higher willingness to try green (versus regular) products. The implications of these findings are discussed.

8B Abandon Distinctiveness in Good Old Days: The Effect of Nostalgia on Uniqueness Seeking

Yafeng Fan (Tsinghua University); Jing Jiang (Renmin University of China); Zuohao Hu (Tsinghua University)

Three experiments demonstrated that nostalgia can weaken consumers' uniqueness seeking tendency which is driven by the enhanced social connectedness. The effect disappears when the social ties with other decision-makers are strong rather than weak. The research showed that nostalgia marketing may be inappropriate for products or services positioning uniqueness.

8C Identity Related Embarrassment: When and Why People Compensate for Others' Misbehavior

Julia E von Schuckmann (ESADE Business School, Spain); Lucia Salmonson Guimarães Barros (FGV-EAESP, Brazil); Grant Edward Donnelly (Ohio State University, USA); Marco Bertini (ESADE Business School, Spain)

We propose that identity related embarrassment may arise by the wrongdoing of a fellow group member and that this experience triggers reparatory behaviors, but only when the spectator and the wrongdoer share a social identity that is distinct from that of others in the environment. Two experiments support our theory.

8D Emotions, not Knowledge, are Power: The Curious Case of Evidence Insensitive Product Rejection

Jan Andre Koch (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands); Jan Willem Bolderdijk (University of

Groningen, The Netherlands)

When consumers reject any products, marketers typically seek to allay the concerns consumers hold in support of this rejection. Deviant products, however, are intuitively rejected. Lacking substantive concerns supporting this rejection, consumers rationalize it post hoc, leading marketers' efforts astray. Being non-causal, allaying these rationalizations does not affect rejection.

8E Source Matters: The Effect of Integral Versus Incidental Pride on Consumer Self-Control

Julia Storch (University of Groningen, The Netherlands); Jing Wan (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands)

The self-conscious emotion pride can enhance and undermine consumers' self-control by motivating them to pursue future achievement or seek reward for prior achievement, respectively. We reconcile these conflicting tendencies and propose that pride thematically-related (integral) to the domain of a focal self-control dilemma promotes self-control, whereas unrelated (incidental) pride increases indulgence.

8F Does Feeling Ignorant Give us More Control?

Donald Ryan Gaffney (University of Cincinnati, USA); Robert Wyer Jr. (University of Cincinnati, USA); Frank R. Kardes (University of Cincinnati, USA)

This research attempts to further distinguish between variants of uncertainty in a novel way. We investigate aleatory (chance) and epistemic (knowledge) uncertainty in their effect of perceived control. We find that aleatory uncertainty leads to lower perceptions of control whereas epistemic uncertainty leads to higher perceptions of control.

8G Surprise, Regulatory Focus, and Their Role in Reversing Loss Aversion

Subimal Chatterjee (SUNY Binghamton, USA); Shabnam Nazari (SUNY Binghamton, USA); Sirajul Arefin Shibly (SUNY Binghamton, USA); Timothy Heath (University of South Florida)

We show that prevention-focused consumers are less surprised by losses (losing money) than equivalent gains (finding money) when the amounts involved are non-trivial, suggesting that surprise may contribute to the observed reversal of loss aversion by amplifying more the pleasure of the gain relative to the pain of the loss.

8H The Effect of FOMO on Variety-Seeking Behavior

Jane Park (University of California Riverside, USA); Thomas Kramer (University of California Riverside, USA)

Despite the prevalence of social media-driven fear-of-missing-out (FOMO) in consumers' lives, little is known about how FOMO affects consumers' decision-making. We find FOMO lowers self-esteem, which guides greater variety-seeking. Further, we demonstrate that differences in decisiveness moderate the effect of FOMO on variety-seeking.

8I I Am So Proud of You! The Effect of Vicarious Pride on Preferences for Self-Improvement Product

Nari Yoon (Indiana University, USA); H. Shanker Krishnan (Indiana University, USA)

Our research examines how feeling pride from another person's achievement – vicarious pride – affects consumer preferences. We find that vicarious pride increases the desire to be close to the person who achieved, ultimately leading to preferences for self-improvement product. This research investigates an

underexamined form of response to another person's achievement.

8J Avoiding the Crowds or Embracing the Wisdom of Crowds: The Contrasting Effect of Public versus Private Embarrassment on Conformity

Gopal Das (Indian Institute of Management Bangalore, India); Xun (Irene) Huang (Nanyang Technological University, Singapore)

This research examines how incidental embarrassment may influence consumer preference for conformity. Specifically, consumers who feel embarrassed in a public setting are less likely to conform to the crowd, while those who feel embarrassed in a private setting expressed a greater tendency to conform to the wisdom of crowds.

8K Villains are Lonely Too! How Loneliness Influence Consumers' Preference for Superhero and Supervillain Products

Sirajul Arefin Shibly (SUNY Binghamton, USA); Jinfeng Jiao (SUNY Binghamton, USA)

The literature suggests that in an attempt to create or restore social inclusion, lonely individuals may pursue unique products. However, we suspect that despite being unique, products with villain symbols represent immoral social outcasts. Therefore, lonely individuals are likely to demonstrate less positive attitude towards products with such symbols.

8L The Effect of Product Conspicuousness and Social Risk on Negative Emotions: The Ethical Dilemma of Consuming Counterfeits

Delane Botelho (EAESP-FGV); Camila Zancanella (EAESP-FGV); Ramona De Luca (EAESP-FGV)

The growth of counterfeiting has several moral and ethical implications for individuals and society. This article explores the negative emotions consequent to the decision of consuming counterfeits. In particular, we address that product conspicuousness and the perception of social risk induce consumer's shame for deciding consuming counterfeit products.

8M The Effect of Loneliness on Material Attachment and Disposition Decisions

Bingyan Hu (University of Iowa, USA); Alice Wang (University of Iowa, USA); Catherine Cole (University of Iowa, USA)

We examine how loneliness affects consumer disposition of their used, but still useful material possessions. Three studies show that lonely (vs. non-lonely) people are more attached to their possessions and hence less willing to dispose of them. The effect of loneliness is attenuated when people believe fresh starts are possible.

8N The Incidental Effect of Hope and Pride on Compliance with Health-Care Warning Messages

Angela Negrão (UFPR); Danielle Mantovani (Federal University of Paraná); Victoria Vilasanti (Federal University of Paraná); Rafael Demczuk (Federal University of Paraná)

This research shows that hope, a future-oriented emotion, increases risk perception and consequently, compliance with health-care warning messages, compared to pride, a past-oriented emotion (Studies 1 and 2). The opposite effect is observed when the temporal focus is not associated with specific emotions (Study 3).

8O Feeling Embarrassed, Leave Me Alone: The Impact of Embarrassment on Preference for Facial Prominence

Xiadan Zhang (Renmin University of China); Jing Jiang (Renmin University of China)
This research proposes that embarrassment increases individuals' needs for space to avoid others' attention, and thus predicts a preference for human images of low facial prominence. The effect is heightened when the human image and the consumer are opposite sex (vs. same sex).

8P Displays of Sadness or Aggression During Positive Emotional Experiences Alter Consumers' Assumptions About Product Experiences and Characteristics

Denny Huynh (Clemson University, USA); Oriana Rachel Aragón (Clemson University, USA)

Sometimes happiness is displayed with smiles, but sometimes it is also displayed with expressions that look like sadness or aggression, called dimorphous expressions. Dimorphous expressions effectively communicate unique signals about expressers' motivations. This study demonstrates that experimentally manipulated dimorphous expressions alter consumers' expectations of product characteristics and experiences.

9. Charitable and Prosocial Behavior (12 papers) - Working Paper Session,
Grand Hall West

9A Charity Donation at Point of Sales - Do good while shopping!

Neel Das (Appalachian State University); Lubna Nafees (Appalachian State University);
Unal O. Boya (Appalachian State University); Anindita Das (Appalachian State University)

In 2016 over \$441 million was raised through checkout charity (Engage for Good 2017). Although the above-mentioned marketplace polls provide compelling evidence of consumer participation, the actual phenomenon is likely not as straightforward. This research attempts to provide a stepping stone towards conceptualizing and building a comprehensive checkout charity perspective.

9B I'm Touched by Your (Disgusting) Words: How Haptic Vocabulary Helps Overcome the Negative Effect of Disgust on Prosocial Behavior

Olivia PETIT (Kedge Business School); Johannes Kraak (Toulouse Business School);
Renaud Lunardo (Kedge Business School)

Through two studies, we show that disgust reduces the willingness to donate for charities focussing on topics such as homeless people and food waste. However, the negative impact of disgust can be reduced by using haptic vocabulary, limiting the negative effect of disgust on trust.

9C Title: Time as Money or Money as Time? Temporal Evaluation of Income Increases Monetary Donations

David Falco (Ohio State University, USA); Selin A. Malkoc (Ohio State University, USA); Grant Edward Donnelly (Ohio State University, USA)

In two studies we show that while seeing time in terms of money will decrease willingness to donate time, seeing money in terms of time will increase willingness to donate money. Results are seen both in opinions towards donating as a whole and likelihood to donate a specific amount.

9D Performing Pro-Sociality in the Face of Paradox: How do Consumers Navigate Normative Ideologies while Participating in Prosocial Projects?

Shahzeb Jafri (York University, Canada); Eileen Fischer (York University, Canada)

Although scholars have explicated pro-social motivations, the ideological complexity involved in such projects remains ignored. Qualitatively studying the Syrian refugee resettlement in Canada, the current project explicates how competing ideologies influence consumers engaging in pro-sociality. Preliminary findings explain consumers conducting ideological hybridization, having theoretical and practical implications for stakeholders involved.

9E Knowing Your Name Makes Me A Better Man: The Positive Effect of Helper Name Disclosure on Help Recipient's Prosocial Behavior

Yunqing Chen (Chinese University of Hong Kong, China); Leilei Gao (Chinese University of Hong Kong, China)

People often receive anonymous help. Four studies showed that compared to receiving an anonymous help, merely disclosing the name of the helper will increase the help recipient's likelihood of engaging in prosocial behaviors.

9F Breadth or Depth? Explore the Favor Budgeting Effect

DONGJIN HE (Hong Kong Polytechnic University); Fei XU (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University)

Three studies show that favor givers care more about the breadth than the depth of favor exchange and tend to give favors to more receivers rather than fewer receivers. Moreover, the effect is more salient when the relationship between the favor giver and receiver is distant.

9G Self-Construal and the Visual Existence of Others' Charitable Giving

Mayuko Nishii (Waseda University, Japan); Takeshi Moriguchi (Waseda University)

Previous literature has revealed that viewing the charitable donations of others influences the intent to donate negatively because of a heightened state of self-sufficiency. However, we show that such an effect may be reversed depending on consumers' self-construal. Our study derives a new perspective on donation behavior by considering self-construal.

9H The Influence of Crowding Perception on Consumers' Money Donation Behavior: The Mediation of Self-Expression

Qingqing Guo (Shanghai Jiao Tong University); Bing Han (Shanghai Jiao Tong University)

Three experiments' results reveal that participants in crowding (vs. non-crowding) surroundings are more incline to donate money and have a higher monthly and annual donation amount. Consumers' self-expression need is much stronger in crowding (vs. non-crowding) surroundings, which driven consumer to be more likely response the money donation appeal.

9I Revisiting Voluntary Disposition Through Consumer Journeys

Pia Annette Albinsson (Appalachian State University); B. Yasanthi Perera (Brock University, Canada); Lubna Nafees (Appalachian State University)

We examine consumers' disposition journeys. A netnography of consumer narratives from Facebook groups, advocating minimalism, reveal the barriers facing consumer's decluttering efforts. Consumers experience despair as well as action paralysis when failing to declutter. Conversely, those who are successful in their efforts experience elation and appreciate their more streamlined lives.

9J More Unequal, Less Prosocial: Inequality Undermines Prosocial Behaviors

Jiaqian(Jane) Wang (University of Chicago, USA); Angela Y. Lee (Northwestern University, USA)

Recent decades have witnessed a worldwide rise in inequality, while civil wars and natural disasters are

making more demands on prosociality. Analyses of archival data, Google Trends and two lab experiments provide evidence that societal inequality prompts people to be more self-focused and in turn suppresses prosocial behaviors.

9K The Effects of Moral Appeal and Social Perception on Effectiveness in Generating Charitable Support

Siyun Chen (Jinan University); Haiying Wei (Jinan University)

We extend the previous literature on matching effects in persuasion. We also contribute to the donation literature by identifying new consequences of a match between moral appeal and fundraiser's characteristic, and by documenting the mediating role of self-efficacy and response efficacy in driving the effects of a match on persuasion.

9L To Split or Not to Split? The Impact of the Breadth of Giving on Future Donations

Matilde Lucheschi (City University of London, UK); Oguz A. Acar (City University of London, UK); Jonathan Zev Berman (London Business School, UK)

Individuals are increasingly spreading their donations across different charities. In this project, we focus on the consequences of this behavior. A series of studies reveal that when individuals split their donations, instead of donating the same amount to a single NGO, they donate significantly less in the future.

10. Social Responsibility and Ethics (11 papers) - Working Paper Session, Grand Hall West

10A Marketer-driven Social Movements and Wicked Problems of Consumption

Alexei Gloukhovtsev (Aalto University, Finland); Tomas Falk (Aalto University, Finland); Laura Rosenberg (Aalto University, Finland); Emma Maria Salminen (Aalto University, Finland)

The study examines marketer-driven social movements, and the process through which they can help address problematic consumer behavior that is resistant to interventions at the individual level. The study also highlights the crucial supporting role that marketers play in helping new social movements take root and enact lasting positive social change.

10B Parents' Debts, Children's Obligation? The Effect of Similarity on Consumers' Boycott of Parent and Subsidiary Corporation

Yung-Chien Lou (National Chengchi University, Taiwan); Wei-Chih Tseng (National Chengchi University, Taiwan)

This study focuses on consumer boycott behaviors toward the parent and subsidiary corporations of a conglomerate when a wrongdoing affects the conglomerate. The results indicate that the similarity of the parent and subsidiary corporations generates assimilation or contrast effects, which influence consumers' perceptions and their boycotts one or both corporations.

10C The Impact of Corporate Unethical Actions on Consumer Responses: The Role of Righteous Anger, Attitudes, and Political Ideology

Chunyan Xie (Western Norway University of Applied Sciences); Richard P. Bagozzi (University of Michigan, USA); Silvia Mari (University of Milano-Bicocca)

We test psychological mechanisms underlying consumer responses toward the firm as a function of perception of corporate unethical actions. Results showed that righteous anger and attitudes mediate the relationship between perceived corporate unethical actions and consumer responses. Further,

political ideology moderates the effects of transgressions on elicitation of righteous anger.

10D It's a Half-Robin Hood Thing: How Political Activism by Corporations Drives Consumers to Cheat.

Pradeep Jacob (Arizona State University, USA); Naomi Mandel (Arizona State University, USA)

Corporations frequently engage in political activism, either advocating for liberal or conservative issues. In this research, we find that when a corporation takes a political stance opposing one's ideological beliefs, liberals are more likely than are conservatives to engage in acts of dishonesty against that corporation.

10E Does Imagining Seeing Bad Make You Not Do Good? The Effect of Identity-Based and Product Factors on Consumer Response to Cause Marketing Offers

katina kulow (University of Louisville); Mina Kwon (University of Louisville); Mike Barone (University of Louisville)

Can witnessing a moral transgression (e.g., shoplifting) by another individual affect a consumer's response to cause marketing (CM) offers? Across three experiments, we demonstrate that, based on the particular dimensions of consumer identity activated during decision making, consumers may respond less or more favorably to such CM offers.

10F The Wisdom of Mission Checks and Consumer Perception of Authenticity in Nonprofits

Lana Waschka (University of Georgia, USA)

This qualitative study proposes a new model of market orientation in nonprofits by including a "mission check" step that determines whether a particular action violates the mission or compromises the consumer's perception of "authenticity" in the organization. The model is supported by in-depth interviews of nonprofit managers and consumers.

10G The Impact of Corporate Environmental Transgressions on Consumer Support for Non-profits: The Role of Political Ideology and Social Disgust

Chunyan Xie (Western Norway University of Applied Sciences); Richard P. Bagozzi (University of Michigan, USA); Silvia Mari (University of Milano-Bicocca)

We experimentally test new psychological mechanisms underlying consumer support for nonprofits as a function of perception of corporate environmental transgressions. Results showed that the moral emotion of social disgust mediates the relationship between perceived corporate environmental transgressions and consumer support. Further, political ideology moderates effects of transgressions on social disgust.

10H Consumer Resistance: Anarchy, Anti-Capitalism and the 'War Machine'

Hunter Jones (Aalto University, Finland); Joel Hietanen (University of Helsinki)

While previous research focuses on largely safe and passive ways consumers resist market norms, we highlight a more persistent, pervasive, and risky mode of social resistance that goes beyond exercising consumer choice. To do so, our netnography analyzes a contemporary anarchist podcast's globally distributed resistant collective using non-representational theory.

10I The Cult of the Mad Genius: Understanding Consumer Preferences for the Art of Immoral Artists

Jesse Walker (Ohio State University, USA); Melissa Ferguson (Cornell University,

USA)

How do immoral actions by artists shape consumer preferences for art? We find that consumers like a piece of art more when an artist has committed a serious crime because they see the artist as a “mad genius.” However, consumers are willing to pay less for the same art.

10J Raising Kids the Right Way? The Interplay of Taste and Morality in Parents’ Identity Projects for their Children

Aya Aboelenien (Concordia University, Canada); Zeynep Arsel (Concordia University, Canada)

This paper investigates the interplay between morality and taste in kids’ socialization. Through interviews with immigrant families in Canada, we discuss how parents envision their kids’ identity projects and how they shape their habitus with relevant capital. We show how inter-generational transfer of taste practices serve to produce moral citizens.

10K The Role of Firm’s Commitment to the Environment in Green Advertising for the Sustainable Markets

Hyo Jin Eom (Korea University); Nara Youn (Hongik University); DongJae (Jay) Lim (University of Georgia, USA)

Two studies found positive effect of the firm’s own commitment to the environment on the ad attitudes and purchase intention for the featured green product and green trust as a mediator. Further, firm’s eco-friendly effort generated more favorable outcomes for luxury products compared to those for mass products

11. Persuasion (16 papers) - Working Paper Session, *Grand Hall West*

11A Location, Location...Mailing Location? Postal Address Is A Signal and Affects Consumers

Woojong Sim (Saint Louis University); Nicolas Jankuhn (Saint Louis University); Clark Johnson (Saint Louis University); Brittney Bauer (Saint Louis University); Katie Kelting (Saint Louis University)

Service firms (i.e., UPS, Regus) have begun offering a new option for personalized business mailboxes. Specifically, unique street addresses are now available. The current research examines consumers’ response to postal address and utilizes signaling theory to show why consumers respond more favorably to a street (vs. PO Box) address.

11B Where to Place Green Products? Using “Up-Powerful” Metaphor to Promote Perceived Green Product Effectiveness

Kaeun Kim (University of Scranton); Elizabeth Miller (University of Massachusetts, USA)

Consumer beliefs that green products are less effective than non-green products are a key barrier to purchase. Building on the conceptual metaphor literature linking verticality and power (i.e., up=powerfulness), we show that vertical shelf layout can be used to influence consumer perceptions of product strength, leading to greater purchase intentions.

11C The Curse of Similarity: How Similarity Can Help or Hurt Persuasiveness

Suntong Qi (Chinese University of Hong Kong, China); Xianchi DAI (Chinese University of Hong Kong, China); Canice Man Ching Kwan (The Open University of

Hong Kong)

We study how the similarity between consumers and salespersons affects persuasiveness. Four studies and secondary data demonstrate that consumers more likely take a recommendation from a similar (vs. dissimilar) salesperson when purchasing an unfamiliar product, but the reverse is true when purchasing a familiar product.

11D The Comfortable Cohabitation of Awareness and Automaticity

Yves Dupuis (Concordia University, Canada)

A conceptual topology of mental processes is proposed to assist researchers in determining expectations of the relative impacts of awareness and automaticity in specific contexts. The topology has two dimensions: the novelty and/or variability of the inputs to a mental process and the range of potential behaviors it can produce.

11E Back to Basics: Increasing Assortment Size Leads to Selection of Prototypical Choice Options

Jasper Teow (National University of Singapore, Singapore)

We posit that consumers choosing from a large (vs. small) assortment tend to “go back to basics” and select options prototypical of the focal product category (e.g., chocolate, strawberry, vanilla flavor for ice-cream). This result can be explained by a greater categorical (vs. comparative) mindset that large assortments activate.

11F The Roles of Power Display and Transgression Relevance on Responses to Brand Failures

Lam An (University of Central Florida, USA); Ze Wang (University of Central Florida, USA)

This research investigates why and how one predominant cue in communication, the spokesperson’s expression of power, will affect consumer responses to brand failure. It also looks into how the relevance of the brand failure to an individual influences this effect, as well as its underlying mechanism.

11G A World of Distrust: How Exposure to Fake News Affects Consumer Product Perceptions

Mina Kwon (University of Louisville); Mike Barone (University of Louisville)

The current research examines how exposure to fake news can influence product evaluations, which are moderated by consumers’ political ideologies. A series of experiments document the interactive effect of fake news exposure and political ideology on consumer perceptions of marketplace offerings unrelated to the fake news content.

11H The Difference of Consumer Responses according to Nostalgia Type

Jeeyoon Jeong (Korea University, Korea)

The present study compares consumer responses to advertising following historical nostalgic thinking versus personal nostalgic thinking by focusing on the fit effect of construal level between the nostalgic thinking and ad message on the evaluation of the advertised brand.

11I The Impact of Power Distance Belief on Consumer Response to Negative Publicity

Qichao Zhu (Tsinghua University); Maggie Wenjing Liu (Tsinghua University)

Negative publicity is prevalent, yet little attention has been paid to cultural differences in consumer

response to negative publicity. This research reveals that power distance belief dampens consumers' negative response to negative publicity and that this effect is attenuated when the brand is positioned as an underdog.

11J Unappealing Durability: The Effects of Mortality Salience on Consumers' Preference Regarding Durable Products

Chen Zengxiang (Sun Yat-Sen University, China); WEI Yijia (Chinese University of Hong Kong, China); Wang Lin (Sun Yat-Sen University, China)

Consumers usually views the durability of products as a positive trait when making purchases.

However, the current study shows that mortality salience can make consumers prefer products with low durability. Our study contributes to the mortality salience literature and discusses product durability's effect on consumer preference.

11K A Poor Man Is A Suspicious Man ? Effects of Scarcity on Products with Handwritten Typefaces

Yue Zhao (Nanjing University, China); Yunhui Huang (Nanjing University)

Previous research shows that handwritten typefaces create perceptions of human presence. This research shows that because consumers high (vs. low) in scarcity consider other people as less trustworthy, they evaluate products with handwritten typefaces less favorably. In consequence, they prefer products with machine-written typefaces over those with handwritten typefaces.

11L Does Rejection Make You Feel Better? The Influential Role of Choice Type in Post-purchase Regret

Chao-Feng Lee (National Chung Cheng University, TAIWAN); Hsiu-Ju Wang (Chao Yang University of Technology, TAIWAN); Yin-Hui Cheng (National Taichung University of Education); Shih-Chieh Chuang (National Chung Cheng University)

Most research on post-purchase regret focuses on selection tasks rather than rejection tasks.

Accordingly, this paper investigates the potential effects of rejection tasks on regret, via two studies.

Both show shoppers who engage in a rejection task feel less regret than those who perform a selection task.

11M Rudy the Rutabaga: How Anthropomorphic Naming Increases Purchase Intentions for Irregular Produce

Kacy Kim (Bryant University); Nathan Yoon (Sharon High School); Danae Manika (Newcastle University)

In Study 1, we show that consumer buying intentions can be enhanced by giving irregular fruits anthropomorphic names, but the effect does not hold for regular fruits. In Study 2, we demonstrate that the effect occurs for large corporate farms but not for small local farms.

11N Partner or Servant? How to Build Relationship with Feature-Rich Product and Feature-Poor Product

Zhou Qi (Huazhong University of Science and Technology, China); yuanqiong He (Huazhong University of Science and Technology, China)

This research explores effects of anthropomorphism strategy for products' feature designing. The results indicated that feature-rich products with partner role will improve consumers' attitude towards the product, while feature-poor products with servant role will improve consumers' attitude towards the product. Product involvement will moderate effect. This study enriches consumer-brand relationship.

11O Approach Aversion in Marketing Contexts

Yves Dupuis (Concordia University, Canada)

Approaching stimuli are evaluated more negatively than static or receding ones. Could such a simple and preconscious effect impact perceptions of marketing messages? This work presents evidence that it does, that the effect extends to purchase intent and that commercial advertisements suffer from this effect more than charitable appeals do.

11P A Picture is Not Worth a Thousand Words and More is Not Always Better: Numeral Communication Through Texts, Pictures and Their Combination

Nuoya Chen (Fudan University, China); Jinfeng Jiao (SUNY Binghamton, USA); Xiucheng Fan (Fudan University, China)

Our results show the numeral picture does not work better than the numeral text. Additionally, the numeral picture works only when the numeral text is not present, and vice versa. The combination of the numeral text and picture does not work better than the text-only or the picture-only numeral communication.

12. Social Media and Word of Mouth (16 papers) - Working Paper Session, Grand Hall West

12A Does Social Media Deform the Formation of Interpersonal Trust?

Rabea Schrage (Heinrich-Heine-University); Sebastian Danckwerts (Heinrich-Heine-University); Svenja Rademacher (Heinrich-Heine-University); Peter Kenning (Heinrich-Heine-University)

This empirical study examines the role of trust in the context of Social Media Influencer (SMI). Using structural equation modelling, the preliminary results indicate that SMI's ability is a significant antecedent of the consumers' trust in SMI, which in turn positively affects consumers' purchase intention.

12B What Cultural-Cognitive Frames Support the Institutionalization of Online Reviews?

Andrew Smith (Suffolk University); Martin A. Pyle (Ryerson University); Yanina Chevchouk (University of Glasgow)

Fake and biased reviews threaten to harm the legitimacy of the online review, an important marketplace institution. Drawing on data from 22 in-depth interviews, we study consumer awareness of deceptive review practices and identify the legitimacy-supporting cultural-cognitive frames consumers employ to make sense of the institution of online reviews.

12C The Influence of Consumers' Political Ideologies on Online Review Persuasiveness

Sik Chuen Yu (University of Sydney, Australia); Donnel Anthony Briley (University of Sydney, Australia); Pennie Frow (University of Sydney, Australia); Kiju Jung (University of Sydney, Australia)

Prior research suggests conservatives have a stronger desire than liberals to feel affiliation with others. The present research argues that these fundamental affiliative needs drive conservatives (vs. liberals) to align their preferences with reviewers' opinions, because having the same product evaluation as others offers a sense of social connection.

12D Differential Willingness to Share Consumption Information in Self-Threatening

Social Comparison

Yuly Hong (Georgia Tech, USA); Sara Loughran Dommer (Georgia Tech, USA);
morgan k ward (Emory University, USA)

This research investigates how self-threatening social comparison influences consumers' willingness to share consumption information. We find that upward social comparison is threatening and subsequently decreases willingness to share consumption information. However, we also find that this effect is mitigated when the information shared is in a domain high in identity-importance.

12E The Journey Towards 100k Followers: Psychosocial Elements That Connect Digital Influencers

Igor de Jesus Lobato Pompeu Gammarano (University of Amazon - UNAMA); Emílio José Montero Arruda Filho (University of Amazon - UNAMA)

This working paper aims to analyze psychosocial elements such as meanings, behaviors, and intentions that emotionally connect digital influencers to their followers. Four psychosocial elements have been identified in the literature that enable this connection to be established; these are characterized as: expertise, number of followers, storytelling and digital lifestyle.

12F Change How You Look at Things, And the Things You Look At Change: How Visual Perspective Affects Consumption Experience

Der-Wei Huang (Indiana University, USA); H. Shanker Krishnan (Indiana University, USA)

Across three studies, we investigate how the angle of pictures that consumers share affects their consumption experiences and subsequent behaviors. Specifically, we show that when consumers share pictures taken from the actor's (vs. observer's) perspective, they enjoy the experience more and share the experience more.

12G The Affective Advantage in Social Network Search

Daniel He (National University of Singapore, Singapore)

Although people are closely connected, individuals lack the topographical perspective to know where they are located in the social network. Compared to people who used logic, those who relied on their feelings were more successful in identifying friends in their own network who could connect them to an employer.

12H Who is watching me? Consequences of Reciprocal Reviewing to the Firm

Laura Rifkin (Brooklyn College); Canan Corus (Pace University); Colleen Patricia Kirk (New York Institute of Technology)

This investigation focuses on the unintended consequences when a consumer is the one being reviewed within the context of the P2P sharing economy. Drawing on social exchange theory, we propose negative reviews will elicit reactions towards the seller which spill over to the booking platform and manifest as negative WOM.

12I Consumer Reactions to Brand Deletion: The Role of Psychological Reactance in Social Media Activism

Fadi Almazyad (Worcester Polytechnic Institute); Purvi Shah (Worcester Polytechnic Institute); Eleanor Loiacono (Worcester Polytechnic Institute)

When a popular brand is discontinued from the market, companies may experience psychological reactance from consumers who then participate in social media activism to bring the brand back. The goal of this research is to explicate this interesting phenomenon through qualitative analysis of one

such successful social media activism campaign.

12J Effect of Online WOM (Word of Mouth) on Product Sales: Focusing on Channel Characteristics

Jaihyun Jeon (Seoul National University, USA); Taewook Lim (Seoul National University, USA); Byung-do Kim (Seoul National University, USA); Junhee Seok (Seoul National University, USA)

This research takes two different online WOM (Word of Mouth) channels, Twitter and blog, and then analyzes their effect in automobile industry. More specifically, we hypothesize and show that effects of WOM channels on a product sales may differ, since channels have their own unique traits.

12K Finding Wisdom in the Consumer Crowd – Exploring Online Comments via Content Analysis and Automated Classification Using Deep Neural Networks for Semantic Similarity

Hannah Danner (Technical University of Munich); Gerhard Hagerer (Technical University of Munich); Florian Kasischke (Technical University of Munich); Georg Groh (Technical University of Munich)

We conduct a content analysis of online consumer comments on organic food and reproduce its results with automated text analysis based on a deep pre-trained neural network model for semantic similarity. We find that small-scale consumer research can inform zero-shot machine learning algorithms to analyze opinions in larger datasets.

12L Either You Control Social Media or Social Media Controls You: The Implicit Underlying Mechanism of Excessive Social Media Use

Kseniia Zahrai (University of Canterbury, New Zealand); Ekant Veer (University of Canterbury, New Zealand); Paul William Ballantine (University of Canterbury, New Zealand); Herb de Vries (University of Canterbury, New Zealand)

This research shows that excessive social media users demonstrate an imbalance between a reflective and impulsive system in their mind. Little is known about drivers of this problematic behaviour. This study conceptualises the underlying mechanism of excessive social media use and offers practical implications to prevent its recurrence.

12M Friendship Matter: How Inter-Senders Friendship Shapes Influences Information Receivers' Information Consumption

Yu-Jen Chen (Lingnan University); Amna Kirmani (University of Maryland, USA)

We propose a novel perspective to investigate how friendship structure influences a consumer's decision to consume the information. In the context of multiple information senders, the relationship among senders serve as a cue for perceived independency of the source, which subsequently influences how they consume the information.

12N A Meta-analysis of the Impact of Social Tie Strength Word-of-Mouth Communications on Information Exchange and Purchasing Related Outcomes

Eleanor Bruce (University of Technology Sydney); Francois Carrillat (University of Technology Sydney); Adrian Camilleri (University of Technology Sydney)

A meta-analysis that examines the potential theoretical and methodological variables that moderate the level of influence that word-of-mouth from strong or weak ties has on information exchange and purchasing related outcomes.

12O I'm Proud but I'm Not Playing: When Social Media Cues Undermine Charitable Giving

Colleen Patricia Kirk (New York Institute of Technology)

College alumni recalled memories and played a game on their college website. Hubristic pride was manipulated along with the presence or absence of a social media cue. Alumni with high hubristic pride reduced their donation amount in the presence (but not absence) of a social media cue.

12P Fear and Mourning in Identity Transformation: The Negotiation of Consumption and Disposal using Social-Media

Kelley Cours Anderson (Texas Tech University); Kevin A. Harmon (Texas Tech University)

We explore how social-media facilitates consumers' identity transformation. We study this phenomenon within the subculture of minimalism using a netnographic approach. Emerging themes reveal communal support offered by social-media during consumers' transformation: from fear, to mourning, to status, and negotiating the tensions of shifting consumption habits.

13. Digital Consumption and New Product Adoption (13 papers) - Working Paper Session, *Grand Hall West*

13A Binge Watchers, Media Marathoners, and the Consumption of Multi-Episode Media Content

Amita Bhadauria (Bradley University); James A Muncy (Bradley University); Rajesh Iyer (Bradley University)

The current project explores the differences between those who plan their multi-episode video consumption sittings ("media marathoners") and those who do not ("binge watchers"). We find that this distinction reveals important differences which impact the antecedents of, consequences from, enjoyment of, participation in, and affect towards multi-episode media consumption.

13B Trolling for Trolls: Exploring the Effect of Internet Trolls on Subscription Rates of Live-Streamed Video Games

William Fritz (Oxford University, UK); Felipe Thomaz (Oxford University, UK); Andrew T. Stephen (Oxford University, UK)

The live-stream video game industry was valued at \$10.1B in 2018 and is projected to grow by \$3B in 2019. However, this sector is often criticised for being a toxic breeding-ground for Internet Trolls. This paper explores the effect that Trolls have on subscription rates to live-streamed video game channels.

13C When Collecting Personal Data from Consumers Backfires

Jianna Jin (Ohio State University, USA); Robert Smith (Ohio State University, USA); Rebecca Walker Reczek (Ohio State University, USA)

Although consumers readily give companies their data (e.g., signing in through Facebook), little research has investigated the downstream consequences of such behavior. Two studies reveal that when a brand collects more (vs. less) personal information about a consumer, the consumer responds more negatively toward service failure by the brand.

13D In a Serious Relationship With My Streaming: The Case Study of the Humanized Netflix Interaction on Facebook

Juliana M. Batista (EAESP-FGV); Delane Botelho (EAESP-FGV)

Through the case of the humanized Netflix interaction on social media, this study aims to explore on the field how can brands stimulate anthropomorphism to increase consumers' perception of congruity with a brand in order to improve their consumer-brand relationship.

13E Ownership Feelings towards Hedonic Digital Services? Investigating Psychological Ownership in Video Streaming Consumption

Sebastian Danckwerts (Heinrich-Heine-University); Maximilian Hartmann (Heinrich-Heine-University Düsseldorf); Peter Kenning (Heinrich-Heine-University)

This research work investigates consumers' feelings of ownership towards video streaming services. Grounded in the theory of psychological ownership, preliminary results show that investment of self and control of the object are positively related to psychological ownership towards the service, which in turn positively influences consumers' service loyalty.

13F Are Interdisciplinary Ideas Always Good? Field Insights on New Information Consumption

Amir Sepehri (Western University, Canada); Seyednasir Haghighibardineh (Washington State University, USA); Rod Duclos (Western University, Canada)

Using a language-processing software, we text-mined a famous repository of online talks presenting “novel” ideas. Contrary to expectations, we find that presentations featuring numerous topics within themselves generate less rather than more interest (i.e., fewer views). We identify boundary conditions wherein this negative main-effect is counteracted.

13G The Mechanisms Underlying the Effect of Expected Effort on Willingness to Cocreate

Xianfang Zeng (University of Calgary, Canada); Mehdi Murali (University of Calgary, Canada)

New technologies create a knowledgeable consumer base for the consumer-firm cocreation of market offerings. Experimental results supported two mechanisms underlying the effect of expected effort on consumers' willingness to cocreate: perceived probability of success and perceived value of cocreation. More importantly, this research discussed the relationship between these mechanisms.

13H Judgments of New Product Creativity: The Role of the Firm's Past Failures and Successes

Wade S. Wade (University of British Columbia, Canada); Joey Hoegg (University of British Columbia, Canada); Darren Dahl (University of British Columbia, Canada)

Creativity is a critical determinant of success in new product development. However, creativity is also linked with increased probability of marketplace failure. We find that laypeople, but not business practitioners in training, neglect this relationship when predicting the future creativity of products developed by a company with recent failures.

13I Domestic Employees Online: Exploring Technology Adoption, Motivations, and Symbolic Meanings

Teresa Trevino (Universidad de Monterrey); Mónica Salinas (Universidad de Monterrey); Andrea Dieck (Universidad de Monterrey); Alejandra Sañudo (Universidad de Monterrey); Daniela Vela (Universidad de Monterrey)

Domestic employees represent one of the markets with the greatest opportunity in technology-related matters. This paper contributes to the literature of consumer behavior by shedding light on what drives

domestic employees to use the Internet, the gratifications they obtain from this use and the symbolic meanings in their everyday lives.

13J What's Next? The Role of Contemporary Technology in Shaping Consumers' Product Discovery

Shahzeb Jafri (York University, Canada); Eileen Fischer (York University, Canada)

Researchers have recently called for the exploration of artificially intelligent technologies entering the consumer – experience assemblage. The following project will qualitatively study online music streaming to explore consumers' discovery of cultural products in technologically assisted fields. We will contribute towards consumption and technology literature and provide implications for the stakeholders involved.

13K Feeling at Ease in Adoption of Learning Technologies: Drivers and Mediator

Alonzo Altamirano (American University, USA); Jenny Lin (California State University Monterey Bay); Angeline Nariswari (California State University, Monterey Bay)

In two studies, we investigate consumer adoption of learning technology, VoiceThread. The role of feelings of at-ease was found to drive perceptions towards VoiceThread. Extraversion was identified to drive feelings of at-ease and perceived importance was found to mediate the relationship between feeling low at-ease and intention to adopt Voicethread.

13L Alexa, Can I Call You Mum? – A Developmental Perspective on Consumer Trust in Smart Home Technologies

Jonas Foehr (University of Bayreuth, Germany); Claas Christian Germelmann (University of Bayreuth, Germany)

This qualitative study investigates how consumers build and maintain trust in their smart speakers. Findings suggest that with extended use, consumers increasingly refer their trust to the perceived parent-like personality of the voice-interface. We contribute to existing work by linking consumer mental manifestations of smart technologies with trust development.

13M Materialistic Enough to Matter: The Effect of Materialism on the Reception of Innovative Products

KT Manis (Texas Tech, USA); Ashley Hass (Texas Tech University); Rebecca Rabino (Texas Tech University)

Though many consumers are resistant to the adoption of radical innovations, we investigate the moderating role of consumer materialism. We demonstrate that while low-materialistic consumers are more likely to purchase incremental, rather than radical, innovations, high-materialistic consumers are equally receptive to both types of innovation.

14. Robots and Artificial Intelligence (16 papers) - Working Paper Session, *Grand Hall West*

14A Robot or Human? The Effect of Robot-versus-Human Caused Service Failure on Company Evaluation

Isabel Ding (National University of Singapore, Singapore); Miaolei Jia (University of Warwick)

The use of service robots is becoming increasingly popular, but is it always good for a company? Three studies demonstrate that when a service failure is caused by a robot (vs. a human employee), customers evaluate the company more negatively. This effect is driven by the different levels of accountability.

14B Part Human, Part Machine: The Perceptions of Co-Created Products

Wendy De La Rosa (Stanford University, USA); Jennifer Aaker (Stanford University, USA)

Consumers are increasingly faced with products that are co-created by both humans and machines, yet little is known about how consumers perceive these co-created products. We analyze consumers' perceptions and willingness to pay for machine-made, human-made and co-created products, and show the benefits of highlighting co-creation.

14C To Err is Human: Tolerate Humans Instead of Machines in Service Failure

Nuoya Chen (Fudan University, China); Smaraki Mohanty (SUNY Binghamton, USA); Jinfeng Jiao (SUNY Binghamton, USA)

Automation has become popular in service industry. However, compared to the service failure by humans, consumers have more dissatisfaction for the service failure by machines. They are more likely to switch to another business with human employees. This is because they get angrier with the machine's mistake.

14D OK Google, I'll Take it From Here: The Influence of Artificial Intelligence on Consumer Information Search

Bryan Buechner (University of Cincinnati, USA); Daniel M Grossman (University of Cincinnati, USA); Joshua J. Clarkson (University of Cincinnati, USA)

Two experiments demonstrate that AI (versus human) recommendations are more likely to elicit greater doubt, and subsequently heighten the desire for additional information and second opinions. This effect is linked to consumers' desire to understand the basis of AI's recommendations and is independent of source perceptions (e.g., expertise, credibility, collaboration).

14E Brave New World: Foreseeing the Consumer Choices by Using Deep Neural Networks

Marija Banovic (Aarhus University)

In this research we have benchmarked the performance of deep neural networks for the consumer choice identification problem using a small dataset. Our results show that even on the small data samples consumer choices can be predicted with high accuracy.

14F Alexa or Alex? The Gender of Artificial Intelligence Matters as Much as the Look

Hongjun Ye (Drexel University, USA); Haeyoung Jeong (Drexel University, USA); Wenting Zhong (Drexel University, USA); Siddharth Bhatt (Drexel University, USA); Rajneesh Suri (Drexel University, USA)

The present research shows that in addition to the effects of anthropomorphization on consumers' perceptions of products that have artificial intelligence (AI) features, AI gender has its own influences. When an AI was described as male, participants expected the product to have greater capability to handle complicated requests.

14G Assessing the Added Value of Robotic Solutions for Elderly Individuals with a Loss of Autonomy through Cocreation

Denis Guiot (Université Paris-Dauphine, PSL Research University, CNRS, UMR [7088], DRM, France); Eloïse Sengès (University of Paris-Dauphine PSL France); Marie Kerekes (University of Paris-Dauphine PSL France); Laura Fiorini (Scuola

Superiore Sant' Anna); Marleen De Mul (Erasmus University Rotterdam, The Netherlands); Isabelle Fabbricotti (Erasmus University Rotterdam, The Netherlands) In line with successful aging models, a preliminary qualitative study with phenomenological interviews was implemented with 40 elderly individuals and caregivers. Complementary results from 8 cocreation meetings allowed us to prioritize the robotic functionalities to be improved and determine the real added value of robots in comparison with other IT solutions.

14H Saying is Believing: How Voice Command Stabilizes Consumer Preferences

Yoni Yoon (Korea University, Korea); Hyang Mi Kim (KT); Janghyuk Lee (Korea University, Korea); Hyung Gyoung Byun (KT)

AI has enabled consumers to command their choice via voice. How is this novel choice modality impacting consumers? Large panel data indicates that the voice-command 1) reduces browsing, 2) thereby reducing total consumption, but 3) increases payment per consumption. We discuss why voice increases (vs. reduces) preference-based (vs. browsing-based) choice.

14I Exploring the Dimensions of Interactive Agent Personality

Na Kyong Hyun (Georgia Tech, USA); Samuel Bond (Georgia Tech, USA)

We investigate consumer perceptions regarding the personality of interactive agent (IA) devices. An iterative process of item generation and dimension identification yielded a two-factor model that consists of two global personality dimensions (“social” and “functional”), with four components underlying each dimension.

14J When Humanization Backfires: Consumer Preference for Algorithmic Product Curation

Jessica Babin (University of Georgia, USA); Rosanna Smith (University of Georgia, USA); John Hulland (University of Georgia, USA)

Though algorithms drive much of the decision-making behind curation services, firms often fear that consumers will react negatively to this knowledge. However, we find that consumers exhibit a preference for algorithmic over human curators, due to the belief that algorithms are better able to make complex decisions.

14K Friend or Cognitive Assistant: Consumer Preference in seeking Recommendation

Savishesh Malampallayil (SUNY Binghamton, USA); Smaraki Mohanty (SUNY Binghamton, USA)

Considering cognitive voice assistants such as Alexa, Siri or Google Assistant as recommendation sources, we show that the likelihood of following the recommendation from an assistant over a friend is dependent on the product type and the riskiness of the recommendation.

14L To Err is (Not) Human: Examining Beliefs about Errors Made by Artificial Intelligence

May Xinyu Yuan (University of Miami, USA); Noah VanBergen (University of Cincinnati, USA); Bryan Buechner (University of Cincinnati, USA); Daniel M Grossman (University of Cincinnati, USA); Caglar Irmak (University of Miami, USA)

Prior research finds that consumers are reluctant to rely on artificial intelligence (AI) to make decisions. This research proposes a lay-theory account to explain this aversion. Two studies show that consumers think AI lacks the ability to distinguish different types of errors, and this belief prevents them from adopting AI.

14M Others vs. Fate: An Exploration of the Nature of Loss of Control, Compensatory Consumption, and Consumer Responses to Smart Technology

Jasper Teow (National University of Singapore, Singapore)

We posit that a perceived loss of control due to others(vs. fate) invokes a personally agentic(vs. externally agentic) coping mechanism in consumers, and that their compensatory coping strategies are reflected in their preference for device-controlled(vs. voice-controlled) smart technology products, as these products exhibit characteristics that map onto personal(vs. external) agency.

14N Helpful or Creepy? Consumers' Perceptions of AI-Enabled Frontline Technologies

Darima Fotheringham (Arizona State University, USA); Naomi Mandel (Arizona State University, USA); Monika Lisjak (Arizona State University, USA); Amy Ostrom (Arizona State University, USA)

Perceived creepiness of AI technology is important but not well-understood. The paper aims to conceptualize and measure consumers' perception of creepiness in interactions with AI technology by examining the influence of expectation violations in the contexts of consumer privacy violation and technology human-likeness.

14O Are you Siri-ous? The Effect of Humor on the Future of AI Agents in Consumer Service

Marat Bakpayev (University of Minnesota Duluth, USA); Ann Kronrod (University of Massachusetts Lowell, USA)

People dislike robots that look too similar to humans. This work investigates consumer reactions to linguistic similarity of Artificial Intelligence customer service agents to humans. Employing Conversation Theory, we first aim to define and quantify linguistic similarity and then test its effect on consumers interacting with Artificial Intelligence agents.

14P Look vs. Sound of Uncanny Valley: Effects of Visual vs. Audio Humanization on Consumer Adoption of Social Robot

Guang-Xin Xie (University of Massachusetts Boston); Jessie M Quintero-Johnson (University of Massachusetts Boston); Marat Bakpayev (University of Minnesota Duluth, USA)

This research examines the effect of multimodal visual/audio humanization on consumer adoption of social robots. The results suggest that product desirability declines linearly as social robots look more like humans. By contrast, a plateau appears to occur as social robots move from sounding “nearly” to “perfectly” like humans.

15. Gender, Age and Culture (11 papers) - Working Paper Session, *Grand Hall West*

15A The Genealogy of Pantswear: A longitudinal expression of feminine empowerment

Lena Cavusoglu (Portland State University); Charla Mathwick (Portland State University)

Pantswear has an extraordinarily controversial history that has evolved from social stigmatization to acceptance and back, throughout the past century. This study aims to illustrate the lineage of pantswear and its use as a symbolic meaning or as a mechanism to construct identity alongside growing feminine empowerment in American culture.

15B Subjective Age and Self-Control

Ga-Eun (Grace) Oh (Open University of Hong Kong); Keith Wilcox (Columbia University, USA)

While people cannot change their chronological age, they can feel younger or older than their chronological age. This research investigates how feeling younger than one's age influences self-control in consumption decisions. Our findings show that feeling young can improve self-control particularly when making food consumption decisions.

15C Date Night or Diamond? Examining Preferences for Romantic Gifts Across Cultures

Sydney Chinchanchokchai (University of Akron); Theeranuch Pusaksrikit (Chulalongkorn Business School, Chulalongkorn University); Cele Otnes (University of Illinois at Urbana-Champaign, USA)

This research aims to examine the recipient's preference of gift type (experiential vs. material) in a cross-cultural context. Employing two experimental studies, the results show the underlying mechanisms that explain the recipient's preference for each type of gift.

15D Self-Presentation in the Mating Market: A Cross-Cultural Analysis of Costly Signaling Behavior

Chaim Kuhnreich (Concordia University, Canada); Lilian Carvalho (FGV/EAESP); Gad Saad (Concordia University, Canada)

Examining costly signals displayed to potential mates on Tinder, males are more likely to utilize conspicuous consumption in their profiles. However, these behaviors are culturally dependent. In cultures where relative status and perceived belongingness between people are highly valued, we find that females use conspicuous consumption also.

15E An Age Bias in Creativity Judgment

Ga-Eun (Grace) Oh (Open University of Hong Kong); YeEun Choi (University of Alabama); Inseong Jeong (Hong Kong University of Science and Technology); Mo Wang (University of Florida, USA)

Due to population aging, more and more older workers remain in the workforce in many societies. As creativity assessment has become one of the important practices in organizations relying on creativity to survive and thrive, this research investigates whether, when, and how creativity judgment is biased towards older people.

15F Learning From Your Mistakes: Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts?

Eric Eisenstein (Temple University, USA); Maureen Morrin (Temple University, USA); Ayalla A Ruvio (Michigan State University, USA); Ning Ye (Temple University, USA); Ashley Masterson (Independence Blue Cross)

In this research, we investigate the effects of age on experiential learning in a simulated market. We find that although older consumers initially exhibit decreased performance that is consistent with popular conceptions of elderly cognitive decline, eventually they outperform their younger counterparts.

15G Cultural Differences in Trait Inferences of Brand Personality

Satoko Suzuki (Hitotsubashi University Business School); Satoshi Akutsu (Hitotsubashi

University Business School)

This study examines cultural differences in the extent to which people infer traits for brands. Based on the recent findings regarding cultural variations in trait inferences, we hypothesized that Westerners who have stronger tendency to infer traits from social behavior can more associate brands with human traits than East Asians.

15H Breaking Away from Inferiority; The Strive for Legitimacy in Post-Colonial Service Encounters

Evelyn Azikiwe (Sheffield Hallam University); Craig Hirst (Sheffield Hallam University)

This study reveals how inequalities in power structures related to post-colonial context in Nigeria manifests in service-based settings. Building on work by Ustunier & Thompson (2012) it aims to demonstrate the ways in which the experiences and identities of service workers are rendered and transformed through marketplace interactions.

15I I Can Tolerate the Manager, But Not the Receptionist: How Cultural Orientation Affects Consumers' Reaction to Service Failure

Jie(Doreen) Shen (University of Illinois at Urbana-Champaign, USA); Jimmy Wong (Singapore University of Social Sciences); Sharon Shavitt (University of Illinois at Urbana-Champaign, USA)

Cultural orientation affects responses to service failure for service providers of different ranks. Secondary data show cultural differences in responses to services, and two experiments show cultural differences in negative affect to rude service from lower-ranking service providers. The findings reflect vertical individualists' concerns about power as the mechanism.

15J The Impact of Aging on Consumers' Reaction Toward Volume Promotions

Jiexian Chloe Huang (Hong Kong Polytechnic University); Linying Sophie Fan (Hong Kong University of Science and Technology); Yuwei Jiang (Hong Kong Polytechnic University)

How aging shapes consumers' attitudes toward sales promotion? Three studies demonstrate that consumers of physically or psychologically older age exhibit less favorable attitudes toward volume promotions than younger consumers. This effect is sequentially mediated by the perception of future time limitation and perceived waste from extra product volumes.

15K Pretty in Pink? The Limits to Gender-Differentiated Targeting

Camila Vincent de Urquiza (University of Florida, USA); Alan Cooke (University of Florida, USA)

Although gender differentiation is common, some believe that women's products are often higher priced than comparable undifferentiated products without offering gender-specific benefits. We sought to determine the prevalence of these beliefs and the efficacy of various gender targeting marketing practices through a survey and multiple behavioral experiments.

16. Self-regulation and Goal Pursuit (16 papers) - Working Paper Session, Grand Hall West

16A Effects of Process and Outcome Simulations on Self-Regulation

Candy K. Y. Ho (Hong Kong Baptist University); Jessica Y. Y. Kwong (Chinese University of Hong Kong, China)

This research shows that process simulation enhances but outcome simulation worsens consumer regulatory behavior subsequent to simulation. Such regulatory failure effect is driven by perceived vitality during the simulation, thus is independent of the simulation context but dependent on whether the simulated activities are extrinsically motivating.

16B The effect of Effort, Goal Attainability and Feedback on Engagement in Goal Pursuit

Graziela Perretto Rodrigues (Federal University of Paraná); Dilney Gonçalves (IE Business School, IE University); Paulo Henrique Muller Prado (Federal University of Paraná)

Goal literature suggests that positive feedback is more effective than negative feedback in initial stages of goal pursuit. However, we show that negative feedback can also generate engagement at this stage. The amount of effort previously invested and goal certainty are two conditions that promote this effect.

16C The Empty Self: Addressing Dual Self-Discrepancies

You Jin (Julia) Jeong (Northwestern University, USA)

The empty self, experiencing dual self-discrepancies in agency and communion, may clarify when consumers engage in compensatory strategies that repair emotions or resolve self-discrepancies. Two experiments reveal that focusing on discrepancy-resolution goals through high construals and feeling efficacious to achieve the goal redirects the empty self to actually tackle self-discrepancies.

16D The More the Merrier? Consumers Expect Greater Success When Pursuing Goals with Others versus Alone

Pooja Somasundaram (Indiana University, USA); Jenny Olson (Indiana University, USA); Elanor Williams (Washington University, USA)

Consumers typically pursue their goals alone, but are often advised to pursue them with others. But does group goal pursuit result in anticipated (and real) “success”? We show that consumers pursuing goals in a group initially feel more positive and optimistic about their goals, but that positivity fades over time.

16E The Influence of Multitasking on Consumer Mindset and Subsequent Choice

Diogo Hildebrand (Baruch College, USA); Dan Rubin (St. John’s University); Leandro Malloy-Diniz (Federal University of Minas Gerais School of Medicine)

The present research establishes that specialized depletion of executive resources, resultant from engaging in multitasking, induces concrete (vs. abstract) mindsets which have predictable effects on food choice. Through two studies, we demonstrate that multitasking results in food choices consistent with lower-level construals (i.e., indulgent options).

16F I Want to Disbelieve: Political Ideology and Misinformation in the Marketplace

Fabricia Volotão Peixoto (EAESP-FGV); Delane Botelho (EAESP-FGV)

Political ideology may influence the way one judges a misinformation as true or false. In a observational study we found evidence that liberals (as compared to conservatives) are more likely to believe in a false claim related to the marketplace.

16G Choose Me, I Can Make You Safe! The Effect of Self-Protection Motivation on Consumer Preference for Anthropomorphized Products

Han Ma (University of Texas at Arlington); Narayan Janakiraman (University of Texas at Arlington); Franklin Velasco (Universidad San Francisco de Quito)

In the current research, we propose that anthropomorphized products can also help consumers cope

with fears from physical threats and restore their feeling of the safety with the provision of the companionship. Using two studies, we showed the initial evidence of the predicted relationship and explored a boundary condition.

16H The Downside of Self-Control Success

Bryan Buechner (University of Cincinnati, USA); Joshua J. Clarkson (University of Cincinnati, USA); Ashley Otto (Baylor University)

Using political psychology research as a lens, three studies demonstrate that political conservatives' documented success at inhibitory processes comes at the expense of their ability to engage in updating processes. These findings demonstrate that the processes which facilitate self-control success can undermine consumers' ability to promptly adapt to new demands.

16I The Protective Self: Consumers Compensate for Low Personal Control by Pursuing Clear and Coherent Self-Views in Consumption

YANGYI TANG (Hong Kong Baptist University); Alex S.L. Tsang (Hong Kong Baptist University)

This research demonstrates that consumers, especially those high on individualism, may compensate for low control by preferring the products that help to reaffirm clear-defined and temporally coherent self-views. Specifically, low control consumers were found to prefer polarizing products (Study 1) and be more likely to engage in reconsumption (Study 2).

16J How Reward Schedules Impact Consumers' Behavioral Acquisition and Retention

Yiqi Yu (Peking University, China); Ying Zhang (Peking University)

This research explores how reward schedules impact consumers' behavioral learning process. We propose that whereas a fixed (vs. variable) reward schedule better facilitates the acquisition of a new behavior, a variable (vs. fixed) reward schedule does better in retaining the acquired behavior. Data from lab and field supported our hypotheses.

16K The Interplay of Social Crowding and Self-construal in Unethical Behavior

Yunjia Chi (Huazhong Agricultural University); Fue Zeng (Wuhan University); Wenli Zou (The Chinese University of Hong Kong Shenzhen)

Based on self-construal theory, we propose that social crowding triggers the unethical behavior of independent consumers though the perception of being threatened, whereas it restrains the unethical behavior of interdependent consumers through the perception of being watched.

16L Constrained Physical Space Constrains Time Availability: The Mediating Role of Competitive Mindset

Qingqing Guo (Shanghai Jiao Tong University); Liangyan Wang (Shanghai Jiao Tong University); Bing Han (Shanghai Jiao Tong University)

Based on metaphor theory, this paper indicates that crowding perception induces consumers' sense of time scarcity through four studies. That is, the "constrained physical space constrains time availability" effect. The effect was moderated by consumers' time orientation and mediated by competitive mindset.

16M Rational Gifts for Communal Recipients, Emotional for Exchange: How Relational Norms Influence Gift Choices

Lingzhi Yu (Fudan University, China); Tingting Zhao (Fudan University, China); Xiucheng Fan (Fudan University, China)

This research explores gifting behaviors from the perspective of relational norms. It finds when people

purchase gifts for communal (vs. exchange) recipients, they depend on rational analyses (vs. intuition and impressions) and prefer cognitively (vs. affectively) superior products. Givers' perception of being rational decision makers moderates this effect.

16N Gimme' a Break! Determining When a Momentary Deactivation Leads to the Most Optimal Goal-directed Consumption Behavior

Jerry Lewis Grimes (Grenoble Ecole de Management)

Modern life is punctuated by breaks. We demonstrate how the framing of a break (i.e., congruency with the focal task and whether the break is expected vs. unexpected) motivates creative thinking and problem-solving towards a consumption goal pursuit, with consequences for optimal shopping choices

16O Measuring Mindful Consumption

Sharad Gupta (Delhi School of Business, VIPS-TC); Harsh Verma (Delhi University, India)

Researchers have not yet developed any scale to measure mindful consumption. There is a strong need to have a scale to measure mindful consumption. The current research bridges this gap using mixed method research to develop a scale for Mindful Consumption that can be used for future empirical researches.

16P Belief in Karma Moderates the Effect of Mortality Salience on Indulgent Consumption

Siyun Chen (Jinan University); Haiying Wei (Jinan University)

This research contributes to the marketing literature by proposing a framework wherein the activation of belief in karma subtly induces long-term perspective and subsequently lower preferences for indulgent consumption after mortality salience. We also complement the wealth of research that examines how self-benefit and other-benefit appeals can influence consumer behavior.

17. Financial Decision Making (16 papers) - Working Paper Session, *Grand Hall West*

17A Discounting Just as Much: Abundance Leads to Myopic Intertemporal Choices

Gergely Nyilasy (University of Melbourne, Australia)

Existing literature suggests scarcity impairs consumers' cognitive and decision-making performance and abundance restores normal functioning. Present empirical work challenges this second assumption and shows abundance mindsets lead to unwarranted temporal discounting. The author argues this divergent finding can be explained by inadequate conceptualizations and operationalizations of abundance in the past.

17B Is a Gift on Sale "Heart-discounted"?: Givers' Misprediction on the Value of Discounted Gifts

Yookyung Park (Seoul National University); Youjae Yi (Seoul National University)

The present research reveals that givers and recipients differ in their evaluation of gifts on a price discount. Whereas givers perceive discounted (vs. regular priced) gifts as less valuable, recipients' evaluations do not differ. This discrepancy is driven by givers' perception that discounted gifts are less thoughtful.

17C Running Risks in Someone Else's Shoes: A Meta-Analysis on Self-Others Discrepancies in Risky Decisions

Alex Belli (Australian Catholic University)

Are consumers more risk-seeking for decisions affecting others or themselves? To answer this

question, a meta-analysis was conducted on 182 effect sizes. While decision-makers are less risk-seeking for others in loss-framed conditions, uncertainty-avoidant cultures and for distant others, they are more risk-seeking when themselves or one other person are affected.

17D The Variation of Preference Stability in Decision-Making Across Gain and Loss Domains

Jungkeun Kim (Auckland University of Technology, New Zealand); Yuanyuan (Gina) Cui (Auckland University of Technology, New Zealand); Ryan Wang (University of Minnesota, USA); Raghunath Rao (University of Texas at Austin, USA); Akshay Rao (University of Minnesota, USA)

We augment Tversky and Kahneman (1981)'s traditional comparable view of decision-making across the gains and losses domains in that the stability of preference for the sure/risky options could be different for the gain versus loss domains. We argue that people's preferences are relatively stable in the gain (vs. loss) domains.

17E The Effects of Perceived Economic Mobility on Temporal Focus and Preference for Immediate Rewards

Chun-Ming Yang (Ming Chuan University, Taiwan); Ying-Ching Lin (National Chengchi University, Taiwan); Chia-Chi Chang (National Chiao Tung University)

Three studies that examined system justification and economic mobility provide convergent evidence suggesting that exposure to low perceived economic mobility information reduces consumer's endorsement of just-world beliefs, which in turn reduces their future focus and increases their preference for immediate rewards.

17F Give Me the Bonus Later : Awe Increases Consumer's Preference for Long-term Benefit in Intertemporal Choice

Wenwen Sun (Renmin University of China); En-Chung Chang (Renmin University of China)

This article proposes an effect of awe on intertemporal decisions. Take time perception as the mediator, we associate awe with intertemporal decisions, which not only enriches the findings on the influence of awe on consumer behaviors, but also finds a new factor that can alter consumers' intertemporal decisions.

17G Can't Wait to Sell? Fear of Missing Out (FOMO) and the Reversal of Endowment Effect (ROE)

Maria Ng (University of Houston, USA); Dejun Tony Kong (University of Houston, USA)

Across three experiments, we found that individuals who experienced higher state FOMO were more likely to exhibit ROE. With the mediating effect of perceived gain/loss of selling or upgrading controlled for, psychological ownership/disownership of the current possession robustly mediated the relationship between state FOMO and ROE.

17H The Dynamics of Consumers' Over-Indebtedness

Julio Cesar Leandro (Fundação Getúlio Vargas, Brazil); Delane Botelho (EAESP-FGV)

This article explores the lived experiences of consumers that face over-indebtedness and the meanings associated to it. Precipitating and aggravating events work together as a snowball rolling upside-down and taking consumers to hit the rock bottom. This is experienced by consumers as a personal failure.

17I The Expectation Gap between Borrowers and Lenders in Informal Microloan

Markets

Coby Morvinski (Ben Gurion University, Israel); Yaniv Shani (Tel Aviv University, Israel)

A series of four experiments demonstrate that given a small informal loan between friends, depending on the role taken (borrower vs. lender), individuals operate under different mindsets (social vs. economic), which consequently leads to different outcome expectations. These findings may explain why many small informal loans remain unpaid.

17J Go With The Flow: Framing Gains as Flows vs. Stocks Increases Anticipated Spending

David Dolifka (University of California Los Angeles, USA); Stephen Spiller (University of California Los Angeles, USA)

Financial changes may be presented as either stocks or flows. We show that consumers rely upon this presentation format when evaluating their personal finances. When changes in long-term accounts are framed as flows, consumers are more likely to squander gains by focusing on the change rather than the level.

17K When is it a Good Time to Plan for Your Retirement? The Use of Questions to Encourage Financial Planning

Ann Kronrod (University of Massachusetts Lowell, USA)

People procrastinate financial planning for retirement – till it's too late. We address this problem by studying the effectiveness of using Questions (vs. Statements) to encourage retirement planning. Two studies suggest that Questions increase processing depth, more concrete planning for retirement and greater likelihood to open/contribute to a retirement plan.

17L The Shame of Sharing: Financial Constraints and Liquid Consumption

Yang Guo (University of Pittsburgh, USA); Cait Lamberton (University of Pennsylvania, USA); Nicole Marie Coleman (University of Pittsburgh, USA)

If the “sharing economy” can help consumers both save money and enjoy variety, why might some consumers feel uncomfortable doing so? We find accessing goods via sharing systems can create shame, particularly among financially-constrained consumers. For these individuals, accessing goods as a means of obtaining variety is seen as socially-inappropriate.

17M Mental Accounting of Past vs Present Costs

Akshina Banerjee (University of Chicago, USA); Oleg Urminsky (University of Chicago, USA); Abigail Sussman (University of Chicago, USA)

We revisit the Lost Ticket scenarios for a past loss. Though purchasing patterns for both past and present losses were the same, double-counting explained the effect in the past but frustration did so in the present. This research demonstrates that emotional factors underlie findings previously only attributed to mental accounting.

17N Detecting Feelings of Financial Distress from Bank Transactions

Alixé Lay (University College London); Joe Gladstone (University College London)

Using machine learning, we are able to predict subjective feelings of financial distress from individuals' bank transactions aggregated from a money management mobile app with moderate accuracy ($r = .43$). Financial distress is linked to spending larger proportions in basic needs, poor financial management, impulsive spending, and compensatory consumer behaviour.

17O Predicting Experiential (vs. Monetary) Risk Preferences from Consumers'

Memory: A Behavioral and Neuroimaging Experiment

Chinmai Basavaraj (University of Arizona, USA); Martin Reimann (University of Arizona, USA); Kobus Barnard (University of Arizona, USA); Michael Norton (Harvard Business School, USA)

This experiment shows that risk preferences for everyday consumption experiences (vs. those for money) can be predicted based on neuroimaging data. We apply recent advances in deep learning to model the neurophysiological representations associated with experiential choices, showing that deep learning predicts choice more accurately than traditional machine-learning methods.

17P Shopping versus Owning: Moral Judgments of Luxury Consumption in Different Consumption Stages

Tianjiao Yu (Washington University, USA); Cynthia Cryder (Washington University, USA); Sydney Scott (Washington University, USA)

We test how observers judge consumers' moral character in different stages of luxury consumption. Consumers are viewed more negatively when shopping for luxury goods than when owning the same luxury goods. This research extends prior findings by studying moral judgments of consumption while simultaneously exploring consumption as a multi-stage process.

18. Pricing and Numerical Judgments (12 papers) - Working Paper Session, *Grand Hall West*

18A Price Promotion: How the Presentation of Price Drop Affects Purchase Intention

Mengmeng Liu (Chinese University of Hong Kong, China); Jessica Y. Y. Kwong (Chinese University of Hong Kong, China)

Marketers often highlight price promotion by crossing out the old price (e.g., was: \$76.99, now: \$44.99). We examined (1) whether this simple strikethrough on the old price affects purchase intention; (2) if yes, the direction of effect; and (3) whether this effect holds for both utilitarian product and hedonic product.

18B Even Numbers are Evener! Fairness Inferences from Numerical Information

Yansu Wang (Renmin University of China); Jun Pang (Renmin University of China)

This research examines the effect of numerical information on fairness perceptions and the downstream consequences of this effect on consumer behavior. Results from three studies show that even versus odd numbers are more associated with fairness. Based on this association, consumers perceive prices with even versus odd numbers as fairer.

18C Moderators of the Denomination Effect: Role of Hedonic versus Utilitarian Consumption and Denomination Matching

Joydeep Srivastava (Temple University, USA); Yuqian Chang (Temple University, USA)

The denomination effect suggests that individuals are less likely to spend when money is in the form of a single large denomination (e.g., a \$10 bill) relative to many smaller denominations (e.g., ten \$1 bills). This research examines whether hedonic versus utilitarian considerations and denomination matching moderate the denomination effect.

18D Sweeten Your (Shopping) Day! – How Glucose Affects the Acceptance of Dynamically Priced Products and Goods

Caspar Krampe (Heinrich-Heine-University); Lasse Meißner (Heinrich-Heine-University); Nadine Gier (Heinrich-Heine-University); Peter Kenning (Heinrich-Heine-University)

This research work examines whether glucose intake can influence the consumers' acceptance of dynamically priced products and goods, by indirectly increasing the level of serotonin. Preliminary results provide evidence that the augmentation in the level of serotonin affects the consumers' reaction to dynamically priced commodities, influencing psychological and social factors.

18E Have More, Pay More: Distributive Concerns in Price Fairness Perceptions

Camilla Zallot (Erasmus University Rotterdam, The Netherlands); Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands); Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands)

Two studies find that people perceive it as fair to charge wealthier customers more and poor customers less for the same product, even if they are willing and able to pay equally. Price fairness perceptions may be affected by how a market exchange affects irrelevant, existing economic inequalities.

18F Simple Complexity: An Examination of Quantitative and Qualitative FOP

Formats

Monique Breaz (University of Goettingen, Germany); Steffen Jahn (University of Goettingen, Germany); Yasemin Boztug (University of Goettingen, Germany)

Qualitative front-of-pack labels can lead to erroneous product healthfulness assumptions. Our studies indicate that not only are quantitative formats consistently more precise than qualitative, they are just as easily understood. Our hybrid label combines the two formats in a redundant manner, compounding their individual advantages and anchoring their deficiencies.

18G Typing or Clicking: The Effect of Typing a Promotion Code on Online Shopping Satisfaction

Taehoon Park (Florida Gulf Coast University); Hyoseok Kim (University of Alberta, Canada)

In the online shopping context, we examine the effect of typing promotion code redemption methods leads more favorable purchase experience than clicking a confirmation button where the same promotion code is already typed in. Furthermore, we show that this effect is attenuated for the hedonic product purchase.

18H How the Experience of Heaviness versus Lightness Can Influence Preference for Combined and Partitioned Prices

Taku Togawa (Chiba University of Commerce); Rajat Roy (Bond University); Hiroaki Ishii (Seikei University); Jaewoo Park (Musashi University)

Two laboratory experiments found that when participants experienced heaviness (lightness), they exhibited a more favorable attitude and purchase intention towards a combined (partitioned) versus partitioned (combined) price framing. This effect was mediated by processing fluency. The robust findings were replicated using different product categories and heaviness manipulations.

18I The Effect of Parity Information of Numbers on Variety Seeking Behavior

Yan Wang (Renmin University of China); Jing Jiang (Renmin University of China); Yafeng Fan (Tsinghua University); Xiadan Zhang (Renmin University of China)

This research proposes that parity information of numbers is a robust contextual influence on variety seeking. Across three experiments, we demonstrate that even numbers can induce more variety seeking

behavior than odd numbers, and this effect is mediated by the reliance on feelings (vs. cognition) in decisions.

18J The Power of Social Comparison in Price Information Processing

Lina Xu (New Mexico State University, USA); Mihai Niculescu (New Mexico State University, USA)

We propose that consumers enjoy the feeling of outperforming social others by taking advantage of a deal. This research explores the impact of price comparisons on buying behaviors through the lens of social comparison (vs. counterfactual thinking) to increase consumers' perception of a good deal.

18K The Few The Better? Number Of Functions And Product Effectiveness

Manqiong Shen (Sun Yat-sen University); xiuping li (National University of Singapore, Singapore); Haizhong Wang (Sun Yat-Sen University, China)

In this research, we examine the effect of versatility in function on consumer judgment. In three studies, we demonstrate the Dilution Effect--claiming multiple functions currently could decrease products' effectiveness judgment. We find a moderating effect of lay belief about versatility on the Dilution Effect.

18L The Influence of Reference-price Ads' Formats on Consumers' Price Perceptions and Buying Intentions

Chao-Feng Lee (National Chung Cheng University, TAIWAN); Hsiu-Ju Wang (Chao Yang University of Technology, TAIWAN); Yin-Hui Cheng (National Taichung University of Education); Shih-Chieh Chuang (National Chung Cheng University)

Eye-tracking experiments tested the respective impacts of reference-price ads in horizontal and vertical formats, and why these impacts occurred: e.g., subtraction or anchoring effects. Interestingly, positive effects on buying intention and value perceptions disappeared when buyers were shown a calculation of their savings, rather than the old and new prices.

19. Retail, Services and Experiential consumption (19 papers) - Working Paper Session, Grand Hall West

19A Does Online Shopping Increase Customer Loyalty? The Role of Uncertainty Avoidance

Bingxuan Guo (University of Texas at San Antonio, USA); Yinlong Zhang (University of Texas at San Antonio, USA)

This research investigates the joint effects of uncertainty avoidance and on online (vs. offline) shopping on customer loyalty. By measuring and manipulating uncertainty avoidance, we found convergent evidence of this joint effect. Possible mediators and moderator are discussed.

19B Online Shopping Cart Abandonment: A Consumer Mindset Perspective

Chrissy Martins (Iona College); Dan Rubin (St. John's University); Diogo Hildebrand (Baruch College, USA); Veronika Ilyuk (Hofstra University)

Online shopping cart abandonment (SCA) is prevalent but under-researched. This work advances understanding the drivers of SCA—specifically, the role of consumer mindsets. Through three studies we evince abstract (vs. concrete) mindsets affect the likelihood of SCA, product involvement as the underlying mechanism, and the moderating role of product descriptions.

19C Seeing Red? Loss of Personal Control Reduces Consumers' Interest in Sales Promotions in Crowded Retail Spaces

Johanna Palcu (Vienna University of Economics and Business); Simona Haasova (University of Vienna); Oliver B. Büttner (University of Duisburg-Essen); Arnd Florack (University of Vienna)

Applying an online survey as well as an eye-tracking experiment in the field the current research demonstrates that consumers are less likely to rely on sales promotions when the number of other customers present decreases consumers' perceptions of personal control.

19D Social Density and Attention to Scarcity Cues on e-Commerce Sites: Insights from Eye-tracking

Anne Hamby (Boise State); Veronika Ilyuk (Hofstra University); Anil Mathur (Hofstra University)

The current work uses eye-tracking technology to examine the effect of social density (i.e., physical crowding) on attention to scarcity cues that are encountered on e-commerce sites. We find that increased social density reduces attention to information about quantity (but not time) scarcity, suggesting motivated avoidance information processing.

19E Improve Yourself to Strive for More Space: Social Crowding Increases Preference for Self-Improvement Products

Jiaqi Zhong (Renmin University of China); Ying Ding (Renmin University of China)

The results from two experiments and one secondary dataset suggest that social crowding would enhance consumers' need for self-improvement, and thus increase preference for self-improvement products. Importantly, we further document that this effect would be moderated by competitive mindset and perceived social status mobility.

19F Humanlike Underdogs: The Moderating Role of Service Type (SST vs. face-to-face) and Brand Status (underdog vs. top-dog) on Brand Attitude

Yaeri Kim (Seoul National University, USA); Kiwan Park (Seoul National University, USA); Seojin Stacey Lee (Seoul National University)

We instigated the effects of service type on brand status on brand attitude. We find that people show more favorable attitude toward face-to-face service than self-service technology for underdog brands. However, this effect was reversed in private consumption context. We also demonstrate mediation processes to account for the proposed effects.

19G The Role of Personal Self-Serving Technologies in Responses to Service Failures

Xiao Shannon Yi (Chinese University of Hong Kong, China); Lisa C. Wan (Chinese University of Hong Kong, China)

We found that consumers react differently under service failure when they use SSTs with different ownerships. That is, when they adopt personal SSTs (vs. non-personal SSTs) to complete self-services, they are more likely to blame the service failure on themselves (vs. on other people).

19H It Must Be Luck! The Impact of Superstitious Events on Memory

Kara Bentley (Chapman University); Priyali Rajagopal (University of North Texas); Katrina Kulow (University of Louisville)

This research investigates the impact of superstitious agents during an experience on memory for that experience. We argue that the perceived influence of superstitious agents, such as luck, during an experience can increase understanding of the experience itself, weakening memories and decreasing

evaluations of the experience and any associated brands.

19I Desire and Contemporary City: A Study on Urban Space Consumption Behavior of Millennial Generation

Suhyoung Ahn (Yonsei University, South Korea); AE-RAN KOH (Yonsei University)

The aim of this study is to investigate Benjamin's concept of "flâneur" as a method of exploring urban space consumption behavior from a contemporary point of view, and to examine urban spaces from a new perspective as places of production that are facilitated by desire.

19J Collect Moments, Not Things!- Exploring Intangible Materialism

Martin P Fritze (University of Cologne); Jessica K Barfield (University of Wisconsin - Madison, USA); Joann Peck (University of Wisconsin - Madison, USA)

Materialism has traditionally been related to the importance consumers assign to material purchases but current research indicates that consumers also overemphasize intangible (i.e. immaterial) consumption objects and exhibit proprietary tendencies. Using exploratory interviews, we analyzed statements about experiential consumption attitudes to generate the Intangible Materialism Scale.

19K Constraints and Facilitators of Sport Event Participation: Exploring a New Cultural Context

Rana Sobh (Qatar University); Kevin Filo (Griffith University); Millie Kennely (Griffith University)

We explore physical activity participation in Qatar and challenge the assumption that access to, and experiences of, sport events are universal. We find that sport participation is an amalgam of constraining and facilitating factors and that cultural norm, political agendas, and geography affect physical activity participation in our context.

19L Through the Sensory Gate to Liminality: WaterFire's Longevity

Shawn Patrick Scott (University of Rhode Island); Hillary A Leonard (University of Rhode Island)

WaterFire, an award-winning public sculpture of fire braziers, is a multisensory event that has revitalized the city of Providence, RI. The research purpose is to better understand the longevity of this event by drawing upon and contributing to sensory literature and social theories including liminality and the liminoid, environmental theater.

19M How Mortality Salience Affects Preference for Hedonic, Functional, and Eudaimonic Experiences

Gunes Biliciler-Unal (University of Texas at Austin, USA); Raj Raghunathan (University of Texas at Austin, USA); Adrian Ward (University of Texas at Austin, USA)

This research shows that mortality salience (vs. not) heightens consumers' interest in functional experiences—hanging out with people who engage in functional activities and spending more time on functional tours—but not hedonic or eudaimonic ones. This effect is stronger for people who are low in pre-intervention productivity orientation.

19N Empowered, Therefore I Engage

Mujde Yuksel (Suffolk University)

Initiating consumer engagement on social media is considered to be pivotal to brand success in today's digital world. This study illustrates that enabling consumers with empowering tools results in higher social media shares through psychological empowerment and consumer influence. However, this effect

disappears for consumers low in opinion leadership.

19O Your Time for Me, My Time for You: Consumers' Asymmetric Response to Interpersonal Usage of Time

Yookyung Park (Seoul National University); Yuna Choe (Texas A&M University, USA); Youjae Yi (Seoul National University)

The present research explores whether consumers vary in their levels of appreciation upon interpersonal usage of time. Our results show that consumers perceive time as deserving greater appreciation when they receive time from others than when they spend time for others.

19P The Effect of Busyness on Consumer Preference for Joint Consumption

Jaewoo Lee (Boston University, USA); Frederic F Brunel (Boston University, USA)

In two studies, we find that perception of busyness ("I have a lot of work to do") decreases consumers' anticipated enjoyment and likelihood of engaging in joint consumption. We propose that such effects occur because perception of busyness leads to a decrease in consumers' perceived control over their time.

19Q Wisdom of Visual Metaphors in a Transmodern Marketplace Context

ESI ELLIOT (Suffolk University); CARMINA CAVASOZ (University of Hartford)

Our study highlights transmodern perspectives in selected visual metaphors of one artist, Albert Cavazos, to present a theory of marketing wisdom. Whereas the meanings conveyed by visual metaphors have been conveyed through an analysis of deep metaphors, we discuss the meanings of the deep metaphors presented through transmodern perspectives.

19R How to Make Everyday Life More of An Experience: Employ Rituals

Samuel Park (University of Minnesota, USA); Kathleen Vohs (University of Minnesota, USA)

We tested whether rituals would help consumers see the moments they live through feel like more of an experience. An experiment that varied the use of rituals with material goods versus experiences found, as predicted, that rituals boosted perceptions of having an experience for consumers in the material goods condition.

19S Exploring Antecedents and Outcomes of Renting Over Buying (RoB) Preferences for Home Appliances and Furniture Products

Danni Zhao-Meunier (ESCP Europe, France); Benjamin G. Voyer (ESCP Europe, France); Julien Schmitt (ESCP Europe, France)

This study proposes a theoretical framework to understand consumers' choices for renting over buying ('RoB') behavior and its consequences. More specifically, we investigate the role of materialism, variety seeking, frugality and brand-extended self-construal in explaining preferences for 'RoB'. Moreover, we explore how 'RoB' subsequently affects brand attachment and brand loyalty.

SATURDAY, OCTOBER 19, 2019

Workshop: Evidence for Gender Discrimination and Mitigating Strategies You Can Act on Right Now (Session Chairs **Jeff Galak**, Carnegie Mellon University, USA; **Barbara Kahn**,

University of Pennsylvania, USA)

8:00 to 9:00 am The Learning Center

Journal of Marketing Research Associate Editors Meeting

8:00 am to 9:30 am Harris
Journal of Marketing Editorial Review Board Meeting
 8:00 am – 9:00 am Edgewood
ACR Sessions 6-10
 9:00 am – 6:00 pm
Journal of the Association for Consumer Research Policy Board Meeting
 10:00 am – 11:00 am Harris
Award Luncheon
 12:00 pm – 1:30 pm Centennial III & IV
Journal of Consumer Psychology Associate Editors Meeting
 3:00 pm – 4:00 pm Baker
Journal of Consumer Psychology Editorial Review Board Meeting
 4:00 pm – 5:30 pm Kennesaw
Journal of Marketing Research Editorial Review Board Meeting
 5:30 pm – 7:00 pm Edgewood
Golden Anniversary Gala (70's Themed)
 7:00 pm – 12:00 pm Georgia World Aquarium Ballroom

Session 6

9:00 am - 10:15 am

6.1 Donating for the Self or Others: Signalling and Other Implications of Prosociality - Competitive Paper Session, *Grand Hall East A*

Dimensions of Altruism: Do Evaluations of Charitable Behavior Track Prosocial Benefit or Personal Sacrifice?

Samuel Johnson (University of Bath, UK)

Do people praise altruistic acts because they involve a personal cost or because they help society? Three studies demonstrate that evaluations of prosocial acts track the costs, but not benefits, of those acts. These results support a signaling account of moral behavior and have implications for charitable giving.

Dirty Motivation: Using Donations to Mitigate Overhead Aversion

Shirly Bluvstein (New York University, USA); Dafna Goor (Harvard Business School, USA); Vicki G. Morwitz (Columbia University, USA); Alixandra Barasch (New York University, USA)

Four studies show that money donated for material benefits (e.g., tax break) would be used in a nonprofit to cover overhead expenses. That is because such money is perceived as tainted and could contaminate the cause. Furthermore, donors prefer charities that use materially motivated money to cover overhead expenses.

Examining the Effect of Altruistic Prosocial Behaviors on Subsequent Indulgence

Ning Chen (Zhejiang University of Finance and Economics); Francine E. Petersen (HEC Lausanne, Switzerland); tina m. lowrey (HEC Paris, France)

Across three studies, both with hypothetical and with actual giving, we find that the effect of altruistic prosocial behaviors on consumers' self-indulgence depends on how moral the givers perceive indulgences to be. Altruistic givers are more willing to indulge as perceived morality of indulgences increases, supporting an affect regulation explanation.

Your Name Matters: The Positive Effect of Donor Identification on Beneficiaries' Reactions

Yunqing Chen (Chinese University of Hong Kong, China); Leilei Gao (Chinese University of Hong Kong, China)

How does anonymous donation affect the beneficiary's reactions? Six studies showed that compared to receiving an anonymous donation, merely disclosing the name of the donor can encourage the beneficiary to act in accordance with the donor's expectations and use the donation properly.

6.2 Talk to "Her": On How the Nature of the Communication with Voice-Activated Devices Determines Judgement and Choice - Special Session, *Grand Hall East B* *Session Chair: Ana Valenzuela, Baruch College, USA*

You Can't Be Too Polite, Alexa! Implied Politeness of Mechanized Auditory Feedback and Its Impact on Perceived Performance Accuracy

Eda Sayin (IE Business School, IE University, Spain); aradhna krishna (University of Michigan, USA)

We propose that being perceived as more human negatively impacts perceptions about a product's performance. We demonstrate that the use of real-vocal-sound (versus synthesized-vocal-sound) in auditory communication by a product negatively affects the perceived accuracy of its feedback, as consumers expect it to behave politely and avoid giving negative feedback.

Her Too: Consumers Express Greater Frustration and Aggression with Female Artificial Intelligence

Rhonda Hadi (Oxford University, UK); Lauren Block (Baruch College, USA)

This research examines how the gendered personification of AI influences consumer responses. Analyzing both audio (conversations with voice-activated assistants) and text (chatbot exchanges), we find consumers are more likely to express frustration and aggression when interacting with female (versus male) AI. This is particularly the case when it performs inadequately.

Minds vs. Machines: Investigating the Role of Anthropomorphism on Knowledge Misattributions in Voice-Activated Consumer Search

Rebecca Hamilton (Georgetown University, USA); Adrian Ward (University of Texas at Austin, USA); Mike Yao (University of Illinois at Urbana-Champaign, USA)

In this research, we investigate how using voice-activated digital assistants to search for information moderates the general tendency for consumers to attribute the Internet's knowledge to themselves. We

find that interacting with an anthropomorphic “smart” assistant (vs. a non-anthropomorphic assistant) leads consumers to believe that they themselves are less smart.

The verbal chameleon effect, and Alexa. An assemblage theory approach

Ana Valenzuela (Baruch College, USA); David Luna (University of Central Florida, USA); Jessie Du (Baruch College, USA)

Focusing on the dyad consumer-Alexa, which is part of the new assemblage theory, this paper investigates the downstream consequences of whether consumers adapt their language to a machine. This presumably happens automatically and, as accommodation theory suggests, may be goal-driven. We propose three potential outcomes of verbal accommodation: enhanced sense of power, status seeking and motivated pro-social behavior. A set of three studies tests these ideas.

6.3 Novel Antecedents of Persuasion and Attitude Change - Competitive Paper Session, Grand Hall East C

Does Curiosity Make Consumers Less Critical? Effects of Ad-Induced Curiosity on Persuasion Knowledge and Counterarguing

Verena Hüttl-Maack (University of Hohenheim); Jana Daume (University of Hohenheim, Germany)

Prior findings suggest that curious consumers process information more intensely, which might also make them more critical. However, our four studies demonstrate the opposite. Consumers become less critical when a curiosity-triggering element is embedded in an advertisement. We argue they are distracted from the persuasion attempt while resolving their curiosity.

Knowing What You Like Makes Me Like You More: Consumer Attitudes and Social Perceptions

Kailuo Liu (University of Toronto, Canada)

This research demonstrates that people who express valenced consumer attitudes (i.e., liking and/or disliking brands and products) are more likable than people who express neutral consumer attitudes (i.e., neither liking nor disliking brands and products). The effect is driven by the dehumanization of consumers who have neutral attitudes.

Perceived Persuasion Conveys a Threat to Consumers' Social Worth

Suzanne Rath (Queens University, Canada); Laurence Ashworth (Queens University, Canada); Nicole Robitaille (Queens University, Canada)

Prior empirical work on consumers' reactions to persuasion knowledge suggests that consumers often react badly, attributing their reactions to persuasion motives. The current research however suggests an additional reason for consumers' negative reactions; that is, consumers interpret persuasion as socially threatening which conveys a low opinion of the consumer.

What You Predict And What You Would Do: Reverse-Projection Beliefs in Strategic Contexts

Oleg Urminsky (University of Chicago, USA); Yesim Orhun (University of Michigan, USA)

A person's predictions about people's traits is seen as informative of the predictor's own traits, influencing decisions in strategic contexts. People who predict that others will vote for a candidate, cheat in a task or behave selfishly are assumed to be more likely to exhibit those traits themselves.

6.4 The Emotional Consumer: Insights from Big Data - Special Session, *Grand Hall East D*

Session Chairs: Matthew D Rocklage, University of Massachusetts, USA; Jonah Berger, University of Pennsylvania, USA

What Leads to Longer Reads? Psychological Drivers of Reading Online Content

Jonah Berger (University of Pennsylvania, USA); Wendy W Moe (University of Maryland, USA); David Schweidel (Emory University, USA)

Why does some online content engender sustained attention? Combining natural language processing of 825,000 page-reading sessions from 35,000 articles with an experiment demonstrates how textual features (i.e., words used) shape reading. Features that increase processing ease (e.g., concreteness, familiar words) increase reading and emotion shapes reading through uncertainty and arousal.

The Enhancing vs. Backfiring Effects of Emotionality in Consumer Reviews

Matthew D Rocklage (University of Massachusetts, USA); Russell H. Fazio (Ohio State University, USA)

Marketers and consumers often believe that more emotional content is more impactful on purchasing decisions. We find that reviewers who express greater positive emotion are indeed more positive toward their products, but this emotion backfires when expressed to others for utilitarian products. Consequently, such reviews are less likely to spread.

Managing Online Venting: The Impact of Temporal Distance on the Perception of Negative Online Reviews

Lauren Grewal (Dartmouth College, USA); Andrew T. Stephen (Oxford University, UK); Yakov Bart (Northeastern University, USA)

While research has shown evidence of a negativity bias when it comes to online reviews (i.e., discounting of positive information), we propose that when online reviews exhibit "venting" (i.e., a combination of being negatively emotional and temporally close), they may be discounted due to being seen as less rational.

Engaging Your Audience on Social Media: An Application to Politics

David Schweidel (Emory University, USA); Beth L. Fossen (Indiana University, USA)

Organizations are increasingly turning to social media to reach consumers. Examining approximately 30,000 posts from all U.S. senators over a three-month period, we find that the use of emotional language and the partisanship of the senators' home states affect consumers' decisions to share the posts and follow the senators' accounts.

6.5 Influences of Crowds and Crowdfunding - Competitive Paper Session, *Hanover A*

How Many Followers Do You Have? How Social Media Audiences Affect Consumer Memory

Li Huang (Hofstra University); Frank Zheng (University of Texas at Austin, USA); Adrian Ward (University of Texas at Austin, USA)

How do audiences impact the memories shared on social media? We find that the small audience size may trigger memory outsourcing and consequently attenuate memories shared. This memory decay is attenuated by enhancing the perceived heterogeneity of large group and increasing the audience anonymity.

How Semantic Framing Influences Consumers' Responses to Crowdfunding Campaign

lei su (Hong Kong Baptist University); Jaideep Sengupta (Hong Kong University of Science and Technology)

This research examines whether using “want” vs. “need” in crowdfunding request can affect funders' compliance with an appeal for contributions. For reward-based appeals, a “want” (vs. “need”) appeal should be more effective; for donation-based appeals, a “need” (vs. “want”) appeal should be more effective in eliciting contributions.

The Influence of Social Crowdedness and Competitiveness on Status Consumption

Lijun Zhang (Nanyang Technological University, Singapore); Yee Ling, Elaine Chan (Nanyang Technological University, Singapore)

Prior research suggests that people perceive physical threats and prefer safety products in a crowded environment. This research shows that competitive consumers instead perceive social threats in a crowded environment, which increases their preference for status consumption as a means to redress the perceived social threats.

Visual Ambiguity in Product Design Predicts Crowdfunding Success

Ethan Pancer (Saint Mary's University); Theodore J. Noseworthy (York University, Canada); Simon Blanchard (Georgetown University, USA); Maxwell Poole (Saint Mary's University)

We explore visual ambiguity across two datasets (50,000+) of technology projects and find that new ventures which exploit both category ambiguity (i.e., have features that span multiple categories) and prototype ambiguity (i.e., cannot be classified with confidence into any one specific category) are associated with greater odds of funding success.

6.6 Time, Discounting, and the Consumer Experience - Special Session, *Hanover B* *Session Chairs: Evan Weingarten, University of California San Diego, USA; Annabelle Roberts, University of Chicago, USA*

Duration Sensitivity of Key Moments

Kristin Diehl (University of Southern California, USA); Evan Weingarten (University of California San Diego, USA); Gal Zauberman (Yale University, USA)

Duration neglect states that after controlling for peak and end affect, duration plays only a small additive role in experiential evaluations. In ten studies we replicate duration neglect but also show that duration has an indirect effect on evaluations by intensifying peak and end, both of which then affect evaluation.

The Sign Effect in Past and Future Discounting

Sarah Molouki (University of Chicago, USA); David Hardisty (University of British Columbia, Canada); Eugene M. Caruso (University of Chicago, USA)

We compare the extent to which people discount positive and negative events in the future and in the past. We find that the tendency to discount gains more than losses (i.e., the sign effect) emerges for future, but not past, outcomes, and is mediated by contemplation utility.

Love is Patient: People are more willing to wait for things they like

Annabelle Roberts (University of Chicago, USA); Franklin Shaddy (University of Chicago, USA); Ayelet Fishbach (University of Chicago, USA)

How does liking affect temporal discounting? Across seven studies, we find liking causes people to become more patient (i.e., increasing willingness to wait for a larger quantity or better quality version of a target) because liking leads people to perceive a greater difference in subjective value between the options.

Discounting a Lump-sum vs. a Payment Stream: More Payments leads to More Patience

Selin A. Malkoc (Ohio State University, USA); Joseph K Goodman (Ohio State University, USA); Mosi Rosenboim (Ben Gurion University, Israel)

Many consumer outcomes involve payment streams (e.g., paychecks) and lump-sum payments. We demonstrate that these outcomes are processed differently and payment streams lead to more patience and less present bias than an equivalent lump-sum. These findings identify an important way to decrease impatience and de-bias a common choice anomaly.

6.7 Sharing Stories: Celebrating Five Decades of ACR – 1990s - Special Session, Hanover C

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate ACR's golden anniversary with shared stories spanning the third decade of ACR. Participants will share their stories of ACR connection and collaboration.

Participants: **Ron Hill**, American University, USA; **Punam Keller**, Dartmouth College, USA; **Angela Lee**, Northwestern University, USA; **Debbie MacInnis**, University of Southern California, USA; **Ann McGill**, University of Chicago, USA; **Lisa Penaloza**,

Kedge Business School, France; Rik Peters, Tilburg University, The Netherlands; David Wooten, University of Michigan, USA

6.8 A Careful Edit of Self-Identity: Relations to Minimalism, Product Experiences, Social Observability, and Gift-Giving - Competitive Paper Session, *Hanover D*

Consumer Minimalism as Identity Curation Process

Daniele Mathras (Northeastern University, USA); Katherine Hayes (Northeastern University, USA)

Results from interviews across capsule wardrobe, tiny house, vanlife, and minimal lifestyle segments reveal the transition into minimalism is an identity curation process that includes defining the present self, maintaining focus on the present self during editing decisions (dispossession, retention, acquisition), and actively maintaining one's collection of "just enough" possessions.

Is Product Experience Improved by Ties to Desired Identity? A Case of Functional Pleasure

Aner Tal (Ono Academic College (OAC)); Yaniv Gvili (Ono Academic College (OAC)); Moty Amar (Ono Academic College (OAC))

Consumption experience is enhanced when products support desired identities. We demonstrate the effect across 3 studies, presenting both main effects and boundary conditions. We argue that identity congruence enhances product experience because fulfilling psychological motivations produces greater pleasure, much like meeting physical needs enhances pleasure.

Social Identity-Based Barriers to Pro-Environmental Consumer Behavior

Frank Gregory Cabano (University of Texas at El Paso); Noelle Nelson (University of Oregon, USA); Rachel McDonald (Columbia University, USA)

Understanding factors that influence various consumers and their willingness to participate in environmental causes is increasingly important. We demonstrate that social observability negatively impacts current and future pro-environmental willingness for consumers low (but not high) in environmentalist social identity due to the threat of being misclassified into unwanted social identities.

When Gift-Giving Is Selfish: A Motivation To Be Unique

Julian Givi (West Virginia University); Jeff Galak (Carnegie Mellon University, USA)

We demonstrate that gift-givers avoid giving gifts they own themselves since doing so would make their versions of those items, and thus they themselves, feel less unique. Instead, givers select gifts they do not own, even when this results in recipients receiving less-preferred gifts.

6.9 How Biases and Sensory Stimuli Affect Food Enjoyment - Competitive Paper Session, *Hanover E*

Imagining is Better than Seeing: How Perceptual Difficulty Increases Indulgence

Aekyoung Kim (University of Sydney, Australia); Saerom Lee (University of Texas at

San Antonio, USA); Margaret Meloy (Pennsylvania State University, USA)

Perceptual difficulty of product stimuli for vices leads consumers to focus on elaborated imagery (vs. discursive) processing of the vices, which in turn increases consumption intentions for the vices.

Product type, type of product information, visual cognitive load, and individual differences in curiosity moderate this effect.

Put the Cookies in the Jar: The Presence of Food Decreases Enjoyment of Concurrent Consumption Experiences

Emily Garbinsky (University of Notre Dame, USA); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands)

Consumers often engage in experiences (e.g., attending a concert) in the presence of food that they plan to consume later. Seven studies show that the presence (vs. absence) of food decreases enjoyment of concurrent consumption experiences. The presence of food prompts mental imagery, which decreases engagement with the focal activity.

Reducing monotony for breakfast: A goal-based account.

Romain Cadario (IESEG School of Management); Carey K. Morewedge (Boston University, USA)

Why do people eat the same breakfast everyday, but desire different lunches and dinners? We find across diary, day reconstruction, and experimental data that goals, rather than time scarcity, modulate variety-seeking in meals throughout the week. The impact of a hedonic goal change on variety-seeking decreases from breakfast to dinner.

The “Calories-Must-Be-Bad” Bias: How the Belief that Calories are Unhealthy Increases the Choice Share of Less Nutritious Options

Arnaud Monnier (Cornell University, USA); Steven Sweldens (Erasmus University Rotterdam, The Netherlands); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands)

Consumers believe that calories are bad. However, they insufficiently realize that many nutritious foods also contain many calories. This results in a “calories-must-be-bad” bias which shifts calorie perceptions of unhealthy (healthy) foods upwards (downwards). This bias also reduces the perceived nutritional value and choice of more (versus less) nutritious options.

6.10 Helping Consumers Make Wise Choices About Food - Special Session, *Hanover F* *Session Chair: Holly S Howe, Duke University, USA*

Would You Like Fries with That? Modeling the Default Effect in Dietary Choice

Nicolette Sullivan (Duke University, USA); Samyukta Doré (Duke University, USA); Alexander Breslav (Duke University, USA); Scott Huettel (Duke University, USA)

Although dietary choices often feature a default (e.g., fries with a hamburger), dietary defaults have received little attention. Additionally, the mechanisms underlying defaults are poorly understood. Here, we use healthy defaults to improve choice, and eye tracking and computational modeling are used to understand the mechanisms underlying default bias.

Sacrifices Must be Made: The Preference for Trading Off Type or Quantity Among Restrained versus Unrestrained Eaters

Peggy Liu (University of Pittsburgh, USA); Kelly Haws (Vanderbilt University, USA)
We conceptualize two fundamental routes to sacrificing desired food intake—sacrificing food type or quantity. We show that restrained eaters prefer sacrificing type, whereas unrestrained eaters prefer sacrificing quantity. We explain why with a multiple goals perspective and show that this framework extends to understanding other kinds of sacrifices.

Using a Novel Online Grocery Platform to Explore How Front-of-Package Labeling Affects Consumers' Food Choice

Holly S Howe (Duke University, USA); Gavan Fitzsimons (Duke University, USA); Peter Ubel (Duke University, USA)
Do consumers make healthier food choices when products have front-of-package (FOP) labels? The literature is currently mixed. We use a new research tool—a large, open-source online grocery store—to examine FOP labels. Consumers who saw (vs. did not see) FOP labels bought more produce and purchased more healthy items.

How Do Nutrition Promotions Impact Shoppers' Sensitivity to Price Promotions?

Meheli Basu (University of Pittsburgh, USA); Hristina Nikolova (Boston College, USA); Jeff Inman (University of Pittsburgh, USA)
Using frequent shopper data for more than 4,000 shoppers during a thirty-month period, we examine whether and for which shoppers' sensitivity toward price promotions is affected by heightening the salience of nutritional information via featuring nutrition promotions in a grocery chain's weekly circular.

6.11 Promoting Sustainability Through Social Signals - Competitive Paper Session, Hanover G

Can Marriage Help the Environment? Sustainable Consumption in Romantic Relationships

Aylin Cakanlar (Stockholm University, Sweden); Hristina Nikolova (Boston College, USA); Gergana Y. Nenkov (Boston College, USA)
Our research examines how in a romantic relationship context partners' sustainable (or unsustainable) consumption behaviors influence each other. Across three studies, we demonstrate that relationship power plays a key role in determining whether one behaves consistently with or balances balance their partner's unsustainable consumption choices.

Proud to limit the damage: Negatively framed eco-ratings motivate green intentions through anticipated pride

Karen Gorissen (Vrije Universiteit Amsterdam); Bert Weijters (Ghent University, Belgium); Hans Baumgartner (Pennsylvania State University, USA)

Eco-ratings quantify the environmental (un)sustainability of products in an assortment using a predefined ordinal-level score range. In three experiments, we find that eco-ratings positively affect anticipated pride, which in turn has a positive effect on purchase intention; the effect of eco-ratings on pride is stronger when eco-ratings are negatively framed.

When self-perceived efforts lead to perseverance: implications for the development of pro-environmental behaviors

Linda Lemarié (Audencia Business School); Bruno Lanz (University of Neuchâtel); Valéry Bezençon (University of Neuchâtel)

What type of pro-environmental behavior increases the likelihood of engaging in other pro-environmental behaviors in the future? We compare the effects of effortless behavior with that of effortful behavior on subsequent pro-environmental behaviors. Three studies show that effortful behaviors increase future behaviors in accordance with the predictions of self-signaling theory.

Why We Don't Rent What Others Love: The Role of Product Attachment in Sustainable Consumption

Antje Graul (Utah State University); Aaron Brough (Utah State University)

Four studies show that although owners expect attachment cues to enhance a product's appeal, such beliefs are mistaken as attachment cues instead deter prospective renters. We attribute this effect to renters' desire to avoid the responsibility of protecting the item and identify a boundary condition of the effect.

6.12 Reconsidering the Formation and Consequences of Injustice in the Marketplace - Special Session, *Courtland*

Session Chair: Broderick Turner, Northwestern University, USA

(Trans)Women are Wonderful?

Broderick Turner (Northwestern University, USA); Galen V. Bodenhausen (Northwestern University, USA)

This work finds that transwomen, those individuals who transition their gender from male-to-female, are evaluated more negatively than transmen (female-to-male) and CIS gender women. However, there is no difference in these evaluations between transwomen and CIS gender men. This effect is explained by the difficulty in changing the prototypical male features, and thus both transwomen and CIS-gender men are reflexively judged as less trustworthy.

An Increase in Interracial Marriage Increases Racial Bias

Allison Skinner (Northeastern University, USA); James Rae (University of Massachusetts, USA)

Despite rapid changes in the prevalence of interracial marriage, little is known about how the rise in interracial marriage may impact Americans' attitudes. We examined how the increasing rate of interracial marriage affects racial attitudes—finding that reminding White Americans of the rising rate of interracial marriage increases racial biases.

Reach out in the Darkness: How Unfair Treatments Shape Social Connection

Motivation

Yijie Wang (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University); Mandy Mantian Hu (Chinese University of Hong Kong, China); Ninghua Zhong (Tongji University)

Individuals who were unfairly treated exhibited a higher need to belong and exert more effort to connect with acquaintances and strangers than fairly treated peers. Furthermore, this effect was mediated by the feeling of resource deprivation after experiencing injustice, and was more salient among individuals with relatively low self-esteem.

Perceptions of Your #MeToo post: Men and Women See It Differently

Wendy De La Rosa (Stanford University, USA); Solene Delecourt (Stanford University, USA); Odyssia Ng (Stanford University, USA)

Despite the prevalence of the #MeToo tweets, little is known about how this type of self-disclosure is perceived, especially in the context of seller-buyer interactions. The current research demonstrates that women and men respond differently when viewing a seller's social media profile containing self-disclosure about a sexual assault.

6.13 Factors Affecting Variety-Seeking Behavior - Competitive Paper Session, *Dunwoody*

The Impact of Intention to Take a Selfie on Variety Seeking Behavior

Haeyoung Jeong (Drexel University, USA); Chen Wang (Drexel University, USA)

We investigate how the intention to take a selfie with products influences consumers' product choices. A series of field and lab experiments show that the selfie-taking intention increases consumers' variety seeking tendency. This effect is mediated by self-presentational concern and attenuated when people take a group (vs. individual) selfie.

Think Global or Local?: How Consumer Identity Affects Variety Seeking

Minkyung Koo (University of Illinois at Urbana-Champaign, USA); Nadia Danienta (University of Illinois at Urbana-Champaign, USA); Ashok K Lalwani (Indiana University, USA)

We propose that a global (vs. local) identity enhances variety seeking through a sense of mistrust. Converging evidence for the effect of global-local identity on variety seeking is demonstrated in a field study and a lab study with a real choice, and three experiments.

What Else Are Out There? The Positive Influence of Dissimilar Collectibles on Consumers' Collection Intention

Leilei Gao (Chinese University of Hong Kong, China); Yixia Sun (Zhejiang University); Yuwei Jiang (Hong Kong Polytechnic University)

Five studies demonstrate that greater variance (i.e., dissimilarity) among the first few collectibles

predicts higher collecting intention through enhanced curiosity. Moreover, this effect is only evident when the collection theme is clear, but not when the collection theme is ambiguous.

When Intention to Share Increases Variety-Seeking: The Role of Self-Enhancement

Fei Jin (Peking University); Jingjing Ma (Peking University); David Dubois (INSEAD, France)

Sharing cues are ubiquitous on all types of online platforms. This research investigates a simple yet critical question: can sharing cues alter one's decision-making? We propose that sharing cues could activate consumers' intention to share which in turn increases their variety seeking choices, especially for non-experts and for non-conspicuous products.

6.14 There is More to Promotions Than Increased Sales: Novel Consumer Responses to In-Store Promotions - Special Session, *Fairlie*

Session Chairs: Chaumanix Dutton, University of Southern California, USA; Kristin Diehl, University of Southern California, USA

When is HILO Low? Price Image Formation Based on Frequency versus Depth Pricing Strategies

Daniel Sheehan (University of Kentucky, USA); Ryan Hamilton (Emory University, USA); Ramnath K Chellappa (Emory University, USA)

This research investigates consumer responses to everyday low price (EDLP) and high-low (HILO) pricing strategies. In contrast to previous findings and managerial wisdom, we find a consistent advantage for HILO pricing when price information was provided for multiple options in a category - a context more similar to an actual shopping environment.

Christmas Promotions in September – What Happened to Halloween? The Effect of Prospective Event Markers on Attitudes Towards Promotions

Chaumanix Dutton (University of Southern California, USA); Kristin Diehl (University of Southern California, USA)

In-store, thematic promotions can trigger thoughts of events that may occur before the promoted event (prospective event markers). In four studies, we find that event-related prospective markers generated are temporarily closer to the promoted event, increasing attitudes towards early promotions, while the reverse is true for event-unrelated markers.

Waiting and Watching: The Effects of Observing Others' Point-of-Payment Prosocial Decisions

Jillian Hmurovic (University of Pittsburgh, USA); Cait Lamberton (University of Pittsburgh, USA)

Retailers often insert charitable appeals at the point-of-payment, making consumer responses to such appeals socially observable. The current research explores how in-store observation of another's prosocial decision influences one's own charitable response, finding that observed fast donation refusals are perceived as easier, subsequently reducing how much donors give.

Can Featuring Social Media Photographs of In-store Retail Events Cause FOMO?

Jacqueline R. Rifkin (Duke University, USA); Cindy Chan (University of Toronto, Canada); Barbara Kahn (University of Pennsylvania, USA)

Retailers create in-store promotional events to build brand community. Will posting event photos elicit FOMO and harm brand loyalty? We find event photos generate directionally more FOMO than merchandise photos. However, for less brand-connected consumers, event photos increase NPS scores, while for more connected consumers, merchandise photos increase NPS scores.

6.15 Comparisons are the Key to Context: How Representations, Order and Evaluability Shape Context Effects - Special Session, *Greenbriar*

Session Chairs: Jennifer Trueblood, Vanderbilt University, USA; Jiaqian(Jane) Wang, University of Chicago, USA

Seeing the Attraction: The Attraction Effect in Choices Between Visual Stimuli

Jiaqian(Jane) Wang (University of Chicago, USA); Oleg Urminsky (University of Chicago, USA)

This research investigates whether and when the attraction effect occurs for visually-presented stimuli. Evidence from four pre-registered experiments showed that the visual attraction effect does exist and is stronger when people were prompted to consider the trade-offs between attributes.

Context Effects Explained through the Accumulation of Simple Comparisons

Jennifer Trueblood (Vanderbilt University, USA); Nathan Evans (Vanderbilt University, USA); William Holmes (Vanderbilt University, USA)

We describe a new cognitive theory of multi-alternative, multi-attribute decision-making where preferences are constructed through a sequence of simple comparisons. The proposed theory sheds new light on the robustness of context effects, including the attraction effect. We demonstrate novel context effects consistent with the theory in choices from sequentially-presented options.

Revisiting the Dynamics of Deferred Decisions: An Evaluability-Based View of Choice Deferral

Ioannis Evangelidis (ESADE Business School, Spain); Jonathan Levav (Stanford University, USA); Itamar Simonson (Stanford University, USA)

We investigate the impact of the choice set on choice deferral. Contrary to prior research, we demonstrate that consumers are more likely to defer choice when faced with a single option compared to when they are faced with two options because evaluating a single alternative is relatively harder.

Distinguish Justifiability from Evaluability in Single vs. Joint Evaluation

Xilin Li (University of Chicago, USA); Christopher Hsee (University of Chicago, USA)

Does a given attribute exert more influence in JE or SE? Three experiments, including a field experiment, find that the answer depends on two distinct characteristics of the attribute—evaluability and justifiability: Low-evaluability attributes are more influential in JE, and low-justifiability attributes

are more influential in SE.

6.16 Toward an Integrated Wisdom of Goals and Personal Resources - Knowledge

Forum, *The Learning Center*

Session Chairs: **Jordan Etkin**, *Duke University, USA*; **Sarah A. Memmi**, *Duke University, USA*

Discussants: **Anastasiya Pocheptsova Ghosh**, *University of Arizona, USA*; **Szu-chi Huang**, *Stanford University, USA*; **Christina Kan**, *Texas A&M University, USA*; **Ellie Kyung**, *Dartmouth College, USA*; **Jenny Olson**, *Indiana University, USA*; **Caroline Roux**, *Concordia University, Canada*; **Jennifer Savary**, *University of Arizona, USA*; **Marissa Sharif**, *University of Pennsylvania, USA*; **Eesha Sharma**, *Dartmouth College, USA*; **Gabriela Tonietto**, *Rutgers University, USA*; **Yanping Tu**, *University of Florida, USA*; **Scott Wallace**, *Duke University, USA*; **Kaitlin Woolley**, *Cornell University, USA*

Toward an Integrated Wisdom of Goals and Personal Resources

Jordan Etkin (Duke University, USA); Sarah A. Memmi (Duke University, USA); Ravi Dhar (Yale University, USA); Ayelet Fishbach (University of Chicago, USA); Gavan Fitzsimons (Duke University, USA); Christopher Hsee (University of Chicago, USA); John Lynch (University of Colorado, USA); Cassie Mogilner (University of California Los Angeles, USA); Nicole Mead (University of Melbourne, Australia); Stephen Spiller (University of California Los Angeles, USA)

Goals and personal resources (e.g., time, money, energy, etc.) are fundamentally interdependent, but limited research to-date has explicitly leveraged knowledge of one to understand the other. This forum brings together experts in each field to share accumulated wisdom, foster collaboration, and map out a mutual agenda for future research.

Break

10:15 am – 10:30 am Centennial Foyer

Session 7

10:30 am - 11:45 am

7.1 Contextual Effects on Prosocial Behavior - Competitive Paper Session,

Grand Hall East A

Brightness Increases More Positive Views of Humanity and Prosocial Behavior of People Low in Moral Identity

Jun Yan (University of Manitoba, Canada); Luke Zhu (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada)

This paper tests an interactive effect of ambient lighting and moral identity on prosocial behavior. Individuals low in moral identity are more prosocial in bright than dark environment because the brightness increases their perceived humanity. In contrast, individuals high in moral identity do not

change their prosocial intention with lighting.

Give and You Shall Receive: The Effect of Prosocial Behavior on Financial Risk-Taking

Ben Borenstein (University of Miami, USA); Caglar Irmak (University of Miami, USA)
Across five studies, we demonstrate that acting prosocially enhances perceptions of luck and increases financial risk-taking. We further find that this effect is accentuated for those who believe in karma. Karma believers expect to be luckier after acting prosocially, and hence, tend to take greater financial risk.

Shape Up the Behavior: A Concave Display Board Promotes Charitable Donations

Yuli Zhang (Stockton University, USA); Chen Wang (Drexel University, USA)
This research investigates how the shape of charitable appeals influences consumer donations. We show that concave-shaped (vs. convex-shaped) charitable appeals lead to greater consumer donations. This is likely to occur because concave-shaped appeals activate a need to belong, which in turn increases perceptions of self-other overlap and subsequently consumer donations.

Beyond Whether to Give: Using Continuous Requests to Increase Donation Rates

Alice Moon (University of Pennsylvania, USA); Eric VanEpps (University of Utah, USA)
Across five incentive-compatible studies (N=4314), we demonstrate that donation requests with continuous choice options (options presented on the same continuum, e.g., \$5/\$10/\$15 amounts) increase donation rates relative to binary choice options (yes/no), because with continuous requests, the option not to donate becomes the stingiest option, thereby increasing donation rates.

7.2 Touch, Voice, and Kinetics: Interactive Influences on the Tech-linked Consumer - Special Session, *Grand Hall East B*

Session Chairs: Yanliu Huang, Drexel University, USA; William Hampton, University of St. Gallen, Switzerland

Horizontal Touch Interfaces and the Illusion of Discrete Content

S. Adam Brasel (Boston College, USA)
Horizontal touch interface interactions ('swipes') differ from vertical interactions, creating illusions of content source separation where none exists. Two studies show that swiping between horizontal 'panes' of information inflates the perception of information, makes reviews appear more independent, and increases information accuracy perceptions when compared to users navigating vertically.

Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice

William Hampton (University of St. Gallen, Switzerland); Christian Hildebrand (University of St. Gallen, Switzerland)
Nearly all consumers now carry a vibrating mobile device, yet how such vibrotactile feedback is perceived and influences consumer behavior is unclear. Two studies document that vibrations of intermediate (vs. long or short) length are perceived as rewarding and can be used to motivate purchase

in a retailing context.

Augmented Reality Helps Low-Involved Consumers Build Self-Brand Connection

Jaeyeon Chung (Rice University, USA); Youjung Jun (Columbia University, USA)

Augmented Reality facilitates consumers' mentalizing of consumption experience by overlaying digital images of products on physical reality. Three experiments reveal that low involved consumers perceive greater self-brand connection after AR-assisted (vs. non-AR-assisted) shopping. This is because they perceive the brand as being more communal (vs. monetary-exchange-based) in fulfilling consumers' needs.

Understanding Consumer Product Decisions When Shopping by Voice

Zhen Yang (Drexel University, USA); Yanliu Huang (Drexel University, USA); Barbara Kahn (University of Pennsylvania, USA); Jiange He (Drexel University, USA)

Using an online food ordering website, we show that consumers are more likely to choose recommended products and hedonic recommended products when shopping by voice than by other modalities (i.e., clicking or typing). Oral communication increases perceived socialness, which induces compliance behavior, and ultimately leads to recommendation acceptance.

7.3 The Many Faces of Self-Construal - Competitive Paper Session, *Grand Hall East C*

Irresistible Discount: Physiological evidence that Deals Are Inherently More Arousing for Interdependents!

Sharon Ng (Nanyang Technological University, Singapore); MEHAK BHARTI (Nanyang Technological University, Singapore); Goh Kim Huat (Nanyang Technological University, Singapore)

This research provides evidence to show that deals elicit a deeper physiological reaction among interdependents (vs. Independents). This effect is driven by interdependents' (vs. independents) belief in the impermanence of things in life. This urges them to immediately chance upon a good deal, manifesting in greater arousal.

Products as Consumption Companions: How Culture Influences Consumer Responses to Anthropomorphic Products

Sara Baskentli (Western Washington University, USA); Rhonda Hadi (Oxford University, UK); Leonard Lee (National University of Singapore, Singapore)

This research finds that collectivistic consumers show exaggerated preference for anthropomorphic products, because these products represent social surrogates allowing for more communal consumption experiences. The effect holds across various product categories, regardless of whether collectivistic thinking is measured, primed, or operationalized based on ethnicity. Theoretical and practical implications are discussed.

Targeting Independents and Interdependents to Promote Prosocial Behavior

Rebecca Chae (University of Michigan, USA); Carolyn Yoon (University of Michigan, USA)

We investigate how independents and interdependents differ in the way they identify with and conform to social versus situational reference groups. Studies across different domains provide convergent evidence that in relatively private contexts, independents (interdependents) are more persuaded by situationally (socially) relevant reference groups.

To do or to have? Exploring the Effects of Social Exclusion on Experiential and Material purchases

BINGCHENG YANG (Guangzhou, China); Hongyan Yu (Sun Yat-Sen University, China); Jifei Wu (Sun Yat-Sen University, China)

Social exclusion is widespread in our modern society. This research examined that individuals who are faced with social exclusion will prefer more experiential purchases than material purchases, so as to alleviate the threat of relationship needs caused by social exclusion, and the effect on interdependent self-construction is more intense.

7.4 Consuming Information Online: Perspectives on the Context-Dependent Effects of News and Reviews - Special Session, *Grand Hall East D*

The Effects of Engagement Metrics on Media Consumption: A Persuasion Knowledge Account

Sokiente Watariye Dagogo-Jack (Boston University, USA); Jared Joseph Watson (New York University, USA)

Media websites often provide lists based on one of two engagement metrics: what people are reading or sharing. We find that consumers generally prefer “most read” to “most shared” articles. As sharing constitutes an influence attempt, people are more skeptical of “most shared” articles, unless social affiliation goals are active.

Ratings and/or Reviews: The Effects of Aggregate and Disaggregate Product Information in Product Evaluations

Jared Joseph Watson (New York University, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA)

We investigate how consumers integrate product reviews and product ratings into their purchase decisions. We demonstrate that consumers consistently place more weight on individual reviews versus aggregate ratings, and explore how review layout, sorting and accessibility differences across retail websites can lead to systematic differences in consumer preferences.

The Role of the Mode in Product Evaluations and Choice

Daniel Villanova (University of Arkansas, USA); Elise Chandon Ince (University of South Carolina, USA); Rajesh Bagchi (Virginia Tech, USA)

Previous research on how consumers evaluate products using ratings information emphasizes the importance of ratings’ volume, mean, and dispersion. Using field data and experiments, we find that

consumers' evaluations are also influenced by the mode (most frequent rating) because of the mode's impact on what outcome is seen as typical.

Does Gender Matter? The Effect of Management Responses on the Distribution of Online Reviews

Davide Proserpio (University of Southern California, USA); Isamar Troncoso (University of Southern California, USA); Francesca Valsesia (University of Washington, USA)

We study the effect of management responses on consumers' likelihood to write a review on online platforms and find that, when responses are introduced, the proportion of female reviewers increases for positive and decreases for negative reviews. We explore two mechanisms that explain this shift in reviewers' gender distribution.

7.5 New Directions in Judgement and Decision Making - Competitive Paper Session, Hanover A

How Do You Like That One? or Which Do You Like Better?: Being Asked to Evaluate Options in Isolation or Pairwise and the Probability of Order-Effects-in-Choice

Matthew Philp (HEC Montreal, Canada); Antonia Mantonakis (Brock University, Canada)

Three studies demonstrate that the likelihood of order-effects-in-choice can depend on whether a consumer is guided to follow an evaluation strategy that is congruent with their natural strategy. We demonstrate the role of attention in mediating this effect, identifying salesperson interventions that can both increase and decrease order-effects-in-choice.

Beyond Nudging – Rethinking the Empowerment of Consumer Decision-Making

Martin Bieler (University of St. Gallen, Switzerland); Peter Maas (University of St. Gallen, Switzerland)

Major theories from public policy, psychology and marketing are drawn upon to conceptualize consumer boosting by delineating it from the related concepts of nudging and education. To push forward the ongoing debates surrounding those interventions with the target of improving choices, a definition, conceptual framework and research agenda are proposed.

The Impact of Trade-off Type on Extremeness Aversion

Anneleen Van Kerckhove (University of Ghent, Belgium); Jing Lei (University of Melbourne, Australia); Dries Benoit (Ghent University, Belgium)

Consumers have a preference for middle options, but does this hold when trading off different attribute types? Three studies show that when consumers trade off avoidance attributes (credit cards' interest rates and annual fees), they choose extreme options more in comparison to trade-offs on approach attributes (food tastiness and healthiness).

How Much Choice is Too Much? A Machine Learning Based Meta-Analysis of Choice Overload

Nan Zhang (American University, USA); Heng Xu (American University, USA)

Although there is ample evidence in support of the choice overload hypothesis, the answer to when excessive choice impedes decision satisfaction remains inconsistent. This paper develops a novel machine-learning based meta-analytic technique to offer a simple explanation for the inconsistent conclusions reported in the literature.

7.6 The Essence Conveyed by Origins, Creators and Products: How Consumers Perceive Value - Special Session, *Hanover B*

Session Chairs: **Rashmi Adaval**, *University of Cincinnati, USA*; **Ravi Dhar**, *Yale University, USA*

The Role of Origins and Essence in Heritage Branding

Nathanael S. Martin (University of Cincinnati, USA); T. Andrew Poehlman (Clemson University, USA); Noah VanBergen (University of Cincinnati, USA)

What makes a heritage brand? The present work posits that a source of essence at a brand's beginning (such as a founder's intrinsic motivation) and the continuity of that essence to the present day provide the basis for a brand to be deemed a "heritage brand".

How Solitude Helps Essence Retention and Increases Demand for a Creator's Product

Suhas Vijayakumar (Hong Kong University of Science and Technology); Wooyun Yang (Hong Kong University of Science and Technology); Rashmi Adaval (University of Cincinnati, USA)

Does solitude (vs. sociality) keep an artist's creative essence intact? Two pretests and four experiments show that creators who seek solitude retain and transfer more of their essence to their creations relative to those who seek sociality, and this increases perceived authenticity and demand for their creations.

When Heritage Branding Limits Innovation

Rosanna Smith (University of Georgia, USA); Minju Han (Yale University, USA); George Newman (Yale University, USA); Ravi Dhar (Yale University, USA)

While prior work has identified the benefits of highlighting a product's history on valuation, this article explores a cost of heritage branding. We find that functionally enhancing a heritage-branded product may lower its value due to consumers viewing the product as deviating from its origins, which subsequently decreases its authenticity.

Preserving Essence: The Mere Packaging Effect

Tim Philipp Doering (University of Michigan, USA); Katherine Burson (University of Michigan, USA); Andrew D Gershoff (University of Texas at Austin, USA)

Despite retailer and consumer efforts, packaging still makes up the biggest proportion of US household waste. Four studies show that consumers prefer packaged goods and that unpackaged products are

perceived as less valuable. We find that consumers believe a product's essence is lost if it was removed from its packaging.

7.7 Sharing Stories: Celebrating Five Decades of ACR – 2000s - Special Session, Hanover C

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate ACR's golden anniversary with shared stories spanning the fourth decade of ACR. Participants will share their stories of ACR connection and collaboration.

Participants: **Simona Botti**, *London Business School, UK*; **June Cotte**, *Ivey Business School, Eileen Fischer*, *York University, Canada*; **Rob Kozinets**, *University of Southern California, USA*, **Mary Frances Luce**, *Duke University, USA*; **David Mick**, *University of Virginia, USA*; **Stijn van Osselaar** *Cornell University, USA*; **Carolyn Yoon**, *University of Michigan, USA*

7.8 Identity and Self-Concept Influences on Consumer Choice - Competitive Paper Session, Hanover D

I'm in Love with the Shape of Me! Product Curvature Preferences as a Coping Strategy

Tanuka Ghoshal (Baruch College, USA); Amitava Chattopadhyay (INSEAD, Singapore)

We posit that self-discrepancy with respect to one's body curvature may induce coping behavior impacting product curvature preferences. When body shape satisfaction is low (high), curvy women show a preference for angular (curved) products, a dissociation (assimilation) strategy. Body-shape specific affirmation can attenuate dissociation coping curvature preferences.

Back to the Present: How Direction of Mental Time Travel Affects Thoughts and Behaviors

Kate Christensen (University of California Los Angeles, USA); Hal Hershfield (University of California Los Angeles, USA); Sam J. Maglio (University of Toronto Scarborough)

Past research has found that people struggle to identify with the future self; they steeply discount the value of rewards, over-eating and over-spending today, while planning to reform tomorrow. This research investigates the novel proposition that traveling back to the present can help connect us to the future self.

Improving Consumer Decisions by Reducing Connectedness with the Past Self: Low Past-Self-Continuity Can Attenuate Sunk Cost Bias

Anja Schanbacher (Duke University, USA); Nazli Gurdamar Okutur (London Business

School, UK); David Faro (London Business School, UK)

Interventions reducing consumers' sense of connectedness to their past self can remedy sunk cost bias. Three studies using both mediation and moderation show that this is because consumers with low (vs. high) past-self-continuity anticipate feeling less regretful, guilty, and wasteful when abandoning a course of action after making significant investments.

Self-concept Maintenance Strategies in Consumers' Online Response to a Boycott

Olivia Stacie-Ann Bravo (Florida State University)

This study investigates self-concept maintenance strategies in consumers' social media reactions to the boycott of an international retail brand. A content analysis of consumers' public posts (N = 81) on the brand's official Facebook page indicates the use of defensiveness, self-affirming reflections, and positivity embracement as self-concept maintenance strategies.

7.9 The Power of Words: Language Effects on Judgment and Behavior - Competitive Paper Session, *Hanover E*

Just Remember: The Right Reminder that Leads to Actions

Yanfen You (New Mexico State University, USA); Xiaoyan Deng (Ohio State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA)

Across four experiments, we compare the effects of two semantically equivalent expressions ("remember" vs. "don't forget") commonly used in reminders. We demonstrate that "remember" (vs. don't forget) facilitates action, and that this effect is mediated by a promotion focus and moderated by perceived urgency.

Quantity Modifier Modifies Quality

Charles Zhang (University of California Riverside, USA)

Quantity modifiers (QMs) convey more than a quantity constraint. For targets with positive (vs. negative) valence, high QMs such as "more than" and "almost" lead to more positive (vs. negative) judgments of quality-related attributes and low QMs such as "only" and "less than" lead to less positive (vs. negative) judgments.

The Power of Speech: Consumer Movements' Discursive Strategies in Digital Mobilization

Damien Chaney (South Champagne Business School, France); Déborah Philippe (University of Lausanne, Switzerland)

The digitalization of social movements in general, and consumers' movements in particular, is changing the traditional dynamics of contestation. Studying a two-year online consumer movement to save a famous French museum from closure, we show how rhetorical strategies played a key role in the successful mobilization of actors.

When Bad News is Good

Kate Barasz (Harvard Business School, USA); Serena Hagerty (Harvard Business School, USA)

When facing a difficult decision (e.g., whether to have surgery), people may prefer worse news (“your injury is severe”) to better news (“your injury is moderate”). This is because bad news often guides subsequent actions (“you must have surgery”)—even when such actions are non-preferred—enabling difficult decisions to be preemptively avoided.

7.10 Wise and Foolish Consumer Financial Decisions - Special Session, *Hanover F* *Session Chair: Kellen Mrkva, Columbia University, USA*

A Structural Test of Mental Accounting and Consumer Fungibility from Credit Card Expenditures

Nicholas Pretnar (Carnegie Mellon University, USA); Christopher Olivola (Carnegie Mellon University, USA); Alan Montgomery (Carnegie Mellon University, USA)

We compare preferences for credit card versus debit card utilization for a variety of purchases. Using transaction-level data, we estimate that to compensate consumers for every \$1 in debt-bearing credit card usage would require over \$2 in cash subsidies. Thus, we reject the notion that consumer preferences exhibit rational fungibility.

Minimum Payments Alter Debt Repayment Strategies Across Multiple Credit Cards

Abigail Sussman (University of Chicago, USA); Samuel Hirshman (University of Chicago, USA)

Consumers repay debt sub-optimally across multiple credit cards. We find that consumers know they should focus payments on high-interest cards, but they underweight the importance of interest rates.

Minimum payments further interfere with implementation of the optimal strategy, causing participants to spread their payments across more, lower interest accounts.

Searching, Fast and Slow: How Time Preferences Influence Credit Card Search and Choice

Kellen Mrkva (Columbia University, USA); Elizabeth C Webb (Columbia University, USA); Eric J Johnson (Columbia University, USA)

Across eight studies ($N = 18,405$), we show that present-biased consumers are unwilling to engage in unpleasant search when looking for credit cards. Consequently, they terminate search quickly and choose cards that accrue higher fees. They do not prioritize teaser rates or other attributes differently; they simply search less.

An Under-Shooting Bias in Asymmetric Resource Problems

Christopher Hsee (University of Chicago, USA); Xilin Li (University of Chicago, USA); Ying Zeng (University of Chicago, USA); Alex Imas (Carnegie Mellon University, USA)

People are often faced with choices between accounts or options with more and fewer resources. We introduce a Two-Account Game to study asymmetric resource-competition problems and discover a systematic under-shooting bias. People tend to choose fewer-resource options, partly because they incorrectly assume others will choose the option with more resources.

7.11 Understanding the Effects of Time Processing: Sequencing, Temporal Dissociation,

and Temporal Landmarks - Competitive Paper Session, *Hanover G*

Achieving Immersion in the Experience: The role of Autonomy, Temporal Dissociation, and Reactance

Renaud Lunardo (Kedge Business School); Frederic Ponsignon (Kedge Business School)

Through a field study in an experiential museum and an experiment involving a zoo visit, this research shows that consumer immersion derives from autonomy and leads to greater satisfaction through the effect of temporal dissociation. Additionally, reactance moderates the relationship between autonomy and temporal dissociation.

Making Connections: The Influence of Event Sequence on the Evaluation of Extraordinary Experiences

Juan Wang (University of Guelph, Canada); Miranda Goode (Ivey Business School, Canada); June Cotte (Ivey Business School)

We focus on extraordinary experiences to understand how event sequencing may influence experience evaluation during the pre-purchase phase. With three studies, we find that sequencing events in more or less alternation influences connections consumers perceive among events and the overall evaluation.

The Effect of Start/End Temporal Landmarks on Consumers' Visual Attention and Judgments

Sheng Bi (Washington State University, USA); Andrew Perkins (Washington State University, USA); David Sprott (Washington State University, USA)

This research investigated how start vs. end temporal landmarks influence people's attentional focus and subsequent judgments. Three experiments demonstrate that by changing attentional focus through temporal landmarks, a congruity between temporal landmarks and the location of a target object increases people's preference for that target object via fluency.

The Heightening Effect of Temporal Landmarks on Regulatory Resources

Yu Yu (Sun Yet-Sen University)

The article shows that individuals have more regulatory resource when they get a fresh start. Via regulatory resources, individuals are more likely to choose unpalatable but healthy food and to believe advertisement that delivery knowledge at temporal landmarks.

7.12 Self-Conscious Emotions: Characteristics, Coping Strategies, and Consequences - Special Session, *Courtland*

Session Chairs: Yan Zhang, National University of Singapore, Singapore; Xiuping Li, National University of Singapore, Singapore

The Self-Conscious Consumer: Understanding and Mitigating Consumer Embarrassment

Kelly Herd (University of Connecticut, USA); Nilufer Z. Aydinoglu (Koc University,

Turkey); Aradhna Krishna (University of Michigan, USA)

Embarrassment is a self-conscious emotion which requires awareness, deliberation, and self-reflection in order to occur. Across three studies, we examine how cognitive resources and deliberation influence self-appraisal and resulting embarrassment, and suggest strategies for marketers to mitigate or manage consumer embarrassment.

To Show Off or To Shy Away: The Effect of Self-Conscious Emotions on Self-Checkout Usage

Leonard Lee (National University of Singapore, Singapore); Yih Hwai Lee (National University of Singapore, Singapore); Xiuping Li (National University of Singapore, Singapore); Yan Zhang (National University of Singapore, Singapore); Juin Kuan Chong (National University of Singapore, Singapore)

We explore the effects of self-image-related feelings on grocery shopping, focusing on one negative (embarrassment) and one positive emotion (pride). We found that, when buying embarrassing products, consumers coped with the embarrassment by using self-checkout (vs. human cashiers). An opposite pattern was observed when consumers purchased products that elicited pride.

The Fighter and the Caregiver: Brands that Help Individuals with Self-Esteem and Social Exclusion Threats

Aulona Ulqinaku (Leeds University Business School); GULEN SARIAL ABI (Bocconi University, Italy); Jeffrey Inman (University of Pittsburgh, USA)

Across multiple studies, we show that individuals with self-esteem threats prefer fighter brands, and individuals with social exclusion threats prefer caregiver brands. Additionally, we demonstrate that these brands help individuals engage in coping mechanisms to mitigate these threats. The findings extend the literature on branding and generate actionable managerial practice.

Attitudes Based on Feelings: Fixed or Fleeting?

Matthew D Rocklage (University of Massachusetts, USA); Andrew Luttrell (Ball State University)

Companies measure consumers' opinions to predict future judgments and behavior. However, whereas some attitudes are fixed, others are fleeting. Across six longitudinal studies and linguistic analysis of 80,000 Yelp reviews, the more an attitude was based on emotion, the longer-lasting that attitude. Moreover, consumers appear unaware of this connection.

7.13 Effects of and Preferences in Visual and Embodied Consumption - Competitive Paper Session, *Dunwoody*

Instagrammably Visual: The Impact of Social Media Logos on Aesthetically-driven Consumption

Yoonho Jin (INSEAD, Singapore); Amitava Chattopadhyay (INSEAD, Singapore)

Four studies document that exposure to social media logos activates a public mindset, thereby leading to choices of visually superior products. The effect is greater for heavy social media users and gets

dampened when the consumption context is private. The authors theorize that transferability of visual qualities drives the effects.

Paradoxical Safety Signals: Cultural Tightness Shapes Contingent Meanings of Interstitial Space in Logos

Tanvi Gupta (Indian Institute of Management Bangalore); Henrik Hagtvedt (Boston College, USA); Avinash Mulky (Indian Institute of Management Bangalore)

Six studies demonstrate that interstitial space in logos has an unfavorable influence on safety perceptions and brand preference among consumers in tight cultures, characterized by high need for structure. The effect is reversed among consumers in loose cultures, characterized by high need for autonomy.

So Cute! Consumers' Visual Engagement with Cuteness: The Moderating Effects of Perceptions of Required Care and Caregiving Goals

Oriana Rachel Aragón (Clemson University, USA)

This research challenges the conventional wisdom that the incorporation of cute beings in product messaging increases general appeal and enhances consumers' product engagement. We show how framing messages (babies are robust or fragile) interact with parenting motivations to change consumers' engagement with babies, and subsequent engagement with baby-related products.

How Employees Embody the Brand

Stephanie Kogler (University of Innsbruck, Austria)

This study investigates how a brand becomes embodied through its employees. A two-year ethnography is used to show how Hollister employees relate to their bodies in different spaces. Findings shed light on how employees' bodies are unconsciously driven by (un)obtrusive forms of control by the brand.

7.14 Waste Not! Antecedents and Consequences of Disposal Decisions - Special Session, Fairlie

Session Chair: Christine Kim, Hong Kong University of Science and Technology

Expiration Date Perception and Food Disposal Decision

Christine Kim (Hong Kong University of Science and Technology); Young Eun Huh (Korea Advanced Institute of Science and Technology)

We propose that consumers use the perceived healthiness of a food as a cue to infer its expiration date when it is absent. Hence, a mere framing of a food item as healthy increases the perception that it expires quickly and this perception influences consumers' decision to discard the food.

Stating the Obvious: How “Ugly” Labels Can Increase Purchase of Unappealing Produce and Reduce Waste

Siddhant Mookerjee (University of British Columbia, Canada); Yann Cornil (University of British Columbia, Canada); Joey Hoegg (University of British Columbia,

Canada)

Food producers and retailers throw away large amounts of food that fail to meet beauty standards. Our research demonstrates that using the word “ugly” to label unappealing produce can increase purchase. This happens because ugly labeling overcomes negative aesthetic biases, and improves seller credibility.

Symbolic Disposal

Aaron Brough (Utah State University); Mathew S. Isaac (Seattle University)

Marketers have long understood that consumption can be symbolic as well as functional. In this paper, we focus on the corollary notion that disposal can be symbolic as well as functional. Five studies examine whether disposal, when symbolically related to a goal (but not diagnostic of actual progress), affects perceived goal progress.

Rediscovering Consumer Wastefulness

Saurabh Rawal (University of Alberta, Canada); Robert Fisher (University of Alberta, Canada); Jennifer Argo (University of Alberta, Canada)

Although extant literature has extensively studied the social, ecological and economic impact of wasteful behaviors, we know little about what comprises wastefulness. We advance past theories on consumer wastefulness by arguing how indefinitely storing usable possessions, a seemingly prudent choice for the individual, is wasteful for the environment and society.

7.15 Assembling Impact: Learning From Consumer Research’s Institutional Entrepreneurs - Knowledge Forum, *Greenbriar*

Session Chairs: Samantha Cross, Iowa State University; Markus Giesler, York University, Canada

We draw on institutional theory and some of our field’s most successful institutional entrepreneurs – colleagues who have advanced their scholarship through the creation of centers, surveys, think tanks, and other innovative platforms – to explore the benefits and the costs of consumer research as a process of entrepreneurial institutional building.

Participants: Darren Dahl, University of British Columbia, Canada; Sonya Grier, American University, USA; Punam Keller, Dartmouth College, USA; Christine Moorman, Duke University, USA; Connie Pechmann, University of California Irvine, USA; Maura Scott, Florida State University; Ela Veresiu, York University, Canada; Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA; Michelle Fay Weinberger, Northwestern University - Medill, USA; Americus Reed, University of Pennsylvania, USA; Frederick Wherry, Princeton University, USA; Cinthia Saturnino, University of Connecticut, USA; Anil Isisag, University of Wisconsin - Madison, USA; Wendy de la Rosa, Stanford University, USA

7.16 The Dark Side of Automation in Marketing and Consumption - Knowledge Forum, *The Learning Center*

This roundtable will engage ACR members in a discussion of the dark side of automation in marketing

and consumer behavior. We will discuss the possible roles of technology in fostering a number of undesirable consumer outcomes, including welfare loss, rising inequality, loss of privacy, and additive behaviors.

Participants: **Alixandra Barasch**, *New York University, USA*; **Russell W. Belk**, *York University, Canada*; **Amit Bhattacharjee**, *Erasmus University Rotterdam, The Netherlands*; **Simona Botti**, *London Business School, UK*; **Aaron Brough**, *Utah State University*; **Emanuel de Bellis**, *University of St. Gallen, Switzerland*; **Markus Giesler**, *York University, Canada*; **Gita Venkataramani Johar**, *Columbia University, USA*; **Leslie John**, *Harvard Business School, USA*; **Donald Lehmann**, *Columbia University, USA*; **Gideon Nave**, *University of Pennsylvania, USA*; **Rom Schrift**, *University of Pennsylvania, USA*; **Geoffrey Tomaino**, *INSEAD, Singapore*; **Daniel Walters**, *INSEAD, France*; **Gizem Yalcin**, *Erasmus University Rotterdam, The Netherlands*; **Yonat Zwebner**, *University of Pennsylvania, USA*

The Dark Side of Automation in Marketing and Consumption

Klaus Wertenbroch (INSEAD, Singapore); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands)

Session 8

1:45 pm - 3:00 pm

8.1 LearnShop: Fields of Gold: A Primer to Web Scraping for Consumer Researchers *Grand Hall East A*

Session Chairs: **Johannes Boegershausen**, *University of British Columbia, Canada*; **Abhishek Borah**, *University of Washington, USA*; **Andrew Stephen**, *Oxford University, UK*

8.2 Extracting Behavioral Insights from Big Data: Novel AI and NLP Approaches - *Special Session, Grand Hall East B*

Session Chairs: **Ming Hsu**, *University of California Berkeley, USA*; **Zhihao Zhang**, *University of California Berkeley, USA*

Discussants: **Donna L. Hoffman**, *George Washington University, USA*; **Sudeep Bhatia**, *University of Pennsylvania, USA*; **Jeff Lee**, *New York University, USA*; **Thomas Novak**, *George Washington University, USA*

Predicting Consumer Brand Memory Across Demographic Segments

Zhihao Zhang (University of California Berkeley, USA); Ming Hsu (University of California Berkeley, USA)

We demonstrate that substantial differences in top-of-mind brand recall and accessibility exist across diverse demographic segments. Furthermore, we show that vector semantic models derived from distinct natural language text corpora (e.g. Wikipedia vs. Twitter) better align with brand memory from different segments.

Modelling Memory-Based Decision Making

Ada Aka (University of Pennsylvania, USA); Sudeep Bhatia (University of Pennsylvania, USA)

We asked participants to list all items that came to their minds in a variety of everyday choice settings. We used techniques from machine learning and data science to predict the items listed by participants, and, in six preregistered experiments, found robust context effects and semantic clustering effects.

Brand Status and Emotional Expression

Jeff Lee (American University, USA)

We find that higher status brands use lower levels of emotional expression in social media (Studies 1-2). Brands employing greater emotional expression signal reduced (1) sophistication and (2) associations with higher-status reference groups, which (3) violates emotion norms and contributes to lower perceived status (Studies 3-5).

Reifying the Possibility Space of IoT Automation Practices: A Machine Learning Approach

Thomas Novak (George Washington University, USA); Donna L. Hoffman (George Washington University, USA)

We use machine learning methods to operationalize and visualize an assemblage theory interpretation of the emergence of automation practices in the IoT. We build a concrete representation of the possibility space of automation assemblages to reveal the boundaries of territorialized automation practices, using it as a basis for interpretive analysis.

8.3 Antecedents of Trustworthiness and Disclosure Intentions - Competitive Paper Session, *Grand Hall East C*

How Chatbot Service Agents Can Alleviate the Negative Effect of Unsolved Request on Consumers' Trust Toward Companies

Shubin Lance Yu (Peking University); Ji Jill Xiong (National University of Singapore, Singapore)

Two experiments were conducted and showed that consumers' trust in a company was less negatively affected by a failed request when their service request was handled by a chatbot rather than a human service agent. This effect can be explained by the perceived problem-solving.

I Think I Can... Self-efficacy and Information Disclosure

Edward Yuhang Lai (Virginia Tech, USA); eloise coupey (Virginia Tech, USA)

Rapid growth in data-driven marketing underscores the importance of identifying factors that influence consumers' decisions to disclose information. In two contexts, behavioral targeting and online registration, and with two studies, we examine the interplay of decision difficulty and perceived self-efficacy on perceptions of trust, and intention to disclose.

The Power of Self-Effacing Brand Messages: Building Trust and Increasing Brand Attitudes

Tessa Garcia-Collart (Florida International University); Jessica Rixom (University of Nevada, Reno)

Across four studies we find that self-effacing (self-enhancing) brand messages lead to lower (higher) skepticism which then leads to increased (decreased) brand trust and ultimately higher (lower) brand attitudes, while efficacy importance moderates these effects. Further, we find that compared to self-enhancing, self-effacing brand communications lead to greater purchase behaviors.

The Slow and the Spurious: The Effect of Video Slow Motion on Consumer Persuasion and Trust

Yunlu Yin (University of Hong Kong); Wanyi Zheng (University of Hong Kong); Jayson S. Jia (University of Hong Kong)

Slow motion is commonly used in video advertising to emphasize savoring, enjoyment, and happiness. Four studies show that viewing a commercial in slow motion (vs. natural speed) can backfire by making the actor's behavior seem more intentional and affected, which consequently makes the actor and commercial less trustworthy and persuasive.

8.4 Markets and Material Arrangements - Special Session, *Grand Hall East D* *Session Chairs: Hope Schau, University of Arizona, USA; Melissa Archpru Akaka, University of Denver*

Neoliberalism: the Paradox of Agency and Responsibility in the Acquisition of Materiality

Mary Gilly (University of California Irvine, USA); Stephanie Dellande (Menlo College); Russ Nelson (Northwestern University, USA)

Responsibility has become a defining feature of the current thinking of neoliberalism. We argue that adherence to neoliberalism structures consumer agency forcing them to make tradeoffs between needs and wants to perform responsibly in the market. We focus on want and need as rhetorics that legitimate or de-legitimate purchase.

Retailscapes as Structures of Common Difference: How Materiality Shapes Global Markets and Local Communities

Hope Schau (University of Arizona, USA); Rodrigo Costa Segabinazzi (Escola Superior de Propaganda e Marketing); Melissa Archpru Akaka (University of Denver)

In global markets, curation of material artifacts in retailscapes are guided by structures of common difference (SCD). Our study reveals that SCD stabilize the connection between global markets and local communities because they provide a common global form (retailscape) through which local content (meanings, symbols and practices) can vary.

Bicycle Helmets and Biking Practices: How Shifting Market Contexts and Adjacent

Practices Shape Practice Element Misalignment

Kivalina Grove (University of Oregon, USA); Linda L Price (University of Oregon, USA)

We examine material misalignment in the practice of bicycling to understand how meaning and alignment shift for an element of that practice across different temporalities, spatialities, and practice bundles. We demonstrate that new market structures and the embedded nature of a practice can drive material misalignment for this element.

Supply Money Can't Buy: Transcendent Consumer Experiences through Living Organ Donation

Tonya Bradford (University of California Irvine, USA)

Transcendent consumer experiences are shaped by institutional logics. This research explores how emerging institutional logics inform existing logics through a qualitative study of living organ donors. This research contributes an explanation of how marketers may recognize and support opportunities for transcendent consumer experiences and the inclusion of complementary institutional logics.

8.5 Contextual Influencers of Goal Pursuit - Competitive Paper Session, *Hanover A*

Today is Just Not My Day: Bad Luck's Effect on Goal Pursuit

Cony M Ho (University of Cincinnati, USA); Daniel M Grossman (University of Cincinnati, USA); Anthony Salerno (University of Cincinnati, USA); Joshua J. Clarkson (University of Cincinnati, USA)

Six experiments demonstrate the incidental effects of luck on global goal pursuit, showing that bad luck paralyzes goal pursuit and it is due to bad luck impairs consumers' global self-efficacy and determines their effort allocation subsequently. This work offers insight into how a ubiquitous variable could temporary shutdown goal pursuit.

Goal Pursuit Recommendations and Self-Conscious Emotions: Why and When the Form of Recommendation Affects Closeness and Motivation

Lauren Grewal (Dartmouth College, USA); Peggy Liu (University of Pittsburgh, USA); Ernest Baskin (Saint Joseph's University, USA)

Eight studies show that "concurrent" goal recommendations (recommending a goal-relevant product/service to others while mentioning an intention to try it oneself) compared to "traditional" goal recommendations (recommending a goal-relevant product/service to others without mentioning a trying intention) increase interpersonal closeness and goal motivation.

Multitasking in Online Studies

Neil Brigden (University of Calgary, Canada)

Do online research participants complete studies as continuous tasks, or do they interrupt research studies with other online activities? This research examines the measurement, prevalence, impact, and solutions for online-participant multitasking, showing that multitasking can be observed unobtrusively, is common, significantly affects data quality, and is difficult to control.

The Interactive Effect Between Goal Specificity and Implemental-Deliberative Mindset on Energy-Saving

Xiaodong Nie (University of Texas at Arlington); Zhiyong Yang (University of North Carolina at Greensboro); Min Zhao (Boston College, USA)

Two laboratory experiments and one field study consistently demonstrate the match effects between a specific goal and implemental mindset and between a range goal and deliberative mindset on consumers' tendency to engage in energy-saving. A key mechanism underlying the match effects is the heightened importance of goal-relevant energy-saving information.

8.6 Whether, When and Why Self-Connections to Possessions Affect Owner Decisions in the Marketplace - Special Session, *Hanover B*

Session Chair: Antje Graul, Utah State University

Object History Value Shapes Owner Decisions in the Sharing Economy

Charis Li (University of Florida, USA); Chris Janiszewski (University of Florida, USA)

Individual owners of valuable, durable objects determine the supply and pricing in the peer-to-peer sharing economy (e.g., Airbnb). Three studies show that, object history value, a value owners assign to their possessions given the history the objects have witnessed, influence owners' willingness to share and the price they set.

Do Owners in a Consumer-to-Consumer Market Ever Prefer Renting to Less-Engaged Users?

Antje Graul (Utah State University); Aaron Brough (Utah State University); Mathew S. Isaac (Seattle University)

We find that owners in consumer-to-consumer rentals prefer users who engage with their product less (vs. more) and attribute the effect to a concern for wear-and-tear minimization in contrast to enjoyment maximization. This effect is more pronounced for attached owners who are not placated by financial risk mitigation tactics.

A Little Piece of Me: When Mortality Reminders Lead to Possession Donation

Lea Dunn (University of Washington, USA); Katherine White (University of British Columbia, Canada); Darren Dahl (University of British Columbia, Canada)

Past research demonstrates that reminders of one's own mortality can lead to materialistic and self-serving behaviors. Across five studies, we build on existing research to explore a condition under which mortality salience leads to increases in giving away one's own possessions—when the donation act is high in transcendence potential.

Identities without Products: Can Choice about Self-Linked Possessions be Attachment-Free?

Liad Weiss (University of Wisconsin - Madison, USA)

Previous research assumes that the strength of consumers' attachment to a possession always affects their decisions about it. Here we show that consumers primed with a product-independent (vs.

product-dependent) identity overlook the strength of their possession-self links; they therefore replace the use of their possessions with the use of rentals.

8.7 Sharing Stories: Celebrating Five Decades of ACR – 2010s - Special Session, Hanover C

Session Chairs: **Jennifer Escalas** (Vanderbilt University, USA); **Laura Peracchio** (University of Wisconsin - Milwaukee, USA) and **Tiffany White** (University of Illinois at Urbana-Champaign, USA)

This session will celebrate ACR's golden anniversary with shared stories spanning the fifth decade of ACR. Participants will share their stories of ACR connection and collaboration.

Participants: **Jennifer Argo, Tonya Bradford, Luca Cian, Markus Giesler, Vlad Griskevicius, Andrea Morales, Maura Scott, Carlos Torelli and Ekant Veer**

8.8 What Makes a 'Good Group': Contributors to Group Successors, and the Outcomes of Group Dynamics - Competitive Paper Session, Hanover D

Perceptions of collaborations: How many cooks seem to spoil the broth?

Sam J. Maglio (University of Toronto Scarborough)

Workers often work collaboratively, and consumers often evaluate those collaborations, prompting the question as to how many collaborators – one, two, or more – might be seen as optimal. In four studies, more complex tasks were rated as warranting more collaborators, and having the right number of ostensible collaborators improved product evaluation.

Service Failures in the Sharing Economy: Consumer Tolerance Towards Collaborative Service Quality

Jérôme Mallargé (University of Namur, Belgium); Pietro Zidda (University of Namur, Belgium); Alain Decrop (University of Namur)

Across two studies, we show that consumers are more tolerant towards service failures in a collaborative context when they had already experienced collaborative services. We also highlight that the congruence of the relationship norms adopted by the service provider and user increases the tolerance towards a service failure.

Come Sail Away With(Out) Me: When Asymmetrical Decisional Control Makes Group Experiences Unappealing

Aleksandra Kovacheva (University at Albany); Cait Lamberton (University of Pennsylvania, USA); Eugenia Wu (University of Pittsburgh, USA)

We examine how the expected distribution of decisional control in group experiences influences consumers' preference for group vs. solo activities. We demonstrate an interesting case of social loafing – consumers are less likely to engage in group experiences when they expect to have asymmetrically higher control than the rest of the group.

Social Exclusion and Sharing Goals about the Self

Melis Ceylan (Sabanci University, Turkey); Selin Atalay (Frankfurt School of Finance and Management, Germany); Ezgi Akpinar (Koc University, Turkey)

This research explores how social exclusion affects propensity to share information about the self. The authors demonstrate that socially excluded individuals, compared to their non-excluded counterparts, are more willing to disclose the self through sharing self-autobiographical information and photos of the self to restore a sense of social connection.

8.9 Negative Emotions and Decision-Making - Competitive Paper Session, *Hanover E* **Attachment Theory as the Sage Illuminating the Connection Amid Loneliness and FOMO**

Cindy B Rippé (Grenoble Ecole de Management and University of North Georgia); Brent Smith (Saint Joseph's University); Alan J. Dubinsky (Purdue University, USA); Prachi Gala (Elon University)

Lonely individuals utilize social media, counterintuitively, this exacerbates loneliness and amplifies FOMO. In this SEM-PLS study of 509 lonely consumers, insecure attachments (anxiety and avoidance) explain the relationship between loneliness (social and emotional) and FOMO. Findings suggest FOMO is a consumption-related emotion leading to consumers' retail patronage and purchase intention.

Chronic Loneliness and Consumer Responses to Interpersonal Haptic Experiences

Elena Fumagalli (Universidad Torcuato Di Tella); Jaehoon Lee (Florida International University); L. J. Shrum (HEC Paris, France)

Although marketers claim that haptic experiences help consumers regain feeling connected with others, little is known about whether chronically lonely consumers actually favor such haptic experiences. We show that chronically lonely consumers avoid haptic experiences because they lack interpersonal trust, which in turn lowers their comfort with interpersonal touch.

Keeping the Joneses from Getting Ahead in the First Place: The Influence of Envy on Gift-Giving Behavior

Julian Givi (West Virginia University); Jeff Galak (Carnegie Mellon University, USA)

We demonstrate that consumers are averse to giving gifts that are superior to their own possessions because they believe doing so would lead them to like their possessions less. As a result, they instead give gifts that are not superior to their own possessions, even when such gifts are less-preferred.

Stress Attenuates the Portion Size Effect via Suppressing Appetitive Motivation

Dovile Barauskaite (ISM University of Management and Economics); Justina Gineikiene (ISM University of Management and Economics); siegfried dewitte (Katholieke University Leuven, Belgium); Bob Fennis (University of Groningen, The Netherlands)

The aim of this research is to examine if and how the portion size effect – the tendency to consume more of bigger portioned items – is affected by the experience of stress. Across three experimental studies, we find that acutely experienced stress reduces the portion size effect via suppressing appetitive motivation.

8.10 Pro-social Consumption and Contribution: The Impact of Firm's Actions, Donor's Actions, the Nature, and the Machines - Special Session, *Hanover F*

Session Chairs: Szu-chi Huang, Stanford University, USA; Fangyuan Chen, Hong Kong Polytechnic University

Risky Business: The Risk-Reward Trade-off is Different for Nonprofit and For-Profit Firms

Rachel Gershon (University of California San Diego, USA); Cynthia Cryder (Washington University, USA); Merriah Croston (Washington University, USA)

We find that consumers penalize nonprofits that choose a risky (but high expected value) option over a certain (but low expected value) option, however, they do not similarly penalize for-profit companies that choose the same risk. This pattern occurs because risk-taking activates paternalistic attitudes toward nonprofit organizations, decreasing support.

Increasing Donor Retention with Feedback on Donation Use

Edlira Shehu (Copenhagen Business School); Michel Clement (University of Hamburg); Karen Page Winterich (Pennsylvania State University, USA); Besarta Veseli (University of Hamburg)

This research investigates the impact of retention strategies where donors are informed about their past donation use. Two field experiments reveal the effectiveness of past donation use appeals relative to best-practice appeals based on acknowledgment. Two controlled studies replicate this effect and show that it is transmitted via service value.

The Transcendent Self: The Influence of Exposure to Nature on Self-Serving Versus Pro-social Consumption

Noah Castelo (Columbia University, USA); Miranda Goode (Ivey Business School, Canada); Katherine White (University of British Columbia, Canada)

We show that exposure to nature makes people more willing to make prosocial consumption choices in ways that incur personal costs to help others. This effect is mediated by self-transcendence—a sense of being connected to something greater than oneself. Field and lab studies demonstrate the effect and one boundary condition.

When Robots Come to Our Rescue: Why Professional Service Robots Aren't Inspiring and Can Demotivate Consumers' Pro-social Behaviors

Szu-chi Huang (Stanford University, USA); Fangyuan Chen (Hong Kong Polytechnic University)

Six studies demonstrate that consumers feel less inspired when reading about a robot carrying out a disaster relief act than reading about a human carrying out the same act because robots are perceived to lack autonomy. The low feeling of inspiration can affect consumers' subsequent contribution in unrelated prosocial domains.

8.11 Becoming Wiser About Consumer Information Processing - Competitive Paper Session, *Hanover G*

Can Downward Counterfactual Thinking Increase Consumers' Goal Persistence?

Christina I. Anthony (University of Sydney, Australia); Elizabeth Cowley (University of Sydney, Australia)

Previous research suggests that downward counterfactuals are demotivating. We show that for promotion-oriented consumers, downward counterfactuals trigger positive affect which enhances goal persistence through a signal of goal commitment. In contrast, prevention-oriented consumers gain both content-specific and negative affective benefits from upward counterfactuals via a signal of insufficient goal progress.

Motivated Knowledge Acquisition: The Influence of Implicit-Theories on Consumer Preference for Experiential Breadth and Depth

Joshua J. Clarkson (University of Cincinnati, USA); Ashley Otto (Baylor University)

Although expertise is often characterized as a function of knowledge quantity, not all knowledge is equal; indeed, there exists different types of knowledge (breadth vs. depth) with distinct benefits.

Through the lens of implicit self-theories, this research details the underlying motivations that shift consumers' preference for knowledge breadth or depth.

Valence Framed in Percentages – When the Rich Gets Richer

Anh Dang (Northern Kentucky University); Yuping Liu-Thompkins (Old Dominion University)

This paper examines the moderating effect of numeric framing on the relative role of review valence and volume in consumer decision making. We show that an absolute number format induces holistic processing and accentuates review volume, whereas percentage format triggers piecemeal processing and decreases the importance of volume.

You Only Get One Shot: How Content Ephemerality Affects Information Processing and Viewing Behavior

Uri Barnea (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA); Gideon Nave (University of Pennsylvania, USA)

Various media outlets limit the number of times users can view content (e.g., Snapchat, Instagram). In a series of studies (N = 3,521) we find that such ephemerality drives heightened attention, better recall, increased focus on important information, and longer viewing time of content, as well as ads preceding it.

8.12 Ads, Advocates, and Allies in Navigating the Road from Marginalization to Legitimation - Special Session, *Courtland*

The Ally Effect: The Role of Implicit and Explicit Cues in Advertising Towards

Marginalized Groups

Abigail Jean Nappier Cherup (University of Nebraska-Lincoln); Meike Eilert (University of Kentucky, USA)

Within consumer research, little is known about the attitudes of allies, or consumers who hold favorable attitudes towards a marginalized out-group. In two studies, we find that allies prefer explicit marginalized group signals over implicit, leading to higher evaluations of the ad and company, if the company support seems authentic.

Sincere, Not Sinful: The Unique Role of Brand Personality in Shaping Liberals' and Conservatives' Views of LGBTQ Ads

Steven Shepherd (Oklahoma State University, USA); Tanya Chartrand (Duke University, USA); Gavan Fitzsimons (Duke University, USA)

Conservatives (vs. liberals) see ads with LGBTQ content as lower on brand sincerity, uniquely predicting more negative ad attitudes. This effect particularly emerges for sincere brands, but disappears for exciting brands, due to differing perceptions of actor-brand fit. Archival analysis shows that sincere brands depict the LGBTQ community more favorably.

When Consensus Is Lost: Mobilizing Capital to Establish Consumer Legitimacy

Sunaina Velagaleti (Ignite360); Amber Epp (University of Wisconsin - Madison, USA)

When cultural categories are called into question (e.g., what is masculine or feminine?), social consensus around evaluating legitimacies is lost. Depth interviews with 30 same-sex couples and ethnographic observation in the wedding context reveals how consumers mobilize capital in efforts to manage a lack of consensus in the marketplace.

Effective Advertising to the LGBTQ Communities: An Exploratory Study

Erica Ciszek (University of Texas at Austin, USA); Kate Pounders (University of Texas at Austin, USA)

This research examines advertising professionals' perceptions of best practices for advertising to the LGBTQ market. 33 in-depth interviews were conducted with LGBTQ advertising and communication professionals. Textual analysis suggests the importance of inclusive authentic advertising, which is encompassed by nuanced representation, intentional visibility efforts, and universal messaging.

8.13 Decisions Under Risk: Loss aversion, Conflict, and Decision-Making for Others - Competitive Paper Session, *Dunwoody*

Decision Making for Others Involving Risk: A Review and Meta-Analysis

Evan Polman (University of Wisconsin - Madison, USA); Kaiyang Wu (University of Wisconsin - Madison, USA)

Researchers across the social sciences have asked: Are choices for others riskier than choices people make for themselves? In a meta-analysis of 112 effects from 62 papers (totaling 12,964 observations), we found a significant effect size ($d = 0.100$) in favor of a risky shift when people choose for others.

Decisions to Reject Lead to Loss-Insensitivity

Alexander DePaoli (Northeastern University, USA)

The current research argues that in decisions requiring tradeoffs between losses on some attribute and gains on another, greater experienced loss aversion can lead to riskier choices and general loss-insensitivity when the decision is framed as a choice to reject rather than a choice to accept.

Harnessing dynamic measures of conflict to investigate decisions under risk

Paul Edgar Stillman (Yale University, USA); Ian Krajbich (Ohio State University, USA); Melissa Ferguson (Cornell University, USA)

Although conflict plays an integral role in both the subjective experience and theoretical understanding of decisions under risk, conflict itself is rarely studied directly. We show that measuring mouse-trajectories allows a sensitive measure of decision conflict, and that by harnessing that conflict, researchers can gain insight into the decision process.

The Upside of Myopic Loss Aversion

Daniel Wall (Carnegie Mellon University, USA); Gretchen Chapman (Carnegie Mellon University, USA)

In prior work, broad brackets led to higher expected value investments than narrow brackets. Using a more realistic environment which necessitated a different normative standard, we find that narrow brackets lead to better decisions due to a better understanding of the risk structure. Thus, broad brackets are not always better.

8.14 Leveraging New Technologies in Marketing: Its Limitations and Opportunities -

Special Session, *Fairlie*

Session Chair: Shwetha Mariadassou, Stanford University, USA

Augmented Reality Dissected: Decoupling the Visual and Interactive Elements of AR in Encouraging Consumers to Read Food Reviews

Jen H. Park (Stanford University, USA); Szu-chi Huang (Stanford University, USA)

Augmented Reality technology overlays information onto physical objects in real-time and provides an interactive experience. Through manipulating these two critical elements of AR—rich visual and interactivity—we explore how these dimensions affect consumers' desire to read food reviews, as well as the type of food information they access.

When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers' Desire for Stimulation

Youjung Jun (Columbia University, USA); Jaeyeon Chung (Rice University, USA); Gita Venkataramani Johar (Columbia University, USA)

Studying the downside of Virtual Reality (VR) experiences, we find that providing stimulation in VR

decreases highly sensation-seeking consumers' subsequent preference for similar, stimulating consumption activities and advertisements in physical reality. The effect is mitigated when experiences in virtual and physical reality satisfy dissimilar (vs. similar) consumer needs.

Recommendation Modality Affects Choice: Auditory Recommendations are Followed More Than Visual

Shwetha Mariadassou (Stanford University, USA); Christopher Bechler (Stanford University, USA); Jonathan Levav (Stanford University, USA)

Consumers are more likely to follow recommendations that they hear (auditory) rather than recommendations that they read (visual). This effect persists regardless of whether the auditory recommendation is spoken by an automated voice or a human voice and illustrates the potential for voice assistants in the consumer space.

Should I Give Siri my Credit Card? How Mode of Interaction Affects Willingness to Share Personal Information with Machines

Juliana Schroeder (University of California Berkeley, USA); Matthew Schroeder (Facebook)

How do people decide whether to share their personal information with machines? Three field experiments (N=819) indicate that when users talk with machines, they report being more willing to share information than when they type to machines, suggesting that expression-modality may influence sharing behavior. We discuss implications for cybersecurity.

8.15 How Income Affects Donations, Savings, and Spending Behavior - Competitive Paper Session, *Greenbriar*

Basic Basic Needs: The (Biased) Belief that Low-Income Consumers Need Less

Serena Hagerty (Harvard Business School, USA); Kate Barasz (Harvard Business School, USA)

In this research we demonstrate that lower income individuals are perceived as having fewer (and more basic) needs. As a consequence, lower income consumers are judged more negatively after making the same purchase decisions as higher income consumers, because they are perceived as needing the items less.

Income Inequality and Consumer Preference for Private Labels versus National Brands

Didem Kurt (Boston University, USA); Francesca Gino (Harvard Business School, USA)

We find that Americans living in places with high versus low income inequality hold less favorable attitudes toward private label items, exhibit greater search interest for branded grocery products and

less search interest for a commonly available private label, and include fewer private label items in their shopping baskets.

Looking Up or Down on the Social Ladder: How Socioeconomic Comparison Influences Self and Other Attributions of Prosocial Behavior

Rafael Demczuk (Federal University of Paraná); Danielle Mantovani (Federal University of Paraná); Daniel Fernandes (Catholic University of Portugal)

We show that lower-class individuals expect that others in a wealthier position should donate more money, while higher-class individuals don't assign higher monetary donations to themselves. This interaction is driven by attribution responsibility and moderated by meritocracy beliefs. Lower-class individuals attribute donations to others especially when they disbelieve in meritocracy.

Social Capital and Financial Inclusion: Evidence from a Randomized Field Experiment

Jorge Rodrigues JACOB (Brazilian School of Public and Business Administration, Brazil)

We investigate if social capital impacts savings behavior and account activity of low-income individuals in Senegal. We conduct a randomized field experiment with 2,056 clients of a bank whereby clients receive text messages to stimulate their savings behavior. The social capital treatment has stimulating effects on female clients' savings.

8.16 Models of Behavioral Decision Making - Knowledge Forum, *The Learning Center* **Session Chairs: Oleg Urminsky, University of Chicago, USA; Jennifer Trueblood, Vanderbilt University, USA**

As the field of consumer behavior has developed, researchers seem to use models less. In contrast, modeling is central to behavioral fields such as experimental economics and cognitive psychology. We will discuss when models are useful, different modeling approaches across disciplines, and best practices for incorporating models in behavioral papers.

Participants: Geoffrey Fisher, Cornell University, USA; Ming Hsu, University of California Berkeley, USA; Uma Karmarkar, University of California San Diego, USA; Ran Kivetz, Columbia University, USA; Ian Krajbich, Ohio State University, USA; Selin A. Malkoc, Ohio State University, USA; Robert Meyer, University of Pennsylvania, USA; Oded Netzer, Columbia University, USA; Christopher Olivola, Carnegie Mellon University, USA; Yesim Orhun, University of Michigan, USA; Nicholas Reinholtz, University of Colorado, USA; Dan Schley, Erasmus University Rotterdam, The Netherlands; Rom Schrift, University of Pennsylvania, USA; Stephen Spiller, University of California Los Angeles, USA; Abigail Sussman, University of Chicago, USA

Break

3:00 pm – 3:15 pm Centennial Foyer

Session 9

3:15 pm - 4:30 pm

9.1 LearnShop: Meta Analysis Small and Large

Grand Hall East A

Session Chairs: Blakely McShane, Carleton University, Canada; Ulf Bockenholt, Northwestern University, USA

9.2 Promise and Perils for Agency in Technology Augmentation - Special Session, Grand Hall East B

Session Chairs: Ashok Kumar Kaliyamurthy, University of Arizona, USA; Hope Schau, University of Arizona, USA

The Double-Edged Sword of Online Collective Deal Creation

Hope Schau (University of Arizona, USA); Colin Campbell (University of San Diego, USA)

We demonstrate how consumers use technology to aggregate marketing promotions and collaboratively construct deals in an online collective. We show how participation in the deal collective shapes consumers shopping practices. Interestingly, we show how the collective governs responsible use of the aggregate collective resources.

Managing for Me, Myself, and AI: Why Mythology Hurts AI Investments

Simona Botti (London Business School, UK); Markus Giesler (York University, Canada); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands); Rebecca Walker Reczek (Ohio State University, USA)

We examine how AI dystopias influence the marketing success of consumer AI and offer new strategies managers can use to protect their consumer AI investment. We review key AI dystopias (and solutions myths) in circulation and the mythological traditions scaffold from. We offer strategies managers can use to counteract them.

Quantification, Algorithms and Agency

Ashok Kumar Kaliyamurthy (University of Arizona, USA); Ignacio Luri (University of Arizona, USA); Hope Schau (University of Arizona, USA)

In the context of consumer-self tracking devices (like wearables) and apps, we investigate how the kinds of metrics highlighted, the specific messages in the algorithmic nudges and the algorithmically mediated form of social sharing of data shape consumer practices. We show how agency is an outcome of consumer-device negotiations.

Benevolent Surveillance? Enhancing Efficiency and Employee Safety with AI

Sarah Lord ferguson (Simon Fraser University, Canada); Emily Lord Treen (Simon Fraser University, Canada); Leyland Lord Pitt (Simon Fraser University, Canada); Jan Kietzmann (University of Victoria)

We study technology designed to enhance workplace efficiency and safety. We find that AI initially enhances health and safety. Over time employee morale decreases as they perceive their professional

agency eroding. Employees utilizing industrial AI devices and apps experienced less morale decline than those where workplace AI co-opted consumer AI.

9.3 What Makes for Effective WOM Marketing? - Competitive Paper Session, *Grand Hall East C*

Customer Referral Programs: How Demographic Similarity, Risk Profile of the Product, and Referral Channels Influence Referral Success

Andreas Michael Musiol (Friedrich-Alexander-University); Martina Steul-Fischer (Friedrich-Alexander-University); Christian Pescher (Friedrich-Alexander-University)
Using firm data, we find that the association between referral success and demographic similarity of referrer-referral dyads depends on the risk profile of the product. We also find that referrals made through personal channels (e.g., telephone) exhibit more conversions than those made through impersonal channels (e.g. the firm's website).

Playing with Tensions: How Bloggers Sustain Consumers' Engagement for Commercial Purposes

Yuxin Bai (Lancaster University, UK); Xin Zhao (Lancaster University, UK); Hayley Cocker (Lancaster University, UK)

Existing theories about the tensions on word-of-mouth marketing tend to be negative, with prior consumer research highlight how to ease, conceal, or mispresent the tensions. Our research shows that the tensions are important for the blogger's popularity and consumers' digital engagement on dominant Chinese social media platform WeChat.

The Power of the body in Social Media: Analyzing Digital Fitness Influencers as Product Endorsers

Marianny Jessica de Brito Silva (Federal University of Pernambuco - Brazil); SALOMÃO ALENCAR DE FARIAS (Federal University of Pernambuco - Brazil); Michelle Kovacs Grigg (Breda University of Applied Sciences - Netherlands); Maria de Lourdes de Azevedo Barbosa (Federal University of Pernambuco - Brazil)

Is there a standardized path for the digital fitness influencers to endorse products/brands in their online profiles? Our findings provide support for the definition of posting patterns that increase the effectiveness of online endorsement, enabling a framework on how to successively promote brands on social media using social influencers.

When and Why Communicator Positivity Affects Online Followership: The Diverging Effects of Likeability Versus Credibility

Edith Shalev (Interdisciplinary Center (IDC), Israel); Meyrav Shoham (Tel Aviv University); Ellie Kyung (Dartmouth College, USA); Coby Morvinski (Ben Gurion University, Israel)

Consumers often post positive word-of-mouth to enhance their image and attract followers. We examine the effectiveness of this approach and find that communicator positivity increases liking,

while communicator neutrality enhances credibility. The relative importance of likability vs. credibility affects consumers' decisions to follow positive and neutral communicators online.

9.4 Understanding Co-creation: Re-examining Value and Experience in Consumer Research - Special Session, *Grand Hall East D*

Session Chairs: Matthew Godfrey, University of Arizona, USA; Nathan B. Warren, University of Oregon, USA

Co-creating Neighborhood Brands

Meredith Rhoads Thomas (Florida State University); Alex Mitchell (California State Polytechnic University, Pomona)

This study explores how neighborhood brands are co-created over time through the use of mythic storytelling by a diverse array of stakeholders. Our findings illustrate how these cultural brands are co-created as marketers gradually transfer control of the brand to consumers, and how physical space influences mythic storytelling.

Trickster Consumers: Consumed by Passion

Nathan B. Warren (University of Oregon, USA); Linda L Price (University of Oregon, USA)

Using the lens of the mythological trickster, we examine how marketplace conventions are disrupted, altered, and replaced when individualistic passions displace interests in work, society, and material welfare. Trickster consumers shamelessly reimagine and redefine market “dirt,” causing marketplace disruptions. Market actors respond, leading to cycles of co-creative market realignment.

Value in Heterogeneity: How Servicescape Experiences Emerge From Divergent Consumption Practices

Matthew Godfrey (University of Arizona, USA); Melanie Wallendorf (University of Arizona, USA)

We develop a spatial theory of value co-creation through an ethnographic study of consumption practices that overlap in time and space. Results show that, depending on the alignment of shared material and cultural resources, practice heterogeneity can generate both serendipitous complementarities and unpredictable conflicts in consumer servicescape experiences.

Understanding Co-Creation Through a Playbour Lens

Annetta Grant (Bucknell University); Peter A. Dacin (Queens University, Canada)

We examine consumer-firm relationships in an online co-creation platform through the lens of “playbour”. Through this lens, we draw into question the dichotomous relationship between play and labour, suggesting that the two can co-exist in a way that makes co-creation relationships beneficial to both consumers and firms.

9.5 Waste Not, Want Not. Exploring Disposal, Food Waste, and Product Ownership - Competitive Paper Session, *Hanover A*

Disorder and Downsizing

Gretchen Wilroy (Pennsylvania State University, USA); Margaret Meloy (Pennsylvania State University, USA); Lisa Bolton (Pennsylvania State University, USA)

We explore how disorder and decision strategy (selecting vs rejecting) affect downsizing in a field study and four experiments. In contrast to consumer lay beliefs that the best approach is to reject items from a tidy environment, we find that downsizing is facilitated when selecting items from a messy environment.

Let Us Give Thanks: How Gratitude and Message Framing Can Reduce Food Waste

Joya Kemper (University of Auckland, New Zealand); Gavin Northey (University of Auckland, New Zealand); Felix Septianto (University of Auckland, New Zealand); Patrick van Esch (Western Sydney University); Michael Barbera (Barbera Solutions); Vicki Andonopoulos (University of New South Wales)

This research tests a theoretical model in which an emotional appeal (gratitude 'for having' vs. 'not having') is shown to increase consumers' awareness of food waste issues (consumer intentions, participation, and choice to receive information related to food waste issues.), depending on the associated congruent message framing (gain vs. loss).

Neither Wasted nor Wanted: Theorising the Failure to Dispossess Objects of Ambiguous Value

Katherine Casey (University of Limerick, Ireland); Maria Lichrou (University of Limerick, Ireland); Lisa O'Malley (University of Limerick, Ireland); Colin Fitzpatrick (University of Limerick, Ireland)

What happens to things when they are neither wasted nor wanted? When their meaning is at best ambiguous? This invisible product category is stored, sometimes indefinitely, embedded in the cultural values of cleanliness, frugality and altruism. This vast but untapped resource urgently needs to be brought back to the market.

Food Waste as the Consequence of Competing Motivations, Insufficient Abilities and Lacking Opportunities

Lisanne van Geffen (Wageningen University, The Netherlands); Erica van Herpen (Wageningen University, The Netherlands); Siet Sijtsema (Wageningen University, The Netherlands); Hans van Trijp (Wageningen University, The Netherlands)

Results of twenty-four focus groups performed in four European countries, show that household food waste is the unintended result of balancing between multiple competing goals, and that consumers' abilities and opportunities influence the ease with which consumers can act upon their hedonic and gain goals, and simultaneously avoid food waste.

9.6 Post-Colonial Theory: Consumer Empowerment through Marketplace

Decolonization - Special Session, *Hanover B*

Session Chairs: Michal Carrington, University of Melbourne, Australia; Ai Ming Chow,

University of Melbourne, Australia; Julie L. Ozanne, University of Melbourne, Australia

Racialized Brands: A By-Product of Cultural Branding

Ela Veresiu (York University, Canada)

Cultural branding researchers have yet to critically interrogate how racialized brands persist despite minority-group consumer activist calls for change. Building on justification theory and a multi-actor ethnography of Knorr Gypsy Sauce in Germany reveals that exoticized brand markers are maintained through a depoliticizing process, which I term myth market justification.

Colonial Advertising, Desubjectification, and Epidermalization of Servitude in India

Rohit Varman (Indian Institute of Management Calcutta)

In an historical analysis of advertising in colonial India, I offer insights into how commercial representations were steeped in the violence of colonization. Drawing upon Frantz Fanon, I attend to the under-theorized question of how colonial advertising desubjectified the colonized and fostered a racial-epidermal schema that furthered conditions of servitude.

I am the Old and the New: The Place of Aboriginal Art in the Australian Art World, 1973-2018

Ruth Rentschler (University of South Australia); Russell W. Belk (York University, Canada)

By studying visual representations of Aboriginal and Torres Strait Islander art in Australia Council for the Arts annual reports, we detect a growing recognition of the importance of this art and Aboriginal people to Australian culture, but a shrinking degree of financial support. We conclude that despite recognition, exploitation continues.

The Indigenous Art Market: A Site of Cultural Production or Cultural Assimilation?

Ai Ming Chow (University of Melbourne, Australia); Michal Carrington (University of Melbourne, Australia); Julie L. Ozanne (University of Melbourne, Australia)

Viewing the Australian Indigenous art market as a fugitive space opens possibilities for Indigenous artists and intermediaries to reassert their cultures and knowledge systems. Drawing on decolonization theory and multi-method data, we find that despite persisting cultural tensions, the market can empower the cultural production and resurgence of Indigenous people.

9.7 Downsides of Distrust in Communication, Branding, and Politics - Competitive Paper Session, *Hanover C*

A Systematic Review of Brand Transgression and Service Failure-Recovery: Integration and Future Directions

Mansur Khamitov (Nanyang Technological University, Singapore); Yany Grégoire (HEC Montreal, Canada); Anshu Suri (HEC Montreal, Canada)

Research on brand transgressions and service failure-recovery appear to study a similar phenomenon, yet both streams developed surprisingly independently and with limited reference to each other.

Accordingly, we synthesize the growing brand transgression and service failure-recovery literatures by systematically reviewing 189 articles across 21 years using an integrative conceptual framework.

Distrust Reduces Attitudinal Ambivalence through Reconciliatory Elaboration

Sophie Chaxel (Virginia Tech, USA); Yegyu Han (Virginia Tech, USA); DaHee Han (McGill University, Canada); Jay Russo (Cornell University, USA)

Distrust prompts consumers to activate inconsistent cognitions. The resulting dissonance prompts an effortful reconciliation process that reduces attitudinal ambivalence. The first two studies demonstrate the effect of distrust on attitudinal ambivalence. The last study replicates the main findings in the more externally valid setting of distrust of a media source.

Presenter's Paradox?: Downstream Consequences of Non-truthful Communication

Christine Kang (California State University Long Beach, USA); David Brian Wooten (University of Michigan, USA)

We conduct a series of studies investigating drivers and consequences of deceptive and evasive communications in contexts where communication missteps have direct, economic consequences for individual communicators. We find a mismatch between the responses that waitpersons favor and those their customers reward. We also find moderators of this "presenter's paradox."

Tickets, Tweets, and Terror: Understanding Consumer Reactions to High-Profile Event Organization in a Climate of Heightened Insecurity

Ateeq Abdul Rauf (Information Technology University); Ahmad Bilal Aslam (Information Technology University)

How do consumers cope in an environment of perceived risk? We address this by drawing on a dataset of 20,000 tweets, ethnography, and 15 pre- and post-match interviews in Pakistan. We find that expressions of (mis-)trust in higher authorities, ignoring situation seriousness, and furthering personal agendas help navigate panic-stricken moments.

9.8 Living in a Socially Connected World: The Impact of Others' Face-to-Face and Virtual Presence on Consumer Behavior - Special Session, *Hanover D*

Session Chairs: Yanping Tu, University of Florida, USA; Szu-chi Huang, Stanford University, USA

When Water Turns into Soda: The Curvilinear Effect of Crowdedness on Consumer Misbehavior

Eunyoung Camilla Song (University of Florida, USA); Yanping Tu (University of Florida, USA); Szu-chi Huang (Stanford University, USA)

We show that consumers are more likely to misbehave (e.g., steal soda) when the level of crowdedness increases from low to moderate, yet less likely to do so when the level of crowdedness increases from moderate to high. We propose that a shift of crowd construal underlies this effect.

Graded and Context-Dependent Technology Associations: Why Using a Smartphone

Can Signal Both More and Less Social Connection

Ann Schlosser (University of Washington, USA); Rebecca Hamilton (Georgetown University, USA)

Despite similar actual affordances, technologies, such as smartphones and laptops, can have different perceived affordances, and thus, differentially influence perceptions of how socially connected the technology user is. Moreover, we show that these perceptions depend on the user's degree of interaction with the technology and the social context.

Feeling Bad for the Brand: Encouraging Positive Consumer Reactions to Unfair Negative Reviews through Empathetic Responding

Thomas Allard (Nanyang Technological University, Singapore); Lea Dunn (University of Washington, USA); Katherine White (University of British Columbia, Canada)

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

The Impact of Feedback on Recommendations: What Happens When Others Dislike the Recommendation

Virginia Weber (Deakin University); Jennifer Argo (University of Alberta, Canada); Spencer Moore (University of South Carolina, USA)

The current research examines what happens when a consumer recommends an experience to another person and receives positive versus negative feedback on this recommendation. In particular, we find that when consumers make other-focused recommendations, negative feedback is threatening, causing them to decrease their subsequent word of mouth for that experience.

9.9 The Shopping Process: Modelling Purchase Prediction, Product Search Behavior, and Influencers on Individual and Joint Shopping Decisions - Competitive Paper Session, *Hanover E*

Between Click and Purchase: Predicting Purchase Decisions Using Clickstream Data

Boshuo Guo (University of Leeds, UK); Catarina Sismeiro (Imperial College London)

We develop innovative approaches of using customers' online navigation-path data to predict purchases. We describe customers' navigation paths as sequence of browsing behaviours. We predict viewing behaviours and use this predicted viewing behaviour to predict purchases. Our approach improves the prediction accuracy compared to existing modelling alternatives.

Consumer Engagement after Moral Transgressions

Bingyan Hu (University of Iowa, USA); Alice Wang (University of Iowa, USA); Jinfeng Jiao (SUNY Binghamton, USA)

We identify a strategy consumers adopt to cope with their own moral transgressions—engaging in a subsequent purchasing process to distract themselves. Four studies suggest that, after committing moral transgressions, highly self-conscious consumers engage more intensively in the purchasing process to distract themselves from the negative outcomes of moral transgressions.

Threshold Escalation in Product Lineups

Sang Kyu Park (University of Florida, USA); Aner Sela (University of Florida, USA)
Consumers often search for a previously-encountered product among many lookalikes. We find that in such “product lineups,” as consumers screen through more and more lookalikes in their quest to find the target product, they become increasingly conservative but – ironically – more likely to misidentify the target when it is finally encountered.

We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Married Couples’ Joint Goal Pursuits

Hristina Nikolova (Boston College, USA); Gergana Nenkov (Boston College, USA)
This research demonstrates that after making successful progress on a joint goal married partners who have less relationship power are less likely to make goal-inconsistent individual choices, because they demonstrate greater concern with the impact of their individual decisions on the joint goal.

9.10 Beliefs About the Future: Anticipating the Quality, Controllability, and Duration of Future Experiences - Special Session, *Hanover F*

Session Chair: Kristin N Donnelly, University of California Berkeley, USA

Consumers Believe They Will Have More Control Over the Future than They Did Over the Past

Elanor Williams (Indiana University, USA); Robyn LeBoeuf (Washington University, USA)
Why don’t people learn from past mistakes? We find that people believe future outcomes, good and bad, will be more controllable than identical past outcomes were. This asymmetry may arise because people perceive the future as open and the past as fixed, regardless of how controllable they truly were/are.

Does Choice Produce an Illusion of Control?

Joowon Klusowski (University of Pennsylvania, USA); Deborah Small (University of Pennsylvania, USA); Joseph P. Simmons (University of Pennsylvania, USA)
An influential literature suggests that choice induces an illusion of control. For example, research suggests that people are more optimistic about their chances of winning a lottery when they choose the tickets themselves. We repeatedly find no evidence for this. Choice increases perceived control only when it increases actual control.

When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction

Gabriela Tonietto (Rutgers University, USA)
The author proposes that scheduling can reduce dissatisfaction when an experience goes badly. Six studies demonstrate that consumers expect to be more satisfied with scheduled (vs. impromptu) experiences, and this higher anchor leads to greater satisfaction and positive word of mouth when something goes poorly within an experience.

Time periods feel longer when they span more boundaries

Kristin N Donnelly (University of California Berkeley, USA); Ellen Evers (University of California Berkeley, USA)

We demonstrate that time periods of equal duration don't always feel equivalent. Periods are judged to feel longer when they cross more hour boundaries (e.g., 1:30 – 3:00 feels longer than 2:00 – 3:30).

This affects consumer behavior; for example, consumers demand more compensation for delays that cross (vs. don't cross) boundaries.

9.11 How the Politicization of Brands and Products Influence Consumption Decisions - Competitive Paper Session, *Hanover G*

MAGA Hats and HOPE Shirts: Small Donor Purchase Activism in Competitive Political Races

Gustavo Schneider (University of South Carolina, USA); Jennifer Savary (University of Arizona, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA); Ted Matherly (Tulane University, USA)

Small donor contributions to political campaigns are not well understood. We find that supporters of the underdog (vs. favorite) candidate are more likely express their support by purchasing campaign merchandise than by making monetary donations. We investigate this phenomenon in the context of several U.S. elections between 2008-2018.

Counter-Democracy and Conflict Market Culture: How the Market Performs Political Polarization in Consumer Culture

Sofia Ulver (Lund University, Sweden)

The social landscape in western democracies is increasingly depicted as politically polarized. In this conceptual paper an alternative interpretation of the contemporary market is discussed; that of conflict as business model. Theoretically this builds primarily on Rosanvallon's (2012) notion of counter-democracy and the concept of conflict market culture is introduced.

Make My Brand Great Again: Exploring the Wisdom of Political Brand Personality

Kirk Damon Aiken (California State University Chico); Katie Mercurio (University of Oregon, USA); Ajay Sukhdial (Oklahoma State University, USA); Kyaw Soe (California State University, Chico)

This work reports on three studies designed to identify and delineate political brand personality (PBP) traits, assess and apply foundational PBP traits to firms, and empirically investigate how PBP influences consumer decision-making. Results show that people do ascribe distinct political traits to brands and that consumer behavior is significantly impacted.

Ruling Through the Body: The Evolution of Male Grooming in China

xiaoxi ding (Lancaster University, UK); Chihling Liu (Lancaster University, UK); Xin Zhao (Lancaster University, UK)

We examine the interplay between male grooming and portrayals of masculinity in the Chinese media since the year 1949. Our findings show the male body is politicized to shape gender identity over time.

9.12 The Power of Product Packaging: Changing Perceptions and Living A Healthier Life - Special Session, *Courtland*

Session Chairs: Sheng Bi, Washington State University, USA; Maureen Morrin, Temple University, USA

The Unbearable Heaviness of Information: More Product Information = Higher Product Weight

Sheng Bi (Washington State University, USA); Kunter Gunasti (Washington State University, USA)

This research demonstrates that consumers perceive a product as heavier when more information is provided on product packages or promotional messages. This effect is driven by people's lay theory that "information has actual weight and more information has more weight" and it further alters consumers' quality inferences and willingness-to-pay.

Using Visual Packaging Design to Influence Taste Perception and Food Consumption: A Cross-Modal Effect Approach

Taku Togawa (Chiba University of Commerce); Jaewoo Park (Musashi University); Hiroaki Ishii (Seikei University); Xiaoyan Deng (Ohio State University, USA)

The current study found that product imagery placed at the bottom (vs. top) of a package façade enhanced consumers' expectations and perceptions of flavor richness. Moreover, this cross-modal correspondence between vision and taste decelerated their food consumption and led them to choose a healthy snack after consumption.

The Effect of Packaging Typeface on Product Perception and Evaluation

Xiaoyan Deng (Ohio State University, USA); Alysha Fligner (Husky Energy, USA)

Three studies show that consumers can reliably identify semantic qualities associated with a particular style of typeface used on product packaging and the inferred connotations can carry over to their product perception and evaluation. Moreover, these effects are moderated by the product's intrinsic or extrinsic cue and consumers' processing style.

Is Matte the New Black? The Impact of Learned Associations on Perceptions of Food Healthfulness

Ning Ye (Temple University, USA); Maureen Morrin (Temple University, USA); Kristina Kampfer (Kanter Added Value)

We demonstrate that consumers have learned over time to associate glossy packaging with unhealthy snack foods, and matte packaging with healthy snack foods (in studies 1 to 4), with important downstream consequences for consumption and choice behavior (in studies 5 and 6).

9.13 Adopting New Technologies and Updates in Services and Products - Competitive

Man versus AI: Resisting technology in symbolic consumption

Kiwan Park (Seoul National University, USA); Yaeri Kim (Seoul National University, USA)

In this research, we seek to answer the fundamental question of when and why people are reluctant to accept Artificial Agent (AA) recommendations. We found that consumers were reluctant to accept a recommendation from an AA when the recommended product or service was based in a uniquely human area.

The Influence of Update Frequency on Consumer Judgment and Choice

Shweta Desiraju (University of Chicago, USA); Oleg Urminsky (University of Chicago, USA)

Consumers infer that products undergoing more frequent updates are higher quality than those undergoing less frequent updates, all else equal. Additionally, individuals are more sensitive to having more frequent updates when all options are updated less than a standard than when options are updated more than a standard.

When Technology Backfires and when it Succeeds: Positive and Negative Effects of Eco-efficient Automation on Consumers' Choices

Michael Puntiroli (University of Neuchâtel); Valéry Bezençon (University of Neuchâtel); Giovanni Pino (University of Chieti-Pescara (Italy)); Linda Lemarié (Audencia Business School)

This research shows that emphasis on eco-efficient automated features can alter consumer's product perception, leading to responsible product choices when a prosocial focus is adopted or leading to indulgent choices when responsibility is abdicated. Feeling related to others, however, can limit the tendency to indulge in consumption.

Who Will Upgrade to the Next Smartphone? An Integrative Deep Learning Model to Predict Upgrade Behavior of a Longitudinal Consumer Panel

Vinicius Andrade Brei (Federal University of Rio Grande do Sul (UFRGS)); Leonardo Nicolao (Federal University of Rio Grande do Sul (UFRGS)); Maria Alice Pasdiora (Federal University of Rio Grande do Sul (UFRGS)); Rodolfo Coral Azambuja (Federal University of Rio Grande do Sul (UFRGS), Brazil)

Consumers are often faced with decisions to upgrade their current products. Through a deep learning neural network model on a longitudinal panel data set, we investigate the factors influencing upgrading decisions. We arrive at a comprehensive, yet parsimonious model that considers user enjoyment over time, product characteristics and context factors.

9.14 Time and Money Decisions - Competitive Paper Session, *Fairlie*

To Choose or Not to Choose: How Time versus Money Impact Choice Deferral

Han Gong (Shanghai University of Finance and Economics); Jianxiong Huang (Nanjing University)

Time and money abound in everyday marketing communications. In five experiments, we demonstrate that simply reminding consumers of time (vs. money) increases the extent that they defer to make a choice. We further show that this effect is driven by the enhanced need for more information triggered by time-related thoughts.

When Time is Like Money: Thinking of Monetary Value of Time Decreases Willingness to Spend Time on Others, But Increases Time Spent on Self

David Falco (Ohio State University, USA); Selin A. Malkoc (Ohio State University, USA); Grant Edward Donnelly (Ohio State University, USA)

In four studies we show that monetary evaluation of time leads to devaluing time spent on volunteering but a greater desire to spend time on leisure. We find these results are driven by consumers increased tendency to focus on the self and pursuing self-expression through leisure.

The Differential Impact of Group Entitativity on Donation of Time versus Money

Fan Liu (Adelphi University); Xin He (University of Central Florida, USA); Ze Wang (University of Central Florida, USA)

In this research, we investigate the differential effects of group entitativity (e.g., unity, coherence, cohesiveness) on two types of donation (time vs. money). Across three studies, we find that presenting multiple victims high (versus low) in entitativity increases donation of time but decreases donation of money.

Pooling Finances and Relationship Satisfaction

Emily Garbinsky (University of Notre Dame, USA); Joe Gladstone (University College London); Cassie Mogilner (University of California Los Angeles, USA)

Does the way in which couples manage their money affect happiness in their relationship? Across five studies, we demonstrate that couples who pool their money together experience greater relationship satisfaction, compared to couples who keep all (or some) of their money separate. This is mediated by feelings of financial togetherness.

9.15 Pillars of Wisdom: Finding Connections between Consumer Behavior Research and the Emotional, Behavioral, and Decision-Making Aspects of Consumer Wisdom - Knowledge Forum, *Greenbriar*

Session Chairs: **Yuliya Komarova**, *Fordham University*; **Joan Ball**, *St. John's University*

Consumer wisdom, which has only recently been conceptualized (Luchs and Mick 2018), promises to enhance consumer welfare in a multitude of ways. This knowledge forum aims to provide space and content that might inspire researchers to connect their ongoing and future research agendas to the emerging work on consumer wisdom.

Participants: **Julia Bayuk**, *University of Delaware, USA*; **Tonya Bradford**, *University of California Irvine, USA*; **Canan Corus**, *Pace University*; **June Cotte**, *Ivey Business*

School; Robin Coulter, University of Connecticut, USA; Kelly Haws, Vanderbilt University, USA; Michael G Luchs, William & Mary; David Mick, University of Virginia, USA; Ann Mirabito, Baylor University; Gergana Y. Nenkov, Boston College, USA; Cele Otnes, University of Illinois at Urbana-Champaign, USA; Lucie Ozanne, University of Canterbury, New Zealand; Breagin K. Riley, Syracuse University

9.16 Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior - Knowledge Forum, The Learning Center

Session Chairs: Nicole M Coleman, University of Pittsburgh, USA; Jennifer Savary, University of Arizona, USA; Karen Page Winterich, Pennsylvania State University, USA
Identity research predates ACR (Levy 1959). Yet questions remain: how do the content and structure of the self-concept change over time? How do multiple identities impact behavior? This forum brings together influential identity researchers to share the state of identity research and to guide ACR attendees on future research priorities.

Discussants: Sara Loughran Dommer, Georgia Tech, USA; Lea Dunn, University of Washington, USA; Amber Epp, University of Wisconsin - Madison, USA; David Gal, University of Illinois at Chicago, USA; Monika Lisjak, Arizona State University, USA; Rima Touré-Tillery, Northwestern University, USA

Presenters: Karl Aquino, University of British Columbia, Canada; Jennifer Argo, University of Alberta, Canada; Jennifer Escalas, Vanderbilt University, USA; Mark Forehand, University of Washington, USA; Naomi Mandel, Arizona State University, USA; Americus Reed, University of Pennsylvania, USA

Break

4:30 pm – 4:45 pm Centennial Foyer

Session 10

4:45 pm - 6:00 pm

10.1 LearnShop: Estimating, Testing, and Interpreting Interaction Effects

Grand Hall East A

Session Chair: Stephen A Spiller, University of California Los Angeles, USA

10.2 Growing Wise to Technology: Understanding How Technology Affects Enjoyable Consumption - Special Session, Grand Hall East B

Session Chair: Holly S Howe, Duke University, USA

Binge Interrupted: Psychological Momentum Facilitates Binge Watching by Distorting Time Perceptions

Kaitlin Woolley (Cornell University, USA); Marissa Sharif (University of Pennsylvania, USA)

Five studies demonstrate an antecedent of binge-watching. People are more likely to watch an additional similar show (vs. switch to a different show/task) after watching similar shows without interruptions. We propose that a lack of interruptions while viewing related content facilitates bingeing of similar videos by distorting perceptions of time.

Too Much Enjoyable Information Leads to Less Enjoyment

Ke Wang (Harvard University); Christopher Hsee (University of Chicago, USA)

We demonstrate a “more-is-less” effect, such that providing too much enjoyable information for people to consume impairs their enjoyment. Moreover, nudging people to consume slowly increases immersion, which, in turn, enhances enjoyment. People usually do not consume information at a hedonically-optimal speed, and a simple nudge can improve happiness.

Doing it for the ‘Gram: Sacrificing Enjoyment When Posting Online

Holly S Howe (Duke University, USA); Jordan Etkin (Duke University, USA)

Do consumers who anticipate posting (vs. not posting) on social media make different consumption decisions? Across four experiments, consumers choose between well-known and niche consumption options. Consumers who anticipate posting the experience online are more likely to choose the well-known option, leading to lower overall enjoyment of the experience.

Preference Reversals Between Digital and Physical Goods

Fuad Adnan Shennib (Stanford University, USA); Rhia Catapano (Stanford University, USA); Jonathan Levav (Stanford University, USA)

Increasingly, facets of modern life have moved from the physical to the digital. We extend previous work that shows that individuals remain willing-to-pay more for physical goods than digital goods and find a preference reversal whereby individuals’ preferences are contingent on the elicitation task. Practical and theoretical implications are discussed.

10.3 The Many Expressions of Word of Mouth - Competitive Paper Session, *Grand Hall East C*

Session Chair: Zoe Lu, University of Wisconsin - Madison, USA

Artificial Intelligence as an Extended Self: Examining the Role of the “Virtual Self” on Willingness to Share Negative Word-of-Mouth Following Service Failures

Bo Huang (HEC Montreal, Canada); Matthew Philp (HEC Montreal, Canada)

Two experiments demonstrate that consumers are less willing to share negative word-of-mouth following a service failure caused by an AI system, compared to human employee, despite there being no difference in firm-blame and dissatisfaction. This effect is driven by consumers’ perceived connection with the AI as an extended self.

Emoticon Effects: A Double-Edged Sword in Online Review Helpfulness

Guei-Hua Huang (National Pingtung University); Chun-Tuan Chang (National Sun Yat-sen University); Chia-Han Chang (National Sun Yat-Sen University)

We examine how emoticons in online reviews influence review helpfulness. Studies based on an

experiment and a field data show that in narrative-based reviews, positive (negative) emoticons increase (decrease) review helpfulness. Opposite patterns are found in list-based reviews. Processing fluency serves as the underlying mechanism to explain the effects above.

Mind the Gap: Advice Givers and Receivers in Well-Being Communication

Ann Kronrod (University of Massachusetts Lowell, USA); Amir Grinstein (Northeastern University, USA); Luc Wathieu (Georgetown University, USA)

To explain why well-being communication often fails, we demonstrate a motivational gap between advice givers and receivers: advice givers phrase their communication based off receivers' need for advice, but receivers' compliance is governed by their wish for advice. We analyze this gap and test two practical solutions to close it.

The Buzz Behind 'the Buzz' Matters: Tense and Energetic Arousal as Separate Motivations for Word of Mouth

Jacob Teeny (Ohio State University, USA); Xiaoyan Deng (Ohio State University, USA); H. Rao Unnava (University of California, Davis)

This research reconceptualizes arousal into two types, tense and energetic, which helps explain the missing mechanism behind its influence on word of mouth (WOM). This work also examines how the WOM-recipient's response (desired vs. less desired) can influence WOM likelihood by differentially impacting WOM-sources' post-sharing arousal.

10.4 Biases in Consumer Money Management - Special Session, *Grand Hall East D* *Session Chair: Byung Cheol Lee, Columbia University, USA*

The Role of Attention in Opportunity Cost Neglect

Stephanie Smith (Ohio State University, USA); Stephen Spiller (University of California Los Angeles, USA); Ian Krajbich (Ohio State University, USA)

Choices necessitate opportunity costs: choosing one option means foregoing another. Consumers often neglect opportunity costs, though, and are less likely to make purchases when reminded of them. We show that attention contributes to this choice effect; specifically, the amount and impact of attention are greater when opportunity costs are salient.

When \$5 is Not \$5: Search Strategies and Relative Thinking about Money

Byung Cheol Lee (Columbia University, USA); Crystal Reeck (Temple University, USA); Eric J Johnson (Columbia University, USA)

We show that the numeric magnitude of prices in a choice set increases the choice of the more expensive, greater operating-benefits option over the less expensive, smaller operating-benefits option. Further, those who search in a manner that facilitates price comparisons are more susceptible to this contextual influence on choice.

Source, Form, and Form of the Source: A Malleable Monopoly Money Phenomena

Priya Raghubir (New York University, USA); Shelle Santana (Harvard Business School,

USA)

Seven studies demonstrate a second-order monopoly-money (gift cards purchased using miles/points versus cash), denomination (gift cards purchased using \$100/5x\$20s), and face value (\$100 converted from a foreign currency) effect. Money is subjectively valued as a function of its form and form of its source-the malleable monopoly money phenomena.

Beliefs about Future Wealth Impact Financial Decisions

Jennifer Trueblood (Vanderbilt University, USA); Abigail Sussman (University of Chicago, USA)

When consumers make financial decisions, they need not only think about their current financial situation, but also about changes in future wealth. We show that people generally have a positive outlook on the future and these optimistic views can serve as reference points, increasing preferences for riskier savings accounts.

10.5 Time Marches On: The Effects of Differing Time Perspectives - Competitive Paper Session, *Hanover A*

Session Chair: Brittney Stephenson, Pacific University

Circular Time Is Greener: The Impact of Temporal Perspective on Pro-environmental Behavior

Lan Xu (Wuhan University); June Cotte (Ivey Business School); Nan Cui (Wuhan University); Jingting He (Wuhan University)

We demonstrate that individuals with a cyclical temporal perspective are more likely to behave pro-environmentally than those with a linear temporal perspective. This effect is serially mediated by inclusion of the environment in the self and environmental beliefs. Advertising appeals that match a consumer's temporal perspective influence pro-environmental behavior.

Do Consumers Expect Values to Increase or Decrease over Time?

Elise Chandon Ince (University of South Carolina, USA); Rajesh Bagchi (Virginia Tech, USA); Mario Pandelaere (Virginia Tech, USA); Gustavo Schneider (University of South Carolina, USA)

We show that consumers associate quantity changes with increases—when shown one data point (e.g., this year's profit) and asked to estimate next year's profit, consumers expect the estimate to be higher. We report findings from six studies and contribute to the forecasting and numerical cognition literature.

Improving the Measurement of Aging in Consumer Behavior Research – Lessons from Demography

Robert Zniva (Salzburg University of Applied Sciences); Daniela Weber (International Institute for Applied Systems Analysis)

Measurement of aging in consumer behavior research is limited to chronological age and a variety of non-chronological self-reported measures. We introduce the characteristic age approach from

demography to consumer behavior research, to combine objective measures of aging with the intuitive understanding of chronological age.

No pain no gain: Lose-now-gain-later intertemporal choice questions better predict self-care behaviors

Ye Li (University of California Riverside, USA); David Hardisty (University of British Columbia, Canada); Wade Wade (University of British Columbia, Canada)

Discounting research assumes that all intertemporal choices involve the psychological construct impatience. Do they? Participants made normatively-equivalent gain, loss, or mixed—gain-now-lose-later or lose-now-gain-later—intertemporal choices. Mixed choices yielded discount rates between gains and losses. Importantly, real-world behaviors with short-term costs and long-term benefits are best predicted by lose-now-gain-later choices.

10.6 Visual Elements and Their Effects on Evaluation and Decisions - Competitive Paper Session, *Hanover B*

Session Chair: Helen van der Sluis, Arizona State University, USA

Healing by Design: Visual Marketing in Hospitals Modulates Attention and Improves the Healthcare Consumer Experience

Samuel B Barnett (Northwestern University, USA); Susan B Frampton (Planetree International)

We study the effects of visual marketing and design on the healthcare consumer experience. Specifically, in comparison to control hospitals, we find that images of “person-centered care” environments attract more visual attention to foreground elements, evoke more familiar descriptions, increase sentiment, and are perceived as more calming and less stressful.

How and When Non-Costly Status Signals Increase Perceptions of Status

Susan Danissa Calderon Urbina (University College Dublin); Antonios Stamatogiannakis (IE Business School, IE University)

We propose that non-costly product elements can signal status. Specifically, low color-value (i.e., dark) products can have higher perceptions of status and be preferred to high color-value (i.e., light) products. This effect holds only when individuals are seeking status, and when color-value is not salient during status evaluations.

How Exposure to Visual Glitches Influences Consumers' Morality Judgments

Zhenyu Jin (University of Wisconsin-Milwaukee); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Yuwei Jiang (Hong Kong Polytechnic University)

We proposed a novel contextual cue-visual glitch-and demonstrated that exposure to visual glitches influences consumers' subsequent, unrelated morality judgments, lowers consumers' evaluation of brands with poor corporate social responsibility records, and leads unfavorable behavioral reactions. These effects were driven by need for correction.

The Effect of Space on Choice Deferral

Canice Man Ching Kwan (The Open University of Hong Kong); Han Gong (Shanghai University of Finance and Economics); meng zhu (Johns Hopkins University)

Visual space is a fundamental component in visual communications. In five experiments, we demonstrate that the blank margin of a choice set increases the extent to which consumers defer choices. Our findings show that this effect is driven by the enhanced salience of alternatives instead of processing difficulty and fluency.

10.7 Research on Vulnerable Groups: Migrants, Women Minorities, and The Impoverished - Competitive Paper Session, *Hanover C*

Session Chair: Femke Van Horen, Vrije Universiteit Amsterdam

Poverty, Consumption, and Counterintuitive Behavior

Andrew Bryant (Drake University); ronald paul hill (American University, USA)

The field has examined impoverished consumers, and the premise is that the poor desire the same products as their affluent counterparts. We examine food choices by a participant pool compared to impoverished consumers. The results show significant differences, revealing insights about poverty and sampling frames to study the poor.

(II) Legitimate in the Homeland? Repatriate Migrants' Consumption in a Complex Institutional Environment

Sonja N. Kralj (University of Augsburg, Germany); Michael Paul (University of Augsburg, Germany)

In most research on consumer acculturation and migration, institutions act consistently in shaping consumers. Using institutional logics, we conduct an ethnographic study of repatriate consumers to show that macro- and meso-level forces are conflicted inter- and intrainstitutionally. This complexity triggers consumer responses, from sustaining an illusion of legitimacy to re-diasporization.

Diversity Delusion in Fashion Industry

Lena Cavusoglu (Portland State University); Deniz Atik (University of Texas Rio Grande Valley, USA)

Women of minorities measure their self-worth with the socially constructed ideals of beauty and carry the burden of underrepresentation in fashion. With a qualitative inquiry, this study sheds light on the fashion consumption experiences of a diverse, broad group of women and redefines the scope of fashion diversity.

Overcoming Consumption Limitations: A Study Of Savvy And Motivated Migrant Consumers

Samantha Cross (Iowa State University); Joseann Knight (University of the West Indies); Bailey Wood (Creighton University)

This paper examines the experiences of migrant consumers in developing countries who acquire goods and engage in consumption practices outside of their immediate geographic locale. Our findings reveal the effort consumers expend and the underlying motivations to overcome the limitations of consumption access and choice in their local retail environments.

10.8 The Importance of Framing and Reframing - Competitive Paper Session, *Hanover D*

Session Chair: Alyssa Yoon, Korea University, Korea

Conform or Disconform: The Social Influence of Choice versus Rejection Decision Framings

Xianglan Nan (University of Florida, USA); Yang Yang (University of Florida, USA)
Consumers' decisions between two options can be framed as either choosing the more preferred option or rejecting the less preferred one. Five studies show that framing others' decisions with rejection (vs. choice) framings makes consumers more likely to infer product quality (vs. personal taste) and thus follow others' decisions more.

How Quantitative Goals are organized.

Christophe Lembrechts (Erasmus University Rotterdam, The Netherlands); Jorge Pena-Marin (University of Cincinnati, USA)

Little is known about how individuals organize their goal pursuit. This manuscript identifies that, aside from motivational factors, specifying a goal in a larger unit (smaller numbers) rather than a smaller unit (larger numbers) leads to a structure consisting of less sub-goals, which in turn may have important downstream consequences.

The Modest Marketer: Do Consumers Ever Assume that Products Last Longer Than Marketers Claim?

Mathew S. Isaac (Seattle University); Elisa Konya-Baumbach (University of Mannheim, Germany)

In contrast to the assumption that marketers' product longevity claims (e.g., "Product X lasts 4 years") are exaggerated, we identify a condition where consumers infer these numerical benchmarks to be conservative. Specifically, when repurchase cues are present, consumers assume marketers have strategically selected a conservative benchmark to hasten product replacement.

Value Sensitivity in Judgments of Relative versus Absolute Preference

Ioannis Evangelidis (ESADE Business School, Spain)

In this paper, I argue that value sensitivity is contingent on the elicitation procedure. I empirically demonstrate that participants are more sensitive to a difference in attribute values when they respond to relative (e.g., choice and ranking) as opposed to absolute tasks (e.g., independent ratings and WTP).

10.9 Consumer Perspectives on Macro Issues - Competitive Paper Session, *Hanover E*

Session Chair: Pragya Mathur, Baruch College, USA

Consumers' Beliefs about the Effects of Trade

Samuel Johnson (University of Bath, UK); Jiewen Zhang (University of California, Davis); Frank Keil (Yale University, USA)

Economists agree about the virtues of international trade, but consumers may not. Four studies showed

that consumers are intuitive mercantilists, believing that imports are harmful and exports are beneficial. These effects led consumers to moralize imports and decreased willingness-to-pay. Framing transactions in terms of accounting identities reduced anti-trade beliefs.

Philosophy of Sufficiency Economy: The Sustainable Living

Sasawan Heingraj (University of Texas Rio Grande Valley, USA); Suwakitti Amornpan (The University of Texas Rio Grande Valley)

The Philosophy of Sufficiency Economy highlights the foundation building, enhancing immunities, and resilience in a globalized and modernized economic condition with the objectives of generating the self-realization, resilient, and sustainable development. The integration of moderation, reasonableness, self-immunity, together with knowledge and morality offer an individual a moderate “way of life.”

The Productive Face of Consumption: An Integrative Review

Flavia Pimenta Fracalanza (Federal University of Rio de Janeiro); Roberta Dias Campos (Coppead / Federal University of Rio de Janeiro)

Recent studies have been discussing new consumer roles that blur the distinction between producers and consumers. The purpose of this study is to present an integrative literature review on the productive activities of consumers, proposing a conceptual organization of this literature considering its complementary approaches and different levels of analysis.

When and Why People Prefer Markets Versus Lotteries

Franklin Shaddy (University of California Los Angeles, USA); Anuj K. Shah (University of Chicago, USA)

When do people prefer to use markets versus lotteries to allocate scarce goods and services? We suggest people endorse markets when preferences vary (preferring lotteries otherwise). This is because people want markets to sort people based on their preferences; when everyone has similar preferences, there is less “signal” to detect.

10.10 Pricing and Promotion: Effects of Sunk Cost, Chance, Signaling, and Couponing - Competitive Paper Session, *Hanover F*

Session Chair: Max Alberhasky, University of Texas at Austin, USA

Deliberate Chance: When Deliberately Infusing Chance into Promotions Increases Product Preference

Alexander Goldklank Fulmer (Yale University, USA); Taly Reich (Yale University, USA)

How would infusing deliberate chance into selection of products for promotion influence consumer preferences? In consequential product choice and with numerous promotion types, we find that consumers prefer hedonic products selected for promotion by chance over otherwise identical products selected by intention and that this preference flips for utilitarian products.

Qualifying the Sunk Cost Effect: How the Protestant Work Ethic Influences Overconsumption under Flat-Rate Pricing

Yimin Cheng (Monash University, Australia); Yuansi Hou (Queen Mary University of London); Anirban Mukhopadhyay (Hong Kong University of Science and Technology)
Recent research shows that the sunk cost effect is less empirically robust than supposed. We observe the consumption-related sunk cost effect only among people who believe in the Protestant Work Ethic (PWE). Greater spending induces stronger feelings of entitlement among such people, leading them to overconsume under flat-rate pricing.

Shop Cheap and Look Good: A Signaling Framework

Ryan Wang (University of Minnesota, USA); Jennifer L Stoner (University of North Dakota); Barbara Loken (University of Minnesota, USA); Sophia Deulre Min (University of Northern Iowa)

Consumers who participate in stigmatized price-saving behaviors (e.g., couponing) send out costly signals that advertise their superior ability in coping with difficult and novel financial challenges and overall competence. The effect disappears when these behaviors are not performed organically and when the consumers are unlikely to possess the advertised traits.

The Greater the Hierarchy, the Less Prone to Coupons

Minkyung Koo (University of Illinois at Urbana-Champaign, USA); Nadia Danienta (University of Illinois at Urbana-Champaign, USA); Ashok K Lalwani (Indiana University, USA)

The present research identifies power distance belief (PDB) as a novel determinant of coupon redemption with quality sensitivity as a key mechanism. We find that those high (vs. low) in PDB are more quality sensitive and perceive a brand that offers coupons to be of lower quality.

10.11 Children as Consumers: Children's Affective and Cognitive Processes for Financial and Health Decisions - Special Session, *Hanover G*

Session Chairs: Michal Maimaran, Northwestern University, USA; Szu-chi Huang, Stanford University, USA

Show Them the Money: Children's Affective Responses to Spending and Saving Predict Their Spending Behavior

Maragaret Echelbarger (University of Chicago, USA); Susan Gelman (University of Michigan, USA); Scott Rick (University of Michigan, USA)

We examined children's and parents' affective reactions to spending/saving. Children's self-reported feelings were associated with their spending in the lab, and with their parents' ratings of their feelings, but not with parents' own feelings. Furthermore, children's feelings were stable across two years. We discuss implications for understanding the developing consumer.

Use of Sensory Food Imagery to Drive Children to Choose Smaller Portions of Healthy and Unhealthy Snacks

Sophie Nicklaus (Université Bourgogne Franche-Comté); Camille Schwartz (Université Bourgogne Franche-Comté); Christine Lange (Université Bourgogne Franche-Comté);

Yann Cornil (University of British Columbia, Canada); Pierre Chandon (INSEAD, France)

In two field experiments in French elementary schools, we studied children's sensitivity to portion size and the effect of sensory food imagery on food choice. Sensory imagery helped downsize children's choice of unhealthy but not of healthy snacks. Children correctly forecasted the portion size effect on hunger and eating enjoyment.

Using Coupons to Motivate Children to Purchase Healthy Snacks in Boston-Area Convenience Stores

Sean Cash (Tufts University); Anna McAlister (Endicott College); Christina D. Economos (Tufts University); Megan E. Lehnert (Framingham State University); Suzanne Howell (Brigham and Women's Hospital); Kaela Plank (Nutrition Policy Institute)

Our intervention introduced coupons into convenience stores to encourage children to purchase healthier snacks. Among nearly 3,000 purchases, we observed only modest coupon use. Despite this, purchases of chips and candy decreased significantly. Moreover, the percentage of purchases including at least one "healthy" food item tripled.

Children are Price Sensitive Too: Using Price Promotions to Increase Children's Choice of Healthy Food

Szu-chi Huang (Stanford University, USA); Michal Maimaran (Northwestern University, USA)

We partnered with UNICEF to launch three field experiments at three elementary schools in Panamá to examine the effectiveness of price promotions in boosting children's choice of healthy food. We provide insights into the impact of economic incentives on children and the moderating effects of message complexity, age, and repetition.

10.12 Perspectives on Ownership: Self-Concept, Signalling, and Effects on Valuation - Competitive Paper Session, Courtland

Session Chair: Shankha Basu, University of Leeds

It's Not Chance, It's Me! Serendipity Motivates Psychological Ownership and Word-of-Mouth in Narcissistic Consumers

Colleen Patricia Kirk (New York Institute of Technology); Joann Peck (University of Wisconsin - Madison, USA); Claire Hart (University of South Hampton, UK); Constantine Sedikides (University of South Hampton, UK)

Four studies reveal that consumers higher in narcissism self-enhance by attributing serendipity to their superior self rather than to chance. This self-attribution increases their psychological ownership and resulting word-of-mouth. These consumers not only use their own serendipity for self-enhancement, but also bask in the reflected glory of serendipitous others.

Renting: A Singles' Market?

Li Huang (Hofstra University); Anastasiya Pocheptsova Ghosh (University of Arizona, USA)

We investigate the impact of relationship status on preference for acquisition mode: renting or buying. We find that renting is a specific acquisition mode that the solo consumers desire. It is not the short-term relationship renting enables attract the singles but the freedom and autonomy the renting signals entice the singles.

When Do Consumers Dispose of Possessions that Matter the Most? The Role of Inauthenticity

(Joyce) Jingshi Liu (Hong Kong University of Science and Technology); Amy Dalton (Hong Kong University of Science and Technology)

Inauthenticity decreases consumers' connection to their possessions and, as a result, increases consumers' tendency to dispose of these possessions and to purchase new products to replace the old possessions. Importantly, these effects occur for possessions that are relevant to the self-concept, i.e., possessions that matter the most to the consumers.

When Valuation Decreases with Duration of Ownership: The Influence of Mere Duration-of-Ownership on Food Waste Behavior

Jieru Xie (Virginia Tech, USA); Rajesh Bagchi (Virginia Tech, USA)

We examine how the difference in duration of ownership affects food waste behavior. Across five experiments, we provide evidence for a novel duration-of-ownership effect and its process, where the same food items are more likely to be wasted when they are owned for a longer duration.

10.13 Marketing Applications of Virtual Reality (VR) and Smart Devices -

Competitive Paper Session, *Dunwoody*

Session Chair: Hannah Chang, Singapore Management University, Singapore

The Path from Innovative Marketing Medium to Value-Creation: An Experience in Virtual Reality

Kelley Cours Anderson (Texas Tech University); Hans Hansen (Texas Tech University); Debra A. Laverie (Texas Tech University)

We aim to understand how innovative marketing mediums influence value-creation. We explore this question in the context of virtual reality tours in the real estate industry. As a result, we propose a process model of how consumers' use of innovative marketing mediums co-create value.

Using Virtual Reality to Increase Advice Compliance: The Role of Enhanced Engagement

Shirley S. Chen (University of Alberta, Canada); Kyle B. Murray (University of Alberta, Canada)

We examine the efficacy of virtual reality (VR) on improving advice-compliance through three experiments and found, 1) consumers have positive evaluations of advice received via VR, and 2) VR can create a more engaging experience, which enhances compliance. This research contributes to the

nascent literature of VR in marketing.

Differential Effect of Smart Device Recommendation on Consumption Likelihood of Vice and Virtue Products

Rumela Sengupta (University of Illinois at Chicago, USA); Satadruta Mookherjee (SUNY Binghamton, USA); Iman Paul (Georgia Tech, USA)

The paper explores how anthropomorphism of smart devices leads people to perceive them as a human-like agent which makes it easy for people to attribute the responsibility of their purchase decision to the device and indulge more in hedonic (vice) consumption compared to virtue consumption.

Product Popularity and Healthy Decision Making in Virtual Reality

Robert Goedegebure (Wageningen University, The Netherlands); Erica van Herpen (Wageningen University, The Netherlands); Hans van Trijp (Wageningen University, The Netherlands)

This study shows the potential of popularity to stimulate healthy choices. We present the results of a study, using virtual reality to recreate a real-life supermarket experience, and demonstrate that popularity stimulates choice for healthful alternatives that have a taste disadvantage as a result of trimmed down nutrient profiles.

10.14 Influencers, Judgments, and Consequences of Self-Control Behaviors -

Competitive Paper Session, *Fairlie*

Session Chair: Adam Craig, University of Kentucky, USA

Saved for Later: The Positive and Negative Effects of a Delayed Indulgence

Argiro Kliamenakis (Concordia University, Canada); Kamila Sobol (Concordia University, Canada)

This research demonstrates that merely delaying an indulgence leads to an assessment of self-restraint that is comparable to that evoked from goal compliance, and also leads to self-restrained behavior during a second opportunity to indulge. Findings further reveal that despite the increase in positive self-assessment, purchase satisfaction is ultimately sacrificed.

Good on paper: How the Medium of Action Influences Self-Control

Rima Touré-Tillery (Northwestern University, USA); Lili Wang (Zhejiang University)

The present research explores the effect of using paper (vs. digital device) as a medium of action on self-control. We find that consumers perceive their actions on paper (vs. a digital device) as more as self-diagnostic and thus are more likely to exercise self-control for action performed on paper.

Judging a Book by Its Cover: Salience of Fashion Cues Signals Lower Self-Control

Yunhui Huang (Hong Kong University of Science and Technology); Ke Zhang (Shanghai University)

This research hypothesizes that individuals associating with fashion-related cues (e.g., dressing

fashionably) will be perceived as lacking self-control by observers. Results from five experiments provide support for our predictions with regard to both trait evaluation and other behavioral measurements, thus demonstrating an ironically negative effect of being fashionable.

Form Follows Function: How Relationship Motives Impact Preferences for Utilitarian Consumption

Aysu Senyuz (University of Central Florida, USA); Jonathan Hasford (University of Central Florida, USA)

Authors extend research on romantic relationship motives by demonstrating that individuals with relationship maintenance motive are more likely to engage in utilitarian consumption relative to individuals with relationship formation motive. This effect emerges from the shift in temporal focus from present to future for individuals with a relationship maintenance motive.

10.15 All About Health: Biases Related to Drugs and Health Foods - Competitive Paper Session, *Greenbriar*

Session Chair: Subhash Jha, University of Memphis

Disclosure of Covert Marketing Practices: Spill Over Effects on Physician Trust

Rama Jayanti (Cleveland State University); Sreelata Jonnalagedda (Indian Institute of Management, Bangalore)

We examine the negative effects of disclosure of covert marketing practices by pharmaceutical industry on individual physicians. After showing that patients do generalize the negative effects of disclosure of pharma industry compensations to their individual physicians, we discuss implications for physician-patient relationship and the legitimacy of the prescription markets.

Drug Repurposing, Illness Severity, and Consumers' Expectations of Side Effects

David Faro (London Business School, UK); Monika Heller (UCL); Simona Botti (London Business School, UK)

The side effects of a drug are determined by factors such as dosage, and the patient's age and metabolism—not by the illness for which it is used. Counter to this fact, consumers expected more intense side effects when using a drug for a more severe (versus mild) illness.

Get Away! The Effects of Pest Anthropomorphism on Consumer Willingness to Purchase Healthcare Products

Wen-Hsien Huang (National Chung Hsing University); Chun-Ming Yang (Ming Chuan University, Taiwan); Wan-Jing Chou (National Chung Hsing University)

Three studies, including one field experiment, demonstrate that consumers will be more willing to purchase the healthcare product when the pest on the advertising is anthropomorphized than when not anthropomorphized, and perceived threat mediates the effects. Pest type and facial expressions are the boundary conditions.

It's Not as Bad as I Thought It Would Be: Health Halos vs. Expectation

Disconfirmation Effects on Affective and Cognitive Evaluations of Food Products

Tejvir Singh Sekhon (Western Washington University, USA); Catherine Anne Armstrong Soule (Western Washington University, USA); Anna Ciao (Western Washington University, USA)

Four studies explore the role of expectation and experience in evaluations of food with a biasing label. Consumers expect vegan (vs. unlabeled) food to taste worse and be healthier. However, actual tasting results in higher perceived tastiness (via expectation disconfirmation) and healthiness (via health halo) resulting in higher purchase likelihood.

10.16 Narrative Consumption: How Stories Transmit Wisdom - Special Session, *The Learning Center*

communicate or promote consumer wisdom and well-being, in keeping with the theme of the conference.

Discussants: Anne Hamby, Boise State; Matthew Farmer, University of Arizona, USA

Story Symbols: How Meaningful Stories Enhance the Value of Story-Connected Objects

Anne Hamby (Boise State); Ali Tezer (HEC Montreal, Canada); Jennifer Escalas (Vanderbilt University, USA)

The current work examines how narratives featuring meaningful (versus simply enjoyable) content create value that can be transferred to objects depicted in a narrative, through narrative transportation. We show that meaningful narrative content influences evaluations of narrative-associated objects, and that this effect occurs because meaningful narratives evoke eudaimonic pleasure.

Walk a Mile in Someone Else's Relationships: How Loneliness Affects Narrative Processing of Social Ads

Alice Wang (University of Iowa, USA); Jennifer Escalas (Vanderbilt University, USA)

In five studies, we show that lonely (vs. non-lonely) people are less transported into and have less favorable attitudes toward narrative ads featuring social relationships. However, they experience similar transportation and have equally favorable attitudes toward ads not featuring social relationships or ads asking them to imagine relationships involving themselves.

Navigating Narratives: Time and Space Navigation and Narrative Experiences

Stephanie Feiereisen (City University of London, UK); Dina Rasolofoarison (Paris Dauphine University); Cristel Russell (Pepperdine University); Hope Schau (University of Arizona, USA)

We develop a theory of narrative navigation and unveil how consumers navigate narratives across time and space using an interpretive research strategy with TV series viewers. The theory of narrative navigation has implications for our understanding of narrative consumption, transmedia storytelling and interpretive communities.

Moved by Scary Stories: How Fear Drives Narrative Transportation

Matthew Farmer (University of Arizona, USA); Jesper H Nielsen (University of

Arizona, USA)

Marketers use fearful narratives to warn about the dangers of maladaptive behaviors. However, we still understand relatively little about how fearful narratives persuade consumers. We find that fear increases attention toward the narrative, which in turn boosts narrative transportation and augments the persuasive power of the advertisement through reduced counterarguing.