EACR 2018

DETAILED PROGRAM

GHENT UNIVERSITY

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PROGRAM OVERVIEW

Day/Date	Time	Agenda	Location
Thursday, 21 June 2018	10.00-18.00	Registration	Novotel Ghent City *Goudenleeuwplein 5*
	18.00-19.30	Opening Reception	City Hall *Botermarkt 1*
	19.30-22.00	Guided City Walk and Dinner (optional)	Meeting Point at City Hall
Friday, 22 June 2018	08.00-08.30	Coffee Break	Het Pand *Onderbergen 1*
	08.30-09.45	Session 1	
	09.45-10.00	Coffee Break	
	10.00-11.15	Session 2	
	11.15-11.30	Coffee Break	
	11.30-12.45	Session 3	
	12.45-14.00	Lunch	
	14.00-15.15	Session 4	
	15.15-16.00	Coffee Break	
	16.00-17.30	Keynote Address 1: Jean-Noël Kapferer	Aula Academica *Voldersstraat 9*
	17.30-19.00	Poster Session Wine & Chocolate Tasting (included)	

Day/Date	Time	Agenda	Location
Saturday, 23 June 2018	08.00-08.30	Coffee Break	Het Pand *Onderbergen 1*
	08.30-09.45	Session 5	
	09.45-10.00	Coffee Break	
	10.00-11.15	Session 6	
	11.15-11.30	Coffee Break	
	11.30-13.00	Keynote Address 2: Jan De Houwer	
	13.00-14.15	Lunch	
	14.15-15.30	Session 7	
	15.30-15.45	Coffee Break	
	15.45-17.00	Session 8	
	19:20	Boat trip	*Graslei 6*
	20:00-03:00	Gala Dinner Dance Party (included)	Oude Vismijn *Rekelingestraat 5*

SESSION OVERVIEW FRIDAY

	Track 1	Track 2	Track 3	Track 4	Track 5
SESSION 1 08:30-09:45	SS: Spatial Effects R: August Vermeylen	Waste no Food R: Priorzaal	Status, Power and Competence R: Oude Infirmerie	Aesthetics in Packaging R: Jan Gillis	Culture and Ethnography R: Dormitorium
SESSION 2 10:00-11:15	SS: Inside the Numbers R: August Vermeylen	Product information R: Priorzaal	Advertising R: Jan Gillis	Experiential Consumption R: Oude Infirmerie	Navigating Life and Death R: Dormitorium
SESSION 3 11:30-12:45	Meet the Editors R: August Vermeylen	More Food for Thought R: Priorzaal	Value in Interaction R: Jan Gillis	To Be or Not to Be Healthy R: Oude Infirmerie	
SESSION 4 14:00-15:15	SS: Does Every Penny Count? R: August Vermeylen	Judgement & Decision Making R: Priorzaal	Emotions R: Jan Gillis	Numbers and the Information they Convey R: Oude Infirmerie	Branding and Brand Reputation R: Dormitorium
KEYNOTE 16:00-17:30	Jean-Noël Kapferer – Aula Academica				

SS = Special; R = Room

Track 1.1 Special Session: Spatial Effects
Room: August Vermeylen
Chairs: Nancy M. Puccinelli and Dhruv Grewal

Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics

Priya Raghubir, Ana Valenzuela*, and Ajay Abraham

A laboratory experiment and two field experiments, in two different contexts, provide evidence that central positions, assigned at random, improve performance. Study 1 identifies students' schemas about classroom positions. Study 2 examines performance in seven MBA courses and finds that students randomly pre-assigned to seats in the centre performed better on their examinations and overall. Study 3 shows that athletes assigned at random to center lanes in 2000-2012 Olympics 100-meter race ranked better, had higher likelihood of progression to the next round, and raced more rounds. Implications for the routes through which central position affects performance, including self-signaling, are discussed.

Which Side is Right? Visual Price Dominance Under Low and High Engagement

Rajneesh Suri*, Nancy M. Puccinelli, Dhruv Grewal, Anne L. Roggeveen, Atahan Agrali, Hasan Ayaz, Kurtulus Izzetoglu, and Banu Onaral

Building on research in visual field effects and brain hemispherics, the authors predict that under low engagement, prices positioned to left will be visually dominant, whereas under high engagement, prices positioned to the right will dominate. Four studies support this assertion. Study 1 demonstrates that in a retail field setting, customers purchase more of a product when the price is not dominant. Study 2 uses a response time study to demonstrate visual dominance, and Study 3 offers evidence of activation associated with visual dominance in a neuroimaging study. Finally, Study 4 examines the impact of visual price dominance on value perceptions.

Eye Buy: Visual Exploration Affects Product Choice

Mathias Streicher, Zachary Estes, and Oliver Büttner*

Shoppers prefer centrally-located products, but this can constrain shoppers' choices and retailers' sales. We show that attentional priming influences visual exploration of a product display, thereby influencing product consideration and choice. In two lab studies and one field experiment, priming attention to the periphery (vs. center) affected eye movements toward, mouse clicks on, choice of, and memory of peripherally-located products. This effect of visual exploration on peripheral product choice was accentuated among impulsive buyers.

Swiping Is the New Liking: How Product Orientation Shapes Product Evaluations Conveyed Through Swiping

*Anneleen Van Kerckhove **

Apps like Tinder or Stylect require consumers to evaluate people/products by swiping them, to the right or left. This work explores whether product orientation affects the product evaluations expressed by swiping movements. Building on stimulus–response compatibility theory, which indicates the facilitation of certain motor responses by task-irrelevant visual aspects of a stimulus, a horizontal product orientation, cueing a horizontal direction, is predicted to facilitate responses in a congruent direction. Four studies indicate that when people use swiping movements to evaluate objects, their evaluations are influenced by the object's orientation, whereas evaluations conveyed through button presses reveal no orientation effect.

Track 1.2 Waste No Food
Room: Priorzaal
Chair: Jessica Aschemann-Witzel

How to Influence Consumer Food Waste Behavior: Effects of Temporal Distance and Providing Nutritional Information on Consumption Choices and Disposal Behavior
Marit Drijfhout*, Jenny van Doorn, and Koert van Ittersum

One-third of all edible food for human consumption is wasted. Consumers are the largest contributors, suggesting a mismatch between consumers' predicted and actual consumption. This paper examines how the temporal distance between consumption decisions and actual consumption influences food waste. Moreover, we investigate the effects of nutrition labelling on disposal.

Throwing Out the Apples and the Oranges: A Comparison of Methods to Measure In-Home Food Waste
Erica van Herpen*, Ivo van der Lans, Nancy Holthuysen, Mariska Nijenhuis-de Vries, and Tom Quested

In-home food waste has become a global concern in recent years, and multiple methods have been proposed to measure this. This study empirically compares five methods: diaries, general survey questions, photo coding, kitchen caddies, and week-based survey questions. Results indicate which measures are more appropriate to assess in-home food waste.

Same Same but Different – Using Anthropomorphism in the Battle against Food Waste
Katrien Cooremans*

In this research we propose the use of anthropomorphism (adding human characteristics) in a point-of-purchase display as an intervention to reduce food waste and promote the sale of misshapen fruits and vegetables. Findings indicate that applying anthropomorphism to a product positively affects sensory perception, and in turn increases purchase intention.

I See You and I See Myself – Communication, Individual Characteristics and Others-View Explaining Choice of Imperfect Products
Jessica Aschemann-Witzel*, Ilona E. de Hooge, and Tobias Otterbring

Selling food which has become 'imperfect' for lower prices allows reducing food waste, but little is known about the factors explaining consumer choice behavior. We show the perceived signaling value of choosing perfect/imperfect food through ascriptions to others and analyze the role of store context, communication and individual factors.

Track 1.3 Status, Power and Competence
Room: Oude Infirmerie
Chair: Jiao Zhang

Trickle-Round Signals: When Low Status Becomes High

Silvia Bellezza* and Jonah Berger

When and why do high-status individuals adopt things associated with low-status groups? We propose a trickleround theory of fashion and demonstrate that high-status poach from low-status groups to distinguish themselves from the middle-status. Further, consistent with our signaling approach, this effect depends on the presences of multiple signaling dimensions.

The Unspeakable Dark Side of Status: Low Color-Value Signals Status, unless You Mention It.

Susan Danissa Calderón Urbina* and Antonios Stamatogiannakis

Lower color-value (i.e., darker) products are perceived as providing more status than, and thus are preferred to, higher color-value (i.e., lighter) ones. These effects are attenuated for high-status individuals, and seem to be implicit; they disappear when participants are explicitly asked to consider color-value before status evaluations.

Reciprocal Altruism as a Motivation for Sharing: Sharing Up verses Sharing Down

Ayalla Ruvio*, Naomi Mandel, and Jaimie Arona Krems

This research focuses on social comparison and reciprocity expectations in sharing. In four studies we show that due to expected reciprocity, people are more willing to share their possessions with a high-performing (vs. low-performing) others. However, this preference to share-up (vs. share-down) diminishes when the possibility of reciprocation is removed.

The Influence of Power on Preference for Anthropomorphized Brands Depends on Perceived Competence

Jamel Khenfer*, Steven Shepherd, and Olivier Trendel

This research shows that the causal relationship between power and preference for anthropomorphized brands depends on consumers' perceived competence. When perceived competence was high (vs. low), power drove preference for servant brands. However, when perceived competence was low (vs. high), power holders avoided partner brands.

Track 1.4 Aesthetics in Packaging
Room: Jan Gillis
Chair: Kristina Haberstroh

The Friluftsliv Effect: The Benefits of Organic Design Aesthetics in Consumer Settings

Erlinde Cornelis*, Heather Honea, and Iana Castro

In three studies we show that constructed environments rich in organic design aesthetics can elicit benefits similar to natural settings: the friluftsliv effect. Organic consumer settings enhance place pleasantness, place affiliation, and create a sense of reverie, which in turn lowers consumer psychic costs.

Matte Packaging and Its Effect on Perceived Naturalness of a Product

Eva Marckhgott* and Bernadette Kamleitner

Two experiments show that consumers use package mattedness as a cue for product naturalness. Package-induced perceptions of product naturalness, in turn, increase expected tastiness and purchase intentions. The effect is moderated by inherent product category naturalness such that the effect is especially pronounced among products low in inherent naturalness.

All That Glitters Is Not Gold: Packaging Glossiness, Attention, and Trustworthiness
Yegyu Han*

Contrasting with previous research showing that people prefer shiny objects, the present research shows that the use of glossy packaging may backfire. Specifically, we find that consumers may perceive the use of glossiness in packaging as an attention-grabbing tactic which activates persuasion knowledge and reduces trustworthiness of the brand.

Gender Differences in Response to Visual Harmony: Why and When?

Kristina Haberstroh*, Ulrich Orth, and Minu Kumar

Across five studies, we explored how and when gender impacts the attractiveness evaluation of marketing visuals varying in harmony. Consistent with self-referencing theory, female genders prefer harmony in design more than males. However, this effect varies with how gender is defined, how gender is assessed, and with the consumption context.

Track 1.5 Culture and Ethnography
Room: Dormitorium
Chair: Liz Parsons

Practising Sustainability Unintentionally; an Ethnography of Allotmenteering

Charlotte Hadley* and Fiona Cheetham

This study takes an ethnographic approach to explore how the ordinary, routine processes and practicalities of doing allotmenteering interrelate and overlap with conceptualisations of environmentally responsible consumption. Using a practice-theoretical lens, our ethnographic findings reveal how, through practising allotmenteering, allotmenteers engage in environmentally responsible and sustainable consumption patterns unintentionality.

Hedonism: A Phenomenological Study of Pleasure and Pain in Everyday Ethical Consumption

Stephanie Chamberlain*, Debbie Hill, and Deirdre Shaw

This research reveals hedonism as interplay between both pleasure and pain, a neglected consideration within every day, and ethical consumption. This gap is addressed by exploring how, when and why ethical consumers experience hedonism during a new consumption project journey.

Unpacking the Lunchbox: Surveillant Assemblages, Mothering and Social Class

Benedetta Cappellini, Vicki Harman, and Liz Parsons*

Using the concept of surveillant assemblages we illustrate mothers localised and classed practices of resisting the school's normalising gaze through their provision of packed lunches. We reveal the complex network of surveillance that is in operation between mothers and children, but also between mothers and schools, and between mothers themselves.

Track 2.1 Special Session: Inside the Numbers: Unexpected Influences of Numbers on Consumers' Behavior
Room: August Vermeylen
Chair: Liat Levontin

Smaller Numerical Differences can Enhance Product Appeal

Meyrav Shoham*, Sarit Moldovan and Yael Steinhart

We demonstrate that *smaller* numerical differences can be perceptually *larger,* enhancing product appeal. When a change in a product's numerical information is decimal-to-integer (3.4 to 4) rather than integer-to-integer (3 to 4), consumers infer that intermediate values were skipped, moving the product into a different category and increasing product attractiveness.

Do Consumers Expect Values to Increase or Decrease over Time?

Elise Chandon Ince, Rajesh Bagchi, Gustavo Schneider , and Mario Pandelaere*

We show that people 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 five studies and contribute to the forecasting literature.

Holistic processing and left-digit effect

Tatiana Sokolova*, Manoj Thomas, and Satheesh Seenivasan

The paper examines when people are more likely to fall prey to the left-digit effect. We show that when people make stimulus-based (vs. memory-based) evaluations, the left-digit effect is enhanced. We argue that this effect is driven by the relative salience of digital (vs. holistic) processing of price information.

Not Just a Number: The Effect of 100% Claims on Consumers

Nira Munichor and Liat Levontin*
We find that participants evaluate products less favorably when those products carry a pseudo-informative 100% claim (e.g., "100% juice"), as compared with a 99% or non-numerical claim, or even a 101% claim. This effect is triggered by enhanced focus on the symbolism of "100%" and decreased reliance on numerical information.

Track 2.2 Product Information
Room: Priorzaal
Chair: Jan R. Landwehr

Don't Trust the Humans: The Impact of Avatars on Persuasion

Polina Landgraf* and Antonios Stamatogiannakis

In a series of experimental studies, we show that less human-like (vs. ultra-realistic) avatars induce greater product liking and compliance with persuasive message. This effect occurs because less human-like avatars' stimulate cognitive elaboration, resulting in greater compliance. Our findings contribute to understanding human interactions with artificial human-like objects.

Give Me Tactile Information, but Only if Not Diagnostic: The Effects of Online Information Sources on Consumers' Attitude

Carmela Donato* and Maria Antonietta Raimondo

Using three experiments, we showed that, when a description of the tactile characteristics of the product is provided, the information given by a web-community (vs. a company website) increases consumer's attitude toward the product because of the higher perception of source's reliability. This effect is demonstrated for low-touch products.

A Tactile Toolbox: Documenting Consumer Responses to Haptic Feedback in Advertising

Rhonda Hadi*, Ana Valenzuela, and O. H. Groth

This research demonstrates that haptic feedback can augment mobile advertising effectiveness with downstream consequences on brand attitudes and choice. However, the positive impact is contingent on a brand's personality: only warm, familiar brands benefit from incorporating haptic feedback since the source of touch plays a pivotal role in its interpretation.

The Mystery Around Product Packaging: The Effect of Fantasy Labels on Product Evaluation and Actual Purchases

David A. Jaud, Valentyna Melnyk, and Jan R. Landwehr*

We investigate when, how, and why fantasy labels affect product evaluations and purchasing behavior. Across three studies, we find a positive effect of fantasy labels but only in the presence of product quality signals. Moreover, this positive effect is sequentially driven by the evocation of the imaginary and positive affect.

Track 2.3 Advertising
Room: Jan Gillis
Chair: Dominika Maison

Does Face Orientation Affect the Perception of a Model and the Evaluation of Advertised product?

Jaewoo Park*, Charles Spence, Hiroaki Ishii, and Taku Togawa

We report two experiments designed to demonstrate that a leftward (vs. rightward) facing model's face increases the perceived trustworthiness of a model and subsequently the increased trustworthiness positively affect the evaluation of advertised products. The consumer's level of emotional expressivity moderated the effect of face orientation on perceived trustworthiness.

A Match Made in Heaven. The Effectiveness of Matching Pictorial and Temporal Horizons in Advertising

Gudrun Roose* and Anneleen Van Kerckhove

This paper provides evidence that the horizon height in a panoramic photograph affects construal level. Additionally, this papers shows that - when both visual (i.e., horizon) and verbal advertising elements induce the same (vs. a different) type of construal - ad effectiveness increases.

Communicating a Promise of Change: Visual Steps Enhance Process Imagery

Luca Cian, Aradhna Krishna*, and Chiara Longoni

Advertisements promising positive change (change-ads) may employ before-after visuals (of the starting and ending points) or progression visuals (which include, in addition to starting and ending points, the intermediate steps). Although neglected in the marketplace, we show that progression ads are more persuasive than before-after ads in conveying change.

Neural Similarity and Neural Activation Offer Robust Out-Of-Sample Predictions of Video Ratings

Hang-yee Chan*, Ale Smidts, and Maarten Boksem

In three functional magnetic resonance imaging (fMRI) studies, involving 35 TV commercials and 18 movie-trailers, we uncover a robust way to extract neural information that predicts out-of-sample consumer ratings. Even when controlling for in-sample self-report ratings, neural information still explained additional variance in out-of-sample ratings across the three studies.

Track 2.4 Experiential Consumption
Room: Oude Infirmerie
Chair: Daniela Cristian

To Have or To Do: The Role of Implicit Beliefs
Shilpa Madan*, Elison Ai Ching Lim, and Sharon Ng

Extant research shows that experiences bring more happiness than possessions. However, we propose that not all consumers value experiences equally. Belief in malleability (vs. fixedness) of personality drives preference for experiences. Eight studies demonstrate that incremental theorists value experiences more than entity theorists due to experiential purchase's contribution to self-growth.

How Does Self-Concept Clarity Influence Happiness in Experiential Settings? The Role of Strangers versus Friends
Ezgi Merdin-Uygur, Gulen Sarial-Abi, Zeynep Gurhan-Canli, and Ozlem Hesapci-Karaca*

In this research, we demonstrate that despite various positive outcomes of having clearly and confidently defined and internally consistent self-beliefs (i.e., self-concept clarity, or SCC), in experiences shared with strangers such as communal tables in cafés, low SCC individuals are happier than high SCC individuals.

Loving a Loser: Experiential Learning Increases the Desire for Non-Favorite Consumption Categories
Cammy Crolic and Chris Janiszewski*

People exhibit product subcategory loyalty, selecting options from their favorite subcategory while ignoring non-favorite subcategories. Three studies explore strategies for increasing appreciation through reorienting the experiential perspective. Training alters consumers' experiential perceptive by providing a novel perspective that is goal-relevant, resulting in increased appreciation and consumption of non-favorite subcategories.

Hedonic Consumption Fosters Prosocial Behavior
Daniela Cristian, Bob Fennis, and Luk Warlop*

Hedonic consumption has been too often stigmatized as maladaptive and this prevailing negative view does not convey a complete picture. We investigate whether hedonic consumption fuels prosociality. Results show that after engaging in free hedonic consumption consumers behave more altruistically. We posit that hedonic-induced disinhibition underlies this effect.

Track 2.5 Navigating Life and Death
Room: Dormitorium
Chair: Morven G. McEachern

Staging the Corpse: Managing Meaning on the Final Journey of the Body
Anna Balonier*, Elizabeth Parsons, and Anthony Patterson

Using the concept of staging we explore how the meaning of the body is stabilized on its journey to the grave. We follow the body through final stages from storage through to preparation, laying-out and burial/cremation. We highlight insights that 'staging' might bring to value creation practices in the marketplace.

Celebrity Consumption Experiences: Liminality and Hyperreality in Celebrity – Consumer Interactions
Toni Eagar* and Patrick L'Espoir Decosta

This paper expands celebrity consumption research beyond a celebrity-as-object conceptualisation, to include their liminal subjectivity. Twelve self-identified media users were interviewed, finding four types of celebrity consumption experiences: reading, characterising, parasocialising and encountering. Celebrity consumption experiences enable individuals to both reinforce and subvert celebrity structures in building their social world.

Liminality and the Transition to Motherhood for Ethnic Minority Consumers: Examining the Experiences of South Asian Mothers in the UK
Katy Kerrane*, Andrew Lindridge, and Sally Dibb

This paper examines the experiences of South Asian mothers in the UK, aiming to further our understanding of ethnic minority mothers' experiences of liminality during the transition to motherhood. The paper examines how these mothers negotiate consumption and the norms of intensive mothering differently compared to existing consumer research.

Pursuing the Fairytale Wedding: The Role of Liminality & Bridal Identity
Ladipo O. Fagbola*, Morven G. McEachern, and Effimia C. Raftopoulou

The fairytale wedding of contemporary bridal identity is built on the premise that performing a white wedding ritual will fulfil all fantasies. This sought after liminal consumer identity does not hold for Nigerian brides, as their ideal bridal identity is always out of reach due to restrictive socio-cultural forces.

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<u>PARALLEL SESSION 3</u>
11:30-12:45

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Track 3.1 What to Know more about Leading Journals for Consumer Research? - Meet the Editors
Room: August Vermeylen
Chair: Michel Tuan Pham

International Journal of Research in Marketing
Martin Schreier (Senior Editor)

Journal of Consumer Psychology
Priya Raghubir (Co-Editor)

Journal of Consumer Research
Amna Kirmani (Editor)

Journal of Marketing Behavior
Stijn Van Osselaer (Area Editor)

Journal of Marketing Research
Rebecca Hamilton (Co-Editor)

Journal of the Association for Consumer Research
Michel Tuan Pham (Guest Editor)

Track 3.2 More Food for Thought
Room: Priorzaal
Chair: Monique Breaz, Georg-August-Universität, Göttingen, Germany

Is it possible to hold opposite beliefs at implicit levels? Contextualized intuitions about (un)healthy foods

Robert Mai*, Olivier Trendel, Katrien Cooremans, and Mike Basil

Recent findings cast doubt on the universality of the unhealthy = tasty intuition. Extant findings are reconciled by proposing and investigating the possibility that two opposite intuitions can coexist; (1) an implicit belief acquired early in life and (2) an opposite highly context-dependent, subsequently acquired belief.

Do People Rely on Information for Food Choice? : The Role of the Type of Novelty and Personality Traits

Sujatha Manohar* and Rehman Varisha

A pseudo-experiment conducted using novel dishes has revealed that the information on taste and health benefits would influence people in trying a new healthy food and this effect varies based on the type of novelty of food. It also highlights the role of food neophobia and variety-seeking behaviour of consumers.

Disgusting? No, Just Different: Understanding Consumer Skepticism towards Sustainable Food Innovations

Jan Andre Koch*, Koert van Ittersum, and Jan Willem Bolderdijk

We offer a novel explanation why consumers reject sustainable food innovations (e.g., insect consumption, lab-meat). Adopting these requires consumers to violate internalized norms, which elicits moral disgust. Accordingly, not the intrinsic characteristics of the innovations (e.g., palatability), but their perceived degree of norm violation elicits rejection and must be addressed.

Numbers that Talk: How the Combination of Verbal and Numerical Reference Points Help Consumers with Label Comprehension and Healthful Preferences

Monique Breaz*, Steffen Jahn, and Yasemin Boztug

Front-of-Pack (FOP) labels attempted to make it quicker and easier for consumers to discern the nutritional quality of food, with limited success. We examine the mechanism of a hybrid FOP label that uses an evaluative cue to reinforce the objective format, and the effect it has on consumers' perceived healthfulness.

Track 3.3 Value in Interaction
Room: Jan Gillis
Chair: Kamran Razmdoost

When a Beautiful Service Provider Makes Mistakes: The Moderating Role of Service Failure Type
Lisa C. Wan*

Consumers typically react more favorably to attractive (vs. less attractive) opposite-sex service providers. As this research suggests, however, consumers are likely to react more negatively to attractive (vs. less attractive) service providers when social failures occur than when non-social failures occur.

Should Out-Group Members Communicate Factual Message in order to Foster a Sense of Proximity?
Afra Koulaei*

Perceived dissimilarity is peripheral to resistance to out-group members and negatively affects the evaluations of out-group members. However, the negative effect of perceived dissimilarity on evaluations will be diminished when out-group members share a type of message (in this case factual message) that signals personality traits such as trustworthiness.

The Effect of Social Exclusion Intensity and Consumers' Overconfidence on Social-Oriented and Self-Oriented Behaviors
Saeedeh Rezaee Vessal and Kamran Razmdoost*

We showed that calibrated (those with an accurate evaluation of social exclusion) slightly excluded consumers show social-oriented (e.g., ethical and luxury product preferences) and self-oriented (e.g., unhealthy food preferences) behavior. However, overconfident consumers, overestimating social exclusion and having an excessive faith in their evaluation, do not engage in such behavior.

Track 3.4 To Be or Not to Be Healthy
Room: Oude Infirmerie
Chair: Irene Vilà, EAE Business School, Spain

How Large Assortments Lead Us to Succumb to Temptation
Julie Verstraeten*

Counter to current belief that consumers' choices become more virtuous with increasing assortment size, this research reveals the opposite choice-pattern. Due to product agnosia, consumers' urge to justify their choices diminishes when choosing from large (vs. small) assortments, rendering them prone to select vices over virtues, despite higher choice difficulty.

Defensive Arousal Neglect: Why Consumers Fail to Regret Unhealthy Consumption
Joowon Park*, HaeEun Chun, and Manoj Thomas

Although the negative effects of habitual consumption of unhealthy items (e.g., sugary snacks, smoking) are well-established, consumers fail to regret their behavior and continue consuming such products. We borrow from the appraisal theory of emotion to delineate appraisal processes of regret and explain why consumers fail to regret.

Health Care Decisions in a Relationship: An Attachment Theory Approach
Chiraag Mittal*, Ramona Paetzold, and W. Steven Rholes

In this paper, we consider consumers' judgments and decisions regarding health insurance for their relationship partners through the lens of attachment theory. Specifically, we examine how people's attachment styles affect their perception of health-risk for their partners and their desire to buy health insurance to prevent against the risks.

Planning To Do or Not To Do: The Efficacy of Implementation Intentions on Healthy and Unhealthy Eating Behaviors
Irene Vilà*, Isabel Carrero, and Raquel Redondo

The methodological and intervention variables explain a high percentage of the variance of the effect size of II intervention for healthy eating behaviours. This will help policy makers and researchers to design more efficient interventions. In unhealthy behaviors II formulation is a key issue in designing efficient implementation intentions interventions.

PARALLEL SESSION 4
14:00-15:15

Track 4.1 Special Session: Does Every Penny Count? – The Role of Perceived Donation Efficacy in Consumers' Decision to Help
Room: August Vermeylen
Chairs: Danit Ein-Gar and Liat Levontin

Giving More or More Giving: When the Appeal Determines the Pattern of Charitable Giving

Minjung Koo*, Ayelet Fishbach, and Hye Kyung Park

We distinguish two motivations underlying giving: expressing support for a charitable cause versus making a difference to a cause. We find that appeals to express support generate a larger number of smaller contributions, whereas appeals to make a difference generate a smaller number of larger contributions.

Differences in Spending Time and Money: The Case of Charitable Giving

John Costello and Selin A. Malkoc*

We suggest that one important consideration when donating resources is consumers' ability to shape how their donations will be utilized, where such ability is desirable and leads to increased donations. Five studies support this proposition, demonstrating that consumers feel more control over their time (vs. money) donations, increasing donation intentions.

The "Opt-out" Effect: When the Need to Choose Decreases Donations

Danit Ein-Gar*, Liat Levontin, and Tehila Kogut

Choosing between donation targets is a common practice for donors who donate online. We demonstrate the "opt-out" effect – wherein donors refrain from donating when asked to choose between similar victims. This effect is driven by the fear of making a wrong decision and is attenuated when given a differentiating cue.

Track 4.2 Judgement & Decision Making
Room: Priorzaal
Chair: In-Hye Kang, University of Maryland, USA

Effect of Product Categorization on Consumer Thinking Style

Arezou Ghiassaleh, Bruno Kocher, Pierrick Maire, Basilio Noris, and Gabriel Borduas*

In this research, we examine the effect of product categorization associated with a cognitive information-based processing. Across six studies, we show that categorization induces a more rational thinking style, increases the time consumers are willing to spend in the store and increases the number of products they buy.

Together or Separate? A Psychological Ownership Account of Bundling Effect

Min Zhao and Lan Xia*

This research shows that bundling related products together can enhance spontaneous mental imagery of using the products, which leads to greater perceived psychological ownership of the products and higher product valuation. The effect is attenuated when cognitive resources for mental imagery are constrained or when ownership is already acquired.

Effects of Absence Positioning of Unknown Product Ingredients on Consumer Evaluations

Ahmet Hattat, Tim Ozcan, and Michael Hair*

We investigated effectiveness of promoting unknown ingredients either with presence or absence positioning (e.g. Secret® deodorant claims it includes "aluminum chlorohydrate" while Crystal® says "no aluminum chlorohydrate"). Our results show that consumers have more positive evaluations for absence positioning than presence positioning and this effect is mediated by protection-related goals.

Are Busy Consumers More Satisfied Consumers? It Depends! The Effect of Perceived Busyness on Satisfaction

In-Hye Kang, Yuechen Wu, and Rosellina Ferraro*

This research examines when and how perceived busyness influences satisfaction. We demonstrate that when the product performance is low [high], high (vs. low) perceived busyness leads consumer to perceive that they used their time less [more] efficiently in obtaining or consuming the product, which reduces [increases] satisfaction with the product.

Track 4.3 Emotions
Room: Jan Gillis
Chair: Subimal Chatterjee, Binghamton University, State University of New York, USA

I'm Scared, Want to Listen? Fear's Impact on Self-Disclosure to Brands

Anupama Bharadwaj*, Lea Dunn, and JoAndrea Hoegg

Though the topic has increased in popularity within marketing, scant literature has considered emotional antecedents to self-disclosure. We examine fear's impact on self-disclosure, showing that people who experience a frightening event alone are more likely to self-disclose vulnerable and personal information to brands, even though self-disclosure is inherently risky.

Emojional Communication in Digitally Mediated Relationships

Leah Smith* and Randall Rose

Limitations of mediated communication are slowly eroding as emojis are used to express meaning. This research applies emotion as social information (EASI) theory to demonstrate how emojis aid in relationship development within digital marketing communications by identifying the types of meaning emojis convey and the conditions that enable the effect.

Surprise in the Mail: The Impact of Feeling of Control on Adoption of Surprise-Me Subscription Services

Lan Xia* and Jill (Jing) Lei

Surprises add pleasures to life but uncertainty is aversive. The booming subscription business provides an opportunity to examine preference for uncertainty when risks are involved. In a set of studies, we show that feeling of control plays an important role in consumers' willingness to be surprised with a subscription package.

Consumer Reactions to the Scope of a Data Breach Incident: How Affect Moderates Scope Effects on Intentions to Leave the Focal Firm

Subimal Chatterjee*, Sumantra Sarkar, and Cihan Uzmanoglu

A laboratory study shows that as consumers become more fearful/angry/anxious following the news of a data breach, they create a prototypical mental image (how the incident affects them personally), and the latter makes their intentions to leave the focal company less sensitive to the breach's scope (number of people affected).

Track 4.4 Numbers and the Information they Convey
Room: Oude Infirmerie
Chair: Ann Schlosser

Odd Numbers are Dynamic: How Numerical Parity Influences Consumer Judgment

Han Gong* and Yunhui Huang

Associations between numbers and certain abstract concepts can have profound effects on judgment and preference. We uncover the "odd/even numbers-dynamic/stable" link and show that consumers prefer products associated with odd numbers when the ad appeal concerns product efficiency while favoring even numbers when product stability is highlighted.

"Perceiving Opportunities to Divide": How Expanded vs. Contracted Units Influence Goal Pursuit Organization

Christophe Lembregts* and Jorge Pena-Marin

How individuals decide to pursue their goals (i.e. goal structure) has important implications for goal completion. For quantitative goals, we show that the choice for a particular goal structure is determined by the scale in which a goal is specified because scale influences the perceived opportunity to divide.

Going to Extremes: Why Traditional Likert-Type Items Outperform (Mobile Friendly) Dropdown Items

Bert Weijters*, Kobe Millet, and Elke Cabooter

We introduce the response category distance effect: response categories are more densely spaced in dropdown vs. Likert format and are interpreted less extremely and used more often, leading to mean shifts and increased non-substantive variance. This is relevant as Likert type items are converted into dropdown formats on mobile devices.

When Seeing a Ratio Reduces Perceived Risk: An Examination into the Use of Infographics to Convey Risk

Ann Schlosser*

Infographics are an increasingly popular form of communicating risk information. Yet, the present research suggests that the effectiveness of infographics (vs. text) depends on the size of the numbers used to represent a ratio. Furthermore, this research demonstrates the important role of active processing in explaining this effect.

Track 4.5 Branding and Brand Reputation
Room: Dormitorium
Chair: Véronique Pauwels Delassus

Courting Controversy: When Taking a Stand on Social Issues Hurts or Helps Business
Sourjo Mukherjee* and Niek Althuizen

Brand activism regarding socio-political issues has an asymmetric effect on consumers' attitude towards the brand. The effect also depends on who takes the stand for the brand (source distance). Consumers process brand activism through a constructive moral reasoning process, instead of the intuitive and/or affective processes identified in moral psychology.

Influence of Facebook Engagement on Brand Performance across Brand Life
Balamurugan Annamalai and Sanjeev Varshney*

The research studies the influencing dynamics of electronic Word of Mouth through Facebook engagement on high involvement product sales at various Brand Life Cycle (BLC) stages. Time series analysis is employed to study the lead/lag effect of Facebook engagement on sales. The finding highlights the need for BLC-driven content strategy.

How Does Nostalgia in Advertising Increase Brand Love in Different Cultures?
Véronique Pauwels Delassus*, Sylvia Grappi, and Lia Zarantonello

This paper investigates the effects of historical and personal nostalgia advertising on branding in different cultures.Our results indicate that in both a collective culture and an individualistic culture, historical and personal ads impact affective responses whereas cognitive responses are only elicited when the individual is submitted to historical ads.

The Role of Institutional Logics in Market Vanishing and Revival: The Case of a Threatened Heritage Product "the Tunisian Sefsari"
Souad Djelassi*, Fatima Regani, and Meriam Belkhir

We investigate in this research how multiple competing institutional logics may interact to accelerate the vanishing or the revival of a market in case of a threatened heritage product "the Tunisian Sefsari". Data were generated through in depth interviews with main actors in the market and participant observation.

KEYNOTE ADDRESS
16:00 – 17:30

AULA ACADEMICA

Jean-Noël Kapferer is a renowned authority on luxury. Holding a Ph.D from Kellogg Business School (USA), and being HEC Paris Emeritus Professor, he now conducts his research on the mutations of luxury and luxury brand management at the INSEEC Luxury Institute. He is honorary editor of the Luxury Research Journal, has extensively published in international journals, and is (co-) author of the reference books "The Luxury Strategy", and "How Luxury Brands Can Grow Yet Remain Rare

POSTER SESSION
17:30-19:00

1. The Negative Effect of Sharing Hedonic Customization Experiences on Satisfaction
Rocío Alarcón-López*, Anne-Kathrin Klesse, Salvador Ruiz-de-Maya, and Inés López-López

2. The Consumer-Crowd Dynamic: How Individuals Navigate Crowd Consumption Activities
Robert Arias, Cele Otnes*, Linda Tuncay, and Eileen Fischer

3. Managing Multiple Consumer Credits: Effects of Cognitive Load and Goal Representation on Repayment Strategies
Michael Blens* and Erik Hoelzl

4. The Effect of Speed on Satisfaction: Expectation-based and Salience-based Counterfactuals
João Niza Braga* and Sofia Jacinto

5. Effects of Awe on Consumer Healthy Food Choices
Fei Cao, Xia Wang and Ze Wang*

6. When Prominent Logos can Create Value
Sara Caprioli*, Christoph Fuchs, and Nailya Ordabayeva

7. Embarrassed While Ordering Food? Role of Calorie Posting and Social Context
Melis Ceylan*, Nilufer Aydinoglu, and Vicki Morwitz

8. Carpe Diem! Hedonic Experiences Facilitate the Disregard of Sunk Costs
Daniela Cristian*, Bob Fennis, and Luk Warlop

9. How Consumers React to Tattooed Brand Displays: An Optimal Assimilation/Distinctiveness Perspective
Sandor Czellar*, David E. Sprott, Bill Ding, and Eric R. Spangenberg

10. Media-specific Persuasion Knowledge of Social Network Sites Users: An Exploratory Study

Jonas Foehr and Claas Christian Germelmann*

11. Increasing Public Transport Use by Labeling Consumers as Green – A Field Experiment

Samuel Franssens, Siegfried Dewitte, and Efthymios Altsitsiadis*

12. Crossmodal Synesthesia: Sensory Discomfort Affects Product Preferences Across Modalities

Rhonda Hadi, O.H. Groth and Lauren Block*

13. How Consumers React to Anthropomorphized Brand Alliance? Applying Interpersonal Expectancies to Business-to-Business Relationships

Dongjin He, Fangyuan Chen and Yuwei Jiang*

14. Is Stolen Water Really Sweeter? The Impact of Unethical Consumption on Satisfaction and Recommendations

Nurit Hod, Eyal Peer, and Shai Danziger*

15. Seducing Customers with Fond Memories: The Effect of Nostalgia on Consumer Switching Behavior

Zhongqiang (Tak) Huang, Xun (Irene) Huang, and Yuwei Jiang*

16. Choosing Variety to Fight Sleepiness

Zhongqiang (Tak) Huang, Yitian (Sky) Liang, Charles Weinberg, and Gerald J. Gorn*

17. Does Your Brand Name Sound Heavy or Light? The Congruency Effect of Sound and Visual Position of Brand Name on Product Evaluation

Hiroaki Ishii, Taku Togawa, and Jaewoo Park*

18. Ethical Consumer Behavior in (Un-)fair Markets: Fair Market Ideology as Moderator of the Effect of Ethical Cues on Ethical Consumer Behavior

Anna Jasinenko, Fabian Christandl, and Timo Meynhardt*

19. The Effects of Self-Construal on Evaluations of Brand Logo Colors

Eunmi Jeon and Myungwoo Nam*

20. Warm or Cold? The Effect of Color Temperature of Logo on Evaluation of For-Profits and Nonprofits
Eunmi Jeon* and Myungwoo Nam

21. Food Dilemma on the Road: What Matters the Most?
*Jiaying Ji**

22. Color Temperature of Environmental Lighting and Conformity
Seo Yoon Kang*

23. Consumer Responses to the Susceptibility-Induced Threat in the Preventative Communication
*Moon-Yong Kim**

24. Understanding the Motivation to Help Others under Mortality Salience: Self-Worth Enhancement versus Cultural Standards Reinforcement
Sara Kim, Youngsoo Kim, Soraya Lambotte, and Minhi Hahn*

25. When Being Good is Bad: The Effect of CSR Reputation and Crisis-type on Consumer Responses
Argiro Kliamenakis and H. Onur Bodur*

26. How You Found it Matters: Autonomous Discovery of Hospitality Venues Fosters Customer Bonds
Michail Kokkoris, Hoelzl Erik, and Bernadette Kamleitner*

27. Tight and Loose Cultural Perspectives: Perceived Autonomy on Inferred Status and Liking
Fangju Lee and Nara Youn*

28. Talented (vs. Hard-working) is Machine-like: Impact of Service Employee Performance Attribution on Relationship Expectation
Fine F. Leung, Sara Kim, and Caleb H. Tse*

29. The Magic of Human Touch: Impact of Interpersonal Touch on Ad Perceptions and Attitudes
Meng-Hsien (Jenny) Lin, Akshaya Vijayalakshmi, and Melika Kordrostami*

30. Exploring the Effect of Private Self-Conscious Empathic Concern on Socially Responsible Consumption

Chi-Cheng Luan*

31. Green Crowdfunding: New Consumer Roles in Sustainable Economy

Natalia Maehle*, Ingeborg A. Kleppe, and Natalia Drozdova

32. The Incidental Effect of Promotional Merchandise on Consumer Reactions to a Brand

Eva Marckhgott* and Bernadette Kamleitner

33. The Citizenist-Consumer: When the Literate Citizen Rescue the Deemed Irresponsible Consumer

David F. Martin*

34. This Product Fits So Well on You! The Impact of Sources When Receiving Online Positive Feedback on Confidence in Fit For Appearance-Related Products

Merle Aurelie, Anik St-Onge*, and Sylvain Senecal

35. Customer Value within a Broader Perspective: Development and Validation of a Public Value Scale

Timo Meynhardt and Anna Jasinenko*

36. Early Adopters and the Attraction Effect

Sarit Moldovan and Ruth Zwick*

37. Life Has No Control Condition: Counterfactual Neglect in Causal Attributions

Hannah Perfecto*

38. Better Uncertain in the Woods than Certain in the Backyard: How Does Emotional Uncertainty Affect Predicted Utility and Forecasting Error?

Athanasios Polyportis* and Flora Kokkinaki

39. Consumer Responses to Similar Others' Unethical Behavior: The Moderating Role of Norm Violation Type

Chloe Y. Qiu and Lisa C. Wan*

40. Energy/Technology: 'En-gauging' Consumer Culture

Thomas Robinson and Eric Arnould*

41. Influence of Visual Crowding and Product Distance on Consumer Choice

Ana Scekic, A. Selin Atalay, Cathy Liu Yang, and Peter Ebbes*

42. Choice overload among children

Hilla Schupak and Eyal Peer*

43. How Does Donation Box Transparency Affect Charitable Giving? A Money Priming Perspective

Aminreza Shiri, Carter Mandrik, and Ahmet Ekici*

44. The Antecedents and Consequences of Brand Betrayal

*Teck Ming Tan**

45. Choice Architecture Engages Moral and Not Social Norms to Influence Pro-Environmental Consumer Choice Through Negative and Positive Emotions

Carlos Andrés Trujillo, Catalina Estrada-Mejia, and Jose Antonio Rosa*

46. Effects of Facial Asymmetry on Emoji Evaluation and Product Preference

Ganga Urumutta Hewage, Ze Wang, and Yue Liu*

47. The Compromise Effect in Post-Purchase Consumption Behavior

Veronica Valli, Florian Stahl, Elisa Montaguti, and Itamar Simonson*

48. How 5-Colour Nutritional Labels Influence Foods' Purchases and Evaluations: The Role Of Consumers' Previous Expectations

Carolina O.C. Werle, Amanda Pruski Yamim, and Olivier Trendel*

49. The Different Roles of the Two Dimensions of Brand Perception - Warmth and Competence After Service Failures

*Shannon X. Yi, Chloe Y. Qiu, and Lisa C. Wan**

50. Algorithm Attraction versus Aversion: Perceived Expertise Influences Consumers' Reactions to Recommendations Generated by an Algorithm (vs. Expert)

Gizem Yalcin*, Anne-Kathrin Klesse*, and Darren W. Dahl

51. Do Customers Like to be Abused? A Study on Customer Loyalty Among Chinese Millennial Generation from a Stockholm Syndrome Perspective

Yan Zhang*, Jun Luo, and Martin Liu

52. A Power Man Rarely Stoops to Pettiness? The Role of (In)Congruence Between Explicit and Implicit Power on Forgiveness

Yishi Zhang* and Yaxuan Ran

SATURDAY 23/6

SESSION OVERVIEW SATURDAY

	Track 1	Track 2	Track 3	Track 4	Track 5
SESSION 5 08:30-09:45	Feelings R: August Vermeylen	Drawing inferences R: Priorzaal	Enjoyment R: Oude Infirmerie	Green Consumption R: Blancquaert	Telling and Sharing R: Jan Gillis
SESSION 6 10:00-11:15	Workshop: Writing for Top Journals R: August Vermeylen	Luxury R: Priorzaal	The Future is Here R: Oude Infirmerie	Identity Issues R: Blancquaert	
KEYNOTE 11:30-13:00	Jan De Houwer - Refter				
SESSION 7 14:15-15:30	Exploring Salience and Its Role in Consumer Decision-Making	Recommendations and Predictions R: Priorzaal	To Pay or Not to Pay R: Blancquaert	Thoughts and Decisions R: Oude Infirmerie	Consumers and their Identity R: Jan Gillis
SESSION 8 15:45-17:00	SS: Money in Context R: August Vermeylen	Review(er)s R: Priorzaal	Money and Shopping R: Blancquaert	SS: The Happy Consumer R: Jan Gillis	When Brands do Good R: Oude Infirmerie

SS = Special Session; R: Room

PARALLEL SESSION 5
08:30-09:45

Track 5.1 Feelings
Room: August Vermeylen
Chair: Gizem Ceylan

How Mortality Salience Shapes Consumer Evaluations of Brands

Polina Landgraf*, Antonios Stamatogiannakis, and Haiyang Yang

Four experimental and field studies show that the onset of mortality salience decreases consumers' evaluations of brands with exciting vs. other personalities. This occurs because (a) mortality salience makes consumers more sensitive to aspects of brands related to perpetuity, and (b) exciting (vs. other) brands are perceived as less perpetual.

The Effects of Death-Related Media Information on Value Orientation and Consumer Scope Sensitivity

Zhongqiang (Tak) Huang, Xun (Irene) Huang, and Yuwei Jiang*

This research demonstrates that exposure to death-related information in media shifts consumers' focus from extrinsic to intrinsic values, resulting in less attention and consequently lower sensitivity to the magnitude of products and services. These effects are different from those of mortality salience.

Desire-Tinted primes: When Desire Facilitates and when It Inhibits Priming Effects

Sebastian Sadowski*, Bob Fennis, and Koert van Ittersum

We investigate the influence of desire (specifically desire experience vs. desire fulfillment) on the susceptibility to priming procedures (both desire-relevant and desire-irrelevant). We demonstrate how desire instigates desire-centered processing of primes, either inhibiting or facilitating their subtle influence on consumer decision making.

Perfectionism and Risk Perception in the Market Place: How Perfectionism Affect Consumers' Risk Perceptions and Choice?

Gizem Ceylan*, Debbie MacInnis, and Ceren Kolsarici

We predict that consumers' healthy conquest for perfectionism may counteract with their risk perceptions. We find that women with high standards and high self-worth are more likely to undergo a cosmetic procedure (a potentially risky decision) as they constantly strive for excellence and feel confident that their desires will materialize.

Track 5.2 Drawing Inferences
Room: Priorzaal
Chair: Edith Shalev, Technion, Israel Institute of Technology, Israel

Expertise Inferences from Variety Seeking
Liat Hadar*

I propose consumers rely on others' variety-seeking to infer others' level of expertise. Empirical findings suggest consumers think more favorably of high-variety- compared to low-variety choosers. Consequently, they infer high-variety choosers are more likely to be product-category experts, are more willing to take their advice, compared to low-variety choosers.

Forming Judgments Based on Spouse's Attractiveness
Nivriti Chowdhry* and Ajay Kalra

This research investigates the effect of spouse attractiveness on the perceived morality of a focal person and the credibility of their firm. Five studies demonstrate that a man with an unattractive wife is perceived to be more moral because the couple shares a stronger and more communal relationship.

The Smart Joker: Resolving Incongruous Humor in Advertising Triggers Impressions of Competent Advertisers
Chi Hoang*, Klemens Knoferle, and Luk Warlop

In four studies, we show that humorous incongruity in advertising triggers inferences of increased advertiser competence in consumers who successfully decode the incongruity. Process evidence suggests that the effect is driven by consumers projecting decoding-induced self-competence to advertiser. We discuss implications for the use of humor in impression management.

Did Not Expect It from You! The Effect of Source Typicality on Perceived Message Originality
Edith Shalev, Technion* and Kim Laronne

What makes a message appear original? We suggest that the same message may appear more original when its source is a-typical rather than typical. For example, a pro gun-rights message appears more original when advocated by a Democrat than by a Republican. Perceived originality, consecutively, affects persuasion and WOM intentions.

Track 5.3 Enjoyment
Room: Oude Infirmerie
Chair: Anika Stuppy, Rotterdam School of Management, The Netherlands

Don't Give Me Breaks: Partitioning Hedonic Experiences Influence Adaptation

Cammy Crolic*, Yang Yang, and Yangjie Gu

Four experiments demonstrate that people adapt more to hedonic experiences (e.g., pleasing images, tasty food) when the experience is more partitioned (versus less partitioned). This effect is driven by a feeling of repetitiveness resulting from identical, even partitions. Reducing the feeling of repetitiveness mitigates the effect of partitioning on adaptation.

Editing Entertainment: Length Constraints, Consumption Experiences and Motion Pictures

Peter McGraw, Anika Stuppy*, and Justin Pomerance

We examine when product length constraints diminish the quality of entertainment experiences. When filmmakers lack enough good scenes to reach a 90-minute minimum requirement, for example, they will keep bad scenes to reach the constraint. Consistent with this conjecture, we find that poorly-rated Hollywood movies are about 90 minutes long.

Effects of Sequential Order and Time Constraint on Overall Evaluation of Complex Consumption Experiences

Alessandro M. Peluso*, Giovanni Pino, and Antonio Mileti

We show that complex experiences, consisting in sequences of consumption episodes, receive better evaluations when episodes unfold along improving sequences (starting with the least attractive one), when time constraint is absent. When time constraint is present, this effect reverses, in favor of declining sequences (starting with the most attractive episode).

How the Past Shapes the Present: The Assimilation of Enjoyment to Similar Past Experiences

Anika Stuppy* and Bram van den Bergh

How much do experts and novices enjoy hedonic products? Is expertise a hedonic blessing or a hedonic curse? This inquiry examines how expertise develops by accumulating experiences in a product domain and how it affects enjoyment. We find that consumers draw back on past experiences to gauge present enjoyment.

Track 5.4 Green Consumption
Room: Blancquaert
Chair: Sophie Suessenbach, WU Vienna, Austria

Mindfulness Promotes Green Product Choices via Environmental Awareness
Eugene Chan*

We conducted two experiments to test the thesis that mindfulness can help promote environmentally-friendly product choices as people are more aware of the environmental consequences of their decisions. Findings confirmed the effect. Mindfulness makes individuals more aware of the environmental consequences of their product choices.

Green, Greener, Greenest: Can Competition Increase Sustainable Behavior?
Femke van Horen*, Arianne van der Wal, and Amir Grinstein

Across four studies in the lab, online, and field we show that competition – which is often associated with non-sustainable behavior – promotes sustainability. This is because competition appeals to pro-selves who are generally less motivated to act sustainably, whereas it does not alienate pro-socials.

More or Less Happy? The Impact of Sustainable Consumption on Young Consumers' Well-Being
Isabel Carrero*, Carmen Valor, and Raquel Redondo

This paper measures well-being as a multifaceted construct to find that both SC fosters and restrains consumers' well-being. In particular, those engaging in activist behavior have a more meaningful life and a better view of themselves However, activism leads to an unsatisfying social life.

Knowing, Owning, Caring – the Effect of Psychological Ownership on Pro-Environmental Behavior
Sophie Suessenbach*, Bernadette Kamleitner, and Renato Regis

In four studies we provide evidence that instigating psychological ownership for the environment holds the potential to foster pro-environmental behaviors. The most promising way to instill a sense of ownership for the environment seems to be through increasing a person's subjective knowledge about it.

Track 5.5 Telling and Sharing
Room: Jan Gillis
Chair: Fiona Cheetham, University of Huddersfield, UK

Is Social Capital Context Dependent? The Weight Watchers' Online and Offline Brand Communities
Michelle Bergadaà and Nada Sayarh*

This research investigates the social capital of two brand communities that communicate in face to face and online. We find that voluntarism, oriented altruism, reciprocity and social trust are expressed differently depending on the brand community communication context. These results can support strategies related to brand community management.

Blogger and Audience Engagement: A Performance Theory Perspective
Yuxin Bai, Xin Zhao, and Hayley Cocker*

Adopting performance theory, we examine how bloggers and their audience engage in the co-creation of blogs that bridge the commercial-communal tensions on brand-sponsored blogs. We analyse different types of performance on WeChat blogs and challenge previous notions that commercial content must be consistent with the blog subject to be accepted.

To Tell and Not To Tell, That Is the Question: Knowledge Hiding in Knowledge Production and Consumption
Meera Venkatraman, Aron Darmody ,and Mujde Yuksel*

In an ethos of sharing knowledge online, this paper contributes by revealing 'knowledge hiding;' consumers deliberately concealing knowledge from other consumers. Using interpretative techniques, it explores tensions between hiding and sharing knowledge.

The Politics of Mobilising a Sharing Economy
Fiona Cheetham and John Lever*

This ethnographic study examines the inherent complexities involved in the mobilisation of a public sharing economy platform by a UK local government council. Our findings indicate structural socio-economic and socio-cultural/ideological constraints impacting upon the endeavour leading us, perhaps inevitably, to the conclusion that problems stem from the politics of sharing.

PARALLEL SESSION 6
10:00-11:15

Track 6.1 Workshop: Writing for Top Journals
Room: August Vermeylen

Pitfalls, mistakes, and advice about publishing in top journals
Amna Kirmani and Rebecca Hamilton

The objective of this workshop is to help authors and reviewers position themselves for publishing or reviewing in the top journals in marketing. We will discuss specifics about how to publish, including how to write a contribution statement or abstract, how to choose a topic, etc. We will also discuss how to review others' work, including how to structure the review and what types of comments are considered helpful. We will try to be hands on and work with audience members (if feasible). If you have a research idea or paper that you would like to submit to a top journal, please bring it in so we can give you advice about how to write effectively.

Track 6.2 Luxury
Room: Priorzaal
Chair: Gregory Kivenzor

I Don't Own It but Its Mine - The Impact of Materialism on New Modes of Luxury Consumption

Goedele Krekels, Bruno Kocher, Sandor Czellar, and Brigitte Muller*

Literature predicts that materialists dislike renting luxury. Though this is true a priori, after the acquisition, high (low) materialists feel similar (lower) ownership from renting versus buying. Non-luxury and self-affirmation eliminate this effect, due to the lack of motivated reasoning. Furthermore renting luxury leads to similar (more negative) product attitudes.

Can You Rent High Status? The Relationship between Luxury and Conspicuousness in Access-Based Consumption

Ulrike Kaiser and Emanuela Prandelli*

Two studies explore status-driven motivations in access-based consumption. As long as others are in the dark whether a product is rented or owned, signaling with rental products leads to elevated feelings of status. However, similar to signaling with counterfeits, these status feelings come at the cost of feeling dishonest.

The Impostor Syndrome from Luxury Consumption

Dafna Goor, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener*

While luxury consumption can yield benefits for consumers, it can also make consumers feel inauthentic, producing "the impostor syndrome from luxury consumption." This phenomenon is explained by the perceived gap between consumers' true and projected selves, predicted by consumers' psychological entitlement, and moderated by detectability and malleability of the gap.

Restorative Shame Response through Status Consumption in China

Yanyan Chen* and Dirk Moosmayer

Shame is experienced when the self is attacked. However, the harmed consumer-self can be restored through affirmational function of status consumption. Three studies with Chinese consumers show that shame leads to higher preference for status products, particularly those with high conspicuousness, and for consumers accompanied by psychologically less distant people.

Track 6.3 The Future is Here
Room: Oude Infirmerie
Chair: Russell Belk

Consumer Responses to Service Robots

Jochen Wirtz*, Paul Patterson, Werner Kunz, Thorston Gruber, Vinh Lu, Stefanie Paluch, and Antje Martins

This conceptual paper explores the potential role front line (FL) service robots play in the future. It provides a definition of FL robots and examines consumer perceptions, beliefs and behaviors related to FL robot-delivered services. Finally, it provides an overview of the ethical questions surrounding robot-delivered FL services.

Will Self-Driving Cars Make Us Less Moral? Yes, They Can.
Tripat Gill*

In six experimental studies it was found that participants were more willing to harm others (pedestrians) with an autonomous self-driving car as compared to when they made the decision themselves (in a regular car). These findings have implications for consumers, manufacturers and policy makers deliberating the adoption of autonomous vehicles.

Can a Computer Vision Algorithm Predict New Product Adoption?
Ethan Pancer*, Theodore Noseworthy, and Maxwell Poole

We examine whether machine learning can predict the success of new crowdfunding ventures based on innovative design. Results from two field studies on Kickstarter and Indiegogo show that a computer vision API that mirrors the human capacity to efficiently categorize objects predicts project success.

When Objects Trump Subjects
Russell Belk* and Marian Humayun

Recent enthusiasm for assemblages of humans and things in co-shaping consumption has hidden the rise of things that increasingly control our lives. We analyze the rise of objects in contexts ranging from algorithms, the Internet of Things, and hyperobjects to GPS, self-quantification, and robots.

Track 6.4 Identity Issues
Room: Blancquaert
Chair: Satoko Suzuki, Hitotsubashi University, Japan

"I'm in Love with the Shape of Me" Product Curvature Preferences as a Coping Strategy
Tanuka Ghoshal*, Amitava Chattopadhyay, and Rishtee Batra

Self-discrepancy regarding one's body shape impacts product preferences for angular versus curved products among women. Individuals higher on body shape satisfaction are found to assimilate towards products shaped similar to their own shape, while those lower on body satisfaction contrast away from their body types, as a dissociation coping strategy.

Tasting Who You Want to Be: Product Experience and Psychological Needs
Aner Tal, Yaniv Gvili*, and Moti anu

Across three studies, we show that those who desire a particular identity evaluate food products associated with the desirable identity as tastier. We argue that food will taste better when answering the motivation, or psychological need, to draw closer to and defend a desired identity.

"Do Their Values Fit in with Mine?" Analyzing the Importance of Congruence between Consumers' and Retailers' Values
Andrea Groeppel-Klein and Sarah Kobel*

"Value-oriented management" is a buzzword in Marketing. From a scientific perspective, self-congruency theory indicates: a fit between consumers' and retailers' values could enhance images and spending. But as people seem to expect different values from retailers than from themselves, it is important to know exactly which values should be attributed.

Self-Gifting in Interdependent Cultures: Lonely Mothers and Self-Compassion
Satoko Suzuki* and Saori Kanno

Self-gifting consumer behavior, due to its nature of focus on self, its compatibility with interdependent cultures had always been questioned. Still, self-gifting is now prevalent in many interdependent cultures. This paper illuminates that self-gifting plays an important role of self-compassion for Japanese mothers feeling isolated from their family members.

Room: Refter

Jan De Houwer received a PhD from the University of Leuven (Belgium), after which he lectured at the University of Southampton (UK). Since 2001, he heads the Learning and Implicit Processes Laboratory at Ghent University. Having (co-)authored more than 250 publications in high-end international journals such as "Psychological Bulletin" and "Behavioral and Brain Sciences", Jan is a leading expert in the psychology of learning. His research specifically focuses on how spontaneous likes and dislikes can be learned and measured.

Track 7.1 Exploring Salience and Its Role in Consumer Decision-Making
Room: August Vermeylen
Chair: Milica Mormann

The Art of Framing the Deal: The Salience of Restrictions vs. Rewards

Kirk Wakefield, Priya Raghubir, and Jeff Inman*

Two field studies and a series of experiments examine the effect of varying the salience of a "reward" versus a "restriction" in framing a deal. Deals often offer rewards with strings attached (restrictions). We show that presentation order of the discount and restriction determines perceptions and responses to the offer.

Forgetting to Remember Our Experiences: People Overestimate the Future Salience of Past Personal Events

Stephanie Tully and Tom Meyvis*

Consumers value experiences in part because of the memories they create. Yet, we find that consumers systematically overestimate how much they will retrospect about an experience. We propose that consumers are motivated to believe they will frequently talk about experiences, but overestimate the future salience of past experiences.

Reward Salience vs. Hedonic Adaptation: Liking vs. Wanting in Response to Sequential Persuasion

Mingyu (Max) Joo, Wendy Liu*, and Kenneth Wilbur
Our research demonstrates the divergence of liking versus wanting responses after sequential exposures to persuasive messages, using a large field experiment involving more than 100,000 subjects. Whereas wanting is driven by reward salience, which grows with exposures, liking is driven by hedonic adaptation, and wanes with exposures.

Track 7.2 Recommendations and Predictions
Room: Priorzaal
Chair: Chen Pundak

The Predictability Utility: Product Recommendations Increase Enjoyment of a Consumption Experience

Yann Cornil* and Anne-Kathrin Klesse

Companies like Netflix or Spotify heavily rely on algorithms that predict consumers' preferences. Across three consumption domains, we demonstrate that consumers derive additional enjoyment from products assigned to them based on overt and accurate preference prediction. This "predictability utility" results from individuals' desire to verify their existing preferences.

The Asymmetric Effect of Recommendation Signs on Consumer Choice Commitment

Arezou Ghiassaleh*, Bruno Kocher, and Sandor Czellar

In this research, we show that commonly used recommendation signs (e.g., best seller), instead of assisting consumers during their decision-making, might make the decision process more complicated for consumers with a prevention (vs. promotion) focus and lead to negative consequences such as increasing the decision difficulty and decreasing choice commitment.

Recommended Products as Complements or Substitutes: The Role of Recommendation Framing

Phyliss J. Gai* and Anne-Kathrin Klesse

We examine the impact of different framings of recommendations on consumers' likelihood to follow them. We find that consumers are more likely to follow recommendations that are framed as user-based (e.g., "People who like this also like") rather than item-based (e.g., "More products in this category").

The Viciousness and Caring of Sharing: Morality and Motivations of Online Shamers

Chen Pundak*, Yael Steinhart, and Jacob Goldenberg

Online shaming entails two contradictory outcomes: informal enforcement against deviant behavior, and violation of privacy rights. A set of studies shows this duality and demonstrates the role of morality in driving participation in online shaming. The results highlight the moderating effect of high (vs. low) identifiability of the wrongdoer.

Track 7.3 To Pay or Not to Pay
Room: Blancquaert
Chair: Andong Cheng

Cashless Payments, Pain of Paying and the Role of Attachment

Francesco Pisani and Selin Atalay*

In three studies, we provide evidence that consumers feel lower levels of pain of paying when using mobile phones and watches as compared to credit cards. Further, the pain is moderated by the attachment consumers have with the payment tool. As attachment increases, the pain of paying increases as well.

The Appeal of Deals: Are Discounts Money Saved or Quality Gained?

Daniel Villanova and Mario Pandelaere*

Marketers often offer discounts by providing both initial and sale prices to consumers. The traditional explanation for the success of these deals has been the utility derived from the feeling of saving money, but we argue and show that perceived gains in quality are largely responsible for their appeal.

There Is No Such Thing as a Free Lunch: The Negative Effect of Zero Price on Consumer Demand

Fengyan Cai*, Xiaomeng Fan, and Galen Bodenhausen

Both intuition and empirical evidences indicate that people like cheap products and free products are particularly attractive. But we showed a backfiring effect of zero price on consumer demand and identified a moderator that could drive the effect of zero price on demand into either positive or negative direction.

Accounting for Gains from Discounted Credit

Andong Cheng* and Ernest Baskin

We introduce the "discounted credit", store credit purchased at a price lower than its tender value, and explore how consumers process its derived savings. Findings suggest consumers who make multiple purchases with a single discounted credit do not mentally apply the savings derived from their credit towards redeemed purchases evenly.

Track 7.4 Thoughts and Decisions
Room: Oude Infirmerie
Chair: Pragya Mathur

The Silver-Lining of Distrust: The Reduction of Information Distortion through Cognitive Consistency

Sophie Chaxel* and Yegyu Han

Confirmatory information processing, or information distortion, is a ubiquitous bias. This work shows that distrust reduces distortion by disrupting its known driver: the motivation to maintain cognitive consistency within belief systems. Distrust drives negative hypothesis testing, thereby leading to reduced levels of consistency and less information distortion.

Allocation between Alternatives: The Role of Tradeoffs

Nicha Tanskul, Nivriti Chowdhry*, and Ajay Kalra

We show that relatively symmetric allocation results from a deliberative decision process where consumers engage in tradeoffs. More tradeoffs result in reduced differences in attributes weights thereby making alternatives appear equally appealing. We thus address the gap in the allocation literature by identifying the process underlying symmetric (and asymmetric) allocation.

Combinations: Framing Completeness

Ignazio Ziano* and Rajesh Bagchi

Adding an option to a menu composed by two singleton options and their combination reduces the combination value in consumer's eyes. This effect is driven by changes in the perceived Completeness of combinations rather than regret for the missing combination or consideration set formation accounts.

Getting More versus Spending Less: How Social Comparisons Based on Input and Output Increase Consumer Motivation

Elaine Chan*

Upward social comparison can occur when superior others use less input to achieve the same output or when the superior others achieve greater output from the same level of input. This research examines how these two types of upward social comparisons motivate consumers differently on their goal pursuit.

Track 7.5 Consumers and their Identity
Room: Jan Gillis
Chair: Thomas Robinson

Young Consumers Market Themselves with Virtual Stickers in a Social Messaging Line Application
Chih-Ping Chen*

This paper attempts to understand how young consumers market themselves with virtual stickers in Line. The methodological approach to this research followed an interpretive phenomenology. To some extent, the results demonstrated that virtual stickers bounce the idea of creating new metaphors, liberating young consumers from gender beliefs to virtual imagination.

Trying to Fit In: How Consumers Change to Embody Marketplace Aesthetics
Aphrodite Vlahos*, Marcus Phipps, Robin Canniford, and Julie Ozanne

This research explores how consumers come to view their bodies as destabilizers of their practices. Drawing from a netnography and interviews exploring women's experiences with breast augmentation, I uncover the processes by which consumers change their bodies and better align their practices with marketplace aesthetics.

Riches to Rags to "Riches" – Consumers' Identity (Re-) Construction after Having Overcome a Spell of Poverty
Julius Stephan*, Kathy Hamilton, and Aliakbar Jafari

This study explores how German consumers who have overcome a poverty spell draw on and integrate their past selves in different ways into their altered post-poverty transition identities and lifestyles. It identifies two post-poverty archetypal narratives: the 'redemptive selves' and the 'critically reflexive returnees'.

Time/Geography: 'Anticiplacement' in Consumer Mobility
Thomas Robinson* and Eric Arnould

Places of departure and arrival are not just geographical concepts that can be mapped out, but are – from the perspective of mobility - inscribed in a temporal hermeneutic. We propose that mobility can be re-theorised at the intersection of consumption, geography and time, and term this phenomenon: anticiplacement.

PARALLEL SESSION 8
15:45 – 17:00

Track 8.1 Special Session: Money in Context
Room: August Vermeylen
Chair: Theodore J. Noseworthy

How Slider Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes
Manoj Thomas* and Ellie Kyung

Although organizations use text boxes and slider scales interchangeably to elicit consumers' willingness-to-pay, nine experiments demonstrate that slider scales elicit more extreme responses than text boxes. This happens because slider scales alter the calibration of the mental number line that people use to evaluate their bids.

Denomination Anchors: Demonstrating the Contingent Nature of the Denomination Effect as a Function of Price Level
Elena Reutskaja, Jeremiah Iyamabo*, Iñigo Gallo, and Priya Raghubir

Five studies show that at lower price/spend levels, the denomination effect replicates, but at higher price/spending levels it can reverse. This pattern suggests that the denomination effect may be driven by anchoring on price and matching it with the available denominations in one's wallet: the *Denomination Anchor* effect.

Moderators of the Denomination Effect: Role of Hedonic versus Utilitarian Consumption and Denomination Matching
Joydeep Srivastava* and Yuqian Chang

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.

Malleable Monopoly Money: Does How You Pay for a Gift Card affect How You Spend it?
Priya Raghubir and Shelle Santana*
Four studies show that 'monopoly money' is a relative construct and the subjective value of a gift card is influenced by the currency it was converted from. Gift cards purchased with cash are perceived to be more valuable and easier to spend than those purchased with points/miles.

Track 8.2 Review(er)s
Room: Priorzaal
Chair: Matthew Philp

How Beginner Reviewers Systematically Benefit and Harm Service Providers: Biases in Rating Approaches on User-Generated Reputation Systems

Peter Nguyen*, Xin (Shane) Wang, Xi Li, and June Cotte

Using field data and an experiment, we show that beginner (vs. veteran) reviewers assign more polarizing ratings, which is accentuated on mobile devices (vs. desktop computers). Most importantly, we show that because of this difference in rating approach, beginners (vs. veterans) systematically benefit and harm certain service providers.

The Reviewer Halo Effect: When What You Write Becomes Who You Are

Edith Shalev, Meyrav Shoham*, Ellie J. Kyung, and Coby Morvinski

We identify a "reviewer halo" effect, where review valence influences reviewer perceptions, and in turn product attitudes and intentions to follow the reviewer online. The underlying process differs for positive and negative halo effects: negative halos are robust, while positive halos depend on factors that facilitate affective information processing.

Negative Language Makes Online Reviews More Useful

Nikolay Georgiev* and Marc Vanhuele

To test the effect of linguistic affective valence of online reviews on their perceived usefulness, we analyzed over one million consumer reviews from two online communities. We found that reviews with a higher proportion of negative words are perceived as more useful, especially when they give positive evaluation ratings.

"I Was Told I Would Look Stupid": The Effect of Negative Product Reviews on Image Concerns and the Product Usage of Existing Owners

Matthew Philp* and Marcelo-Vinhal Nepomuceno

Three experiments provide evidence that negative product reviews reduce future usage intentions for the current owners of that product. This effect is driven by the image concerns of appearing as an incompetent consumer for purchasing and owning products that are believed to be a bad choice from reviews.

Track 8.3 Money and Shopping
Room: Blancquaert
Chair: Ana Scekic

"I Don't Care when I'll Give, but I'll Give More Later." Adding Time Delays Increases Donation Amounts, but Not Willingness to Donate
Emily Powell, Minah Jung, Eyal Peer, and Joachim Vosgerau*

We show, in five studies (N>2500), how and why adding a delay period between pledging to donate and paying for the donation can increase the amounts of money donated, but, contrary to previous studies, why it does not impact the share of people willing to donate.

Reminders of Money Lead American Patients to Desire Greater Autonomy
Jodie Whelan* and Miranda R. Goode

The rise of price transparency systems and point-of-sale payment options in the United States is increasing the frequency with which people encounter reminders of money in healthcare environments. Across four experiments, this research demonstrates that such cues may significantly impact the patient-doctor relationship by increasing patient's desire for decision autonomy.

Identifying the Picky Shopper
Andong Cheng*, Hans Baumgartner, and Margaret Meloy

We define pickiness and develop a scale to measure this trait. We find that pickier shoppers form smaller consideration set, exhibit less product-switching behavior, and are more likely to spread negative word of mouth. In addition, pickier shoppers care about a wider range of horizontal attributes than maximizers.

Product Search in Retail Environments: Influence of Vertical Product Location on Search Performance
Ana Scekic*, Selin Atalay, Cathy Liu Yang, and Peter Ebbes

We explore product search on shelves with large assortments. Specifically, we investigate how the vertical shelf location of a product influences search performance. We provide initial evidence that the middle shelf is a location of disadvantage when compared to top and bottom shelves, while the bottom shelf has an advantage.

Track 8.4 Special Session: The Happy Consumer
Room: Jan Gillis
Chair: Hyewon Oh

Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material

Hyewon Oh, Joseph K. Goodman, and Incheol Choi*

Consumers derive more happiness from purchasing experiences instead of material goods. However, we propose that at least part of this experiential advantage could be backwards. Four studies demonstrate how happy people (both chronic and incidentally induced) perceive their purchases as more experiential.

Saving for Experiences versus Material Goods

Masha Ksendzova, Grant Donnelly, and Michael I. Norton*

Consideration of future experiential (vs. material) consumption better encourages consumers to save. In a field experiment with financial-service customers, emphasis on experiential purchases generated greater interest in saving. Further, in two scenario-based experiments, participants allocated more money to saving when considering an aspirational experience, compared to a material good.

The Effect of Pooling Financial Resources on Relationship Satisfaction

Emily N. Garbinsky, Joe J. Gladstone, and Cassie Mogilner*

Does the way in which couples manage their money affect happiness in their relationship? Across four 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.

Rituals and Nuptials: Relationship Rituals Predict Relationship Satisfaction

*Ximena Garcia-Rada, Ovul Sezer *, and Michael I. Norton*

Across three studies, we show that endorsement of relationship rituals is associated with greater romantic relationship satisfaction, and that increased commitment to the relationship mediates this positive association. Additionally, we document a critical facet that predicts the psychological impact of relationship rituals: that they are held consensually.

Track 8.5 When Brands do Good
Room: Oude Infirmerie
Chair: Marijke Leliveld

Building Corporate Social Responsibility Reputations – a Buffer or a Liability when Facing Corporate Ethical Transgressions?
Marlene Vock*, Adrian F. Ward, and Margaret C. Campbell

This research contributes to the inconclusive debate in the field of corporate social responsibility (CSR) on whether a favorable CSR reputation is a buffer or a liability when facing later accusations of corporate ethical transgressions. Drawing on expectancy disconfirmation theory we show that a positive CSR reputation can be both.

Cause-Related Marketing (CM) Strategy of Luxury Brands: Altruistic Possessiveness Makes Luxury Brand CM More Effective
Sukhyun Kim*, Kiwan Park, and L.J. Shrum

Four studies demonstrate that product-linked cause marketing is more effective in engaging materialists than is donation-linked cause marketing, but not for value brands, and regardless of the product value. Higher altruistic possessiveness of the product-linked cause marketing is effective in satisfying status-seeking needs of materialists.

An Empirical Analysis of Consumers' Perceptions of Luxury Brands' CSR initiatives
Cesare Amatulli*, Matteo De Angelis, Daniel Korschun, and Simona Romani

This paper investigates the effect of luxury companies' CSR initiatives on consumers' willingness to buy luxury products. External CSR initiatives, related to legal and philanthropic dimensions, are more effective than internal ones, related to economic and ethical dimensions. This effect is particularly strong for consumers with a status-oriented luxury approach.

When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Marketing Advertisements
In-Hye Kang, Marijke Leliveld*, and Rosellina Ferraro

We demonstrate that, in cause-related marketing (CRM) advertisements, displaying the image of a person in need with sad (vs. happy and neutral) expressions leads consumers to infer stronger manipulative intent of the advertisement, which lowers its effectiveness. The effect is moderated by consumers' skepticism towards CRM and cause-centrality.