

Thursday, 04 July 2013

Registration

17.00

PRBB

Carrer del Doctor Aiguader, 88, Barcelona

Keynote Address: Robin Hogarth, Universitat Pompeu Fabra

18:00

PRBB

This event will take place in PRBB, Carrer del Doctor Aiguader, 88, Barcelona

Opening Cocktail

19:30

PRBB

Jazz concert at la Pedrera

21:45 - 23:45

Paseo de Gracia, 92

<http://www.lapedrera.com/es/nits-d%E2%80%99estiu-en-la-pedrera>

Event not included in the registration fee.

Buses leave at 21.00 from PRBB

Friday, 05 July 2013

Session 1
8:50 - 10:10

1.1 VARIETY: A SOLUTION TO ALL PROBLEMS?

Room: Q-102 ALUMNI

Chair: Anne Klesse, Tilburg University, The Netherlands

Dubious Means: Why fast Thinking Increases Variety-Seeking During Goal Pursuit

Aparna Labroo, University of Toronto, Canada*

Yifan Dai, University of Toronto, Canada

Fast thinking increases uncertainty regarding efficacy of means used to pursue an accessible goal which increases variety in the range of chosen means. Chronically-indulgent people choose more variety in chocolates (Study 1) and people primed with health choose more variety in healthy snacks (Study 2) when their mind is racing.

Do Weight Watchers Want More Options? How Activating Self-Regulatory Concerns Triggers the Need for Variety

Anne Klesse, Tilburg University, The Netherlands*

Caroline Goukens, Maastricht University, The Netherlands

Kelly Geyskens, Maastricht University, The Netherlands

Ko de Ruyter, Maastricht University, The Netherlands

We establish a relationship between self-regulatory concerns and variety seeking. First, we highlight that dieters seek more variety than non-dieters. Second, we demonstrate that activating self-regulatory concerns fosters this increased need for variety.

The Impact of Usage Frequency of Lifestyle Branding

Jingjing Ma, Kellogg School of Management, United States*

Alexander Chernev, Kellogg School of Management, United States

Economic theory predicts that decreasing the number of brand's usage occasions lowers their valuation. We argue that this is not always true: the impact of usage on brand valuation depends on the brands' self-expressive nature. Limiting usage lowers the valuation of functional brands but bolsters the valuation of lifestyle brands.

Is Variety the Spice of Love?

Jordan Etkin, Duke University, United States*

What makes people put effort into their relationships? This research considers how the variety of activities couples perform together impacts pro-relationship motivation. We show that when individuals perceive their relationship to be in its early (later) stages, they are more motivated by varied (similar) activities.

1.2 Consumption in and of Space and Place

Room: Q-401 JOAN MOLINS RIBOT

Co-chairs: Andreas Chatzidakis, Royal Holloway University of London UK

Morven McEachern, University of Salford UK

Participants:

Russell Belk, York University, Canada

Stefania Borghini, Bocconi University, Italy

Adriana Campelo, Cardiff University UK

Fiona Cheetham, University of Huddersfield, UK

Alain Debenedetti, Université Paris-Est (IRG), France

Massimo Giovanardi, Stockholm University School of Business, Sweden

Olga Kravets, Bilkent University, Turkey

Gretchen Larsen, Kings College London, UK

Pauline Maclaran, Royal Holloway University of London, UK

Killian O'Leary, University of Limerick, Ireland

Luca Visconti, ESCP Europe, France

Although consumer research has been exposed to a variety of different philosophical perspectives and disciplinary traditions, spatial perspectives remain relatively absent. We explore spatial, geographical and other perspectives that account for the less obvious impacts of space as well as more recent advancements on the consumption of space and place.

1.3 Consumer Narratives

Room: Q-302 LLUÍS CARULLA

Creative Consumers Cook up Value in Conversations

Marie Taillard, ESCP Europe Business School, UK*

Alkmini Gritzali, Cass Business School, UK

Researchers praise consumer engagement through social platforms, but little research shows how engagement can result in value creation. We examine how consumers generate novel ideas in online conversations, and search for evidence of collective creativity. We answer the question of how online consumer conversations generate creativity, resulting in value co-creation.

'All in good time': narratives of luxury experience in transition to motherhood

Martina Bauer, University of Innsbruck, Austria*

Sylvia von Wallpach, University of Innsbruck, Austria

Andrea Hemetsberger, University of Innsbruck, Austria

This study investigates luxury experiences during transition to motherhood. Phenomenological, autobiographical interviews reveal three distinct narratives of first-time mothers with different life courses. Findings show that consumers' life courses dramatically shape self-understandings of motherhood and lead to according shifts from material to immaterial, unnecessary to functional and rare luxury consumption.

Following the Byzantine Narrative: Consumer Participation in Storyscapes

Athinodoros Chronis, California State University, USA*

Anchored on the theoretical domain of the narrative paradigm, this paper draws attention to consumers' role in the commercial storytelling process by introducing the concept of "following the narrative" and elaborating on the nuanced ways in which consumers follow the narrative in storyscapes: filling narrative gaps, comparing, re-contextualizing, and imagining.

Using vignettes to elicit family consumption stories

Alice Grønhøj, Aarhus University, Denmark*

Narratives told by consumers have only enjoyed scant attention in consumer research. Vignettes can be used to elicit stories about consumption experiences and to generate family stories to explore issues related to family consumption. The method is illustrated by two studies of consumer socialization practices.

1.4 Consuming Cultural Heritage

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Pauline Maclaran, Royal Holloway, University of London, UK

“The Politics of Invisibility: Constructing Authenticity in the Industrial Museum”

Christina Goulding, Keele University, UK*

Emma Surma, Keele University, UK*

Our study of Blist Hill Industrial Museum questions the notion of museums as memory-containers (Crane 2000). We suggest they can be sites of social amnesia depending on what they ignore, hide or forget--embracing a politics of invisibility. Our historical interpretation explores discourses shaping perceptions of social class and gender.

“Heritage Lost or Found? Sociality and Fullness in the Irish Theme Pub”

Aron Darmody, Suffolk University, USA*

Eileen Fischer, York University, Canada

We argue that sociality or fullness is a quintessential feature linked to Irish-heritage pubs. Evoking assemblage theory, we conceptualize Irish pubs as networks of material and narrative elements that vary in the fullness they foster. Analyzing five ethnographic field sites, we identify three types of elements that contribute to fullness.

“The ‘Ministry of Food’ Then and Now: Changing Discourses of Thrift in Britain (1939 – 2012)”

Elizabeth Parsons, Keele University, UK*

Benedetta Cappellini, Royal Holloway, University of London, UK*

We explore thrift as a consumption disposition, and how it became linked to British heritage. We examine how thrift-related discourses direct consumption in British social-marketing texts from 1939-2012. These discourses pertain to family, good parenting, community and citizenship. We describe how public-sector bodies contribute to the ideological shaping of consumption.

“Consuming the Crown: Key Facets of the British Royal Family Experience”

Cele Otnes, University of Illinois at Urbana-Champaign, USA*

Pauline Maclaran, Royal Holloway, University of London, UK*

In this paper we present a theoretical framework containing six facets that we believe comprehensively explains the appeal of the British Royal Family for tourists to Great Britain, and Anglophiles worldwide. We argue that six facets of consumption, which tap into discourses of contemporary consumer culture, account for its popularity.

1.5 Internet, Viral and Media

Room: Q-402 FUNDACIÓN AGBAR

Chair: Snezhanka Kazakova, Ghent University, Belgium

Can't See the Forest for the Trees? Media Multitasking Leads to Local Perceptual Processing and Concrete Construals in Subsequent Tasks

Snezhanka Kazakova, Ghent University, Belgium*
Veroline Cauberghe, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium
Patrick De Pelsmacker, University of Antwerp, Belgium

We compared media multitasking to traditional, sequential media exposure. In Study 1, media multitasking led to more local processing during a subsequent geometric comparison task. In Study 2, behaviors were rated more concretely after multitasking with media. Study 3 confirmed that switching between different information streams likely drives these effects.

When the Online Social Presence is Undesirable? The Effects of Online Anthropomorphism, Need for Interaction and Social Exclusion on Consumers' Privacy Concern

Yi Xie, University of International Business & Economics, China*
Ke Chen, University of International Business & Economics, China

This research investigates the effect of anthropomorphism on consumers' privacy concern in the context of online services. Through a qualitative study and two experiments, we find that people with high NFI show higher privacy concern about anthropomorphized shopping webpages. Moreover, this effect gets stronger when they are socially excluded.

Self-Congruity with Viral Messages: Investigating its Impact on Message Perception and Forwarding Intentions

Verena Schoenmueller, University of Basel, Switzerland*
Manfred Bruhn, University of Basel, Switzerland
Eva Walther, University of Basel, Switzerland
Daniela Schaefer, University of Basel, Switzerland

The study demonstrates that social as well as ideal social self-congruity with viral messages positively impact forwarding intentions. Moreover, forwarding to a rather uncontrollable audience is found to be more strongly determined by social self-congruity, whereas forwarding to a rather controllable audience is more strongly determined by ideal social self-congruity.

Online consumer learning: An exploratory study of brands' objectives and consumers' perceptions

Nadia Steils, University of Namur, Belgium*
Alain Decrop, University of Namur, Belgium
Dominique Crié, IAE Lille, France

A product's success strongly depends on how consumers learn to use it. This paper investigates such learning processes in online settings. A qualitative exploratory study based on the analysis of a corpus of online courses (B2C, Peer2Peer, contextualized and decontextualized courses) and on a series of semi-structured interviews is conducted in order to understand companies' objectives and consumers' perception regarding online courses. Results namely show that informants prefer contextualized courses developed by peers.

1.6 Media and Digital Consumption

Room: C-103

Chair: Monika Kukar-Kinney, University of Richmond, USA

Possession Rituals of the Digital Consumer: A Study of Pinterest

Kristen Schiele, Woodbury University, USA*

Mine Ucok Hughes, Woodbury University, USA*

This study examines how consumers collect, organize, and categorize images they find using Pinterest, a bookmarking and image sharing website. We re-visit McCracken's (1986) theory of cultural meaning of consumer goods in the age of digital consumption to determine how virtual possessions have become an integral part of the user's extended self (Belk 1988). Based on interviews, netnography, and participant-observation, our findings shed light on the possession rituals of digital consumers. We found that consumers' image collection activities include claiming, personalizing, storing and hoarding, and sharing. Our research demonstrates how consumers engage in digital possession rituals and how they develop a symbolic sense of ownership even though they only possess a visual representation of that item and not the physical product.

Fear Of Missing Out: Is Voyeurism the Real Motive behind Teen Consumption of Social Media?

Leigh Doster, Coventry University, UK*

This paper examines the role of voyeurism in motivating everyday teen use of social network sites (SNS). We explore the benefits that teens derive from these voyeuristic practices and to what extent they re-enact "learned" behaviours of exhibitionism and voyeurism from Reality TV in SNSs.

Digital Self and Parasocial Interaction on YouTube

Chih-Ping (Lola) Chen, Discipline of Marketing, College of Management, Yuan Ze University, Taiwan*

This study focused on how amateur individuals who live in Taiwanese culture explore digital self and parasocial interaction via YouTube videos. Drawing upon Netnography and in-depth interviews with 45 participants, our data highlight that YouTube is a consumer narrative where multiple digital selves and parasocial interactions are made comprehensible.

Identification with the avatar in a commercial 3D virtual world: a dynamic perspective

Marion Garnier, SKEMA Business School, Univ Lille Nord de France, LSMRC*

Ingrid Poncin, SKEMA Business School, Univ Lille Nord de France, LSMRC

Avatars are a key factor for immersion in a consumption experience. Though, little is known about the customer-avatar relationship in a commercial context through time. Two studies were conducted. Findings relate to understanding ongoing avatar personalization, influence of identification on immersion and satisfaction, and the specific identification-immersion relationship throughout time.

Coffee Break

10:10 - 10:30

Keynote Address: Sheena Iyengar, Columbia Business School

10:30 - 12:00

Aula Magna

Lunch

12:00 - 13:30

2.1 Turning up the Heat on Haptics: Temperature and Consumer Decision Making

Room: Q-101 CUATRECASAS ABOGADOS

Chair: Dipayan Biswas, University of South Florida, USA

Mental Thermoregulation: Affective and Cognitive Pathways for Non-Physical Temperature Regulation

Rhonda Hadi, Baruch College, USA

Dan King, NUS Business School, Singapore*

Lauren Block, Baruch College, USA

Reliance on emotions (cognitions) can function as a warming (cooling) process and hence individuals are nonconsciously induced into altering their decision-making style according to their thermoregulatory objectives. The mere use of cognitive versus affective pathways alters not just an individual's perceived temperature, but leads to changes in actual temperature.

Warmer or Cooler: Exploring the Influence of Ambient Temperature on Cognitive Task Performance

Luqiong Tong, Tsinghua University, China

Rui (Juliet) Zhu, University of British Columbia, Canada*

Yuhuang Zheng, Tsinghua University, China

Ping Zhao, Tsinghua University, China

We theorize that temperature interacts with task complexity to jointly affect task performance. While cool temperatures encourage primarily systematic processing and thus enhance performance on simple tasks, warm temperatures prompt primarily heuristic processing, and thus lead to better performance on complex tasks. Further, warm (vs. cool) temperatures enhance creative cognition.

Red in the Eye, Blue in the Mouth: The Influence of Visual cues on Temperature Perceptions

Courtney Szocs, University of South Florida, USA

Dipayan Biswas, University of South Florida, USA*

The results of four experimental studies show that mere exposure to red and blue cues influences consumers' product temperature perceptions. This effect occurs because visual inputs are available prior to haptic inputs, since visual cues can be obtained with a greater degree of non-proximity and sequentially earlier than haptic cues.

2.2 Self-Control

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Uzma Khan, Stanford University, USA

Temporal Effects in Depleting vs. Replenishing Self-control

Uzma Khan, Stanford University, USA*

Past research has viewed self-control as an exhaustible resource. The current research shows that initial self-regulation may deplete or augment self-control resources depending on its temporal pattern. When self-regulation becomes harder over time it leads to depletion, whereas when self-regulation becomes easier over time it leads to greater self-control subsequently.

When Later Never Comes: Postponing Consumption Boosts Self-Control

Nicole Mead, Erasmus University Rotterdam, The Netherlands*

Vanessa Patrick, University of Houston, USA

Consumers have difficulty controlling their consumption. Yet strategies that encourage self-control are rare. Three experiments tested a novel route toward self-control success. Relative to the most common strategy, restraint, postponing consumption to the indefinite future reduced short- and long-term consumption of the postponed snack. Process and implications will be discussed.

Commitment to virtuous behaviors - How self-control shapes commitment to near versus distant behaviors

danit ein-gar, tel-aviv university*

Across four studies time execution and self-control are shown to influence commitment to virtuous behaviors. Low self-control consumers prefer committing to the distant future when one's schedule is abstract. High self-control consumers prefer committing to the near future when one's schedule is concrete. The effect is mediated by time slack.

When Goal Conflict Increases Motivation

Jordan Etkin, University of Maryland, USA

Uzma Khan, Stanford University, USA*

Anastasiya Pocheptsova, University of Maryland, USA

Consumers often pursue multiple conflicting goals. According to past literature inter-goal conflict induces difficulty in deciding which goal to pursue, which in turn has a negative effect on goal pursuit. In contrast, we show that experiencing inter-goal conflict can lead to higher motivation by increasing perceived goal importance.

2.3 Brands and consumption experiences

Room: Aula Magna GAS NATURAL FENOSA

Chair: Russell Belk, York University, Canada

Sex Appeal, Surf Culture and Seduction: Exploring the Hollister Experience

Lorna Stevens, University of the West of Scotland*

Joanne Mullen, University of Ulster, Northern Ireland*

This exploratory, qualitative study of Hollister draws on written in-depth interviews and subjective personal introspections from customers. Set against the growing literature on sensory servicescapes and experiential branding, the paper demonstrates that the Hollister experience evokes strong and contradictory reactions in those who took part in the study.

Fare-well strategies: caring consumption as part of the 'good death'

Stephanie O'Donohoe, University of Edinburgh, UK*

Darach Turley, Dublin City University, Ireland*

Terminally-ill people sometimes venture beyond disposition practices, using consumption to look after loved ones as they anticipate their post-mortem identities and relationships. Representations of dying in popular culture may be problematic as they suggest that consuming as part of "fare-well" strategies now forms part of a "good death".

"Make Someone Happy": Romantic Gift Giving of Teenagers in Japan

Yuko Minowa, Long Island University, USA*
Takeshi Matsui, Hitotsubashi University, Japan*
Russell Belk, York University, Canada*

Romantic gift giving practices of teenagers in socioeconomically troubled Japan are examined. The teenagers' gift giving orientations are influenced by the gender and gift giving socialization and the media. Four emergent themes manifest as the synthetic cosmic order, Disneyfied intimate sphere, body and soul, and playing liquid romance.

Marketing Generations: Intergenerational aspects of consumer culture

Andrea Davies, University of Leicester, UK*
James Fitchett, University of Leicester, UK
Richard Elliott, University of Bath, UK

Re-framing mother-daughter relations as a dialectic and taking an oral-history method this paper shows intergenerational memory to converge in shared family signatures of consumption. It responds to Wilkie and Moore's (2005) call for intergenerational research that it 'layered' and shows how shifts in consumer culture are incorporated across family generations.

2.4 Socially responsible consumption

Room: Q-401 JOAN MOLINS RIBOT
Chair: Remi Trudel, Boston University, USA

Socially Conscious Consumer Behavior: The role of Ethical Self-Identity in the use of Mental Accounting

Vanessa Hanel, University of Lethbridge, Canada
Debra Basil, University of Lethbridge, Canada*
Michael Basil, University of Lethbridge, Canada
Mary Runte, University of Lethbridge, Canada

An on-line experiment demonstrated the importance of consumers' ethical self-identity (ESI) in socially conscious consumer intentions. An assimilation effect took place; priming positive environmentalism led to more environmentally sensitive purchase intentions. The impact of priming depended upon one's level of ESI.

Brand name effect on consumers' Willingness-To-Pay for New versus Recycled or Remanufactured Products

Leila Hamzaoui, Telfer School of Management, University of Ottawa, Canada*
Jonathan Linton, Telfer School of Management, University of Ottawa, Canada

This research investigates the impact of product category and brand name on consumers' Willingness-To-Pay for recycled/remanufactured products. Findings show that WTP for recycled versus branded recycled, branded new product varies with the product category. Companies should assess the use of brand depending on products as part of their remanufacturing/recycling strategy.

The Effect of Product Distortion and Perceived Usefulness on Recycling Behavior

Remi Trudel, Boston University, USA*
Jennifer Argo, University of Alberta, Canada

We investigate the impact of product distortion, which arises during the consumption process, on a consumer's decision to recycle a

product. A field and five laboratory studies find that if the consumption process distorts the product sufficiently from its original form and function, it is less likely to be recycled.

Cultural Effects of Social Exclusion on Conspicuous Consumption and Charitable Helping: Testing the Differential Needs Hypothesis in Korea vs. U.S.

Jaehoon Lee, University of Houston--Clear Lake, USA

L. J. Shrum, HEC Paris*

Two studies tested the proposition that reactions to social exclusion depend on which needs are threatened, but that there are cultural differences in exclusion effects on need-threat and resulting consumption. Being ignored versus rejected produced opposite responses in Korean vs. U.S. consumers as a result of the differential need threats.

2.5 Judgment and Attitude Change

Room: Q-402 FUNDACIÓN AGBAR

Chair: Claire Tsai, University of Toronto, Canada

It's Not Always Either/Or: The Simultaneous Effects of Assimilation and Contrast

Tanuka Ghoshal, Indian School of Business, India*

Eric Yorkston, Texas Christian University, USA

Joseph Nunes, University of Southern California, USA

Peter Boatwright, Carnegie Mellon University, USA

A hierarchical Bayesian estimation on data from a beer-brewing competition reveals that a single evaluation within a hedonic sequence is simultaneously affected by both assimilation and contrast effects to prior items, hitherto considered mutually exclusive. We experimentally test moderating factors on another dataset of sequential evaluation of jokes.

Set-Fit Effects in Choice

Ellen R. K. Evers, Tilburg University, The Netherlands*

Yoel Inbar, Tilburg University, The Netherlands

Marcel Zeelenberg, Tilburg University, The Netherlands

We show how the “fit” of an item with a set of similar items affects choice. People have a notion of a set that fits together; one where the contents are all-similar, or all-different, on salient attributes. This results in choices reflecting “set-fit”, leading to predictable shifts in preferences.

Role of Information Asymmetry and Situational Salience in Reducing Intergroup Bias: The Case of Ultimatum Games

Ana Valenzuela, Universidad Pompeu Fabra

Joydeep Srivastava, University of Maryland, USA*

While the literature documents the preponderance of social identity biases in favor of in-group members, this research investigates factors that attenuate the bias. This research highlights malleability of judgments and decisions as a function of social identity in both complete and incomplete information situations in the context of ultimatum games.

HOW PRICE PROMOTIONS INFLUENCE POST-PURCHASE CONSUMPTION EXPERIENCE: THE IMMEDIATE AND DELAYED EFFECTS

Claire Tsai, University of Toronto, Canada*

Leonard Lee, Columbia University, USA

Three studies suggest that price promotions enhance consumption experience when consumption takes place shortly after the payment is made. However, when consumption is delayed, the situation is reversed: price promotions reduce attention to the product being consumed, and consequently, weaken consumption experience in the long run.

2.6 Alternative and Vulnerable Consumers

Room: C-103

Chair: Tina Lowrey, HEC Paris

The Collective Coping Strategies of Vulnerable Consumers

Peter Nuttall, University of Bath, UK*

Julie Tinson, University of Stirling, UK*

Maria Piacentini, Lancaster University, UK

Hayley Cocker, Lancaster University, UK

This research investigates financially vulnerable adolescents and their consumer coping strategies. Employing a qualitative methodology, strategies developed by adolescents and their families to access a ritual event are explored. Individual and collective approaches to manage disadvantage include individual and collective problem solving and/or emotional techniques. Perceptions of vulnerability are challenged.

Consumer experiences eating a raw food diet

Michelle Dunne, University of Limerick Ireland*

Lisa O'Malley, University of Limerick Ireland

This paper documents the experiences of consumers eating a raw food diet and seeks to contribute to the body of consumer culture theory (CCT), specifically identity projects and marketplace cultures. An interpretive reflexive methodology was adopted, collecting story/narrative interviews and an auto-ethnography of the researcher's own experience.

Tribalism in Turbulent Times: Liminality as motivator for tribal membership.

Máire O Sullivan, University College Cork*

Brendan Richardson, University College Cork

The tribal group in this study, knitters, largely consists of those whose lives are in a state of flux, or in a 'liminal' state. While the group is diverse, the contemplative nature of knitting seems to create a "shared flow" creating a sense of communitas.

"I feel like they're going to think I'm boring": stereotype threats and the experiences of non-drinking students

Emma Banister, Manchester Business School, UK*

Anthony Grimes, Manchester Business School, UK*

Maria Piacentini, Lancaster University Management School, UK*

Consumer research lacks understanding of the mechanisms and conditions under which (potentially) stereotyped consumers operate and act in relation to non-stereotyped consumers. We address this gap by exploring the experiences stereotyping among non-drinking students, their interpretations of stereotyping, and causes and consequences of the perceived threat of stereotyping.

Coffee Break

14:50 - 15:10

Session 3

15:10 - 16:30

3.0 Films and Q&A

Room: Q-407 HENKEL

Co-chairs: Marylouise Caldwell, University of Sydney Business School

Paul Henry, University of Sydney Business School

"I Win!": An Exploration of the Male Information Shopper

Linda Tuncay Zayer, Loyola University Chicago, USA*

Aaron Salles Torres, Loyola University Chicago, USA

Peter Coleman, Loyola University Chicago, USA

Avro Deb, Loyola University Chicago, USA

With the emergence of social media and new technologies, consumers are increasingly engaging in extensive information search not only for expensive items but also for mundane goods. This film brings to life the motivations behind men's search and shopping behavior within the context of a broader online consumer behavior study.

Link: <https://vimeo.com/55469461>

Password: eacr2013

What happens when brand evangelism meets entrepreneurship? Introducing the second tier tribal entrepreneur

Stephen O'Sullivan, Euromed Management School, Marseille, France*

This videography explores the evolving nature of tribal entrepreneurship within the international beer pong consumer tribe. It discusses how passionate consumers are evangelising a focal tribal brand in a sophisticated entrepreneurial manner. Second tier tribal entrepreneurs aid the process of communal glocalization. Thus, they are understood as cultural gatekeepers: a link between the focal tribal brand and a remote sub-tribe.

<https://vimeo.com/64990107>

password:EACR2013

Arab Hospitality

Russell Belk, York University, Canada*

Arab hospitality is a much vaunted virtue which we explore in three contexts: home hospitality, commercial hospitality, and hospitality toward foreign guest workers and visitors. While hospitality in the first two contexts is strong, hospitality toward foreigners is largely non-existent. This is explained as hyper-ritualization of that which is most in doubt.

<https://vimeo.com/41228319>

PW: EACR2013

3.1 Who, What, How and Why to Believe? Secrets, Revelations, and Truth Negotiations in

Consumer Behavior

Room: Q-101 CUATRECASAS ABOGADOS

Co-chairs: Cristel Russell, American University, USA

Sidney Levy, University of Arizona

“Tell Me Again How I Need ‘Healthy’ Whole Grains?!”: Collective Assessment of Online Credibility and Negotiation of Truth in Difficult Decision-Making Processes

Ana Babic, HEC Paris, France*

Kristine de Valck, HEC Paris, France*

This research focuses on consumer narratives across different online platforms arising from consumption practices associated with the gluten-free lifestyle. Through a netnographic investigation, we describe the collective credibility assessment and negotiation of truth that takes place when consumers encounter negative eWOM or comments from experts such as registered dietitians.

Do You Know What I Know? : Negotiating The “Secret” Brand Backstory

Vanisha Narsey, University of Auckland, New Zealand*

Cristel Russell, American University, USA

In-depth interviews with consumers that visited a museum exhibit showcasing the backstory of a television series reveal how the aura of secrecy is maintained when further sharing the backstory with others. As a result, consumers preserve the social boundaries secrets naturally create thus enhancing the personal consumer-brand relationship.

What Does Green Mean? : Managing Divergent Meanings of Corporate Social Responsibility for Different Market Segments

Ashlee Humphreys, Northwestern University, USA*

Ashley Heyer, Northwestern University, USA

Results of depth interviews and a critical discourse analysis reveal that consumers interpret CSR using three discourses—authenticity, bureaucracy, and efficiency—yet they differ markedly in their interpretation of these discourses according to social class. Working class consumers tend to focus on consumption, while professional class consumers focus on production.

3.2 When East Meets West: Cross-Cultural Consumer Research

Room: Q-401 JOAN MOLINS RIBOT

Chair: Gregory Kivenzor, Rivier University, USA

Participants:

Gregory Kivenzor, Rivier University, USA

Roy Toffoli, University of Quebec at Montreal, Canada

Elena Reutskaja, IESE Business School, Spain

Andriy Ivchenko, Universitat Pompeu Fabra, Spain*

Amaleya Goneos-Malka, University of Pretoria, South Africa

Mirella Yani-de-Soriano, Cardiff University, UK

A round table will discuss differences between consumer behavior patterns in developed countries and transitional economies. Among the discussion topics are: socio-psychological characteristics of consumers; cultural transformation from collectivism to individualism; transition from choicelessness to choice overload; ethical issues in consumption; gender differences in purchasing decision making.

3.3 Moral Licensing

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Jennifer Jordan, University of Groningen

Clicktivism or slacktivism? Impression management and moral licensing.

Gert Cornelissen, Universitat Pompeu Fabra, Spain*

Natalia Karelaia, INSEAD, France

Emre Soyer, ozyegin university

Social network sites provide the opportunity to engage in “clicktivism”, i.e., expressing one’s support to programs of social change symbolically. We build on previous work in moral dynamics and suggest that clicktivism can reduce levels of “real” prosocial behavior. We propose that impression management concern explains the effect.

Consuming green, living green? Boundary conditions of the licensing effect.

Marijn H. C. Meijers, ASCoR, University of Amsterdam*

Peeter W. J. Verlegh, ASCoR, University of Amsterdam

Marret K. Noordewier, Leiden University

Edith G. Smit, ASCoR, University of Amsterdam

Sustainable consumption at $t=0$ may license people to behave unsustainably at $t=1$. We show that this effect is mitigated by one’s sustainable self-view. We also find that self-licenses can be traded in only once and do not persist in subsequent situations ($t=2$).

Moral emotions and self-regulation: an investigation in the case of ethical consumption

Paolo Antonetti, Cranfield School of Management, UK*

Stan Maklan, Cranfield School of Management, UK

Results from three studies show that guilt and pride influence both the intentions to purchase ethical products in the future and stable efficacy beliefs about sustainability hold by consumers. This demonstrates that emotions do not just affect behaviour but they can also drive the development of moral beliefs about sustainability.

The Self-Definitional Approach to Corporate Social Responsibility: The Moderating Roles of CSR Support and Ethical Ideology

Aihwa Chang, Department of Business Administration, National Chengchi University*

Timmy Tseng, Department of Business Administration, National Chengchi University

Eileen Chien, Department of Business Administration, National Chengchi University

This study examines the moderating roles of CSR support and ethical ideology on the relationship between CSR images and Consumer-Corporate identification. An experimental design was used to validate the hypotheses. Results confirmed our hypotheses. The self-definitional approach to CSR may increase explanation capability by incorporating the viewpoints of accessibility/diagnosticity model.

3.4 Fluency and Automaticity

Room: Q-402 FUNDACIÓN AGBAR

Chair: Maria Galli, Universitat Pompeu Fabra, Spain

Fluency of Brand Names: Effects of Ease-of-Pronunciation on Non-Word Memory and Product Judgments

Antonia Erz, Copenhagen Business School, Denmark*

Bo T. Christensen, Copenhagen Business School, Denmark

The ease or difficulty of word pronunciation can affect judgments. We experimentally show that linguistic fluency has a direct effect on liking and a U-shaped effect on memory of words. We further demonstrate that the fluency of fictitious brand names affects judgments about the novelty and performance of innovative products.

The Impact of Thoughts In Consumer Evaluation As a Function of Ease

Beatriz Gandarillas, IE University, Spain*

Pablo Briñol, Universidad Autónoma de Madrid, Spain*

Richard E Petty, Ohio State University, USA

Andrew Luttrell, Ohio State University, USA

This research examines the impact of the ease with which thoughts are expressed on consumer persuasion. When thoughts were easy to express (using many words for important topics) they were more impactful on subsequent evaluations than when they were relatively more difficult to express (using one single word).

Revaluation of Nonconscious Brand-Attribute Associations And Its Effect On Brand Attitudes

Maria Galli, Universitat Pompeu Fabra, Spain

Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong*

Steven Sweldens, INSEAD, France

Prior research showed that consumers may associate brands with attributes nonconsciously and that this may influence overt brand evaluations. The current paper investigates if a change in attribute valence (after nonconscious association-formation) influences brand evaluations, and whether there is (nonconscious) “discrimination” in how the revised valence is used in evaluations.

Humanized products in TV ads: How anthropomorphism can elicit emotions, enhance attitudes, and affect purchase likelihood

Katja Pfeifer, Saarland University*

Andrea Groeppel-Klein, Saarland University

Jennifer Helfgen, Saarland University

The propensity to attribute human characteristics to the non-human is known as “anthropomorphism” (Guthrie 1993, 62). The findings of our study show that a product presentation causing anthropomorphism can be a very effective advertising strategy due to the elicitation of positive emotions. Anthropomorphism can also influence purchase behavior.

3.5 Embodiment and Haptics

Room: Q-102 ALUMNI

Chair: Rita Coelho do Vale, Católica Lisbon- School of Business and Economics, Catholic University of Portugal, Portugal

The Influence of Looking Down Versus Up as a Learned Distance Cue on Level of Construal

Anneleen Van Kerckhove, Ghent University, Belgium*

Maggie Geuens, Ghent University, Belgium

Iris Vermeir, University College Ghent, Belgium

People generally look down (up) to perceive nearby (distant) objects. Five experiments show that because looking down (up) has come to serve as a proximity (distance) cue, looking down (up) evokes more concrete (abstract) processing. Two additional experiments delineate a link between level of construal and preference-decision consistency.

Driving Symbolic Consumption through Imagined Vertical Movements

Massimiliano Ostinelli, University of Wisconsin - Milwaukee, USA
Torsten Ringberg, Copenhagen Business School
David Luna, Baruch College, USA*

Drawing on theories of embodied cognition and compensatory consumption, we provide evidence that merely imagining oneself moving upward or downward affects preference for symbolic products. Altogether, two studies show that imagining taking an elevator down, as opposed to up, decreases self-worth and, in turn, increases preference for symbolic products.

Product design as a cue for the performance quality of products: An exploration into the value of visual and haptic characteristics

Ruth Mugge, Delft University of Technology, The Netherlands*

This research explores the visual and haptic characteristics in product design that consumers use for their perceptions of a product's performance quality. The results of in-depth interviews demonstrate that consumers use attractiveness, symbolic associations, size, weight, ergonomics, material, and the haptic quality of components to form performance quality perceptions.

Coffee Break
16:30 - 16:40

Session 4
16:40 - 18:00

4.1 How to Ask: Making Prosocial Behavior Requests Most Effective

Room: Q-102 ALUMNI

Chair: Jordi Quoidbach, Harvard University, USA

The Power of Giving: Why People Give Over Time

Emily Garbinsky, Stanford University, USA*
Jennifer Aaker, Stanford University, USA

What motivates lasting giving? The results of four laboratory experiments reveal that feeling powerful, spurred by pictures of smiling children or mindset priming tasks, drives giving over the long run. These findings contribute to research on charitable giving as well as research on power.

Commitment and Behavior Change: Evidence from the Field

Katie Baca-Motes, Disney Research
Amber Brown, Disney Research
Ayelet Gneezy, University of California San Diego, USA*
Elizabeth Keenan, University of California San Diego, USA
Leif Nelson, University of California Berkeley, USA

This work explores commitments as a mechanism for increasing individuals' compliance with eco-friendly behavior. Results of a field experiment conducted at a hotel show that a specific guest commitment to practice sustainable behavior, coupled with a public symbol

of that commitment, significantly increased participation in towel reuse, arguably via signaling.

Prosocial Spending and Well-Being: Cross-Cultural Evidence for a Psychological Universal

Michael Norton, Harvard Business School, USA*
Lara Aknin, University of British Columbia, Canada
Chris Barrington-Leigh, University of British Columbia, Canada
Elizabeth Dunn, University of British Columbia, Canada
John Helliwell, University of British Columbia, Canada
Robert Biswas-Deiner, Centre for Applied Positive Psychology

People around the world derive happiness from spending money on others. Prosocial spending is associated with greater happiness in 120 out of 136 countries; both actual and recalled prosocial spending impacts happiness across countries differing in wealth (Canada, Uganda, and India). Happiness from helping others emerges in diverse cultural contexts.

4.2 Food

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Lauren Block, Baruch College, USA

Chew on This: Food Haptics Influence Mastication and Calorie Estimates

Dipayan Biswas, University of South Florida, USA
Courtney Szocs, University of South Florida, USA*
Aradhna Krishna, University of Michigan, USA
Donald Lehmann, Columbia University, USA

Five experiments show that haptic properties of foods influence mastication and ultimately calorie estimates. Consumers perceive soft (vs. hard) and smooth (vs. rough) foods as higher in calories. This food-haptics calorie-estimation effect is magnified when consumers focus on mastication, and process evidence suggests orosensory associations may be driving the effect.

Healthier by Precommitment

Janet Schwartz, Tulane University, USA*
Daniel Mochon, Tulane University, USA
Dan Ariely, Duke University, USA

Increasingly, obesity-related interventions rely on providing incentives to encourage healthier food choices. Behavioral science research has shown, however, that incentives alone may not fully engage consumers. Here, we show in a randomized controlled field experiment that urging self-control through precommitment can significantly improve incentive utilization and healthy nutrition behavior.

One Chocolate Cake and a Short-term Mate: The Influence of Unhealthy Foods on Short-term Mating

Courtney Szocs, University of South Florida, USA*
Dipayan Biswas, University of South Florida, USA

Three studies show that consumption of unhealthy foods can influence short-term mating tendency. Specifically, actual or imagined consumption of unhealthy (vs. healthy) foods leads to increased interest in short-term mating. Gender and hunger moderate these effects, with the effect only holding for males, and getting reversed under high hunger.

Consuming food as play: Insights from two interpretive studies

Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa*

Amandeep Takhar, University of Bedfordshire, United Kingdom*

This study draws insights from two interpretive studies to explore how young people use food as an object of play, and contributes to our understanding of how food cultures are evolving, altered and changed in form, but not ultimately abandoned.

4.3 Brand Relationships and Consumer Responses

Room: Aula Magna GAS NATURAL FENOSA

Chair: Gavan Fitzsimons, Duke University, USA

Buy Now! How Brand Relationships Influence Consumer Responses to Restrictive Advertising

Sarah Moore, University of Alberta, Canada

Yael Rugar, Virginia Tech, USA*

Gavan Fitzsimons, Duke University, USA

Restrictive ads (e.g., “Buy now!”) often elicit reactance from consumers. We identify when and why restrictive ads do so by examining consumer-brand relationships. Consumers perceive restrictive ads from committed, but not uncommitted, brand partners as meaningful threats to freedom, and dislike such ads. These effects are mediated by threat perception.

THE CONTEXT (IN)DEPENDENCE OF BRAND EXTENSION FEEDBACK EFFECTS

Pragya Mathur, Baruch College, USA*

Durairaj Maheswaran, New York University, USA

Consumers who consider brand extensions in terms of attributes evaluate the parent brand based on extension-fit, while consumers who think in terms of benefits are less likely to rely on extension-fit. Consumers’ context-dependence is implicated as an important factor that determines whether individuals think in attribute or benefit terms.

The Brand Tourism Effect: How Noncore Users Enhance the Image of Exclusive Brands

Silvia Bellezza, Harvard Business School, USA*

Anat Keinan, Harvard Business School, USA

We examine how core consumers of exclusive brands react when noncore-users obtain access to the brand. Contrary to the notion that non-core users are a threat to the brand, four experiments demonstrate the conditions under which non-core users and downward brand extensions enhance rather than dilute the brand image.

High Tide for the Wealthy: Brand Support and Wealth

Danielle Brick, Duke University, USA

Tanya Chartrand, Duke University, USA*

Gavan Fitzsimons, Duke University, USA*

We find that brand support, (i.e. the degree we perceive our brands are reliable, satisfying and need-fulfilling), varies across individuals based on their socio-economic-status. Those in high wealth situations tend to turn to everyday consumer package good brands for support to a much greater degree than their low SES counterparts.

4.4 Methodologies and New Conceptualizations

Room: Q-401 JOAN MOLINS RIBOT

Chair: Charles Gengler, Baruch College, USA

Elucidating a Theory of Practice for Consumer Research

Stephen Murphy, University of Limerick*

Maurice Patterson, University of Limerick*

By addressing current conceptualizations of practice within consumer research, we suggest an alternative theory of practice that embraces subjective, context specific accounts of consumption. This alternative theory allows us reconnect with practitioners and the rewards they experience, consequently we link individuals to the social through the explication of external rewards

CONSUMING MUSIC: A PHENOMENOLOGICAL INVESTIGATION

Gail Leizerovici, Ivey Business School, Western University, Canada*

June Cotte, Ivey Business School, Western University, Canada*

Researchers have studied music as a component of environments, in advertisements, and as information (Kellaris et al. 1992, 1993, 1994; Kotler 1973; MacInnis and Park 1991). We investigate music by presenting results from a phenomenological study with consumers regarding songs that are familiar, examining music experience using consumer theories.

MOTIVATION RESEARCH: IN THE DNA OF BRANDING

Mark Avis, Massey University*

In 1951 James Vicary, a dubious marketing research practitioner, published an article on the research method of brand personification. The method provides the foundation for the modern concepts of brand personality and brand relationships, but the dubious origins of the method raises questions about these concepts.

Invented vs. Inherited Brand Names: What's the Difference?

Ruth Pogacar, University of Cincinnati, USA*

Emily Plant, University of Montana, USA

Laura Felton Rosulek, University of Montana, USA

This research examines linguistic attributes of invented brand names versus brands named after people or places. Analysis reveals distinct linguistic attributes of invented brands. The authors propose that certain attributes are selected for (or against) by name inventors and managers based on sound symbolism – the link between sound and meaning.

4.5 Motivated to Change (Ourselves)

Room: Q-402 FUNDACIÓN AGBAR

Chair: Irene Scopelliti, Carnegie Mellon University, USA

Capturing or changing the way we (never) were? How taking pictures affects experiences and memories of experiences

Gal Zauberman, University of Pennsylvania, USA*

Kristin Diehl, University of Southern California, USA*

Alix Barasch, University of Pennsylvania, USA

Consumers take pictures in almost every life situation. We examine with lab experiments and a field study whether taking pictures (or constraints on such) affects evaluations and memories of an experience in the short to long run.

How Participation in Different Stages of Self-Production Influence Consumers`Evaluation of, and Relationship with, Self-Made Products

Sukriye Sinem Atakan, Ozyegin University, Turkey*

Richard P. Bagozzi, University of Michigan, USA

Carolyn Yoon, University of Michigan, USA

Three studies reveal that engagement during the input specification (design) and realization (physical production) stages of the production process enhance attachment to the self-made product. However, only engagement during the input specification stage increases identification with the product. Findings contribute to the literature on self-production, co-production, and do-it-yourself products.

Vicarious Control: Exposure to Mastery and Perceived Self-Efficacy

Irene Scopelliti, Carnegie Mellon University, USA*

Simona Botti, London Business School, UK

Carmen Donato, University of Groningen, The Netherlands

We hypothesize and test that observing masterful performances of experts at difficult activities increases one's perceptions of self-efficacy at those same activities. The exertion of control apparent in the masterful performance is vicariously experienced by the observers, and raises their expectations on their own ability to perform the same activity.

Does Oxytocin Increase Impulse Buying?

Xing Zhang, National University of Singapore, Singapore*

Monakhov Mikhail, National University of Singapore, Singapore

Soo Hong Chew, National University of Singapore, Singapore

Poh San Lai, National University of Singapore, Singapore

Terry Tong, National University of Singapore, Singapore

Jianjun Liu, Genome Institute of Singapore

Richard Ebstein, National University of Singapore

Based on a 1,158 Han Chinese sample, we found that plasma OT level is predictive of women's impulse buying scores from multiple measurements and actual expenditure in fashion products. A significant association was observed between the oxytocin receptor gene and impulse buying for male subjects.

4.6 Consumer Responses to Negative Experiences

Room: C-103

Chair: Silvia González García, ITESM, Mexico

Consumer Attributional and Emotional Responses to Transgressions: Who's to Blame?

Kate Westberg, RMIT University, Australia*

Constantino Stavros, RMIT University, Australia

Bradley Wilson, RMIT University, Australia

Aaron Smith, RMIT University, Australia

Using the context of athlete transgressions in professional sport, this study explores the full effect of consumer response, not only toward the transgressor but also toward multiple associated actors within and outside a firm and the circumstances under which attribution of blame is extended to actors beyond the transgressor.

The Influence of Activating Social Motivations as a Mechanism to Avoid Ego-Defensive Responses Associated with Terror Management to Risk Communication

Paul M. Connell, Cass Business School, City University London*

Michael M. Kamins, State University of New York at Stony Brook

Ingrid M. Martin, California State University Long Beach, USA

In an experimental study, we find that highlighting the suffering that family members would endure as a result of a loved one's death can result in health communications that facilitate acknowledgment of health risk and increase intent to cease engaging in risky behavior (e.g., smoking).

WHO DONE IT? A STUDY OF RESPONSIBLE CONSUMERS' EVALUATIONS OF A MALFUNCTIONING SYSTEM

Carmen Valor, Universidad Pontificia Comillas, Spain*

Isabel Carrero, Universidad Pontificia Comillas, Spain*

Estela Díaz, Universidad Pontificia Comillas

Responsible consumption is framed in existing work as a reaction against something that is fundamentally wrong in contemporary societies, a malfunctioning of the system. By using grounded theory, this paper explores whether responsible consumers have a shared belief about the reasons for this malfunctioning. The main finding of this paper is that responsible consumers report doing different actions, acknowledge pursuing different goals and their actions have different targets, according to their beliefs about the ultimate reasons for the malfunctioning system. Not only are those beliefs, goals, and actions interrelated but they reflect deeper views of what kind of power should be exercised on consumers' side to counteract those forces.

All That Glitters is Gold: The Impact of Self-Threat on Conspicuous Sensory Consumption

Rishtee Batra, Indian School of Business, India

Tanuka Ghoshal, Indian School of Business, India*

We propose that consumers use heightened sensory consumption as a means to restore their feelings of self-worth. In three studies we find that individuals under self-threat exhibit preference for visually loud product designs and louder music. However, engaging in a self-affirmation exercise negates the desire for heightened sensory consumption.

Poster Session

18:00 - 19:00

Poster Session

THE ROLE OF ETHICAL EVALUATION IN THE PURCHASING OF HIGH-INVOLVEMENT ECO-INNOVATIONS

Lidya Jareño-Macías, University of Granada, Spain*

Francisco-Javier Montoro-Ríos, University of Granada, Spain

Juan Sánchez-Fernández, University of Granada, Spain

We propose a new approach to marketing decision ethics (usually focused on communication issuers) by implementing Hunt and Vitell (1986)'s theoretical model for ethical decision-making processes, in order to explain consumers' purchasing behavior of high-involvement eco-innovations, linking deontological and teleological reasoning to variables related to pro-environmental purchasing.

Gender Differences in the Influence of Weight on Product Evaluation

Jaewoo Park, Chiba University of Commerce, Japan*

Hiroaki Ishii, Chiba University of Commerce, Japan*

Studies on weight perception have shown that experiences of physical heaviness affect evaluation of target stimuli. However, the question of how individual differences in weight perception moderate evaluation remains unanswered. Through three experiments, we demonstrate that physical heaviness influences product evaluations positively for men but not for women.

The 'Young Global Elite' of Tomorrow: Attachment to Foodstuffs, Food Brands and Food Consumption Practices in a Liquid, Mobile World

Nina Brosius, University of Auckland, New Zealand*

Ashleigh Logan, University of Strathclyde, UK*

This study is a cross-cultural comparison between Europe and Asia that examines the 'young future global elite'. The research demonstrates that in liquid modern times, foodstuffs and food consumption practices remain and exist as highly embedded infrastructures that anchor individuals to their native and other cultures.

First steps towards conceptualization and measurement of consumers' perceptions of the nostalgia aroused by brands

Anne-Laure Bartier, UCL/Louvain School of Management, Belgium*

Mike Friedman, UCL Mons/Louvain School of Management, Belgium

Nostalgia evoked by brands is at the forefront of contemporary marketing theory and practice. To date, little attention has been paid to understanding the consumers' perceptions of the nostalgia aroused by brands. This article outlines research designed to conceptualize, develop, and validate a new scale to measure brand nostalgia.

What Makes Brands Cool: An Exploration of Producer Perspectives

Geraldo Matos, University of Rhode Island*

Nikhilesh Dholakia, University of Rhode Island

Hillary Leonard, University of Rhode Island

Delancy Bennett, University of Massachusetts, Amherst

Cool is hard to define but widely pursued. Many have studied Cool but few have explored it from the producer's perspective of what makes brands cool. This study involves in-depth interviews with marketing executives from the Street/Sportswear industry. Preliminary findings identify core elements of a Cool brand.

Emotional Suppression as a Moderator for the Impact of a Transgression on Consumers' Satisfaction

Tatiane Silva dos Santos, Universidade Federal do Paraná

Paulo Henrique Muller Prado, Universidade Federal do Paraná

Danielle Mantovani, Universidade Federal do Paraná*

José Carlos Korelo, Universidade Federal do Paraná

This research demonstrates that consumers who are better able to suppress the negative emotions experienced a lower decrease in their satisfaction evaluation of the relationship with the seller after a transgression than those who had a lower negative emotion suppression capacity behavior.

Lone no more: The Sociable Ethical Consumer

Minhye Lee, University of Leicester, U.K.*

Andrea Davies, University of Leicester, U.K.

Matthew Higgins, University of Leicester, U.K.

Based on 6 months ethnographic participant observation and in-depth interviews with a self-defined ethically conscious consumer group in Korea the study reconceptualises ethical consumption and problematises contemporary views of the ethical consumer. Theoretical and methodological implications for the practice of qualitative research in a Korean context are also advanced.

Giving Yourself a Gift this Christmas

Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce, Thailand*

This research aims to examine the immigrants' self-gift behavior while they experience their Christmas event in the UK. Employing the critical incident technique, It attempts to see how effective self-gift giving as a tool to express the identity and how self-gifts can help to increase the immigrants' emotional well-being.

"Half-households": insights to consumption behaviour for communal products in mixed dwellings

Jackie Clarke, Oxford Brookes University, UK*

Jillian Farquhar, University of Bedfordshire, UK

This paper develops an understanding of collective consumption practices in multiple occupancy households. An alternative mode of dwelling, these non-family groups share living space and communal decision making about household consumption of products. The preliminary analysis of focus groups concentrate on the emergent categories of experience, international dimensions, and fluidity.

Evoking informant self-reflexivity: a case of courtship within the British Sikh community

Amandeep Takhar, University of Bedfordshire, United Kingdom*

Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa*

Our interpretive study contributes to reflexivity theories by focusing on evoking informant self-reflexivity. The findings reveal that techniques such as "reiterative questioning" and encourage informants to delve deeper into their emotions about courtship. We argue that evoking informant self-reflexivity is as significant to the interpretive research process as researcher reflexivity.

The Curious Case of Curiosity : Unpleasant Advertising and Curiosity

Liesbet Van den Driessche, Ghent College University, Belgium*

Iris Vermeir, Ghent University, Belgium

Mario Pandelaere, Ghent University, Belgium

This research examines whether evoked curiosity can explain the effectiveness of unpleasant advertising. Our results indicate that although unpleasant advertising did not lead to behavioral intention with regard to the advertised product, unpleasant advertising did evoke curiosity. Curiosity itself proves to be a strong predictor of behavioral intention

The Lucky Financial Advisor: How Luck Perceptions Influence Consumers' Investment Decisions

Peter Darke, York University, Canada

Jennifer Argo, University of Alberta, Canada

Monica Popa, University of Saskatchewan, Canada*

We show that financial advisors' luck in areas unrelated to investment influences consumers: they invest more when learning that the advisor is lucky. The effect is prominent for consumers who believe in good luck, and arises regardless of advisor's expertise: consumers place as much stock in luck as in competence.

Speak to the Leg: A post-Paralympic analysis of consumer-object relations

Rikke Duus, University of Leicester, United Kingdom*

Andrea Davies, University of Leicester

Michael Saren, University of Leicester

This paper reviews and re-theorises objects in consumer research with specific focus on consumer-object relationships. The research investigates individuals' experiences of living with a prosthetic limb using phenomenological interviews, diaries and autodiving. Findings are analysed from a posthuman perspective and reports on descriptions of companionship, dependence/independence, identity formation and normality.

Process of Solution Design: the Curator's Intent and the Viewer's Interpretation

Hee Young Chung, Hongik University, Korea*

Nara Youn, Hongik University, Korea*

We address how to best minimize mismatch occurrences between what the supplier intends to provide versus what the customer envisions, especially in the context of art exhibition. We conducted ethnographic research featuring in-depth interviews and participant observation on the curator's design process of the solution and the viewer's consumption experience.

The Weibo of Desire: Transforming Consumptionscapes in the Social Media Era

Jingyi Duan, University of Rhode Island, USA*

Nikhilesh Dholakia, University of Rhode Island, USA

This study explores how Weibo, the Chinese Twitter, constructs consumers' desires and promotes consumerism. Content analysis is applied to 250 consumption related Weibo messages. The findings show that idealizing and fantasizing are the ways that consumers use social media to construct and project their desires, and Weibo significantly boosts consumerism.

Perceived Benefit of Social Media and Commitment on Service

JungKun Park, University of Houston, USA*

Teling Chung, Iowa State University, USA*

Younghee Lee, University of Houston, USA

This study examined the effects of consumers' perceived functional, economic, experiential, and symbolic benefits on

consumers' commitments to social media service. Three dimensions of commitment were discussed, including calculative, affective, and normative commitment. Moderating effects of satisfaction of information and social influences of using social media service are examined.

Impacts of Expected and Experienced Processing Fluency on Consumer Judgment

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong*

Jiewen Hong, Hong Kong University of Science and Technology, Hong Kong

Results from two studies suggest that the interpretation of the fluency experience is contingent on how easy or difficult people expect the incoming information would be processed. Specifically, participants had higher evaluations of the target when their experienced processing fluency conformed (vs. did not conform) to their expected processing fluency.

Experiencing Works of Art Enhances Creativity: The Role of Inspiration as a Mediator

DongWhe Ahn, Hongik University, Korea*

Nara Youn, Hongik University, Korea*

This research empirically documented the effect of experiencing works of art on creativity. Participants experiencing works of art were inspired more, and showed higher performance in creative search for solutions. Positive affect induced from inspiration explained the effect of art appreciation on creativity.

Self-Regulation and the Support for Public Regulation of Diets - A cross-European survey on the acceptance of policies for healthier eating

Tino Bech-Larsen, Aarhus University, Department of Business Administration*

Jessica Asheman-Witzel, Aarhus University, Department of Business Administration

Mario Mazzocchi, University of Bologna, Department of Statistical Sciences

Whether consumer's self-regulation characteristics (Higgins, 1997) influence their support for different types of policy instruments (e.g.: information campaigns, taxes, bans) for the promotion of healthier diets, was explored in a survey with 3003 consumers in five European countries: Belgium, Italy, Poland, the UK and Denmark.

Measuring the Full Breadth of Consumer's Attitudes Towards Consumption

Rajesh Iyer, Bradley University, USA*

James Muncy, Valdosta State University, USA

Anti-consumption is simply one area upon a larger continuum of consumers' attitude towards consumption. A thirteen-item scale was developed which measures consumers' pro/anti-consumption attitudes at both the micro and the macro level. The scales psychometric properties were also studied.

Female Perceptions of TV Models Attractiveness and its Effect on Advertising Likability: An Exploratory Study

Essam Ibrahim, Senior Lecturer in Marketing, Edinburgh University Business School, UK*

Anel Baimuratova, Edinburgh University Business School, UK

Abeer Hassan, Lecturer, University of West of Scotland*

This exploratory study aims to examine female's perception of TV models attractiveness and its effect on advertising likability. A mixed-method was adopted to collect data from 140 respondents in Eastern Europe. The results suggest that the normally attractive

models generated a greater degree of positive effect, which have improved advertising likability.

Peer Group Influences in Development of Self-Brand Connections

Burak Tunca, University of Agder, Norway*

Sigurd V. Troye, Norwegian School of Management, Norway

Although peers' role in consumer socialization process is well acknowledged, little is known with regard to their influence in development of self-brand connections. The paper addresses this gap and finds that, compared to children, adolescents perceive higher self-image congruity with peers and incorporate larger number of peer-associated brands into self-descriptions.

Consumers' reactions to assortment reductions and shelf categorizations

Thomas Rudolph, University of St. Gallen, Switzerland

Liane Nagengast, University of St. Gallen, Switzerland*

Christina Heidemann, University of St.Gallen, Switzerland*

In order to support customers in their shopping processes, retailers should take into account (1) the actual assortment size and (2) the categorization of the shelves. We show in a field setting that both instruments simplify customers' shopping processes. The combination of both instruments shows the most positive outcome.

Sharing and social Bonds, a disruptive view of luxury

Rosa Llamas, University of Leon, Spain*

This research aims to study the multiple meanings of luxury in the consumer society. To address this objective, an interpretive study based on verbal accounts and visual methods was carried out. Findings illustrate that sharing, togetherness, belongingness, and the gregarious self are keys in understanding the contemporary view of luxury.

Giving with the hand that bites: A fresh perspective on communal consumer loyalty programs

bernard cova, euromed management marseille france*

eric remy, iae rouen france*

Communal loyalty programs have been introduced as a new form of loyalty programs that elicit emotional connections with the brand. Unlike approaches where loyalty of this kind is based on a gift's linking value, we analyse it in relation to the concept of the gift that bites.

The effects of shopping goal concreteness on shoppers' behavior and inspiration in online retailing

Thomas Rudolph, University of St. Gallen, Switzerland

Tim Böttger, University of St. Gallen, Switzerland*

We reveal that shoppers with concrete (vs. abstract) shopping goals focus less on product displays, but more on user recommendations in e-retailing. Attention paid to navigation elements and product displays correlated negatively with shoppers' inspiration, whereas attention to user recommendations and low shopping goal concreteness had positive effects on inspiration.

Is "Angry" more Fun than "Happy" for Mobile Game Name? A Pleasure-Arousal Perspective

Sara, H. Hsieh, National Chengchi University, Taiwan*

Crystal, T. Lee, National Chengchi University, Taiwan*

Timmy, H. Tseng, National Chengchi University, Taiwan

Drawing from pleasure-arousal theory, the present research reveals how the affective cue of brand name exerts influence on consumers' experiential consumption. Findings show brand name with negative affective cues exhibit greater pleasure arousal than positive affective cue, and the effects are moderated by the need for entertainment and game involvement.

Draw Me Closer: The Role of Psychological Distance on Mobile Device Attachment

Sara, H. Hsieh, National Chengchi University, Taiwan*

Timmy, H. Tseng, National Chengchi University, Taiwan*

Crystal, T. Lee, National Chengchi University, Taiwan

Drawing from construal level theory, this study contributes to exemplify the antecedent factors and the consequence of mobile device attachment. Results show psychological distance plays a fundamental role in affecting self image congruity, ritual attachment and normative influence to drive attachment that leads to psychological well being and loyalty.

Measuring strategies to resist persuasion

Marieke Fransen, University of Amsterdam, The Netherlands*

Peeter Verlegh, University of Amsterdam, The Netherlands

Claartje ter Hoeven, University of Amsterdam, The Netherlands

In the present research, we developed a scale to measure strategies that people adopt when resisting persuasive communication. Nine strategies (e.g., counter arguing, selective exposure, and avoidance) were observed. As expected, the likelihood of adopting the strategies shows a positive correlation with negative affect and a negative correlation with age.

Risk Perception and the Commitment to Reduce Global Climate Change in Spain

Nuria Rodriguez-Priego, University of Granada, Spain

Francisco J. Montoro Ríos, University of Granada, Spain

Lucia Porcu, University of Granada, Spain*

An online national survey (n = 602) was conducted to examine drivers of risk perception toward global climate change, and level of commitment that participants would make in order to reduce it. Multiple hierarchical regression analysis was conducted in four steps and a structural equations model was tested.

A Meta-Analysis of Mimicry Outcomes in Consumer Research Settings

Susan Andrzejewski, Franklin & Marshall College, USA*

Dhruv Grewal, Babson College, USA

Krista Hill, Northeastern University, USA

This meta-analysis quantitatively summarizes the literature on the relationship between mimicry and consumer response (e.g., evaluation, consumption, behavior, etc.). In addition, this meta-analysis explores several potential moderators of the relationship between mimicry and consumer response (e.g., domain, nonverbal vs. verbal mimicry, conscious vs. nonconscious mimicry, etc.).

The Effects of Seeing Attractive Women Pictures on Females' Pro-Social Behavior

Xiuping Li, National University of Singapore, Singapore

Meng Zhang, the Chinese University of Hong Kong*

Results from three studies support our prediction that exposure to pictures of attractive women as those portrayed in mass media will enhance other women's pro-social behavior in unrelated tasks.

Tipping Point in Consumer Choice: The Case of Collections

Leilei Gao, The Chinese University of Hong Kong*

Yanliu Huang, Drexel University

Itamar Simonson, Stanford University

We show that owners of one collectible item are no more likely to start collecting than non-owners. Possessing two items, however, significantly increase consumer's likelihood to collect. This is because two is a difficult-to-justify status quo and collecting serves as a means to justify consumers' past purchase of redundant items.

THE IMPACT OF GOALS ON INFERENCES AND EVALUATIONS OF HYBRID PRODUCTS

Moon-Yong Kim, Hankyong University of Foreign Studies, South Korea*

This research proposes that (1) consumer's inferences of a hybrid product generating multiple-category inference can change if only one of the key focal goals attached to the hybrid product is activated; and (2) the active goal can lead to a higher evaluation of the hybrid product (i.e., the valuation effect).

The effect of color harmony in charity advertisements on pro-social behavior

Nara Youn, Hongik University, Korea*

Chang Yeop Shin, Hongik University, Korea*

Jiyeon Nam, Hongik University, Korea*

We show when the degree of color harmony used in charity ads evokes disfluency, the path from disfluency to high construal to empathy explains the effect of color harmony on pro-social behavior. Moderate (vs. low or high) level of disharmony between colors led to enhanced pro-social behavior.

Shopping in the MRI tube? A comparative ethnography of consumer behaviour in and outside of the scanner

Niklas Woermann, University of Southern Denmark, Denmark*

Vanessa Dirksen, University of Constance, Germany*

We present an ethnographic study of fMRI research on shopping undertaken in a leading laboratory and show how the consumers taking part experience the process. We then compare this to consumers' everyday experiences of just that kind of behaviour the fMRI studies focus on. Challenges and suggestions for improvements follow.

Consumers as Digital Visual Curators: A Study of Pinterest in B2B Settings

Gema Vinuales, University of Rhode Island, USA*

Nikhilesh Dholakia, University of Rhode Island, USA

Curatorship is a natural propensity in the social media. This study explores consumers' behavior on the fully visual Pinterest B2B corporate sites. Preliminary findings show that individuals' interest in the imagery of the corporate environment leads to following behaviors. Consumers' attention is directed towards visuals that generate emotions.

THE EFFECTS OF PERCEIVED GOAL PROGRESS AND ASSORTMENT SIZE ON CHOICE

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

When consumers buy multiple items simultaneously, this research proposes that (1) consumers' perceived level of goal progress will affect their relative choice share of vices (vs. virtues); and (2) their perceived goal progress will moderate how assortment size influences their choice between vices and virtues and their variety-seeking behaviors.

"Piled Higher and Deeper": Insights into "The PhD Comics" as a Co-Creative Consumption Experience

Markus Wohlfeil, Norwich Business School, University of East Anglia, UK*

Mar Solé, Copenhagen Business School, Denmark*

The Piled Higher and Deeper comic strips appeal to a very distinct brand community that is narrowly defined by common shared experiences as postgraduate researchers. This netnographic study explores whether, to what extent and how members of Piled Higher and Deeper brand community are getting actively involved in co-creation activities.

Subjective Expected Utility and Subjective Well-Being: Effect on Luxury Consumption in Transitional Economies

Gregory Kivenzor, Rivier University, USA*

Transitional economies represent a substantial market potential. However, understanding of the "anomalies" of consumer behavior in those countries lacks specificity due to dynamic changes in economic, social and political environment. The paper applies a concept of subjective expected utility and analyzes consumer subjective well-being in BRICS.

Brand Extensions and Consumer fit: Prototype or Exemplar

Pronobesh Banerjee, Winston Salem State University, North Carolina, USA

Ze Wang, University of Central Florida, USA

Sanjay Mishra, University of Kansas, USA*

Surendra Singh, University of Kansas, USA*

More than 80% of new products are brand extensions; the majority of them fail in the marketplace. In a series of experiments, we find that by increasing the match between the extension type (prototype or exemplar) and audience characteristic (independent versus interdependent self-construal), a firm can bolster its extension's success.

Branding 2.0: The interplay of fair-trade and private labeling, and the role of Gender

Mastoori Yassaman, IE Business School*

Stamatogiannakis Antonios, IE Business School

Mukesh Mudra, IE Business School

Luffarelli Jonathan, IE Business School

Dilney Gonçalves, IE Business School

We find that the fair-trade label increases the quality perception and purchase intentions of females only for private labels. In opposition, the fair-trade label increases the quality perception and purchase intentions of males only for national brands. We attribute these findings to differences in the perception of fair-trade between genders.

Working and Consuming Together: Talking about New Workplaces and Collaborative Consumption

Stéphanie Toussaint, Université catholique de Louvain, Belgium*

Mike Friedman, Université catholique de Louvain, Belgique

Nil Özçağlar-Toulouse, Université Lille Nord de France - SKEMA Business School, France

This research investigates the consumption of 'shared' spaces, activities and objects in the realm of workplaces. It explores how consumption expresses itself within new forms of working environments, by looking at public workplaces, collaborative consumption and consumers in motion.

Social Media as Innovation: Students' Perceptions on the Use of Social Media Tools in Pedagogy

Stacy Neier, Loyola University Chicago, USA*

Linda Tuncay Zayer, Loyola University Chicago, USA*

Carolyn Rivers, Loyola University Chicago, USA*

This research examines students' perceptions of the use of social media tools in the classroom. Findings suggest the pedagogical use of social media is related to perceptions of instructor and university innovativeness. This research contributes to a growing body of literature about social media and offers theoretical and pedagogical implications.

Favorites Fall Faster: Consequences of Initial Preferences

Alexander DePaoli, Stanford University, USA*

Uzma Khan, Stanford University, USA

We investigate the role of initial stimulus "liking" on the rate of satiation. Intuitively, it might be assumed that stimuli "liked more" tend to be enjoyed longer and more consistently. However, we demonstrate that more liked stimuli may satiate at a much faster rate than much less liked stimuli.

Effect of Attitude Function on Attitude: The Mediating Role of Affective and Cognitive Evaluations.

Srividya Raghavan, Icfai Business School, Hyderabad, India*

Sridhar Samu, Indian School of Business, Hyderabad, India*

The relationship between attitude functions, its affective-cognitive bases and attitude was proposed in an integrated framework of persuasion. This framework was tested using SEM. The implications are demonstrated in a set of matching studies which indicate that matching both functions and affective-cognitive bases is more effective than matching only one.

In a New Grade, In a New Pair of Shoes: Child-Parent Negotiation in the Back-to-School Shoe Shopping Ritual

Katherine Sredl, University of Notre Dame, USA*

Butigan Ruzica, Zagreb University, Faculty of Economics, Department of Marketing

We conducted ethnographic research on the back-to-school shoe shopping ritual to challenge the assumptions of consumer socialization of children. The findings show that children are active participants in consumption rituals: they re-appropriate the evaluative frameworks of their parents and articulate desires, influenced by peers.

Lack of Control, Touch, and Willingness to Pay---Implications for Online and Offline Retailers

Wumei Liu, Sun Yat-Sen Business School, Marketing Department Sun Yat-Sen University, Guangzhou, China*

Haizhong Wang, Sun Yat-Sen Business School, Marketing Department Sun Yat-Sen University, Guangzhou, China*

Touch is very important to consumers and marketers. Past research found touch and imagery touch can both increase willingness to

pay. We found that this effect can only apply to consumers with low personal control, for the high control, their willingness to pay did not affected by touch or not.

The impact of feedback from other consumers when contributing to brand pages

Salvador Ruiz de Maya, Universidad de Murcia*

Maria Sicilia Piñero, Universidad de Murcia

Mariola Palazon Vidal, Universidad de Murcia

Consumers may get feedback from others when participating in brand pages. We implemented a two phases survey to analyze how the likes and comments people get as reactions to their posts impact them. Results show that the number of likes received increases social recognition and the intention to participate again.

Cocktail at the Museu d'Història de Catalunya

20:00

Saturday, 06 July 2013

Film Festival : Award winning films from previous festivals

8:50 - 10:10

U-104 TEXSA

1. Pushing the scene: Tensions and emergence in an accelerated marketplace culture

Hietanen, Aalto University, Finland

Joonas Rokka, Rouen Business School, France

R. Roman, Aalto University, Finland

2. Fashion Iconography

Stefania Borghini, Università Bocconi and SDA Bocconi School of Management, Italy

Diego Rinaldo, Kedge School, Marseille, France

Gary Bamossy, Georgetown University, USA & Vrije Universiteit, The Netherlands

3. The Père-Lachaise Cemetery: Between Touristic Experience and Heterotopic Consumption

Alain Decrop, University of Namur, Belgium

Stéphanie Toussaint, Université Catholique de Louvain, Belgium

Session 5

8:50 - 10:10

5.1 EXPLORING CONSUMERS' AND MARKETERS' NAVIGATION OF FASHION SYSTEMS

Room: Q-101 CUATRECASAS ABOGADOS

Chair: Eileen Fischer, York University, Canada

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

Søren Askegaard, University of Southern Denmark, Denmark*

Deniz Atik, Izmir University of Economics, Turkey

Stefania Borghini, Università Commerciale "Luigi Bocconi", Italy

Grounded on the dialectical interplay of Italian fashion context, we develop an institutionalized concept of seduction that aims at overcoming existing gaps in consumer research literature. We analyze data of consumers and professionals focusing on the seduction process. We draw attention to the implications of theorizing seduction in marketing contexts.

Same Same, But Different: How the Imperfect Reproduction of Institutional Practices by Inter-Connected Consumers Changes the Online Fashion Market.

Pierre-Yann Dolbec, York University, Canada*

Eileen Fischer, York University, Canada

We examine unintended market level consequences of practices adopted by interconnected consumers. We contribute to research on market level dynamics by analyzing how consumers imperfectly mimic existing institutional practices, thereby instigating institutional changes, including the redistribution of institutional work and the introduction of a new logic to the fashion field.

National Mythmaking, Foreign and Domestic: A Historical Analysis of the Birth of Italian Fashion

Diego Rinaldo, Euromed Management, France*

Valeria Pinchera, Università di Pisa, Italy

Adopting historical methods, we examine commercial mythmaking centered upon the first Italian fashion shows (1950s-1970s). Documenting the emergence of Italy as a fashion country and rivalry among cities to become Italy's fashion capital, we demonstrate that before national mythmaking can occur, local marketers must be mobilized towards common marketing goals.

Fashion Consumption by Plus-Sized Consumers: A Socio-Material Perspective

Daiane Scaraboto, Pontificia Universidad Católica de Chile, Chile*

Using socio-materiality perspectives to explore fashion consumption practices of plus-sized consumers, this study finds that consumers attempt to maintain fashion assemblages despite factors that continually threaten to destabilize them. Fashion consumption is discussed as a process that must continuously be reproduced by consumers who seek embeddedness in desired fashion systems.

5.2 Social, Affective and Biological Influences on Food Choices: fMRI and Eye-Tracking Studies

Room: Q-102 ALUMNI

Chair: Milica Mormann, University of Miami, USA

Consider this: The effects of recommended choice feature consideration on brain activity and behavior during consumption and interpersonal decisions

Todd Hare, University of Zurich, Switzerland

Aidan Makwana, University of Zurich, Switzerland*

Silvia Maier, University of Zurich, Switzerland

We show that explicit instructions to consider higher level, abstract decision attributes can shift choices in favor of these attributes. Moreover, we find that neural systems implicated in intrinsically motivated self-control behavior are also recruited for externally cued consideration of long-term decision outcomes.

Is food and money the same? Behavioral and neural similarities when choosing different product types

Dino Levy, Tel-Aviv University, Israel*

Paul Glimcher, New York University, USA

How do consumers make choices between different product types? Do hunger and thirst affect their choices? We found evidence for a common currency neural representation for both money and food. Further, hunger and thirst cause consumers to converge to a more similar risk behavior for money and for food.

How incidental affect alters subsequent judgments: Insights from behavioral and fMRI studies

Hilke Plassmann, INSEAD, France*
Beth Pavlicek, INSEAD, France
Baba Shiv, Stanford University, USA

Incidental affect prior to the consumption influences the evaluation of the consumed good, but the processes subserving this incidental reward effect is not well understood. We find that behavioral responses support “affect-as-information” theories, but the neural data find evidence for an “affect regulation” hypothesis.

Integrating perceptual and consumer decision-making: Eye-tracking experiments

Milica Mormann, University of Miami, USA*
Blythe Towal, California Institute of Technology, USA
Christof Koch, California Institute of Technology, USA

We show that consumers frequently choose alternatives, i.e., food items, that are visually salient, sometimes even when the less salient alternatives are more liked. Three properties of visual attention give rise to this effect: people look earlier, more often, and longer at visually salient alternatives, irrespective of their reward value.

5.3 Stigma, Mortality, and the Economy

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Stephanie Feiereisen, Cass Business School, City University London, United Kingdom

Living (apart but) together with the extended family in economically challenging times; the case of Greek consumers' experiences

Katerina Karanika, University of Exeter, UK*
Margaret Hogg, Lancaster University, UK

Research has overlooked how the changing family forms/living arrangements influence low-income consumers' experiences. This phenomenological study examined Greek consumers' transition into lower consumption levels. Support within the extended family coloured consumption experiences. Living (apart but) together with their extended family, respondents experienced possessions/products/activities as agents that help or hinder coping.

The Rise of Inconspicuous Consumption

Jonathan Wilson, University of Greenwich, UK
Giana Eckhardt, Suffolk University, USA*
Russell Belk, York University, Canada*

Inconspicuous consumption – where brand signals are not readily apparent, available or visible to most consumers – is on the rise, even in Asia, which has typically favored conspicuous brands. This appears to be an oxymoron which challenges conventional branding theory; we argue it is redefining constructs such as luxury and class.

Conceptualising Mortality: Exploring Existential Anxiety of Death among Potential Organ Donors

Ai-Ling Lai, University of Leicester, UK*

Drawing on existential writing and through 24 phenomenological interviews, this paper contributes to the theorization of death in consumer research by exploring how potential donors reconcile with the thematization of mortality in organ donation campaigns. I discuss how organ donation heightens self-reflexivity and challenge cultural conception of ‘natural death’.

The End of Stigma? Understanding the Dynamics of Legitimation in the Context of TV Series Consumption

Stephanie Feiereisen, Cass Business School, City University London, United Kingdom*

Dina Rasolofoarison, Aston Business School, Aston University, United Kingdom

Kristine De Valck, HEC Paris, France

Julien Schmitt, Aston Business School, Aston University, United Kingdom

This research contributes to prior work on stigmatisation by looking at stigmatisation and legitimation as social processes in the context of TV series consumption. Using in-depth interviews, we show that the dynamics of legitimation are complex and accompanied by the reproduction of existing stigmas and creation of new stigmas.

5.4 Emotions, Value, and Decision Making

Room: Q-301 PUIG

Chair: Gita Johar, Columbia University, USA

Reluctance to Hedge Desired Outcomes

Carey Morewedge, Carnegie Mellon University, USA*

I examined if people engage in emotional hedging when desired outcomes are uncertain. A substantial percentage of US voters and NFL fans refused to hedge the 2012 Presidential election or the victory of their team, respectively, even when it was irrational not to, apparently because people conflate beliefs and desires.

Price Promotion For Emotional Impact

Aylin Aydinli, London Business School, UK*

Marco Bertini, London Business School, UK

We propose that price promotions temporarily reduce consumers' motivation to engage in effortful deliberation, which in turn tilts the relative weight of cognitive and affective processes in favor of the latter. Consequently, price promotion shifts choice towards affectively superior goods and causes valuations that are more polarized and scope insensitive.

When and Why Does Guilt Lead to Seeking Negative Experience?

Liang Song, National University of Singapore, Singapore

Xiuping Li, National University of Singapore, Singapore

Gita Venkataramani Johar, Columbia University, USA*

In this research, we investigate when and why guilt induced by self-responsible goal failures makes consumers seek negative experience. We propose and demonstrate across four experiments that people experiencing guilt would seek negative experience to ensure they would behave more goal-consistently in the future.

The Relationship between Overconfidence and Underconfidence, and Consumer Value

Kamran Razmdoost, Cranfield School of Management, UK*

Radu Dimitriu, Cranfield School of Management, UK*

This research documents the relationship between knowledge miscalibration (overconfidence or underconfidence) and the dimensions of consumer value achieved through consumption, including perceived play, aesthetics, excellence and efficiency. Findings reveal that

overconfidence is positively related to perceived play and excellence, and underconfidence is positively related to perceived efficiency and aesthetics.

5.5 The Pervasive Effects of Cues

Room: Q-401 JOAN MOLINS RIBOT

Chair: Francesca Gino, Harvard Business School, USA

Country-of-origin can modify actual product performance

Moty Amar, OAC, Israel*

Dan Ariely, Duke University, USA

Ziv Carmon, INSEAD, Singapore

Maya Bar-Hillel, The Hebrew University, Israel

Chezy Ofir, The Hebrew University, Israel

Results from three experiments indicate that the efficacy of products carrying reputable country-of-origin labels were better than the efficacy of the same products when carrying less reputable country-of-origin labels; titanium frames were lighter, sunglasses helped see better when facing glaring light and ear-muffs enabled better hearing despite strong background noise.

Choosing in the Dark: Effects of Ambient Light on Consumer Choices

Dipayan Biswas, University of South Florida, USA*

Courtney Szocs, University of South Florida, USA

Donald Lehmann, Columbia University, USA

Five experiments show that ambient light intensity influences consumer product choices. Specifically, in dim (bright) lighting, consumers tend to prefer vices (virtues). In the context of food choices, hunger moderates these effects, and process evidence suggests that reduced mental alertness in dim lighting may be driving preferences for vices.

The Red Sneakers Effect: Inferring Status from Signals of Nonconformity

Silvia Bellezza, Harvard Business School, USA*

Francesca Gino, Harvard Business School, USA

Anat Keinan, Harvard Business School, USA

We examine the inferences observers make based on individuals' nonconforming behaviors. A series of lab and field studies demonstrate the conditions under which nonconforming behaviors, such as entering a luxury boutique wearing gym clothes, or wearing red sneakers in a professional setting, can be beneficial and signal a higher status.

Unavailable Cake on the Menu: How Phantom Compromise Alternatives Alter Indulgence Tendencies

Yuanyuan Liu, ESSEC Business School, France*

Timothy B. Heath, HEC Paris, France

Ayse Öngüler, ESSEC Business School, France

This study shows that compromise-but-unavailable "phantom" alternatives systematically alter indulgence tendencies. Study 1 and 2 show that such alternatives can increase indulgence by reducing anticipatory guilt and regret. Studies 3 and 4 then reverse the effect by moderating hedonistic tendencies. The results implicate latent desires (those not reflected in control/baseline shares) that phantom-compromise alternatives can leverage to alter choice.

5.6 Word of Mouth and online Information

Room: Q-402 FUNDACIÓN AGBAR

Chair: Soyeon (Julia) Kim, Boston University, USA

Intimate Self-Disclosure with Strangers on Social Media: By Sharing Intimate Personal Stories, Can You Make Your Word-of-Mouth More Persuasive?

Soyean (Julia) Kim, Boston University, USA*

Barbara Bickart, Boston University, USA

Frederic Brunel, Boston University, USA

Seema Pai, Boston University, USA

This research examines the influence of sharing an intimate self-disclosure (a deep level of personal information involving risk and vulnerability) on a blogger's ability to persuade others. We find that the effectiveness of sharing intimate self-disclosure as a persuasive tactic depends on the blogger's relationship (communal versus exchange) with the audience.

BRANDS AND STRATEGIES OF SELF-PRESENTATION ON FACEBOOK

Mohamed Slim Ben Mimoun, Skema Business School, France*

Oussama Ammar, Skema Business School, France

Research about self-presentations on Facebook has just begun to attract researchers' attention. The aim of our study is to understand the types of interactions between brands and strategies of self-presentation on Facebook. Our findings reveal four different strategies for self-presentation in interaction with brand.

In the Long Run, Other-Focused Happiness-Boosting Activities are more Effective than Self-Focused Activities

Maria Sääksjärvi, Delft University of Technology, The Netherlands*

Katarina Hellen, University of Vaasa, Finland

Pieter Desmet, Delft University of Technology, The Netherlands

Hans Ruitenberg, IceMobile

In this paper, we examine the effectiveness of self- and other-focused happiness-enhancing strategies over time. In a six-week study, we found that both strategies were both successful in the short-term. However, compared with self-focused strategies, other-focused happiness strategies more effectively enhanced levels of happiness in the long term.

An attribution explanation of the effect of valence consistency on review helpfulness

Simon Quaschnig, University College Ghent - Ghent University*

Mario Pandelaere, Ghent University, Belgium

Iris Vermeir, University College Ghent - Ghent University

Drawing on attribution theory, the current paper explores the role of valence consistency on review helpfulness. Three studies demonstrate that consistent reviews are more likely to be attributed to external factors that are more informative of the actual product quality and, hence, are perceived as more helpful.

Coffee Break

10:10 - 10:30

Keynote Address: Benoît Monin, Stanford University

10:30 - 12:00

Aula Magna

Lunch

12:00 - 13:30

Session 6

13:30 - 14:50

6.1 THE INFLUENCE OF FRAMING ON WILLINGNESS TO PAY

Room: Q-101 CUATRECASAS ABOGADOS

Chair: Joachim Vosgerau, Carnegie Mellon University, USA

The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect

Yang Yang, Carnegie Mellon University, USA

Joachim Vosgerau, Carnegie Mellon University, USA*

George Loewenstein, Carnegie Mellon University, USA

In a series of 9 studies, we show that framing a risky prospect as a “lottery ticket” as opposed to an “uncertain gift certificate” substantially reduces WTP. We test a variety of explanations and demonstrate that lottery frames evoke lower reference prices, but people value both prospects the same.

People Pay More When They Pay-It-Forward

Minah Jung, University of California Berkeley, USA*

Leif Nelson, University of California Berkeley, USA

Ayelet Gneezy, University of California San Diego, USA

Uri Gneezy, University of California San Diego, USA

In six studies we compare behaviors under the Pay-it-Forward pricing to those under the Pay-What-You-Want pricing. Field experiments showed that people paid more under Pay-it-Forward pricing. Laboratory experiments tested social forces that explain this effect. People paid more when they signaled generosity and were influenced by information about others' payments.

Which Card to Pull? The Psychology of Credit Card Expense Management

Moty Amar, OAC, Israel*

Dan Ariely, Duke University, USA

Rationally, consumers should always use the credit-card with the lowest interest rate. However, using an incentive-compatible game, we show in 4 different experiments that participants tend to balance credit-card expenses equally, irrespective of the cards' interest rates, and that this tendency can also affect which expenses participants choose to make.

6.2 SHOPPING INSIGHTS REVISITED: LEARNINGS FROM IN-STORE FIELD METHODOLOGIES

Room: Q-102 ALUMNI

Chair: Ana Valenzuela, Universidad Pompeu Fabra

Using the Shopping with Consumers Technique

Tina Lowrey, HEC Paris*

Stacy Neier, Loyola University Chicago),

Cele Otnes, Illinois at Urbana-Champaign

Carolyn Rivers, Loyola University Chicago, USA

Srinivas Venugopal, Illinois at Urbana-Champaign

Madhubalan Viswanathan, Illinois at Urbana-Champaign

Linda Tuncay Zayer, Loyola University Chicago, USA

In this work, we explore how shopping with consumers has been used since it was first articulated (Otnes et al. 1995), including in subsistence marketplaces, with male consumers, in internet contexts, and in longitudinal studies of gift-giving and spectacular retail settings (e.g., Nike Town Chicago).

Goal Setting, Goal Pursuit, and the Dynamics of Grocery Shopping

Ana I. A. Costa, Católica-Lisbon School of Business & Economics*

Rita Coelho do Vale, Católica-Lisbon School of Business & Economics*

Retail managers must create shopping experiences that satisfy customers and are profitable to stores. This paper presents findings from a field study showing how consumers' goal-directed activities, namely shopping goals and plans, may moderate effects of in-store stimuli on purchase decisions and hence influence both unplanned buying and customer satisfaction.

Processing Fluency and Pleasure in Retail Environments: Are Visually Complex Interiors Less Likely to Attract Customers?

Ulrich R. Orth, Christian-Albrechts-Universität Kiel*

Chritiane Solf, Christian-Albrechts-Universität Kiel

Jochen Wirtz, National University of Singapore)

Drawing from research on processing fluency, we suggest that interior designs lower (vs. higher) in visual complexity are more likely to relate to greater pleasure and consequently to generate more favorable store evaluations and approach behavior. Results from one experiment and one field study provide support to the basic hypothesis.

The battle of extrinsic cues: Just what does it take to convey quality? A cross-country 'wine store' experiment

Roberta Veale, Adelaide University*

Pascale Quester, Adelaide University

Michael Proksch, Christian-Albrechts-Universität Kiel

Ana Valenzuela, Universitat Pompeu Fabra

This cross-country study investigates the influence of five extrinsic and one intrinsic product cues on consumer quality and price expectations via a conjoint analysis experimental design. Wine product profiles were presented in a simulated wine store display conducted in Singapore, Australia, Germany, China and the USA.

6.3 Experiencing Identity and Value

Room: Q-301 PUIG

Chair: Judith Anne Garretson Folse, E. J. Ourso College of Business, Louisiana State University

Constructing and Experiencing the ‘Other’: Space and Identity Politics in New Retail Contexts

Handan Vicdan, Emlyon Business School, France*

A. Fuat Firat, The University of Texas-Pan American, U.S.A.

We provide insights into the dynamics of constructing and experiencing the ‘other’ by consumers in traditional bazaars constructed as the new ‘other’ consumption spaces in Turkey. Through qualitative techniques, we unravel the means that enable people to construct new constellations of identities and construct their space in bazaars.

“Move it along”: Toward an Understanding of Value Creation in Object Circulation

Bernardo Figueiredo, University of Southern Denmark, Denmark*

Daiane Scaraboto, Pontificia Universidad Católica de Chile*

Through a qualitative investigation, we explore the value creation that ensues from the circulation of objects, unveiling three sets of practices associated with circulating objects. These practices move objects to the center of a material-symbolic ensemble, reinforcing relationships among group members and increasing the symbolic value of these circulating objects.

Generation Y on the Move: How Consumer-Brand Relationships act as Coping Mechanisms

Nina Brosius, University of Auckland, New Zealand*

Karen V. Fernandez, University of Auckland, New Zealand

Utilising a longitudinal research design to explore inexperienced Generation Y sojourners’ consumer acculturation sheds light on the importance of consumer-brand relationships in mobility. Home brands are sacralised similar to special object possessions whilst host brands are seen as ‘holiday romances’, post-return acting as bearers of the experiences gained abroad.

Hens in the Cock House: Towards an Understanding of Female Identity Renegotiation within a Male Dominated Marketplace Culture

Stephen O’Sullivan, Euromed, France*

Brendan Richardson, University College Cork, Ireland

This ethnographic study investigates a male dominated marketplace culture and finds that female participants have successfully renegotiated their previous passive ‘eye candy’ role within the culture. Male participants originally constructed female participants as ‘playthings’ – primarily as objects of male desire. However, following female participants’ adoption and co-option of masculine behavioural roles, they have redefined their role within the culture. Female participants are no longer viewed as playthings but instead as legitimate and authentic cultural members – ‘players’. This study suggests that within the liminoid zone of a marketplace culture that ‘player identity’ appears to be a more dominant behavioural influence than gender identity – each voluntary actor within the zone, regardless of gender, aligns behaviour according to the communal construction of authentic ‘player’.

6.4 Affect and Decision Making

Room: Q-301 PUIG

Chair: Aylin Aydinli, London Business School, UK

The Preference for Larger Assortments in Feeling-based Decisions

Aylin Aydinli, London Business School, UK

Yangjie Gu, London Business School, UK*
Michel T. Pham, Columbia University, USA

We suggest that consumers' preference for larger assortments depends on the decision process that they follow. Four studies show that consumers' relative preference for larger assortments is more pronounced when the decision is likely to be based on feelings. This is driven by consumers' expansive exploratory mindset in feeling-based decisions.

Product Similarity, Stress, and Coping in a Retail Setting

Marion Brandstaetter, Karl-Franzens-University Graz, Austria
Thomas Foscht, Karl-Franzens-University Graz, Austria
Manfred Hammerl, Karl-Franzens-University Graz, Austria*

Although product similarity has received considerable attention in past research, it has not yet been linked to stress and coping theory. Therefore, we investigate if perceived product similarity evokes feelings of stress and we analyse which coping strategies consumers use.

When does satisfaction lead to loyalty? A new perspective on the moderating effect of switching costs

Liane Nagengast, University of St. Gallen, Switzerland*
Heiner Evanschitzky, Aston Business School, UK
Thomas Rudolph, University of St.Gallen, Switzerland
Markus Blut, Newcastle University Business School, UK

Existing studies on the moderating role of switching costs on the relationship between satisfaction and loyalty are inconclusive. A meta-analysis and four empirical studies reveal that the moderating effect follows an inverted u-shape. The satisfaction-loyalty link is strongest for medium switching costs-levels and weaker for low and high switching costs-levels.

Investigating the Relationship between Benign and Malicious Envy

Katarina Hellén, Assistant Professor, Department of Marketing, University of Vaasa*
Maria Sääksjärvi, Associate Professor of Marketing, Dept. Product Innovation Management, Delft University of Technology

In this paper, we identify conditions when benign envy can turn into malicious envy. Results show that perceived attractiveness of the purchase to others and tendency to engage in ability-oriented comparisons predicts malicious envy. The tendency to engage in opinion-orientated comparisons negatively moderates the relationship between benign and malicious envy.

6.5 Alternative Organization of Markets

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ
Chair: Cele Otnes, University of Illinois at Urbana-Champaign, USA

Vendor-Consumer Exchange Relationships in Rural Amazonia: Informal Credit and the Art of Collecting Payment

Jessica Chelekis, University of Southern Denmark, Denmark*

A fundamental assumption about credit-debt relationships holds that creditors always have legal power over debtors. This paper analyzes a unique situation in which customers can legally refrain from paying their creditors. To understand such reversal in the nature of credit/debt, we need to understand the cultural-social context of these relationships.

Transformation and Embodied Ritual in a Themed Servicescape Setting

Pauline Maclaran, Royal Holloway, University of London, UK*

Elisabeth Tissiers-Desbordes, ESCP-Europe*

Cele Otnes, University of Illinois at Urbana-Champaign*

We explore consumers' embodied experiences within a themed servicescape setting where diners eat in darkness, and are served by blind staff. We show how service providers orchestrate a ritual process in a unique servicescape that reverses everyday norms for dining, and leads customers through an experience simultaneously challenging and humbling.

Caring about the Community: Exploring Place Transformation through Adopt a Station

Matthew Alexander, University of Strathclyde, UK

Kathy Hamilton, University of Strathclyde, UK*

Our research explores a community engagement scheme centred on the adoption of railway stations in Scotland. We reveal how the latent potential residing in consumers has transformed stations from spaces of transit to places of community life that reflect both individual and community identities.

Fakes and Fashion: Understanding Counterfeit Crisis in the Middle East

Kaleel Rahman, RMIT University, Australia*

Rajendra Mulye, RMIT University, Australia*

Gaurangi Laud, RMIT University, Australia

This research examines the determinants of consumers' willingness to buy counterfeit brands in UAE, using three stages: a projective technique, an exploratory stepwise regression modeling, and a confirmatory structural equation modeling. We found that frequent change in fashion is the dominant driver of willingness to buy counterfeit brands.

6.6 Giving and Charitable Behavior

Room: Q-402 FUNDACIÓN AGBAR

Chair: Yoshiko DeMotta, Fairleigh Dickinson University, USA

Reciprocities of Charitable Giving: Perspectives from Donors, Nonprofits and Beneficiaries

Jonathan Deschenes, HEC Montreal, Canada*

Jean-François Lalonde, Sherbrooke University

Guillaume Leti, HEC Montreal, Canada

This study explores the notion of reciprocity in the context of charitable giving. Results show that donors, nonprofit staff, and beneficiaries, experience in various ways two broad types of reciprocities: reciprocity expectations, and reciprocity actions. Implications of the study of reciprocity in the context of charity are also revealed.

When Doing Good Is Bad for You: The Effects of Socially Responsible Gifts on Recipients' Appreciation

Lisa Cavanaugh, University of Southern California, USA*

Francesca Gino, Harvard Business School, USA

Gavan Fitzsimons, Duke University, USA

Gifts that support a worthy cause (i.e., "gifts that give twice") have become increasingly popular. Givers typically purchase these gifts

to gain recipients' appreciation and feel good about themselves. But could such dual-benefit gifts backfire? Three studies show when doing good (giving socially responsible gifts) is bad for gifts givers.

Charitable Giving to Controllable Misfortunes: The Role of Deliberation and Victim Identifiability

Yoshiko DeMotta, Fairleigh Dickinson University, USA*

Sankar Sen, Baruch College, USA

Stephen Gould, Baruch College, USA

People are less generous towards the victim of a misfortune when the misfortune is controllable by the victim (vs. uncontrollable). We investigate how generosity toward controllable misfortunes is increased, and show that charitable requests that exclude the victim's personal information and promote donors' deliberation will increase giving to controllable misfortunes.

Persuading Others to Volunteer: Is Attitude Change Enough?

Tania Veludo-de-Oliveira, Escola de Administração de Empresas de São Paulo, Fundação Getulio Vargas, Brazil*

John Pallister, Cardiff Business School, UK

Gordon Foxall, Cardiff Business School, UK

This study has explored the attitudes-to-intention-to-behaviour path in the context of long-term volunteering by employing actual measures of behaviour. Results show that persuasion strategies should go beyond this path because initiatives based on such a model will not produce a sufficiently significant impact to promote sustained volunteering.

6.7 Award winning films from previous festivals

Room: U-104 TEXSA

Co-chairs: Marylouise Caldwell, University of Sydney Business School

Paul Henry, University of Sydney Business School

Coffee Break

14:50 - 15:10

Publishing in the Major Journals

15:10 - 16:30

Q-402 FUNDACIÓN AGBAR

Mary Ann Twist (Managing Editor, Journal of Consumer Research

Vicky Morwitz (Editorial Board, Journal of Consumer Psychology and Journal of Marketing Research)

Alex Chernev (Editorial Board, Journal of Marketing)

Kristin Diehl (Editorial Board, Journal of the Academy of Marketing Science).

The goal of the session is to discuss how best to prepare and submit manuscripts for the leading marketing journals to maximize likelihood of success. Editorial board members from some of the journals will talk about the content of their journals and appropriately positioning papers for their journals. This will be followed by an open discussion and Q & A. C

Workshop on Making Films

15:10 - 16:30

U-104 Texsa

Speakers:

Marylouise Caldwell, University of Sydney Business School

Paul Henry, University of Sydney Business School

Russ Belk, York University, Canada

Joonas Rokka, Rouen University, France

Joel Hietanen, Aalto University School of Economics, Finland

1. Video Visions (Russ Belk)

2. Doing Video-graphy - approaches in consumer research & potential future directions (Joonas Rokka)

3. Let's Get Reel! The Practicalities of Good Film-making (Marylouise Caldwell and Paul Henry)

Session 7

15:10 - 16:30

7.1 An exploration of "CCCT": Consumer Cultural Competence Theories

Room: Q-101 CUATRECASAS ABOGADOS

Chair: Helene Gorge, Univ Lille Nord de France-SKEMA Business School

The evolution of consumer competence from consumerism to sustainability

Cristina Longo, Univ Lille Nord de France and University of Bath*

Avi Shankar, University of Bath

Peter Nuttall, University of Bath

In the consumerism paradigm, consumer competence is knowledge and ability with the marketplace functioning. The shift towards the paradigm of sustainability reveals a consumer competence prone to the development and re-acquisition of an ability to do, rather than to have, endowed with linking value more than the products and services.

Competent Cooking? Applying practice theory in the kitchen

Elizabeth Parsons, University of Liverpool*

Benedetta Cappellini, Royal Holloway, University of London

We study consumer competences using a practice theoretical approach to consumption in the 'world of cooking'. Findings reveal: the centrality of engagement levels and projects in shaping competency; a distributed nature of competence between user and objects; the thoroughly performative nature of competence in both the supermarket and the kitchen.

Leaning to be competent in « liquid modernity »: the case of working poor

Helene Gorge, Univ Lille Nord de France-SKEMA Business School*

Nil Ozçaglar-Toulouse, Univ Lille Nord de France-SKEMA Business School

Dannie Kjeldgaard, University of Southern Denmark

Through qualitative interviews and observation of French working poor, we examine how they develop competences to deal with an economically constraining environment. Two kinds of competences reverse the traditional security/freedom shift: a consumptive level of competences to get security by controlling consumption and a productive one to get freedom through consumption.

7.2 Expectations and Epi-Hedonics: Novel Factors That Change Perspective and

Experience

Room: Q-102 ALUMNI

Chair: Aaron Snyder, Stanford University, USA

The Dismal Side of Power: How Power Thwarts Enjoyment in Familiar Domains

Aaron Snyder, Stanford University, USA*

Baba Shiv, Stanford University, USA

This paper demonstrates that affective experience of power impacts experiential enjoyment (i.e., how much utility is extracted from a consumption experience) by changing how expectations about experience quality are used to integrate the experience. Specifically, high power can actually reduce enjoyment by raising the bar with which the experience is evaluated.

Mix it Baby: The Effect of Customization on Perceived Healthiness

Nina Gros, Maastricht University, The Netherlands

Anne Klesse, Tilburg University, The Netherlands*

Valerie Meise, Maastricht University, The Netherlands

Darren Dahl, University of British Columbia, Canada

Three studies demonstrate that the mere act of selecting one's own ingredients decreases its perceived healthiness. Also, we provide evidence for the underlying mechanism: the effect is pronounced for individuals that generally do not attach great importance to healthy nutrition but attenuated for individuals that care about healthy nutrition.

Pleasure Favors the Unprepared

Jayson S. Jia, University of Hong Kong*

Baba Shiv, Stanford University, USA

In situations ranging from creating music playlists to watching TV shows to studying art, we find that preparing for experiences can reduce experiential pleasure. This occurs because pre-experiential information processing can distort how different parts (packets) of an experience are valued, weighted, and experienced.

7.3 Consumption Episodes and Preference Construction

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Joachim Vosgerau, Tilburg University, The Netherlands

Goods and the Last Drop: Memory for End Satiation Delays Repeat Consumption Frequency

Emily Garbinsky, Stanford University, USA*

Carey Morewedge, Carnegie Mellon University, USA

Baba Shiv, Stanford University, USA

Five experiments reveal that end satiety level determines delay in repeat consumption and that this effect is driven by a memory bias to recall the end of the most recent consumption episode. These findings elucidate factors that influence repeat consumption and suggest ways to decrease the delay between consumption episodes.

Ironic Effects of Warnings

Yael Steinhart, Tel Aviv University, Israel*
Ziv Carmon, INSEAD, Singapore
Yaacov Trope, New York University, USA

We illustrate that warnings associated with products that promise alluring benefits, can ironically enhance distant appeals (e.g., future-related, or viewed-a-priori) of these products. Four studies consistently demonstrate this phenomenon, provide clues about its causes, and illustrate an effect on actual purchases. We conclude by discussing disconcerting implications of this effect

Opening Pandora's Box: Customer-level Consequences of Counterfeiting

Moty Amar, OAC, Israel*
Ziv Carmon, INSEAD, Singapore
Dan Ariely, Duke University, USA
Haiyang Yang, INSEAD, Singapore

We show that counterfeiting can infect perceived and actual quality of counterfeit as well as non-fake versions of products. For example, experienced golfers played objectively worse with a (non-fake) club said to be a counterfeit than with a non-fake club. We show that assessments of ethical offense mediated the effect.

Preference Construction from Non-Consumption

Xianchi Dai, Chinese University of Hong Kong, Hong Kong*
Ayelet Fishbach, University of Chicago, USA

This research addresses how non-consumption affects people's longing and preference. We hypothesize that in the absence of salient alternatives, longing and preference increases over time; but in the presence of salient alternatives, longing and preference decreases over time. These predictions were supported across three studies.

7.4 Motivation and Goal Pursuit

Room: Q-301 PUIG

Chair: Monica Gomez, Universidad Autonoma de Madrid, Spain

FOR WHOM IS ATTAINMENT LESS ALLURING? THE IMPACT OF CULTURAL VALUES ON CONSUMERS' MOTIVATION FOR GOAL PURSUIT

Antonios Stamatogiannakis, IE Business School - IE University, Spain*
Haiyang Yang, INSEAD, Singapore
Amitava Chattopadhyay, INSEAD, Singapore

This research explores how cultural values and goal types interact to influence consumer behavior, illuminating the underlying relation between cultural values and goals. We argue and show in 5 studies that independent (vs. interdependent) cultural values increase motivation for attainment (vs. maintenance) goals, independently of the effect of regulatory focus.

The Influence of Time-Interval Descriptions on Goal-Pursuit Decisions

Nira Munichor, Hebrew University of Jerusalem, Israel*
Robyn LeBoeuf, University of Florida, USA

We find that people are more likely to pursue goals when the time allotted to goal pursuit is described by extents ("in 2 months")

rather than dates ("by February 3"). This may happen because extents prompt a greater focus on the distant future and on long-term consequences of goal completion.

Does One Step Forward Seem Larger Than One Step Back? Initial Evidence of a Positive Progress Bias in Goal Monitoring

Caleb Warren, Bocconi University, Italy*

Margaret C. Campbell, University of Colorado, USA

Little is known about the extent to which consumers are accurate in monitoring their goal progress. We document a positive progress bias in goal monitoring, such that consumers perceive that goal-consistent behaviors, like saving \$30, help goal progress more than objectively equivalent goal-inconsistent behaviors, like spending \$30, hurt it.

Inhibition of spending and financial risk-taking: the paradoxical effects of financial deprivation

Laurent Bertrandias, Toulouse 1 University, France*

Manu Carricano, EADA, Spain*

This paper studies the effects of financial deprivation. The results from a longitudinal study on a student sample suggest that financial privation both inhibits spending and motivates a particular compensatory mechanism: financially deprived consumers try to promptly restore their financial situation by taking more financially risky decisions.

7.5 Negotiating One's Identity through Consumption

Room: Q-302 LLUÍS CARULLA

Chair: Mototaka Sakashita, Graduate School of Business Administration - Keio University

Spinsters and Bachelors: Negotiating the 'Single' Identity in a Couple-Orientated Marketplace

Ai-Ling Lai, University of Leicester, UK*

Ming Lim, University of Leicester, UK*

Matthew Higgins, University of Leicester, UK

This paper explores a neglected area of single identity and its consumption contexts. We consider how singleness is constructed as a reflexive project within the marketplace, which privileges the heteronormativity of coupledness. Phenomenological interviews were conducted with 10 British adults who reveal the alienation and empowering dimensions of 'being single'.

"The complexities of 'us and them': negotiating collective (dis)taste"

Elissavet Mamali, University of Bath, UK*

Peter Nuttall, University of Bath, UK

Richard Rosenbaum-Elliott, University of Bath, UK

Existing conceptualisations of distaste portray the construct as a static binary opposite to the tastes of others. We make a first step towards a dynamic approach that demonstrates how collective (dis)tastes are constantly negotiated amongst members of a heterogeneous community to match its joint enterprise.

The Role of Learning in Consumer Value Co-Creation Activities

James Bailey, University of Nottingham, United Kingdom*

Sally Hibbert, University of Nottingham, United Kingdom

Heidi Winklhofer, University of Nottingham, United Kingdom

This paper draws on Self-Directed Learning (SDL) theory (Knowles, 1975) to conceptualize learning for value co-creation as a consumer-centric process. It presents a two-stage empirical investigation of consumer learning that distinguishes consumers in terms of their learning orientation and characterizes their learning strategies.

HOW NATIONAL CULTURE AFFECTS CLOTHING SHARING PRACTICES: FRENCH VERSUS JAPANESE ADOLESCENT DAUGHTERS AND MOTHERS

Elodie Gentina, SKEMA Business School - Univ Lille Nord de France F-59000 Lille*

Mototaka Sakashita, Graduate School of Business Administration - Keio University*

Junko Kimura, Faculty of Business Administration - Hosei University*

Isabelle Decoopman, SKEMA Business School - Univ Lille Nord de France F-59000 Lille*

With an interpretive approach, this research studies clothes sharing in Japan and France. Two key areas in socialization research—adolescents' influences on their mothers and mothers' perceived control—help reveal the different forms and rules of the exchanges depending on cultures. The results revisit the question of possessiveness in cultures.

Coffee Break

16:30 - 16:40

Session 8

16:40 - 18:00

8.1 Eco-Food Consumption: The Roles of Ethics, Healthstyles, and Environment

Room: Q-401 JOAN MOLINS RIBOT

Chair: Natalia Maehle, Institute for Research in Economics and Business Administration (SNF), Norway

Participants:

Cele Otnes, University of Illinois at Urbana-Champaign, USA Hilke Plassmann, INSEAD, France

Benedetta Cappellini, Royal Holloway, University of London, UK Giana M. Eckhardt, Suffolk University, USA

Paolo Antonetti, Cranfield University, UK

Elizabeth Parsons, Keele University, UK Carolina Werle, Grenoble Ecole de Management, France

Søren Askegaard, University of Southern Denmark, Denmark

The focus of this roundtable is to discuss a phenomenon of eco-food (i.e. green, healthy and ethical food) and identify the main factors influencing eco-food consumption. We will also address the possible marketing strategies aimed at promoting eco-food and various methodological approaches, when researching eco-food consumption.

8.2 HEALTH IMPLICATIONS OF THE MARKETING MIX: ENVIRONMENTAL AND SITUATIONAL MODERATORS OF UNHEALTHY FOOD CONSUMPTION

Room: Q-101 CUATRECASAS ABOGADOS

Co-chairs: Sonya Grier, American University, Washington, DC, USA

Cristel Russell, American University, Washington DC, USA

The Influence of Place on Consumption: Exploring Adolescent Unhealthy Consumption in Low versus High-Income and Urban versus non-Urban Neighborhoods of the United States

Brennan Davis, Baylor University, USA*
Michael Bader, American University, USA
Sonya Grier, American University, USA*

This research investigates how place affects unhealthy consumption among youth. We model the association between intra-urban differences by income and adolescents' unhealthy consumption; and how access to unhealthy retail mediates this association. Results demonstrate significant differences in unhealthy consumption among adolescents living in low versus high-income urban and non-urban neighborhoods.

Media Influences on Adolescents' Beliefs about the Health Risks of Fast Food Consumption: The Interplay of Television Viewing and Direct Experience

CRISTEL RUSSELL, American University, USA*
Denise Buhrau, Stony Brook University, USA*

Cumulative TV exposure is linked to audiences' generalized, and often skewed, views of reality. Survey data of American teenagers show that adolescents' beliefs about the risks associated with fast food consumption vary as a function of television exposure and their actual experience of fast food.

Time of Day Effects on the Regulation of Food Consumption After Exposure to Advertisements for Healthy and Unhealthy Foods

Wendy Boland, American University, USA
Paul Connel, City University, London, UK*
Beth Vallen, Fordham University, USA

This research explores the relationship between advertising content and food intake earlier versus later in the day. Two studies show that individuals exposed to healthy food primes in the afternoon—both through advertisements and via a word search task—eat less than consumers who see unhealthy or non-food control advertisements.

Does Cash or Credit Increase Unhealthy Food Purchasing? A Reconciliation of Conflicting Evidence

Lauren Bloch, Baruch College, USA*
Rajesh Bagchi, Virginia Tech, USA

Two studies support the theorizing that when consumption immediately follows payment (vs. when consumption is delayed), a consumer is more likely to choose a higher calorie food option when paying in cash (vs. credit). These findings thus reconcile an existing discrepancy in the literature on method of payment.

8.3 Subculture theory

Room: Q-102 ALUMNI

Chair: Florian Ladstaetter, University of Innsbruck, Austria

Beyond the Dyad Migrants-Dominant Society: Migrants' Distinction and Affiliation with Other Migrants

Andrew Lindridge, The Open University Business School*
Ben Diabah, The Open University Business School
Anne Smith, The Open University Business School
Luca Visconti, ESCP Europe Business School*

Previous research on migrants' use of consumption appears to have ignored how similar ethnic minority groups use consumption to engage with each other. This paper explores how Ghanians migrants in Britain maintain their sense of ethnic identity, whilst immersing themselves within other Black diaspora. Central to this process is consumption.

Heavy metal figurations: Civilising processes and the 'controlled de-controlling' of emotions

Gary Sinclair, University of Stirling*

This paper examines the Irish heavy metal scene, adapting Elias's figurational sociology as a resource. Following an extended qualitative study of the different 'fan' spaces, I examine the role that 'control' (individual and collective) plays in shaping the emotional experience, heavy metal subcultural hierarchies and the distribution of subcultural capital.

The Symbolique Dimensions of "Terroir" Products Among French Consumers

Wided Batat, University of Lyon 2, France*

This research explores the consumers' perception of "terroir" products through a qualitative study among 30 French consumers. The study examines the participants' perception of "terroir" products and their relationship with local producers. The results revealed four dimensions: functional, identity, resistance and emotional. The results indicate a strong consumer/producer relationship.

Sell to Subvert: How Market-Critical Consumer-Producer Communities Cope With Market Success

Florian Ladstaetter, University of Innsbruck, Austria*

Marius K. Luedicke, Cass Business School, City University London, UK*

In this abstract we present an interpretive study of the "Premium Cola community" of anti-market activists that successfully markets a cola with moral ambitions. As it grows, the community repeatedly encounters ideological dilemmas that it addresses with specific framing practices. We illuminate how successful consumer-producer communities can manage moral growth.

8.4 Brand relations in our Lives

Room: Q-103 GABRIEL Y SEBASTIÁN BARCELÓ

Chair: Rohini Vijaygopal, University of Bedfordshire Business School, United Kingdom

Antecedents of Brand Trust in the Baby Care Toiletries Product Brands: An Empirical Study in the Indian Context

Neha Srivastava, K.J. Somaiya Institute of Management Studies and Research, Mumbai, India*

Satya Bhushan Dash, Indian Institute of Management, Lucknow, India

The current study through extensive literature review aims at examining antecedents of brand trust in the baby care toiletries product category. The results suggest marketing strategy implications for companies that what essential factors they must keep in mind while promoting their baby care brand and winning trust of parents.

This Brand Saved My Life! A Phenomenological Approach to Brand Fanatics' Lives

bernard cova, euromed management marseille france*

gregorio fuschillo, euromed management marseille france*

Fanaticism is a growing consumption phenomenon. It is commonly defined as a detrimental and destructive phenomenon in consumer research. This paper shows the existence of the constructive side of fanatical consumption. It highlights how consumer lives have been 'saved' thanks to the brand itself.

Strategies for Managing the Relational Self: The Case of Women's Consumption of Cosmetics

Chihling Liu, Manchester Business School, UK*

Debbie Keeling, Manchester Business School, UK

Margaret Hogg, Lancaster University Management School, UK

We challenge the ongoing social stigma of how beauty and artifice contribute to the sexual objectification of women and explore women's relational selves via the context of cosmetics consumption. Unstructured phenomenological interviews reveal four different strategies for managing the relational self, across assorted social spaces.

Does acculturation affect brand preference? A study of British Indians

Rohini Vijaygopal, University of Bedfordshire Business School, United Kingdom*

Sally Dibb, Open University Business School, United Kingdom

Maureen Meadows, Open University Business School, United Kingdom

This research investigates whether membership of Berry's (1980) acculturation categories has a bearing on British Indians' consumer behaviour, as indicated by their brand preferences. One way ANOVA and cluster analysis are applied to the data. Results reveal that separated, assimilated and integrated consumers have different and distinct brand preferences.

8.5 Dimensions of Identity

Room: Q-301 PUIG

Chair: Sarah Forbes, University of Birmingham, United Kingdom

Not All Power is Created Equal: Role of Social and Personal Power in Decision Making

Selin Malkoc, Washington University in St Louis*

Michelle Duguid, Washington University in St Louis

We demonstrate that effect of power on context effects depends on its type: personal (vs. social) power attenuates the compromise effect, augments the choice deferral, and has no effect on the attraction effect. We further demonstrate that heightened sense of freedom for those with personal power that drives these effects

"Share and Scare": Solving the communication dilemma of early adopters with a high need for uniqueness

Yael Steinhart, Tel Aviv University, Israel*

Sarit Moldovan, Technion, Israel

Shlomit Ofen, Technion, Israel

Early-adopters with a high need-for-uniqueness may experience a communication-dilemma between the need to express their uniqueness by displaying the innovation and their desire to prevent imitation. Five studies demonstrate the dilemma, its boundary conditions, and the "share-and-scare" solution in which early-adopters "share" information about the innovation yet "scare" others.

Customization and brand in customer identity communication

Gaetano "Nino" Miceli, University of Calabria

Maria Antonietta Raimondo, University of Calabria*

Stefania Farace, Maastricht University*

We distinguish Combination-based Customization (CbC) and Integration-based Customization (IbC), and propose that, in presence of the brand, CbC receives higher customer reactions than IbC. In absence of the brand, the opposite pattern holds. We identify two boundary conditions of the competition effect between IbC and brand. Results support our framework.

Source Gender of health information: Does it really matter?

Sarah Forbes, University of Birmingham, United Kingdom*

Kirsten Robertson, University of Otago, New Zealand

Rob Lawson, University of Otago, New Zealand

Using a factorial designed experiment, this study extended source gender (male, female) of information research by evaluating behavioural measures over time. Physical activity levels were the targeted behaviour. Analysis revealed that a male source was more influential for physical activity increases compared to a female source during the treatment phase.

8.6 Advertising effects

Room: Q-302 LLUÍS CARULLA

Chair: Alan Cooke, University of Florida

Advertising Beauty can influence Children's Advertising Model Perception, Self-Perception and Advertising Effectiveness

Iris Vermeir, University College Ghent & Ghent University, Belgium

Dieneke Van de Sompel, University College Ghent & Ghent University, Belgium*

Two experimental studies with respectively 8-10 year old (N=79) and 11-13 year old (N=61) girls and boys confirm the presence of the physical attractiveness stereotype in children and its negative influence on general self-worth for 8-10 year old boys and positive influence on attitudes and intentions for 8-10 year olds.

All Nostalgic Ads Are Not Created Equal: The Influences of Nostalgic Type, Product Type, and Self-Construal

Chun-Tuan Chang, National Sun Yat-sen University

Ching-Chiao Feng, National Sun Yat-sen University

Pei-Chi Chen, National Sun Yat-sen University*

Impacts of product type and consumer self-construal are examined in nostalgic advertising. Experimental results indicate that personal nostalgia is more effective in privately-consumed product advertising, but historical nostalgia is more effective in publicly-consumed product advertising. The abovementioned results hold when interdependent self-construal is activated, not for those with independent self-construal.

Bad Celebrities are Good? The Effects of Celebrity Image on Consumer Self-Esteem and Purchase Intentions

Maria Sääksjärvi, Delft University of Technology, The Netherlands*

Katarina Hellen, University of Vaasa, Finland

George Balabanis, City University, The UK

In three studies, this research taps into understanding the effects of celebrity type on consumers' self-esteem and purchase intentions. We find that celebrities influence consumers' self-esteem, and that bad celebrities (vs. good celebrities) actually have a positive influence on purchase intentions by enhancing (vs. diminishing) consumers' self-esteem.

When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy

Alan Cooke, Univ. of Florida*

Joshua Clarkson, Univ. of Cincinnati

We propose that ad efficacy depends on how argument order conforms to the viewer's expectations. In three experiments, advertisements that violate argument order expectations invoke greater processing resulting in heightened attitude strength and increased willingness to pay for the target product.

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