32ND ANNUAL ADVERTISING AND CONSUMER PSYCHOLOGY CONFERENCE
CONSUMER PSYCHOLOGY IN A SOCIAL MEDIA WORLD

JUNE 13-15, 2013
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The Omni Hotel

ACP San Diego 2013: Consumer Psychology in a Social Media World

Conference Co-Chairs:
Claudiu V. Dimofte (San Diego State University)
Curtis P. Haugtvedt (The Ohio State University)
Richard F. Yalch (University of Washington)

SUMMARY SCHEDULE

THURSDAY, JUNE 13

16:00 - 20:00	**Registration (Palm Terrace)**
18:00 - 22:00	**Opening Reception and Dinner (Palm Terrace)**

FRIDAY, JUNE 14

7:00 - 15:00	**Registration (Art Foyer)**
7:00 - 8:00	**Breakfast (Art Foyer)**
8:00 - 9:15	**Session 1: *Specifics of eWOM* (Gallery 1)**
9:15 - 9:30	**Break**
9:30 - 10:45	**Session 2: *Motivations for Consumer Engagement with Social Media* (Gallery 1)**
10:45 - 11:00	**Break**
11:00 - 12:00	**Session 3: *Academic Keynote Speaker* (Gallery 1)**
12:00 - 13:15	**Lunch (Sail Terrace)**
13:15 - 14:30	**Session 4: *Social Influence in Online Contexts* (Gallery 1)**
14:30 - 14:45	**Break**
14:45 - 16:00	**Session 5: *Consumer Privacy Considerations* (Gallery 1)**
16:00 - 16:15	**Break**
16:15 - 17:30	**Session 6: *Big Data* (Gallery 1)**
18:30 - 21:30	**Dinner Cruise (5th Ave Landing, California Princess)**

SATURDAY, JUNE 15

7:00 - 8:00	**Breakfast (Art Foyer)**
8:00 - 9:15	**Session 7a: *Persuasion and Resistance to Persuasion* (Gallery 1)**
8:00 - 9:15	**Session 7b: *Other Topics in Online Consumer Behavior* (Gallery 2)**
9:15 - 9:30	**Break**
9:30 - 10:30	**Session 8: *Practitioner Keynote Speaker* (Gallery 1)**
10:30 - 10:45	**Break**
10:45 - 12:00	**Session 9a: *Consumer Co-Creation* (Gallery 1)**
10:45 - 12:00	**Session 9b: *Technology Impact on Consumption* (Gallery 2)**
12:00	**Boxed Lunches (Art Foyer)**

16:00 - 20:00   Registration (Palm Terrace)

18:00 - 22:00   Opening Reception and Dinner (Palm Terrace)

FRIDAY, JUNE 14

7:00 - 12:00   Registration (Art Foyer)

7:00 -   8:00   Breakfast (Art Foyer)

8:00 -   9:15   Session 1: Specifics of eWOM (Gallery 1)

The Perception of eWOM: Whose Message is it Anyway?
>   *Susan Powell Mantel, Ball State University (USA)*
>   *Maria L. Cronley, Miami University (USA)*
>   *Frank R. Kardes, University of Cincinnati (USA)*
>   *Stacy Schetzsle, Ball State University (USA)*

Traditionally, word or mouth has been considered more credible and trustworthy than conventional advertising. However, in social media marketing contexts, given the relative anonymity of on-line communities, information bias from the source comes into question. This research investigated the relative effectiveness of various communications within social media, examining information source, the influence of a referral from known and unknown others, and the influence of personal variables (e.g., resistance to persuasion). Results suggest that consumers are naturally wary of information that comes from the manufacturer, but are naturally accepting of information that comes from a friend. However, information that is provided by an "unknown other" will be accepted as credible unless the participant is primed to be mistrustful. This is especially true for those low in resistance to persuasion.

The Effects of Goal Publicity, Feedback and Attribution on Goal Persistence in a Social Media World
>   *Jenny Jiao, University of Iowa (USA)*
>   *Cathy Cole, University of Iowa (USA)*

Prior research has applied both social influence theory, system design theory and personality theory to better understand factors that influence members to remain with and commit to virtual communities, where they will be exposed to paid advertising messages. We fill a gap by applying goal persistence theory to better understand why consumers will continue to participate at social media sites. From the psychology literature, we know that self-regulatory processes guide goal persistence, which is thought to be a multiplicative function of both the value of and the estimated probability of attaining the goal (Karoly, 1993). Our research concentrates on how characteristics of the social media environment, self-regulation effectiveness, goal publicity and feedback characteristics t affect the motivation to spend time at the web site. We first demonstrate that social media environment characteristics affect goal pursuit in an online friends matching service (Experiment 1) and then show that these characteristics operate through perceptions about goal value and progress to affect goal persistence in the context of an online games (Experiment 2).

Does eWOM Timing Matter? Prospective, Simultaneous and Retrospective Sharing
> *Cansu Sogut, Boston University (USA)*
> *Barbara Bickart, Boston University (USA)*
> *Frederic Brunel, Boston University (USA)*

This research investigates the influence of the timing of online sharing via microblogging sites and social networks on the content of consumer electronic word-of-mouth (eWOM). Although eWOM has usually been focused on retrospective sharing about a past consumption experience or on prospective sharing about future consumption, technological advances in mobile communication have enabled a new form of eWOM: one that occurs *during* the consumption experience. Our field study shows that the tweets that are posted during and after a TV show have higher levels of emotion, particularly surprise and anger, compared to tweets posted before the show. We will discuss the theoretical and practical implications of these findings, as well as directions for future research.

Negation Bias in Word Of Mouth: Subtle Differences in Language Use Have No Small Effect on Inferences about Brands
> *Peeter Verlegh, University of Amsterdam (Netherlands)*
> *Camiel Beukeboom, Vrije University Amsterdam (Netherlands)*
> *Christian Burgers, Vrije University Amsterdam (Netherlands)*

Our paper shows a negation bias in word of mouth and online reviews: consumers use more negations (e.g., "not fast" instead of "slow") when describing product experiences that are incongruent with their prior expectations. Other consumers pick up on this: they are able to infer the speaker's prior expectations, which affects the impact of the word of mouth. Our paper contains 3 experiments: Experiment 1 shows the basic phenomenon in a consumer setting. Experiment 2 showed recipients infer that the experience was less expected and more surprising when the speaker used negations. Experiment 3 confirms that the use of negations in online reviews reduces the impact of the review. Our results indicate that the negation bias provides a subtle mechanism for communicating and maintaining brand reputations, that has no small effect on inferences about brands.

9:15 - 9:30 **Break**

9:30 - 10:45 **Session 2: Motivations for Consumer Engagement with Social Media (Gallery 1)**
Facebook Therapy? Why People Share Self-Relevant Content Online
> *Eva Buechel, University of Miami (USA)*
> *Jonah Berger, University of Pennsylvania (USA)*

The current research investigates when and why consumers share microblogs (e.g., Tweets or Facebook status updates) on online social networks. We suggest that socially apprehensive individuals use the microblogging feature on online social networks because it allows for emotion expression and the possibility for social support without having to directly address and burden anyone in particular.

Been There, Done That, Got the T-Shirt: Using Brands for Self-Presentation on Twitter
> *Tejvir Sekhon, Boston University (USA)*
> *Barbara Bickart, Boston University (USA)*
> *Remi Trudel, Boston University (USA)*

In this paper we build a grounded understanding of practices that people use on Twitter to create positive self-presentations using brands. We develop a content-based categorization of brand related tweets by individuals to provide insight into how people associate with brands in order to create positive impressions. Our analysis shows two common types of brand related tweeting strategies: those focusing on the self and those focusing on the brand. Whereas self-focused tweets use the context of sharing updates about one's daily

life as a vehicle to signal association with a reputable brand, brand-focused tweets can be used to signal one's cultural capital within a sub-field of consumption. We also develop various subcategories of brand related self-presentation strategies under these two broad classifications and show how the use of these strategies may differ depending on the type of brand.

How Identification with Social Media Influences the Relationship between Social Media Goal Pursuit and the Experience of Relatedness
> *Dona Hoffman, University of California at Riverside (USA)*
> *Thomas Novak, University of California at Riverside (USA)*
> *Randy Stein, University of California at Riverside (USA)*
> *Yuanrui Li, University of California at Riverside (USA)*

Previous research has noted that social media goals can be primarily focused on social or content aspects and that motivational orientation toward the goal differentially moderates the relationship between goal pursuit and the experience of relatedness (Hoffman & Novak, 2013). While social goals provide for feelings of connection, particularly when intrinsically motivated, extrinsically motivated content goals also have the potential to produce feelings of relatedness. This paper examines the degree to which an individual finds their online "friends" important to their self-concept (ISM), impacts the relationship between social media goal pursuit and feeling close and connected to others. Our studies show that while overall the pursuit of social goals results in higher relatedness than content goals, higher ISM boosts relatedness experiences for content goals by activating the sense of a more direct connection for content goals.

Why Do Consumers Post What They Bought on Facebook? A Psychological Approach to Post-Consumption Behaviors on Facebook
> *Aekyoung Kim, University of Texas at San Antonio (USA)*
> *Ryan Howell, San Francisco State University (USA)*

People continuously dedicate time on Facebook, although research has shown that Facebook involvement decreases well-being. Why do consumers spend time on posting what they bought? This is not because they felt happiness from purchases, but because they want to feel happy through showing them off. Much like every act of seeking happiness, the pursuit of happiness by using Facebook also leads to a lack of affective self-control and decreases well-being (Study 1). Due to focus on efforts (resources) during the resource-depletion, Facebook users ironically perceive less happiness about the purchase itself without devoting efforts on posting them (Study 2). Importantly, this effect was strengthened by the pursuit of extrinsic goals, regardless of purchase types (Study 3). Interestingly, materialists often upload travel scenes/dishes on Facebook, although they prefer buying material items (Study 4).

10:45 - 11:00   Break

11:00 - 12:00   Session 3: Academic Keynote Speaker (Gallery 1)
Dina Mayzlin, University of Southern California (USA)

12:00 - 13:15   Lunch (Sail Terrace)

13:15 - 14:30   Session 4: Social Influence in Online Contexts (Gallery 1)
Posting Strategically: The Consumer as an Online Media Planner
> *Yu-Jen Chen, University of Maryland (USA)*
> *Amna Kirmani, University of Maryland (USA)*

We propose that consumers have theories about effective word of mouth persuasion, acting as intuitive media planners in making online forum choices. Based on Persuasion Knowledge

Model, we suggest that consumers possess beliefs about forum audience (i.e. how loyal to the brand these readers are). Across three studies, we demonstrate posters' persuasion strategy by selecting forum audience. Specifically, posters prefer posing positive messages on a brand-neutral forum where the audience is perceived as less loyal to the target brand (e.g., Camera Forum) to a brand-specific forum where the perceived loyalty is high (e.g., Nikon Forum). We offer two boundary conditions under which message valence will not affect where a message is posted: when posters have a non-persuasion motive, such as affiliation, and when the opportunity to activate persuasion knowledge is low, such as time pressure.

Exploring Fit between Justification and Social Distance in Consumers' Responses to Online Personalized Recommendations
> *Laurie Balbo, Montpellier Business School (France)*
> *Florence Jeannot, INSEEC Business School (France)*
> *Agnès Guizon, University of Grenoble (France)*

In an online experiment, Internet users were randomly exposed to a scenario that showed the online navigation of a fictional character on a travel agency website. This navigation ended with an online personalized recommendation for a travel guide that was either *justified* or *not justified*. We hypothesize that the effect of justification on consumers' behavioral responses are moderated by the source of the recommendation (*crossed* or *not-crossed*). Moreover, we predict that the impact of the interplay between justification and source of the recommendation are mediated by perceived intrusiveness. These hypotheses are supported. When a website proposes additional selling to customers on the basis of a previous purchase on this website, it is better to justify this recommendation. However, when a partner's website proposes additional selling still on the basis of a previous purchase of the consumer on the first website, it is better to not justify this recommendation.

Interaction with Brands and Its Effect on Purchase Likelihood
> *Dominic McCarthy, Naked Communications (Australia)*
> *Adam Ferrier, Naked Communications (Australia)*

Previous research has shown that interactivity is an effective way to change behavior towards brands. However, understanding the type of interactivity and its effect on purchase intent has not been examined closely. In this paper we look at three types of interactivity with brand messages and their subsequent impact on likelihood to purchase. Social media facilitates consumers with a multitude of interaction opportunities with brands. This paper argues that the deeper the level of interactivity with a brand, the greater the subsequent likelihood of purchasing that brand.

Does Time Heal Wounds or Does It Fuel the Fire: The Effects of Mere-Measurement and Time on Customer Revenge
> *Mina Rohani, HEC Montreal (Canada)*
> *Yany Grégoire, HEC Montreal (Canada)*
> *Renaud Legoux, HEC Montreal (Canada)*
> *Jean Charles Chebat, HEC Montreal (Canada)*

We explore the effects of time and mere-measurement — the effects of answering surveys — on the evolution of revenge responses. Prior research consistently reports that time has a robust depreciatory effect on revenge responses. This research further examines the relationship between time and revenge, and demonstrates that the reducing effect of time is contingent on: I) the presence of a mere-measurement effect and II) the nature of the response (cognitions vs. emotions). In a longitudinal experiment with real online complainers (over two months), we find that time reduces revenge *only if* it is combined

with a mere-measurement effect. More specifically, this catharsis effect is much more pronounced for emotional variables rather than the cognitive ones.

14:30 - 14:45   Break

14:45 - 16:00   Session 5: Consumer Privacy Considerations (Gallery 1)
Coming Clean – and With an Iron Hand: Unexpected Effects of Sensitive Disclosures
  Laura Brandimarte, Carnegie Mellon University (USA)
  Alessandro Acquisti, Carnegie Mellon University (USA)
  Francesca Gino, Harvard University (USA)
From comments about romantic break-ups to embarrassing photos, disclosures of personal information have become increasingly common in social media. In the face of such common disclosures, some have argued that social norms about privacy are changing. Will such changing social norms about what a person finds appropriate to disclose about herself also affect the way that person reacts to similar disclosures made by others? In this paper, we investigate the effect of sensitive online disclosures on the impressions one will form of others who made similar disclosures. Using both observational and experimental data, we find that people who disclose a questionable behavior online judge others who did the same more harshly as compared to those who did not disclose.

Consumers' Privacy Concerns are Relative and Malleable: Implications for Online Behavioral Advertising
  Idris Adjerid, Carnegie Mellon University (USA)
  Eyal Pe'er, Carnegie Mellon University (USA)
  Alessandro Acquisti, Carnegie Mellon University (USA)
  George Lowenstein, Carnegie Mellon University (USA)
Behavioral advertising has the potential to increase revenues for firms and reduce search costs and better meet consumer needs. However, the potential benefits from behavioral advertising have been inhibited by consumers' growing privacy concerns. To address these concerns, industry and regulators have reached a broad consensus on self-regulatory approaches centered on providing consumers with "transparency and choice" solutions. We find that both privacy notices providing increased transparency and settings providing increased control were perceived differently if they were presented as either relatively low or relatively high. This relative perceptions of privacy levels impacted people's self-disclosure behavior. The implications of these results are that both notice and choice regimes intended to address privacy concerns in the context of behavioral advertising may be limited.

Full Names, Pseudonyms, and Anonymity: Online Consumer Identity and Willingness to Participate
  Kristen Smirnov, University of Alberta (Canada)
  John Pracejus, University of Alberta (Canada)
In many online environments, there is currently a strong push toward full identity disclosure (FID) and away from anonymity. Proponents of FID insist that when people are not forced to use their real names, they inevitably behave badly. Yet there is evidence that FID can inhibit helpful online behaviors. We begin by exploring correlations between FID and several important variables in actual product reviews scraped from amazon.com, to measure willingness to participate and quality of content. We supplement this externally valid correlational data with an internally valid experiment where we randomly assign participants to one of three identity conditions and measure their participation, effort and review quality. Across these studies we find that FID has little if any benefit over persistent pseudonym and it is worse than full anonymity along key dimensions.

16:00 - 16:15   Break

16:15 - 17:30   Session 6: Big Data (Gallery 1)

The Social Values Project: Leveraging Data Science to Enhance Understanding of Value-Based Consumption
>   *Graham Hill, San Francisco State University (USA)*
>   *Ravi Iyer, University of Southern California (USA)*
>   *Sarah Hardwick, Zenzi Communications (USA)*
>   *Tina Mallott, Zenzi Communications (USA)*

As basic needs are increasingly being met worldwide, brands must now understand how to connect with consumers at the level of value-driven, psychological needs. The Social Value Project seeks to leverage the vast amounts of data now available through traditional and social media channels in order to gain insight into consumer values, motivations, and storytelling preferences. Six consumer value domains were identified, each predicting unique variance in relevant consumer outcomes such as social media engagement, social influence, and online sharing behavior. Additionally, the value domains predicted variance in the types of stories people prefer and the manner in which they convey their personal narratives. Discussion focuses on strategies for brands seeking to engage with consumers on a narrative, value-based level, and for consumers seeking to satisfy psychological needs via consumption behavior.

Brand Word-Of-Mouth (WOM) on Twitter
>   *Eunice Kim, University of Texas (USA)*
>   *Eun Sook Kwon, University of Georgia (USA)*
>   *Yongjun Sung, Southern Methodist University (USA)*
>   *HS Kang, Sungkyunkwan University (Republic of Korea)*

Twitter, a popular form of microblogging, has received much attention for its ability to encourage consumers' sharing of opinions about brands; that is, as a medium for word-of-mouth (WOM) communication between consumers and brands. Based on a sample of Korean brand followers on Twitter, this study explores consumer motivations for engaging in brand WOM on Twitter. In addition, this study examines which motivations for following brands and which key consumer-brand relationship variables (i.e., brand identification, brand trust, brand community commitment, relationship continuance intention, purchase intention, and recommendation intention) predict consumer engagement in such WOM communications. The findings of this study provide insights into brand WOM communications on Twitter, with implications for research and practice in social media marketing and brand communications.

Exploring the Motivational and Consumption Impacts of Personal Analytics Social and Self-Comparison Data
>   *Heather Honea, San Diego State University (USA)*

The emergence of a digital networked world and consumer participation in social media has begun the accumulation of rich personal analytics data. Increasingly digital dashboards provide personal information relative to others, indicating whether an individual's average consumption level falls above or below others. Individuals may also use these tools to explore deviations in their current consumption levels from previous levels.   Such comparisons provide information to consumers regarding their performance relative to different consumption behaviors and this information can impact subsequent consumption. A series of studies explore how data offering upward or downward self and social-comparisons related to sustainable consumption may motivate certain consumption behavior. Findings suggest that the positive or negative valence of the arousal associated

with different types of comparisons helps to motivate certain desirable consumption choices and commitments. Downward self-comparisons to previous personal consumption activity and downward social-comparisons to an out-group's consumption activity can motivate commitment to future sustainable consumption behavior. The pleasant surprise generated by the digital display of this downward comparison contributes to this motivation. However, upward social comparison to an average other motivates commitment to future sustainable consumption behavior and it is negative surprise (shock) that contributes to this motivation.

Harnessing Tacit Knowledge in Social Networks: A Social Approach to Incentivizing Truth-Telling
  Christian Hildebrand, University of St. Gallen (Switzerland)
  Reto Hofstetter, University of Lugano (Switzerland)
  Andreas Herrmann, University of St. Gallen (Switzerland)
  Joel Huber, Duke University (USA)
  Gerald Häubl, University of Alberta (Canada)

In this paper, we propose a novel approach utilizing the information among friends in social networks that provides incentives for truthful responding in consumer surveys. In this approach, respondents answer survey questions in the context of a pure coordination game. In a series of studies, we show that the coordination game setting induces greater truth-telling by having respondents being rewarded if their answers agree with friends' predictions. The amount of improvement depends on the observability of the surveyed behavior, the tendency of the respondent to self-disclose, and the closeness of the friend.

18:30 - 21:30 Dinner Cruise (5ᵗʰ Ave Landing, California Princess)

<u>SATURDAY, JUNE 15</u>

7:00 - 8:00 Breakfast (Art Foyer)

8:00 - 9:15 Session 7a: Persuasion and Resistance to Persuasion (Gallery 1)
Marketing Unhealthy Foods to Children on Facebook: Social Policy and Public Health Concerns
  Jennifer Harris, Yale University (USA)
  Dale Kunkel, University of Arizona (USA)

Social media marketing that recruits young people to endorse commercial products to their friends may be unfair and potentially deceptive. Further, these practices are widely used to promote unhealthy foods and beverages that contribute to poor diet and health. This study documents how food companies market to teens and their friends via Facebook. Researchers created accounts for two 13-year-old boys – each boy liked five popular food brands and had eleven friends – and monitored Facebook activity for two weeks. With this small network, the boys averaged 5.8 posts from liked companies every day and 1.9 sponsored stories and 1.6 shared posts for unhealthy food brands. In addition, 58% of suggested likes were for foods and beverages. These findings raise public health concerns about marketing via Facebook that conveys peer endorsement of potentially harmful products. They are especially problematic given that Facebook is considering allowing children under 13 on the site.

Twitter: An Influential Online Source of Overheard Information
  David Knuff, Washington State University (USA)
  Joan Giese, University of Montana (USA)
  Leslie Koppenhafer, University of Oregon (USA)
  Eric Spangenberg, Washington State University (USA)

The current research examines the influence of product information shared through social media, i.e. Twitter, on intention to purchase, intention to pass on the information (re-Tweet), and intention to follow the communicator (Tweeter). A three item measure of information diagnosticity was also collected. Two studies manipulate valence (positive/negative) and attribution explanations (entity/person) for tweets about a low investment product (movie) and a high investment product (university class). Results suggest that positive (but not negative) overheard information about a higher investment product is perceived to be more diagnostic than when the tweet is about a lower investment product. Information diagnosticity is consistently a significant driver of behavioral intentions. Further, information regarding high investment products was more likely to induce action than information for low investment products. Overall, a significant impact of overheard information (Tweets) and relevant implications are presented.

Assessing the Impact of Social Network Adoption and Social Network Mavens on Consumer Socialization – A Perspective from Urban India
> *Himadri Pramanik, Tata Consultancy Services (India)*
> *Vikrant Gaikwad, Tata Consultancy Services (India)*

Social media today allows people to communicate with each other and the usage of social media has become prevalent and popular among urban Indians. The occurrence of consumption related interactions is predominant in social media. However, this subject has not gained enough attention in marketing science to determine and classify these interactions. Even scarcer are India-centric studies. The present study investigates how social network adoption leads to consumer socialization and mediation impact of social network mavens in the process. The paper establishes the critical role of social network mavens towards consumer socialization, therefore significantly underlining the importance of electronic mavens in the context of urban Indians. The paper is a maiden attempt to establish social network sites as a channel for consumer socialization in India and to underline the importance of mavens within the networks.

The Effects of Violent Online Media on Adolescents: An Exploratory Study
> *Yupin Patarapongsant, Chulalongkorn University (Thailand)*
> *Issariya Woraphiphat, Chulalongkorn University (Thailand)*

There is a growing body of literature studying the impact of media violence on aggression and behavior. Previous research shows that people voluntarily expose themselves to, and often search out, images of violence (Zuckerman & Little, 1986). In this exploratory study, our research focus is on older adolescents (age 16-17). We explore whether adolescent preference for violence (e.g., they find the violence media interesting) has an impact on their willingness to buy or subscribe to violent online media (e.g., violent online game). We hypothesize a moderating role of social class on adolescent attitude toward violent media and mediating roles of traits aggressiveness and social avoidance on the willingness to buy violent online media. For both social classes (less affluent and elite), willingness to buy was not only correlated to preference for violence in online media but also to aggressive tendency, social avoidance distress, and aggressive traits.

8:00 - 9:15   Session 7b: Other Topics in Online Consumer Behavior (Gallery 2)
The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews
> *Iñigo Gallo, University of California Los Angeles (USA)*
> *Claudia Townsend, University of Miami (USA)*

Increasingly marketers position brands and products as experiences. At the same time, there is an increasing amount of product information available from other consumers. While seemingly two separate trends, we examine how they interact. Specifically, we consider the

implications of experiential product framing on consumers' use of various information sources and on their willingness to create information through product reviews. We hypothesize and find that because consumers perceive experiences as more personal than products, when a product is experientially framed, consumers rely more on input from close others and are also more likely to review the product.

I'm Just Not Myself Right Now: The Influence of User-Controlled Avatars on Ethically-Targeted Advertisement Evaluations
> *Mitchell Hamilton, Loyola Marymount University (USA)*
> *S. P. Raj, Syracuse University (USA)*

Over the past few years, contemporary marketing mediums, such as social networking websites, traditional video games, massively multiplayer online games, and advergames have been deluged by advertisements. Correspondingly, many companies have increasingly integrated user-controlled avatars into their digital marketing strategies. While immersed within these digital environments, consumers often use avatars of a mismatched ethnicity (e.g., African American consumer using Caucasian avatar). In this paper, two studies were conducted in an effort to better understand how the relationship between consumer ethnicity and avatar ethnicity influences attitude towards ethically-targeted advertisements. The results of these studies suggest that in the "mismatched ethnicity" context, consumer ethnic self-awareness is temporarily decreased, which subsequently decreases the effectiveness of ethically-targeted advertisements encountered by consumers in these digital environments.

Consumer Psychology, Social Media, and Culture: Current and Emerging Roles of Social Media Around the World"
> *Jae Min Jung, California Polytechnic University Pomona (USA)*
> *Kyeong Sam Min, University of New Orleans (USA)*
> *Curtis P. Haugtvedt, Ohio State University (USA)*

The focus of this paper is to provide a snapshot of current activities associated with social media in various cultures. We make observations as to how various groups of individuals, parts of the world, cultures and subcultures have adapted to the advent and ready accessibility of social media. We then explore basic cultural factors that determine social media use and describe how cultures have shaped people's adaption of social media. We conclude with directions for future research.

9:15 - 9:30 **Break**

9:30 - 10:30 **Session 8: Practitioner Keynote Speaker (Gallery 1)**
Neil Beam, Word of Mouth Marketing Association (USA)

10:30 - 10:45 **Break**

10:45 - 12:00 **Session 9a: Consumer Co-Creation (Gallery 1)**
The Emerging Trend of Consumer-Created Advertising: Does it Work? When? And Why?
> *Prashant Malavyia, Georgetown University (USA)*
> *Debora Thompson, Georgetown University (USA)*

In today's social media environment, consumers often develop, post and share videos and ads about brands. Sometimes this is done at the invitation of companies, on other occasions consumers independently develop these videos. An important question that has not been explored is how do other consumers, who were not involved in the ad co-creation process, respond when informed that an ad was developed by a fellow consumer. Our results show that consumers question the ability of regular consumers to develop persuasive advertising. As a result, awareness that an ad is consumer-generated undermines persuasion by

triggering a critical mindset towards the message and the ad creator. Importantly, we find that the negative effect of disclosing advertising co-creation is reversed when the audience: 1) has limited cognitive resources to scrutinize the message, 2) is given background information about the ad creator that enhances perceived source similarity, and 3) is formed by high brand loyalty consumers.

Why Are Some Brand Co-Creation Activities More Effective Than Others?
    Heather Johnson, University of Maryland (USA)
    Amna Kirmani, University of Maryland (USA)
Brand marketers often try to engage consumers in interactive online activities, such as telling their story or rating consumer ideas. We explore the conditions under which these brief brand co-creation activities are most effective in increasing deeper brand engagement, such as liking the brand on Facebook. In three studies, we show that deeper brand engagement is affected by the opportunity to express personal brand meaning afforded by the co-creation activity and the consumer's self-brand connection. When self-brand connection is high *and* the activity provides the opportunity to express brand meaning, consumers will be more inclined to "Like" the brand on Facebook. When self-brand connection is low, the nature of the co-creation activity will not matter.

Product Customization via Starting Solutions
    Christian Hildebrand, University of St. Gallen (Switzerland)
    Andreas Herrmann, University of St. Gallen (Switzerland)
    Gerald Häubl, University of Alberta (Canada)
We examine the consumer psychology of partitioning the process of product customization into two stages – (1) the choice of one of a small number of pre-specified starting solutions and (2) the subsequent modification of the chosen starting solution to create the final self-designed product. Empirical evidence from two lab experiments and a field experiment (using a car manufacturer's online configurator with real customers) shows that such a two-stage procedure is superior to previously proposed customization approaches, leading to lower perceived choice complexity, reduced preference uncertainty, and greater satisfaction with the ultimate self-designed product.

Visceral Targeting: Using Personalized Face Composites for Implicit Targeted Marketing
    Sonam Samat, Carnegie Mellon University (USA)
    Alessandro Acquisti, Carnegie Mellon University (USA)
    Ralph Gross, Carnegie Mellon University (USA)
    Eyal Pe'er, Carnegie Mellon University (USA)
Online behavioral advertising has helped marketers target specific products to individuals, based on their demographic information, browsing history and previous purchases. In the foreseeable future marketers may exploit individuals' personal information to *tailor the advertisement* itself, thus making it even more personalized in an implicit manner. This paper investigates the potential use of individuals' own faces, in the form of personalized face composites (PFCs) as spokespersons on ads, to implicitly influence purchasing behavior. Participants' pictures from a popular online social network were used to create PFCs. These PFCs were subsequently presented as spokespersons on an advertisement to them. As hypothesized, participants reported higher purchase intentions when shown ads with PFCs, although this increase was not statistically significant owing to a small sample size. Participants did not recognize themselves in the PFCs, confirming the implicit nature of our manipulation. Directions for future work and implications for behaviorally targeted advertising are discussed.

10:45 - 12:00   Session 9b: Technology Impact on Consumption (Gallery 2)

Consumer Adoption of Location-Based Services on Mobile Phones: The Roles of Consumption Values and Perceived Risk
> *Jing Zhang, San Jose State University (USA)*
> *En Mao, Nicholls State University (USA)*

This project studied the effects of consumption values in regards to location-based services (LBS) on consumers' intentions to adopt LBS and to spread positive word-of-mouth (WOM). A model was developed, which consists of five consumption values, including functional, epistemic, emotional, social and conditional values as well as their antecedents. Structural equation modeling was performed on the responses collected from two hundred seventeen college students to test the model. The results demonstrated that the consumption values significantly impacted both intentions to adopt LBS and to spread WOM. As expected also, perceived risk negatively predicted emotional and social values. The effects of other antecedents such as self-efficacy and personal innovativeness on consumption values were also revealed. Taken together, this project represents a novel approach to studying consumers' adoption of mobile social media.

Mesmerized: The Effect of Rotating Digital Displays on Food Preference
> *Laura Smarandescu, Iowa State University (USA)*
> *Anicia Peters, Iowa State University (USA)*
> *Brian Mennecke, Iowa State University (USA)*
> *Andy Luse, Iowa State University (USA)*

This research looked at the effect of digital video food displays on choice. We show that menu items displayed rotating in a video are more likely to be chosen than menu items displayed as still pictures. Rotating video displays enhanced the choice for less healthy alternatives. This effect was stronger for vegetable than for meat dish choices; the rotating display made individuals more likely to choose the higher calorie vegetable dish. In addition, rotating displays have a larger effect for individuals who are not in an active hunger state. Individuals who were less hungry were more likely to be influenced by the rotating display than hungry individuals. While hungry individuals act in line with their active goal and are more likely to pick the higher calorie dish regardless of the digital display characteristics, individuals who were less hungry were more likely to be influenced by the rotating display.

TV´s New Space Invaders: How Television Pop-Up Ads Affect the Consumer
> *Steven Brasel, Boston College (USA)*
> *Martin Petroll, Universidade Federal do Parana (Brazil)*
> *Paulo Prado, Universidade Federal do Parana (Brazil)*

Two studies explore how brand prominence and show congruence affect the growing promotional tool of television pop-up ads, branded promotional banners that are superimposed over show content. An eye-tracker study shows that increased prominence attracts visual attention without an increase in negative brand reactions. A second study explores the flow of affective reactions between show content and the advertised brand and vice versa, illustrating that affect transfer between show content and pop-up brands is a two-way street.

12:00 **Boxed Lunches (Art Foyer)**

About the conference keynote speakers:

Dina Mayzlin is an Associate Professor of Marketing at the University of Southern California's Marshall School of Business, where she teaches market research in the MBA program. Her primary line of research explores the firm's management of social interactions among consumers. Her second related line of research investigates the firm's advertising and communication strategy. Dina's research has won a number of awards, including the John D.C. Little Best Paper Award, the INFORMS Society for Marketing Science Long Term Impact Award, the O'Dell Long Term Impact Award, and the Frank M. Bass Outstanding Dissertation Award. She serves on the editorial boards of the *Journal of Marketing Research*, *Marketing Science*, and the *International Journal of Research in Marketing*. Prior to joining USC, Dina was an Associate Professor of Marketing at the Yale School of Management. She received her undergraduate and graduate degrees at MIT. Dina's keynote presentation (Friday, 11:00am) will discuss promotional reviews online.

Neil Beam is the Chair of the Word-of-Mouth Marketing Association's (WOMMA) Research and Measurement Council, where he currently oversees the Influencer and Social Media Monitoring subcommittees and works with the Media Ratings Council to help develop social media measurement standards. Neil is also Director of Sales at MotiveQuest, a WOMMY and Ogilvy Award-winning firm that leverages big social data and "online anthropology" to solve business challenges. MotiveQuest specializes in brand and category explorations that explore consumer behaviors, underlying motivations and advocacy. Previously, Neil was Associate Director of Social Media Strategy and Operations at AT&T, where he worked in the eCommerce division and led the implementation of an enterprise-wide, cost-effective social media monitoring analysis and engagement platform. He holds an MBA from the University of Missouri, Columbia and BS in Biomedical Engineering from Washington University in St. Louis. Neil's presentation (Saturday, 9:30am) will discuss measurement issues in social media research.

About the conference sponsors:

The Society for Consumer Psychology (SCP) is an intimate collection of scholars and practitioners dedicated to the growth and advancement of consumer psychology. Through the active participation of its members, SCP fosters an environment of collegiality, promoting interaction to facilitate and support intellectual contributions to the discipline. SCP endeavors to provide for constructive development of these contributions to assure a high level of quality, rigor and significance. Finally, SCP reflects the desire to advance the practice of consumer psychology and public welfare through the application of these contributions. As a professional society dedicated to serving the needs of its members, SCP values the organizational traits of openness, organizational learning, and continuous improvement as means to support ongoing discourse. Committed to professional development, SCP places a high value on vigorous support of new colleagues and the active professional advancement of more senior colleagues. SCP embraces and actively pursues diversity, scholarship, diffusion of knowledge, ethical conduct, and an international presence.

San Diego State University (SDSU), founded in 1897, is the largest and oldest higher education institution in San Diego and among the oldest in California. With an enrollment of 32,000 students, SDSU has been designated by the Carnegie Foundation as a "Research University with high research activity," and has been ranked the number one small (14 PhD programs or less) research university in the United States. The SDSU College of Business Administration is among the nation's oldest and largest AACSB accredited business schools. Its accomplished faculty and highly ranked academic programs provide an exceptional foundation for an institution with significant regional, national and international impact. The school's Marketing Department includes faculty members with active research interests in consumer behavior, modeling, strategy, and international marketing. Their research has appeared in the *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of International Research in Marketing*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, and *Management Science,* among others.

The Centre for Integrated Marketing Communications (IMC) at San Diego State University is a non-profit institution that enhances the existing awareness of IMC via scholarly research and practical application to educate students, academics, and practitioners in the benefits associated with IMC. SDSU's College of Business founded the Centre in 2002 as the first IMC program to be housed in a business school in the United States. It helps businesses to develop an effective and efficient marketing communication strategy and educates about the advantages and implications of IMC.

University of Washington (UW), founded in 1861, is among the oldest higher education institutions on the West Coast. UW has ranked in the top 20 public universities worldwide since 2003 and is the largest recipient of federal research funding among public universities. Named The Michael G. Foster School of Business in 2007, UW's business program started in 1917 and is the second oldest institution of management education on the West Coast. The school's Department of Marketing and International Business' faculty were recently ranked by Academic Analytics as the 8th most productive in the field. Their research spans eclectic domains—consumer identity, relationship marketing, social media, online advertising effectiveness, marketing-finance interface, consumer psychology on the internet, branding, B2B marketing, channel issues, pricing, consumer emotions, and healthcare marketing. Eight members are on the Editorial Boards of leading scientific journals and four were recognized as "Marketing Science Institute Young Scholars." Their research has appeared in the *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, and *Organizational Behavior and Human Decision Processes*, among others.