<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Session Title</th>
<th>Paper Titles &amp; Authors</th>
<th>Location</th>
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<tbody>
<tr>
<td>Thu 8/12 9:00-9:50 a.m.</td>
<td>Marketing Communications: The Message</td>
<td><strong>Chair</strong>: John Fraser, <em>Institute for Learning Innovation, New York</em></td>
<td>Convention Center (Upper Level)</td>
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<td></td>
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<td>Purposive Communicating for Marketing: What? And To Whom?</td>
<td>Room 26A</td>
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<td></td>
<td>Geraldine Fennell &amp; Joel Saegert, <em>University of Texas at San Antonio</em></td>
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<td>Advertising and the Cultural Meaning of KUSO</td>
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<td>Hsu-Hsien Chi, <em>Shih Hsin University</em></td>
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<td>Thu 8/12 10:00-11:50</td>
<td>Perceptual, Emotional, and Behavioral Responses to Products</td>
<td><strong>Chair</strong>: Tina Kiesler, <em>California State Univ., Northridge</em></td>
<td>Convention Center (Upper Level)</td>
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<td><strong>Construct of Consumer-Based Perceived Product Innovativeness</strong></td>
<td>Room 24C</td>
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<td>Jean Boisvert, <em>American University of Sharjah</em></td>
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<td>Curtis P. Haughtvedt, <em>Ohio State University</em></td>
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<td>Emotive Reactions and Cognitive Reasons for Preferring Packaging Designs</td>
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<td>Pierre JPR Joubert, <em>University of South Africa</em></td>
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<td>Role of TV Program Commitment in the Digital Era</td>
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<td>Jhih-Syuan Lin &amp; Yongjun Sung, <em>University of Texas at Austin</em></td>
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| Thu 8/12 Noon-12:50 | Consumer-Response Biases in Survey Data                                        | **Chair:** Joel Saegert, *University of Texas at San Antonio*  
Receptivity-Susceptibility to Tobacco Promotion  
Measure Prone to Responses Biases  
Alvin Lee & Dick Mizerski, *The University of Western Australia*  
Quantitative Approach to Implicitly Expressed Negative Emotions in Customer Survey  
Keiko I. Powers, *J.D. Power and Associates* | Convention Center  
(Upper Level)  
Room 32B                                           |
| Thu 8/12 1:00-1:50  | Charitable Behavior                                                            | **Understanding Charitable Giving: How Giving to Charity is Like Eating Ice Cream**  
Michal Strahilevitz, *Golden Gate University*  
(Second paper cancelled)                                                                 | Convention Center  
(Upper Level)  
Room 26A                                           |
| Thu 8/12 2:00-2:50  | *Conversation Hour: Consumer Research Ideas Brainstorming Sessions*           |                                                                                                         | Convention Center  
(Upper Level)  
Room 27A                                           |
| Thu 8/12 6:00-7:50 p.m. | *DIVISION 23 RECEPTION* (Appetizers & Cash Bar)                                |                                                                                                         | Manchester Grand Hyatt  
Madeleine A & B  
(3rd Level Seaport Tower)                      |
| Fri 8/13 2:00-2:50 | Influence of Others on Ad Effectiveness and Brand Preference                  | **The Influence of Intra-Reference Group Differentiation on Brand Preference**  
Yi-Hsin Yeh & Yongjun Sung, *The University of Texas at Austin*  
(Second paper cancelled)                                                                 | Convention Center  
(Upper Level)  
Room 21                                           |
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<tr>
<td>Fri 8/13 3:00-3:50</td>
<td>Poster Session</td>
<td><em>(please see attached list of posters)</em></td>
<td>Convention Center (Ground Level) Exhibit Hall ABC</td>
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<td>Fri 8/13 4:00-4:50</td>
<td><em>Conversation Hour:</em> Consumer Research Ideas Brainstorming Session</td>
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<td>Convention Center (Upper Level) Room 23C</td>
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| Sat 8/14 9:00-9:50 | Effects of Collectivist and Individualistic Advertising Appeals | **Attitudinal Effects of Cultural Appeals in Online Advertisements**  
Gennadi Gevorgyan, Xavier University  

*(Second paper cancelled)* | Convention Center (Upper Level) 24B            |
| Sat 8/14 10:00-10:50 | Consumer Decision Making                       | **Chair:** Jean Boisvert, American University of Sharjah  
**Visual Processing Fluency and Cognitive Effort’s Influence on Choice Outcomes**  
Jill Mosteller, Portland State University  
Naveen Donthu, Georgia State University  

"Pay What You Want": Theory and Experimental Evidence  
Rami Zwick, University of California, Riverside  
Vincent Mak, University of Cambridge  
Akshay Rao, University of Minnesota | Convention Center (Upper Level) Room 30C       |
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| Sat 8/14 11:00-11:50 | Construal-Level Theory and Regulatory Fit in Consumer Contexts | **Chair:** Diana De Soto, *Capella University*  
From Switching Intent to Actual Switching Behavior: A Construal-Level Theory Perspective  
Yuchen Hung, *National University of Singapore*  
Catherine Yeung, *National University of Singapore*  
Jochen Wirtz, *National University of Singapore*  
Jeongwen Chiang, *Cheung Kong Graduate School of Business*  
Using Message Framing to Reduce Dissonance Based on Regulatory Orientation  
Vincent Brown & Sameer Hosany, *Royal Holloway, University of London* | Convention Center (Upper Level) Room 27A |
| Sat 8/14 1:00-1:50 | Influence of Gender—Advertising and Shopping        | **Chair:** Jill Mosteller, *Portland State University*  
The Effectiveness of (non)Traditional Gender Portrayals in Print Advertisements  
Magdalena J. Zawisza, *The University of Winchester*  
Russell Luyt, *The University of Winchester*  
Anna M. Zawadzka, *Gdansk University*  
Marco Cinnirella, *Royal Holloway, University of London*  
The Concept of Shopping: Similarities and Differences by Gender  
Ivonne Hoeger & Carole B. Burgoyne, *University of Exeter* | Convention Center (Upper Level) Room 23C |
Division 23 Posters
2010 American Psychological Association Conference
Friday 8/13 3:00-3:50
Convention Center Exhibit Hall ABC

1. **Online Videos: What is Their Potential to Persuade?**
Scott Wright & Frank Kardes,
*University of Cincinnati*

2. **Consumer Inhibition: Brands and the Go/No-Go Task**
Nicholas A. Peatfield, *Bangor University*
Joanne Caulfield, *Bangor University*
John A. Parkinson, *Bangor University*
Hugh P. Garavan, *Trinity College*
James Intriligator, *Bangor University*

3. **Effects of Information on Taste Perceptions of a Beer Sample**
Kevin M. Kieffer, Tara Baseil, Kristine Bauknight, Christie Piper, and Kristen Preseault
*Saint Leo University*

4. **Dynamic Changes in Affective Forecasts in Intertemporal Consumption Choices**
Li Miao & Xinran Lehto
*Purdue University*

5. **Perception of Commercial Advertisements Publisizing CSR Activities by the Consumers**
Yuka Ozaki, *Tokai University*
Yoko Sugitani, *Sophia University*
6. **Consumer Receptiveness to Product Exposure and Availability in Underserved Neighborhoods**  
Ruth Chavez & Tung-Zong (Donald) T. Chang,  
*Metropolitan State University of Denver*

7. **The Role of Regulatory Focus in Medium Maximization**  
Leiping Xu, *China Europe International Business School*  
Liangyan Wang, *Shanghai Jiao Tong University*  
Fanghua Wang, *Shanghai Jiao Tong University*

8. **The Impact of Guilt Messaging on Consumer Emotions and Behavior**  
Lydia Hanks & Anna S. Mattila  
*The Pennsylvania State University*

9. **The Effect of Online Social Context on Self-Expression**  
Yongjung Sung, Jangho Moon, Mihyun Kang, and Jhih-Syuan Lin,  
*The University of Texas at Austin*

10. **The Effects of Negative Opinion on the Evaluation of Brands**  
Yoko Sugitani, *Sophia University*

11. **Counter Factual Thinking and Consumers’ Preference for Product Desirability and Feasibility**  
Guangzhi Zhao, *University of Kansas*  
Kai-yu Wang, *Brock University*