



*Consumer Psychology Syllabus**

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*Syllabus compiled by Joseph Goodman (Washington University in St. Louis) and Cait Poyner Lambertson (University of Pittsburgh).

METACOGNITION

Schwarz, N. (2004). Metacognitive experiences in consumer judgment and decision making. *Journal of Consumer Psychology*, 14(4), 332-348.

http://dx.doi.org/10.1207/s15327663jcp1404_2

Human reasoning is accompanied by metacognitive experiences, most notably the ease or difficulty of recall and thought generation and the fluency with which new information can be processed. These experiences are informative in their own right. They can serve as a basis of judgment in addition to, or at the expense of, declarative information and can qualify the conclusions drawn from recalled content. What exactly people conclude from a given metacognitive experience depends on the naive theory of mental processes they bring to bear, rendering the outcomes highly variable. The obtained judgments cannot be predicted on the basis of accessible declarative information alone; we cannot understand human judgment without taking into account the interplay of declarative and experiential information.

See also

1. Huber, J. (2004). A Comment on Metacognitive Experiences and Consumer Choice. *Journal of Consumer Psychology*, 14(4).
http://dx.doi.org/10.1207/s15327663jcp1404_4
2. Lee, A. (2004). The Prevalence of Metacognitive Routes to Judgment. *Journal of Consumer Psychology*, 14(4).
http://dx.doi.org/10.1207/s15327663jcp1404_3

 Biswas, D., Keller, L. R., Burman, B. (2012). Making probability judgments of future product failures: The role of mental unpacking. *Journal of Consumer Psychology*, 22(2), 237-248.

<http://dx.doi.org/10.1016/j.jcps.2011.03.002>

When consumers mentally unpack (i.e., imagine) the reasons for product failure, their probability judgments of future product failures are higher than when no mental unpacking is undertaken. However, increasing the level of mental unpacking does not lead to monotonically increasing effects on probability judgments but results in inverted U-shaped relationships. Using a two-factor structure, we propose that when consumers undertake mental unpacking, there will be two conflicting processes; while imagining causes for an event will lead to greater perceived probability, the greater difficulty in generating reasons for an event will lead to lower perceived probability.

 Rucker, D. D., Petty, R. E., Briñol, P. (2008). What's in a frame anyway?: A meta-cognitive analysis of the impact of one versus two sided message framing on attitude certainty. *Journal of Consumer Psychology*, 18(2), 137-149.

<http://dx.doi.org/10.1016/j.jcps.2008.01.008>

The current research examines a potentially new strategy to increase attitude certainty: framing messages as two sided. That is, we explore the consequences of articulating that others have considered both the positives and negatives of a message position, in the absence of any real differences in substantive content presented. Although classic research and theory appear to assume no clear benefit for simply framing a message as two sided, we develop and apply a meta-

cognitive approach that predicts advantages for such messages with respect to attitude certainty and attitude-behavior correspondence.

Nielsen, J. H., Escalas, J. E. (2010). Easier is not always better: The moderating role of processing type on preference fluency. *Journal of Consumer Psychology*, 20 (3), 295-305.
<http://dx.doi.org/10.1016/j.jcps.2010.06.016>

Prior research has shown that preference fluency (i.e., the subjective feeling that forming a preference is easy or difficult) systematically influences consumer choices. When deciding on an option feels difficult, or requires effort, consumers are likely to select a different option or defer the decision. We find that under conditions of narrative processing, difficulty in processing can actually improve preferences because more effort leads to more transportation, or immersion, into the story, thus enhancing brand evaluations. Three experiments demonstrate that the effect of preference fluency reverses when consumers think about a brand as part of a story.

BRANDING

Erdem, T., Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7(2), 131-157.

http://dx.doi.org/10.1207/s15327663jcp0702_02

This article develops an information economics perspective on the value (or equity) ascribed to brands by consumers. Unlike research based on cognitive psychology, the proposed signaling perspective explicitly considers the imperfect and asymmetrical information structure of the market. It motivates the role of credibility (determined endogenously by the dynamic interactions between firms and consumers) as the primary determinant of consumer-based brand equity. Thus, when consumers are uncertain about product attributes, firms may use brands to inform consumers about product positions and to ensure that their product claims are credible. Thus, brands may signal product positions credibly. Brands as market signals improve consumer perceptions about brand attribute levels and increase confidence in brands' claims. The reduced uncertainty lowers information costs and the risk perceived by consumers, thus increasing consumers' expected utility. This chain of relations that drives consumer-based brand equity is presented as a structural model and tested empirically in the linear structural relations framework using survey data on jeans and juice. The results are consistent with the proposed relations embodied in the signaling perspective on brand equity.

Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9(2), 83-95.

http://dx.doi.org/10.1207/S15327663JCP0902_3

This study tested whether, among consumers in developing countries, brands perceived as having a nonlocal country of origin, especially from the West, are attitudinally preferred to brands seen as local, for reasons not only of perceived quality but also of social status. We found that this perceived brand nonlocalness effect was greater for consumers who have a greater admiration for lifestyles in economically developed countries, which is consistent with findings from the cultural anthropology literature. The effect was also found to be stronger for consumers who were high in susceptibility to normative influence and for product categories high in social signaling value. This effect was also moderated by product category familiarity, but not by consumer ethnocentrism. The results, thus, suggest that in developing countries, a brand's country of origin not only serves as a "quality halo" or summary of product quality (cf. Han, 1989), but also possesses a dimension of nonlocalness that, among some consumers and for some product categories, contributes to attitudinal liking for status-enhancing reasons.

Mandel, N., Petrova, P. K., Cialdini, R. B. (2006). Images of success and the preference for luxury brands. *Journal of Consumer Psychology*, 16 (1), 57 – 69.

http://dx.doi.org/10.1207/s15327663jcp1601_8

This research examines the impact of media depictions of success (or failure) on consumers' desire for luxury brands. In a pilot study and three additional studies, we demonstrate that reading a story about a similar/successful other, such as a business major from the same university, increases consumers' expectations about their own future wealth, which in turn increases their desire for

luxury brands. However, reading about a dissimilar successful other, such as a biology major, lowers consumers' preferences for luxury brands. Furthermore, we examine the role of ease of imagining oneself in the narrative as a mediator of the relation between direction of comparison, similarity, and brand preference.

Brasel, S., Adam and Gips, J. (2011). Red Bull "Gives You Wings" for better or worse: A double-edged impact of brand exposure on consumer performance. *Journal of Consumer Psychology*, 21 (1), 57 – 64.

<http://dx.doi.org/10.1016/j.jcps.2010.09.008>

We show that brand exposure can have double-sided effects on behavior, with brand identity associations creating both positive and negative effects on objective consumer performance. Experimental results from a racing game involving functionally identical cars with differently branded paint jobs show that Red Bull branding creates a U-shaped effect on race performance, as Red Bull's brand identity of speed, power, and recklessness work both for and against the players. Even though brands were exposed supraliminally, effects traveled through nonconscious channels. Double-edged effects of branding on consumer performance could be increasingly important as ambient advertising and product cobranding become more commonplace.

Alokparna, B. M., Deborah, R. J. (2008). When does negative brand publicity hurt? The moderating influence of analytic versus holistic thinking Original Research Article. *Journal of Consumer Psychology*, 18 (4), 320-332.

<http://dx.doi.org/10.1016/j.jcps.2008.09.009>

Negative publicity can diminish positive consumer perceptions of a brand. We explore the impact of processing style on mitigating the effects of negative publicity. We hypothesize that holistic thinkers are less susceptible to negative publicity information than are analytic thinkers. Holistic thinkers are more likely to consider external context-based explanations for the negative publicity, resulting in little or no revision of beliefs about the parent brand. Analytic thinkers, in contrast, are less likely to consider contextual factors, attributing negative information to the parent brand and updating their brand beliefs accordingly. Across three studies, we find support for our predictions.

CONSUMER-BRAND RELATIONSHIP

Thomson, M., MacInnis, D. J., Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91.
http://dx.doi.org/10.1207/s15327663jcp1501_10

Extant research suggests that consumers can become emotionally attached to consumption objects, including brands. However, a scale to measure the strength of consumers' emotional attachments to brands has yet to be devised. We develop such a scale in Studies 1 and 2. Study 3 validates the scale's internal consistency and dimensional structure. Study 4 examines its convergent validity with respect to four behavioral indicators of attachments. Study 5 demonstrates discriminant validity, showing that the scale is differentiated from measures of satisfaction, involvement, and brand attitudes. That study also examines the scale's predictive validity, showing that it is positively associated with indicators of both commitment and investment. The limitations of the scale and the boundary conditions of its applicability are also discussed.

 Escalas, J.E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1), 168-180.
http://dx.doi.org/10.1207/s15327663jcp1401&2_19

This article proposes that narrative processing creates or enhances self-brand connections (SBC) because people generally interpret the meaning of their experiences by fitting them into a story. Similarly, in response to an ad that tells a story, narrative processing may create a link between a brand and the self when consumers attempt to map incoming narrative information onto stories in memory. Our approach rests on the notion that a brand becomes more meaningful the more closely it is linked to the self. We conceptualize this linkage at an aggregate level in terms of SBCs, that is, the extent to which consumers have incorporated the brand into their self-concepts. The results of an experiment show that narrative processing in response to a narratively structured ad is positively related to SBCs, which in turn have a positive relation with brand attitudes and behavioral intentions.

 Nicolas, K., Fiske, T. S., Malone, C., Brands as intentional agents framework: How perceived intentions and ability can map brand perception. *Journal of Consumer Psychology*, 22 (2), 166-176.
<http://dx.doi.org/10.1016/j.jcps.2011.09.006>

Building on the Stereotype Content Model, this paper introduces and tests the Brands as Intentional Agents Framework. A growing body of research suggests that consumers have relationships with brands that resemble relations between people. We propose that consumers perceive brands in the same way they perceive people. This approach allows us to explore how social perception theories and processes can predict brand purchase interest and loyalty. Brands as Intentional Agents Framework is based on a well-established social perception approach: the Stereotype Content Model. Two studies support the Brands as Intentional Agents Framework prediction that consumers assess a brand's perceived intentions and ability and that these perceptions elicit distinct emotions and drive differential brand behaviors. The research shows that human social interaction relationships translate to consumer-brand interactions in ways that are useful to inform brand positioning and brand communications.

See also the special research dialogue on Consumer-brand Relationship in the April 2012 issue Vol 22 (2) based on this article:

Priester, J.R., Petty, R. E. (2012). Research dialogue introduction. *Journal of Consumer Psychology*, 22 (2).

<http://dx.doi.org/10.1016/j.jcps.2012.03.005>

See also the special issue:

Shiv, B. & Yoon C. (2012). Integrating neurophysiological and psychological approaches: Towards an advancement of brand insights. *Journal of Consumer Psychology*, 22(1), 2012.

<http://dx.doi.org/10.1016/j.jcps.2012.01.003>

ONLINE MARKETING

Novak, T. P., Hoffman, D. L., Duhachek, A. (2003). The influence of goal-directed and experiential activities on online flow experiences. *Journal of Consumer Psychology*, 13(1), 3-16.

http://dx.doi.org/10.1207/S15327663JCP13-1&2_01

Recently, it has been proposed that creating compelling experiences in the distinctive consumption environment defined by the Internet depends on facilitating a state of flow. Although it has been established that consumers do, in fact, experience flow while using the Web, consumer researchers do not as yet have a comprehensive understanding of the specific activities during which consumers actually have these experiences. One fruitful focus of research on online consumer experience has been on two distinct categories of consumption behavior - Goal directed and experiential consumption behavior. Drawing distinctions between these behaviors for the Web may be particularly important because the experiential process is, for many individuals, as or even more important than the final instrumental result. However, the general and broad nature of flow measurement to date has precluded a precise investigation of flow during goal-directed versus experiential activities. In this article, we explore this issue, investigating whether flow occurs during both experiential and goal-directed activities, if experiential and goal-directed flow states differ in terms of underlying constructs, and what the key characteristics are - Based on prior theory - That define "types" of flow experiences reported on the Web. Our approach is to perform a series of quantitative analyses of qualitative descriptions of flow experiences provided by Web users collected in conjunction with the 10th GVU WWW User Survey. In contrast with previous research that suggests flow would be more likely to occur during recreational activities than task-oriented activities, we found more evidence of flow for task-oriented rather than experiential activities, although there is evidence flow occurs under both scenarios. As a final note, we argue that the role that goal-directed and experiential activities may play in facilitating the creation of compelling online environments may also be important in a broader consumer policy context.

Moe, W. W. (2003). Buying, searching, or browsing: Differentiating between online shoppers using in-store navigational clickstream. *Journal of Consumer Psychology*, 13(1), 29-39..

http://dx.doi.org/10.1207/S15327663JCP13-1&2_03

In the bricks-and-mortar environment, stores employ sales people that have learned to distinguish between shoppers based on their in-store behavior. Some shoppers appear to be very focused in looking for a specific product. In those cases, sales people may step in and help the shopper find what they are looking for. In other cases, the shopper is merely "window shopping." The experienced sales person can identify these shoppers and either ignore them and let them continue window shopping, or intercede and try and stimulate a purchase in the appropriate manner. However, in the virtual shopping environment, there is no sales person to perform that role. Therefore, this article theoretically develops and empirically tests a typology of store visits in which visits vary according to the shoppers' underlying objectives. By using page-to-page clickstream data from a given online store, visits are categorized as a buying, browsing, searching, or knowledge-building visit based on observed in-store navigational patterns, including the general content of the pages viewed. Each type of visit varies in terms of purchasing likelihood. The shoppers, in each case, are also driven by different motivations and therefore would respond differentially to various marketing messages. The ability to categorize visits in such a manner allows the e-commerce marketer to identify likely buyers and design more effective, customized promotional message.

 Ariely, D., Simonson, I. (2003). Buying, bidding, playing, or competing? Value assessment and decision dynamics in online auctions. *Journal of Consumer Psychology*, 13(1), 113-123.
http://dx.doi.org/10.1207/S15327663JCP13-1&2_10

We propose an analytical framework for studying bidding behavior in online auctions. The framework focuses on three key dimensions: the multi-stage process, the types of value-signals employed at each phase, and the dynamics of bidding behavior whereby early choices impact subsequent bidding decisions. We outline a series of propositions relating to the auction entry decision, bidding decisions during the auction, and bidding behavior at the end of an auction. In addition, we present the results of three preliminary field studies that investigate factors that influence consumers' value assessments and bidding decisions. In particular, (a) due to a focus on the narrow auction context, consumers under-search and, consequently, overpay for widely available commodities (CDs, DVDs) and (b) higher auction starting prices tend to lead to higher winning bids, particularly when comparable items are not available in the immediate context. We discuss the implications of this research with respect to our understanding of the key determinants of consumer behavior in this increasingly important arena of purchase decisions.

 Chiang, K., Dholakia, R. R. (2003). Factors Driving Consumer Intention to Shop Online: An Empirical Investigation, *Journal of Consumer Psychology*, 13 (1), 177 – 183.
http://dx.doi.org/10.1207/S15327663JCP13-1&2_16

This article examines consumers' intention to shop online during the information acquisition stage. Specifically, the study incorporates 3 essential variables, which are likely to influence consumer intentions: (a) convenience characteristic of shopping channels, (b) product type characteristics, and (c) perceived price of the product. Results indicate that convenience and product type influence consumer intention to engage in online shopping. When consumers perceive offline shopping as inconvenient, their intention to shop online is greater. Also, online shopping intention is higher when consumers perceive the product to be search goods than experience goods.

 Zinkhan, M. G., Kwak, H., Morrison, M., Peters, O. C. (2003). Web-Based Chatting: Consumer Communication in Cyberspace, *Journal of Consumer Psychology*, 13 (1), pp. 17 – 27.
http://dx.doi.org/10.1207/S15327663JCP13-1&2_02

The World Wide Web has the potential to change much about consumer behavior and consumer communication. Web-based chatting, the focus of this study, is one example. In this article, we provide an illustrative description of various consumer chatting situations, examine the motivations underlying Web-based chatting, and discuss the ways in which chatters act as “naive marketers” in their attempt to attract chatting partners. Using information gathered through the combined use of an Internet survey and a content analysis, we explore five research questions: who chats, why individuals chat, how chatters communicate, what links exist between Web chatting and other consumer behaviors, and which factors lead to a successful chatting experience? The findings provide some insight into how consumers market themselves in cyberspace and the effectiveness of their “personal advertisements” in attracting other chatters.

CONSTRUAL LEVEL THEORY

Trope, Y., Liberman, N., Wakslak, C. (2007). Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior. *Journal of Consumer Psychology*, 17(2), 83-95.
[http://dx.doi.org/10.1016/S1057-7408\(07\)70013-X](http://dx.doi.org/10.1016/S1057-7408(07)70013-X)

Construal level theory (CLT) is an account of how psychological distance influences individuals' thoughts and behavior. CLT assumes that people mentally construe objects that are psychologically near in terms of low-level, detailed, and contextualized features, whereas at a distance they construe the same objects or events in terms of high-level, abstract, and stable characteristics. Research has shown that different dimensions of psychological distance (time, space, social distance, and hypotheticality) affect mental construal and that these construals, in turn, guide prediction, evaluation, and behavior. The present paper reviews this research and its implications for consumer psychology.

See also the commentaries on this research

1. Fiedler, K. (2007). Construal Level Theory as an Integrative Framework for Behavioral Decision Making Research and Consumer Psychology, *Journal of Consumer Psychology*, 17(2), 101-106.
[http://dx.doi.org/10.1016/S1057-7408\(07\)70015-3](http://dx.doi.org/10.1016/S1057-7408(07)70015-3)
2. Lynch, J. G. & Zauberaman, G. (2007). Construing Consumer Decision Making. *Journal of Consumer Psychology*, 17(2), 107-112.
[http://dx.doi.org/10.1016/S1057-7408\(07\)70016-5](http://dx.doi.org/10.1016/S1057-7408(07)70016-5)

 Janakiraman, N., Ordóñez, L. (2012). Effect of effort and deadlines on consumer product returns. *Journal of Consumer Psychology*, 22(2), 260-271.
<http://dx.doi.org/10.1016/j.jcps.2011.05.002>

While extant research has examined return policies as a combination of time and effort, we investigate both the independent and interactive impacts of time and effort on consumer decisions to return or retain products. We find that decreasing return deadlines can have the counterintuitive effect of increasing return rates under some conditions. Using construal level theory, we propose that perceived effort (both physical and cognitive) mediates the effect of return policy on return rates leading to suppressed returns. Further, when deadlines are framed as durations between store visits, overall product returns are exacerbated except when perceived effort is high.

 Kim, H., John, D. R. (2008). Consumer response to brand extensions: Construal level as a moderator of the importance of perceived fit. *Journal of Consumer Psychology*, 18(2), 116-126.
<http://dx.doi.org/10.1016/j.jcps.2008.01.006>

One of the most enduring findings from branding research is that consumers evaluate brand extensions on the basis of their perceived fit with the parent brand. In this article, we propose that the importance of perceived fit in extension evaluations is moderated by construal level. We draw upon construal level theory, which posits that individuals can construe stimuli in their environments in terms of abstract and generalized features (high-level construals) or in terms of concrete and contextualized features (low-level construals). Results from three studies confirm that consumers who construe their environment at a higher level place more importance on perceived

extension fit in evaluating brand extensions. These consumers evaluate high fit extensions more favorably than moderate fit extensions, consistent with prior research. However, consumers who construe their environment at a lower level do not evaluate high and moderate fit extensions any differently, unless the importance of using fit perceptions is made salient.

 Zhang, M., Wang, J. (2009). Psychological distance asymmetry: The spatial dimension vs. other dimensions. *Journal of Consumer Psychology*, 19(3), 497-507.
<http://dx.doi.org/10.1016/j.jcps.2009.05.001>

In this research we demonstrate an asymmetry between the spatial dimension and the other three dimensions of psychological distance—i.e., the temporal, social, and hypothetical dimensions. The first study shows that a distal prime along the spatial dimension leads to greater perceived distance along the other three dimensions, but not the other way around. We theorize that this is because people understand temporal, social, and hypothetical distance in terms of spatial distance. Hence, symmetric priming effects should occur when similarities between the spatial dimension and other dimensions are highlighted. Indeed, the last three studies, using multiple operationalizations, show that such priming effects could become symmetric when people engage in relational processing.

 Kardes, F. R., Cronley, M. L., Kim, J. (2006). Construal-Level Effects on Preference Stability, Preference-Behavior Correspondence, and the Suppression of Competing Brands, *Journal of Consumer Psychology*, 16 (2), 135 - 144.
http://dx.doi.org/10.1207/s15327663jcp1602_4

Construal level theory (Trope & Liberman, 2003) suggests that construal level—or the degree of abstractness of mental representations—increases with temporal, spatial, or sensory distance. Three experiments show that the mere presence of a set of target brands at the time a choice is made encourages consumers to represent the brands in memory in terms of concrete lower-level construals. Consequently, preference stability is higher, preference-behavior consistency is greater, and product category-identification latencies for competing brands are slower. Furthermore, the mere presence of target brands at the time of choice affects preference-behavior consistency independent of the effects of direct experience. Implications for an understanding of spontaneous preference formation, preference representation, and preference elicitation are discussed.

AFFECT AND DECISION MAKING

Izen, A. M. (2001). An influence of positive affect on decision making in complex situations: Theoretical issues with practical implications. *Journal of Consumer Psychology*, 11(2), 75-85.
http://dx.doi.org/10.1207/S15327663JCP1102_01

This article reviews evidence indicating that, in most circumstances, positive affect enhances problem solving and decision making, leading to cognitive processing that is not only flexible, innovative, and creative, but also thorough and efficient. These results have implications regarding consumers' potential reactions to affect generated by ads, products, consumption situations, and service encounters. These cognitive effects of positive affect are considered in the context of effects on social interaction that show that positive affect leads to helping, generosity, and interpersonal understanding. Together, these findings suggest implications especially for customer satisfaction, and particularly for a role for employee positive affect, or employee satisfaction, in generating customer satisfaction.

 Pham, M. T. (2004). The logic of feeling. *Journal of Consumer Psychology*, 14(4), 360-369.
http://dx.doi.org/10.1207/s15327663jcp1404_5

The contribution of the feelings-as-information hypothesis to our understanding of the role of affect in judgment and decision making is discussed. Basic principles and regularities in how affective feelings guide judgments and decisions are then identified. Based on these principles and regularities, it is argued that the role of feelings in judgment and decision making may be more adaptive than has been assumed in most academic circles. This adaptivity transpires (a) in the variety of goal-relevant signals that feelings convey, (b) the flexibility with which feelings are interpreted, (c) the judgmental properties of feelings, and (d) the selectivity with which feelings are invoked. It is speculated that affective feelings may tap into a separate system of judgment and decision making with its unique strengths and weaknesses.

 Shen, H., Wyer Jr, R. S. (2008). The impact of negative affect on responses to affect-regulatory experiences. *Journal of Consumer Psychology*, 18(1), 39-48.
<http://dx.doi.org/10.1016/j.jcps.2007.10.008>

People who feel unhappy are usually motivated to eliminate this unpleasant affective state. However, the objective they pursue could be either general (e.g., to feel better) or specific (to remedy the conditions that gave rise to their negative feelings). Three studies examined the factors that determined the level of specificity at which individuals define their affect-regulatory objective and their attraction to activities that bear on this objective. Participants were attracted to activities that could potentially eliminate the specific concerns that elicited their negative affect only if (a) the description of these activities called attention to these concerns or (b) they were explicitly told to think about the situation that gave rise to their unpleasant feelings. More generally, participants were attracted to activities that were intrinsically attractive but irrelevant to the situation that produced the negative affect they were experiencing.

NEGATIVE EMOTIONS

Yi, S., Baumgartner, H. (2004). Coping With Negative Emotions in Purchase-Related Situations. *Journal of Consumer Psychology*, 14 (3), 303 – 317.
http://dx.doi.org/10.1207/s15327663jcp1403_11

We investigate how consumers manage stressful emotional experiences in purchase-related situations. Eight coping strategies that consumers may use to deal with stressful incidents are distinguished and hypotheses are formulated about which coping strategies are linked to each of four different negative emotions (anger, disappointment, regret, and worry). The findings indicate that distinct strategies are employed by consumers to cope with different emotions, or the problem that caused these emotions, and that the emotion-coping relations are generalizable across two samples of respondents.

 Zeelenberg, M., Pieters, R. (2007). A theory of regret regulation 1.0. *Journal of Consumer Psychology*, 17(1), 3-18.
http://dx.doi.org/10.1207/s15327663jcp1701_3

We propose a theory of regret regulation that distinguishes regret from related emotions, specifies the conditions under which regret is felt, the aspects of the decision that are regretted, and the behavioral implications. The theory incorporates hitherto scattered findings and ideas from psychology, economics, marketing, and related disciplines. By identifying strategies that consumers may employ to regulate anticipated and experienced regret, the theory identifies gaps in our current knowledge and thereby outlines opportunities for future research.

 Inman, J. J. (2007). Regret regulation: Disentangling self-reproach from learning. *Journal of Consumer Psychology*, 17(1), 19-24.
http://dx.doi.org/10.1207/s15327663jcp1701_4

This article begins with several testable propositions inspired by Zeelenberg and Pieters (this issue). I argue that a critical skill for decision makers is to decouple the aspect of regret that leads to self-reproach from that aspect that can be used to learn from the outcome and improve future decision making. Results of an illustrative study are presented and discussed. Two other useful strategies are to match the decision effort to the decision's importance and to break big decisions into smaller ones. I close with a call for research examining regret as a self-control mechanism.

 Patrick, V., Lancellotti, M., De Mello, G. (2009). Coping with non-purchase: Managing the stress of inaction regret. *Journal of Consumer Psychology*, 19(3), 463-472.
<http://dx.doi.org/10.1016/j.jcps.2009.04.006>

This research presents a framework based on coping theory to explain the different ways of managing the stress of regret for inaction. We theorize that primary appraisals of goal-relevance and secondary appraisals of reversibility affect how consumers cope with the stress of inaction regret resulting in different behavioral outcomes. Prior research has focused on two outcomes of regret for inaction—inaction inertia and dissonance reduction—that result in the decreased intent

to avail of a similar future opportunity. This research proposes that these are not inevitable outcomes, but rather coping responses. Further, if the forgone opportunity is appraised to be goal-relevant and reversible, consumers engage in active coping that results in increased behavioral intent.

Barnett White, T. (2005). Consumer Trust and Advice Acceptance: The Moderating Roles of Benevolence, Expertise, and Negative Emotions. *Journal of Consumer Psychology*, 15 (2), 141-148. http://dx.doi.org/10.1207/s15327663jcp1502_6

I explored advice acceptance for high-stakes decisions (i.e., those with subjectively important and risky outcomes), focusing on the relative influence of two components of consumer trust—benevolence and expertise—as well as perceived emotional decision difficulty. Participants solicited advice from experts when their decisions were low in perceived emotional difficulty but favored the advice of predominantly benevolent providers when making highly emotionally difficult decisions. Although consumers who faced emotionally difficult decisions were willing to trade off expertise for benevolence, they did not perceive this non-normative trade-off to influence decision quality. Instead, the results support a “stress buffering” effect whereby consumers were more confident in the accuracy of predominantly benevolent providers’ advice

HEDONIC CONSUMPTION

Alba, J. W., Williams, E. F. (2013). Pleasure principles: a review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18.

<http://dx.doi.org/10.1016/j.jcps.2012.07.003>

Thirty years ago, Hirschman and Holbrook (1982) advocated greater attention to hedonic consumption and the myriad ways in which consumers seek pleasure and enjoyment. A thorough review finds that the topic has much appeal and that consumer research has made significant progress toward understanding some of its parameters. However, many questions remain unanswered, particularly with regard to understanding the sources of pleasure, the manner in which consumers seek it, and the ways in which consumers might alter their hedonic consumption decisions to maximize pleasure and happiness. We assess three decades of research on hedonic consumption, emphasizing areas of greatest potential for future exploration.

Wood, S. L., Bettman, J. R. (2007). Predicting Happiness: How Normative Feeling Rules Influence (and Even Reverse) Durability Bias Original Research Article. *Journal of Consumer Psychology*, 17 (3), 188-201.

[http://dx.doi.org/10.1016/S1057-7408\(07\)70028-1](http://dx.doi.org/10.1016/S1057-7408(07)70028-1)

Consumers' purchase decisions are often influenced by a simple assessment of how long they expect an anticipated purchase (e.g., buying a sports car or a new outfit) will make them happy. Unfortunately, affective forecasts are prone to durability bias (i.e., the overestimation of the duration of felt emotions in response to a future event). Here, this article suggests that normative beliefs, or "feeling rules," often underlie emotion forecasts. This account suggests that affective forecasts can be influenced by external normative communications and that conditions exist where affect duration may be underestimated rather than overestimated—thus demonstrating a reversal of durability bias. Such reversals occur when existing norms advocate attenuated emotional responses (e.g., one should not be overly impacted by minor setbacks or small imperfections). This article discusses how marketers can influence consumers' happiness forecasts by modifying salient norms for consumer groups or product categories.

HAPPINESS AND WELL-BEING

Norton, M., Mochon, D., Ariely, D. (2012). The 'IKEA Effect': When Labor Leads to Love. *Journal of Consumer Psychology*, 22(3), 453-460. A top downloaded paper of 2012.

<http://dx.doi.org/10.1016/j.jcps.2011.08.002>

In four studies in which consumers assembled IKEA boxes, folded origami, and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect—the increase in valuation of self-made products. Participants saw their amateurish creations as similar in value to experts' creations, and expected others to share their opinions. We show that labor leads to love only when labor results in successful completion of tasks; when participants built and then destroyed their creations, or failed to complete them, the IKEA effect dissipated. Finally, we show that labor increases valuation for both “do-it-yourselfers” and novices.

 Dunn, E. W., Gilbert, D. T., Wilson, T. D. (2011). If money doesn't make you happy, then you probably aren't spending it right. *Journal of Consumer Psychology*, 21(2), 115-125. A top cited article since 2008.

<http://dx.doi.org/10.1016/j.jcps.2011.02.002>

The relationship between money and happiness is surprisingly weak, which may stem in part from the way people spend it. Drawing on empirical research, we propose eight principles designed to help consumers get more happiness for their money. Specifically, we suggest that consumers should (1) buy more experiences and fewer material goods; (2) use their money to benefit others rather than themselves; (3) buy many small pleasures rather than fewer large ones; (4) eschew extended warranties and other forms of overpriced insurance; (5) delay consumption; (6) consider how peripheral features of their purchases may affect their day-to-day lives; (7) beware of comparison shopping; and (8) pay close attention to the happiness of others. © 2011 Society for Consumer Psychology.

See also the research dialogue on happiness

Priester, J. R., Petty, R. E. (2011). The pot-holed path to happiness, possibly paved with money: A research dialogue. *Journal of Consumer Psychology*, 21(2), 113-114.

<http://dx.doi.org/10.1016/j.jcps.2011.02.005>

The path to happiness is not always clear. Research suggests that even money (when one has enough to take care of basic needs) does not enhance happiness. This Research Dialogue explores how individuals can take steps to use money in a way that does increase happiness. In addition, four commentaries provide suggestions above and beyond money as possible paths to happiness, as well as the reason why money may not lead to happiness.

 Vohs, K. D., Baumeister, R. F. (2011). What's the use of happiness? It can't buy you money. *Journal of Consumer Psychology*, 21(2), 139-141.

<http://dx.doi.org/10.1016/j.jcps.2011.02.003>

The target article by Dunn, Wilson, and Gilbert offers solutions to the puzzle of why money does not bring happiness. We question the assumption that money is for being happy. Our position, gleaned

from our research, is that money is a fungible facilitator of unfettered goal pursuit. Additionally, money can take away some of the pain of life. People who have been reminded of money, versus those who have not, work longer and harder to reach personal goals, resist offers of help, take on more work than is necessary, and react against potential threats to their autonomy. In addition, people reminded of money are not bothered by physical pain nor social ostracism. Therefore, money is not a happiness-giver. Rather money is a resource that does supremely well what most resources do to various degrees: It enables its owner to solve problems and avert suffering.

REGULATORY FOCUS AND FIT

Higgins, E. T. (2002). How self-regulation creates distinct values: The case of promotion and prevention decision making. *Journal of Consumer Psychology, 12*(3), 177-191..
http://dx.doi.org/10.1207/S15327663JCP1203_01

I propose that different relations among basic components of self-regulation produce distinct types of decision value: (a) Outcome value is produced when the consequences of a decision are relevant to the regulatory orientation of the decision maker, (b) value from fit is produced when goal pursuit means suit the regulatory orientation of the decision maker, and (c) value from proper means is produced when goal pursuit means are in agreement with established rules and normative principles. I use the regulatory focus distinction between promotion focus concerns with aspirations and accomplishments and prevention focus concerns with safety and responsibilities (Higgins, 1997, 1998) to illustrate outcome value and value from fit. Justification of a decision is used to illustrate value from proper means. I propose that decision makers are unlikely to distinguish among their experiences of these 3 types of value, and thus value from fit and value from proper means can be transferred to outcome value. I present evidence of such value transfer and consider its implications for value to the customer. I also reconsider sunk costs and the endowment effect in light of there being value beyond outcome value.

 Avnet, T., Laufer, D., Higgins, E.T. (2013). Are all experiences of fit created equal? Two paths to persuasion. *Journal of Consumer Psychology, 23*(3), 301-316.
<http://dx.doi.org/10.1016/j.jcps.2012.10.011>

Regulatory fit influences the effectiveness of persuasion through two paths: 1) a “feeling right” as “feeling good about the target” effect where feeling right is a positive feeling that transfers positivity directly to the target, similar to “feelings as information” or fluency effects, and 2) a “feeling right” as “feeling confident about the evaluation” effect where feeling right is feeling confident about one’s evaluative judgments of the target that increases reliance on those evaluations. We propose that the involvement with an attitude-related issue in a persuasion message is one key factor that determines when each effect will occur. Five studies demonstrate that under high involvement, fit increased reliance on evaluative reactions to the target, making a target of a positive advocacy message evaluated as more positive and a target of a negative advocacy message evaluated as more negative; and under low involvement, fit increased the positivity of feelings toward the target regardless of the valence of the message advocacy, making the evaluation of the target more positive for either a positive or negative advocacy message.

 Pierrick, G., Adilson, B., Pechmann, C. (2013). Avoiding poor health or approaching good health: Does it matter? The conceptualization, measurement, and consequences of health regulatory focus, *Journal of Consumer Psychology, 23*(4), 451-463.
<http://dx.doi.org/10.1016/j.jcps.2013.02.001>

This research presents a new scale, the health regulatory focus scale, which measures an individual's tendency to use promotion or prevention strategies in the pursuit of health goals. We conducted five studies in France to develop the scale which is made up of two subscales for prevention and promotion. We also tested the scale's psychometric properties and demonstrated its two-factor dimensionality, internal and test-retest reliability, and convergent, nomological,

predictive and discriminant validity. The health subscales showed good predictive validity in that they correlated with health behaviors better than the general regulatory focus subscales. For instance, health promotion focus predicted dentist visits while general promotion focus did not, and health prevention focus predicted the use of prescription and over-the-counter drugs while general prevention focus did not. Also as expected, general prevention focus predicted avoidance of risky vacation behaviors while health prevention focus did not. The health subscales either did not correlate or correlated weakly with positive and negative affectivity and general risk aversion indicating good discriminant validity. The one-year test-retest reliabilities were adequate for both subscales.

 Arnd, F., Malte, F., Martin, S. (2010). Regulatory focus and reliance on implicit preferences in consumption contexts, *Journal of Consumer Psychology*, 20 (2), 193-204.
<http://dx.doi.org/10.1016/j.jcps.2010.02.001>

The present research tested the assumption that implicit preferences fit the eagerness of a promotion focus, but not the need for safe judgments and decisions of a prevention focus. In three studies, we assessed individual differences in implicit preferences for consumer goods and investigated their influence on self-regulatory behavior. In line with expectations, implicit preferences predicted choice intentions (Study 1), single and repeated choices between consumer goods (Study 2), and the amount of product consumption (Study 3) better for individuals in a promotion focus than in a prevention focus. The results were found with two different measures of implicit preferences.

 Dholakia, U. M., Gopinath, M., Bagozzi, R. P., Natarajan, R. (2006). The Role of Regulatory Focus in the Experience and Self-Control of Desire for Temptations, *Journal of Consumer Psychology*, 16 (2), 163-175.
http://dx.doi.org/10.1207/s15327663jcp1602_7

This research examines the role of regulatory focus in the experience and control of desire for temptations, the fulfillment of which conflicts with other salient goals of the consumer. Relative to a prevention focus (i.e., an orientation away from negative outcomes), our findings demonstrate that a promotion focus (i.e., an orientation toward positive outcomes) not only increases the intensity of desire experienced on encountering a temptation, but also increases success of its subsequent resistance. Differences in self-control efficacy are found to be mediated by the type of self-control strategies consumers use in the 2 foci. Convergent evidence obtained in 4 studies, considering situational and dispositional aspects of regulatory focus, indicates that when temptations are encountered by consumers, regulatory focus is an important determinant of the degree of desire, and the nature and outcome of self-control.

 Chatterjee, S., Roy, R., Malshe, A.V. (2011). The role of regulatory fit on the attraction effect, *Journal of Consumer Psychology*, 21 (4), 473-481.
<http://dx.doi.org/10.1016/j.jcps.2010.05.001>

We show that adding entrant brands to a choice set comprising of a predominantly promotion brand and a predominantly prevention brand can make *both* promotion and prevention-oriented consumers susceptible to the attraction effect. If an entrant targets the brand possessing superior promotion (prevention) feature, the resulting dominance relationship allows the promotion

(prevention) focused consumers to sustain their regulatory focus. Entrant brands (and the associated dominance heuristic) therefore contribute to decision value by allowing both promotion and prevention-focused consumers pursue their goal in a way that fits with their regulatory concerns.

 Higgins, E. T., Scholer, A. A. (2009), Engaging the consumer: The science and art of the value creation process, *Journal of Consumer Psychology*, 19 (2), 100-114.
<http://dx.doi.org/10.1016/j.jcps.2009.02.002>

Regulatory engagement theory [Higgins, E. T. (2006). Value from hedonic experience and engagement. *Psychological Review*, 113, 439–460.] proposes that value is a motivational force of attraction to or repulsion from something, and that *strength of engagement* contributes to *value intensity* independent of hedonic and other sources of value direction. This paper reviews different sources of engagement strength, including dealing with challenges by opposing interfering forces and overcoming personal resistance, preparing for something that is likely to happen, and using “fit” or “proper” means of goal pursuit. We present evidence that each of these sources of engagement strength can intensify the value of something, and we show how stronger engagement can not only make something positive more positive but also make something negative more negative. We also discuss how these effects of stronger engagement on the value of something else are independent of actors' own personal experiences during goal pursuit. We then broaden regulatory engagement theory by describing the nature of these personal experiences from different sources of engagement strength—distinct positive experiences (e.g., feeling “pleasure” vs. feeling “right”) and distinct negative experiences (e.g., feeling “tension” vs. feeling “defiance”)—and consider the science and art of combining them with engagement strength for maximal persuasion and influence.

 Chernev, A. (2004). Goal-Attribute Compatibility in Consumer Choice, *Journal of Consumer Psychology*, 14 (1-2), 141-150.
http://dx.doi.org/10.1207/s15327663jcp1401&2_16

This research advances the notion that product evaluations are a function of the compatibility of consumers' goals with the attributes describing choice alternatives. Building on the concept of self-regulation, it is argued that attribute evaluations are moderated by individuals' goal orientation and, specifically, that attributes compatible with individuals' regulatory orientation tend to be overweighted in choice. This proposition is tested by examining the impact of goal orientation on consumer preferences in 3 different contexts: (a) hedonic versus utilitarian attributes, (b) performance versus reliability attributes, and (c) attractive versus unattractive (good vs. bad) attributes. The data show that prevention-focused individuals are more likely to overweight (in relative terms) utilitarian, reliability-related, and unattractive attributes than promotion-focused consumers, who are more likely to place relatively more weight on hedonic, performance-related, and attractive attributes. Considered together, these findings support the proposition that attributes compatible with individuals' goal orientation tend to be overweighted in choice.

AUTOMATIC AND NONCONSCIOUS PROCESSING

Dijksterhuis, A., Smith, P. K., Van Baaren, R. B., Wigboldus, D. H. (2005). The unconscious consumer: Effects of environment on consumer behavior. *Journal of Consumer Psychology, 15*(3), 193-202.
http://dx.doi.org/10.1207/s15327663jcp1503_3

In this article, we argue that consumer behavior is often strongly influenced by subtle environmental cues. Using grocery shopping as an example (or a "leitmotif," if you wish), we first argue that the traditional perspective on consumer choice based on conscious information processing leaves much variance to be explained. Instead, we propose that many choices are made unconsciously and are strongly affected by the environment. Our argument is based on research on the perception-behavior link and on automatic goal pursuit.

Yang, H., Chattopadhyay, A., Zhang, K., Dahl, D. W. (2012). Unconscious creativity: When can unconscious thought outperform conscious thought?. *Journal of Consumer Psychology, 22*(4), 573-581.
<http://dx.doi.org/10.1016/j.jcps.2012.04.002>

Unconscious thought is superior to conscious thought in many cognitive domains. In this article, we show that the duration of unconscious thought has an inverted-U shaped relationship with creativity performance. Unconscious thought is, thus, unlikely to provide creative advantage over conscious thought when deliberation duration is either short or long. However, when deliberation duration is of a moderate length, the creative output of unconscious thought surpasses that of conscious thought. Furthermore, the superiority of unconscious thought pertains only to the novelty dimension of creativity, but not the appropriateness dimension. These findings not only shed light on the powers and limits of unconscious thought but also illuminate the importance of calibration in utilizing unconscious thought to boost creativity.

Fishbach, A., Ratner, R. K., Zhang, Y. (2011). Inherently loyal or easily bored?: Nonconscious activation of consistency versus variety-seeking behavior. *Journal of Consumer Psychology, 21*(1), 38-48.
<http://dx.doi.org/10.1016/j.jcps.2010.09.006>

This article explores nonconscious effects on consumers' tendency to seek consistency versus variety in sequential choices. We propose that activation of concepts related to a positive frame of repetition (e.g., "loyalty") triggers a preference-based construal of consumption that encourages consistency seeking. In contrast, activation of concepts related to a negative frame of repetition (e.g., "boredom") triggers a satiation based construal of consumption that encourages variety seeking. Four studies demonstrate that which construal of consumption consumers adopt can be activated outside of awareness, impacts consumers' experienced satiation, and determines in turn the amount of variety they incorporate into their choices.

Mark, R., Perkins, A., Reed II, A. (2011). When are automatic social comparisons not automatic? The effect of cognitive systems on user imagery-based self-concept activation, *Journal of Consumer Psychology, 21* (1), 88 - 100.

<http://dx.doi.org/10.1016/j.jcps.2010.09.003>

Following the tenets of the selective accessibility model of assimilation and contrast, three studies observed implicit consumer self-concept assimilation (contrast) to age-based imagery when the discrepancy between the self-concept and advertisement imagery was moderate (extreme). However, these responses were not fully automatic as only consumers who processed user imagery reflectively demonstrated increased accessibility of similarity/dissimilarity information. Impulsive processing of the user imagery instead increased the accessibility of consumer's pre-existing dominant self-age association. A final experiment revealed that these changes in the active-self mediated response to subsequently advertised products. Taken together, these results support a two-systems model of cognition and suggest that assimilation/contrast responses to advertising and subsequent behavior are influenced by the consumer's processing strategy.

See also the special issue

Chartrand, T. L., Fitzsimons G. J. (2011). Nonconscious Consumer Psychology. *Journal of Consumer Psychology*, 21(1), 1-3.

<http://dx.doi.org/10.1016/j.jcps.2010.12.001>

SELF-CONTROL AND EGO DEPLETION

Baumeister, R. F., Sparks, E. A., Stillman, T. F., Vohs, K. D. (2008). Free will in consumer behavior: Self-control, ego depletion, and choice. *Journal of Consumer Psychology*, 18(1), 4-13. A top cited article since 2008.

<http://dx.doi.org/10.1016/j.jcps.2007.10.002>

Consumer behavior offers a useful window on human nature, through which many distinctively human patterns of cognition and behavior can be observed. Consumer behavior should therefore be of central interest to a broad range of psychologists. These patterns include much of what is commonly understood as free will. Our approach to understanding free will sidesteps metaphysical and theological debates. Belief in free will is pervasive in human social life and contributes to its benefits. Evolution endowed humans with a new form of action control, which is what people understand by free will. Its complexity and flexibility are suited to the distinctively human forms of social life in culture, with its abstract rules, expanded time span, diverse interdependent roles, and other sources of opportunities and constraints. Self-control, planful action, and rational choice are vital forms of free will in this sense. The capacity for self-control and intelligent decision making involves a common, limited resource that uses the body's basic energy supply. When this resource is depleted, self-control fails and decision making is impaired.

 Hofmann, W., Strack, F., Deutsch, R. (2008). Free to buy? Explaining self-control and impulse in consumer behavior. *Journal of Consumer Psychology*, 18(1), 22-26.

<http://dx.doi.org/10.1016/j.jcps.2007.10.005>

An important goal for consumer psychology is to understand when and why consumer behavior is driven by impulses versus rational decisions. Models accounting for the different shades of consumer behavior should spell out how impulsive versus reflective precursors of action are instigated, how they transform into behavior, when they conflict with each other, how such conflicts are resolved, and which boundary conditions (such as ego depletion) affect the relative influence of impulsive versus reflective precursors on behavior. Introducing the notion of free will into consumer psychology may discourage researchers from investigating the specific mechanisms underlying consumer choice and behavior.

 Hedgcock, W. M., Vohs, K. D., Rao, A. R. (2012). Reducing self-control depletion effects through enhanced sensitivity to implementation: Evidence from fMRI and behavioral studies. *Journal of Consumer Psychology*, 22(4), 486-495.

<http://dx.doi.org/10.1016/j.jcps.2012.05.008>

Research suggests self-control relies on a limited set of resources that can be diminished by use. Recent theories posit that there are two stages of self-control: recognizing the need for control and implementing controlled responses. We conducted a functional magnetic resonance imaging experiment and an intervention experiment to investigate whether one or both stages were affected by the prior exercise of self-control. Results from both experiments indicated that only the implementation stage was affected. Further, we demonstrate that self-control can be increased by an intervention designed to boost implementation, as opposed to the recognition of the need to control one's responses.

 Dholakia, U. M., Gopinath, M., Bagozzi, R. P., Natarajan, R. (2006). The role of regulatory focus in the experience and self-control of desire for temptations. *Journal of Consumer Psychology*, 16(2), 163-175.

http://dx.doi.org/10.1207/s15327663jcp1602_7

This research examines the role of regulatory focus in the experience and control of desire for temptations, the fulfillment of which conflicts with other salient goals of the consumer. Relative to a prevention focus (i.e., an orientation away from negative outcomes), our findings demonstrate that a promotion focus (i.e., an orientation toward positive outcomes) not only increases the intensity of desire experienced on encountering a temptation, but also increases success of its subsequent resistance. Differences in self-control efficacy are found to be mediated by the type of self-control strategies consumers use in the 2 foci. Convergent evidence obtained in 4 studies, considering situational and dispositional aspects of regulatory focus, indicates that when temptations are encountered by consumers, regulatory focus is an important determinant of the degree of desire, and the nature and outcome of self-control.

 Cheema, A., Soman, D. (2006). Malleable mental accounting: The effect of flexibility on the justification of attractive spending and consumption decisions. *Journal of Consumer Psychology*, 16(1), 33-44.

http://dx.doi.org/10.1207/s15327663jcp1601_6

Mental accounts are often characterized as self-control devices that consumers employ to prevent excess spending and consumption. However, under certain conditions of ambiguity, the mental accounting process is malleable; that is, consumers have flexibility in assigning expenses to different mental accounts. We demonstrate how consumers flexibly classify expenses, or construct accounts, to justify spending. An expense that can be assigned to more than one account (i.e., an ambiguous expense) is more likely to be incurred than an unambiguous expense that is constrained either by existing budgets or by previously constructed accounts. We explore the justification processes that underlie these results and their implications for mental accounts as self-control devices.

 Gollwitzer, P. M., Sheeran, P. (2009). Self-regulation of consumer decision making and behavior: The role of implementation intentions, *Journal of Consumer Psychology*, 19 (4), 593 – 607.

<http://dx.doi.org/10.1016/j.jcps.2009.08.004>

People may use the self-regulatory strategy of forming implementation intentions (i.e., if-then plans) to make better consumer decisions and facilitate the translation of those decisions into action. First, research on the mechanisms and effects of implementation intentions is reviewed. Second, we discuss how implementation intentions can be used to improve consumer decision making by promoting attention control and information elaboration, and overcoming disruptive influences. Third, we consider the various problems that militate against the enactment of one's decisions, and evidence is presented to show that implementation intentions are still effective even when goal attainment does not seem to be amenable to self-regulation. Finally, potential moderators of implementation intention effects are discussed.

 Peracchio, L. A., Bublitz, M. G. (2010). Why did I eat that?: perspectives on food decision making and dietary restraint, *Journal of Consumer Psychology*, (20) 3, 239 – 258.

<http://dx.doi.org/10.1016/j.jcps.2010.06.008>

Consumers trying to watch or restrict what they eat face a battle each day as they attempt to navigate the food-rich environments in which they live. Due to the complexity of food decision making, consumers are susceptible to a wide range of social, cognitive, affective, and environmental forces determined to interrupt their intentions to restrict their dietary intake. In this article, we integrate literature from diverse theoretical perspectives into a conceptual framework designed to offer a better understanding of the antecedents, interruptions, and consequences of dietary restraint. We outline a path for researchers to investigate how restraint behaviors in the eating domain influence a wide variety of consumer psychological phenomena. It is our hope that a collective examination of this literature provides a lens that directs future research on food decision making and dietary restraint and empowers consumers to invest their cognitive and behavioral resources towards healthy eating behaviors.

 Fishbach, A. (2009). The function of value in self-regulation, *Journal of Consumer Psychology*, 19 (2), 129 – 133.

<http://dx.doi.org/10.1016/j.jcps.2009.02.005>

This commentary argues for a functional perspective of the value–engagement relationship, proposing that evaluation determines engagement. I compare this causal direction—from value to engagement—to regulatory engagement theory, which proposes that engagement determines evaluation. I demonstrate the functional view in self-control research, which finds that people overcome obstacles for goal pursuit, including low probabilities of success, by increasing the value of adhering to an overriding goal. I further suggest that whereas both causal directions—from value to engagement and from engagement to value—are theoretically plausible, empirical studies should provide better ways to distinguish between these conceptually different underlying models.

 Truedel, R., Murray, K. B. (2013). Self-regulatory strength amplification through selective information processing, *Journal of Consumer Psychology*, 23 (1), 61 – 73.

<http://dx.doi.org/10.1016/j.jcps.2012.02.002>

We propose and demonstrate that although depletion of self-regulatory strength is common, it is not inevitable. Four experiments show that under certain conditions, consumers can amplify their self-regulatory strength and, as a result, increase their ability to control their behavior. Experiments 1–3 examine the depleting effects of information processing by exposing dieters and nondieters to either cost or pleasure information about chocolate. The results of experiments 1–3 show that when dieters have the ability to monitor the costs of consumption, they are motivated to mobilize additional strength and increase their ability to self-regulate. In experiment 4 we show the practical implications of our work and show that dieters are better able to control their eating because they choose to focus more on the cost (versus pleasure) of consumption.

SEX and GENDER

Fitzsimons, G. J., Moore, S. G. (2008). Should we ask our Children about Sex, Drugs and Rock & Roll?: Potentially Harmful Effects of Asking Questions About Risky Behaviors. *Journal of Consumer Psychology*, 18(2), 82-95.

<http://dx.doi.org/10.1016/j.jcps.2008.01.002>

Research shows that asking questions can fundamentally change behavior. We review literature on this question-behavior effect, which demonstrates that asking questions changes both normal and risky behaviors. We discuss potential explanations for the effect and review recent findings that reveal interesting moderators of the influence of questions on behavior. We then highlight the potential impact of the question-behavior effect in an important public health context: screening adolescents for risky behavior. While medical guidelines emphasize the importance of asking adolescents questions about substance (drug, alcohol) use and sexual behaviors, research on the question-behavior effect suggests that asking adolescents about risky behaviors has the potential to increase the frequency with which they engage in these behaviors. We argue that the act of screening or measuring risky behavior is potentially counterproductive. We emphasize the importance of interventions beyond screening, and suggest ways in which screening can be carried out to minimize its impact. In short, asking questions about behaviors can change behavior, and asking questions about risky behaviors may itself be a risky undertaking.

Sengupta, J., Dahl, D. W. (2008). Gender-related reactions to gratuitous sex appeals in advertising. *Journal of Consumer Psychology*, 18(1), 62-78.

<http://dx.doi.org/10.1016/j.jcps.2007.10.010>

This research investigates differences and similarities between men and women in their spontaneous reactions to gratuitous sexual appeals in advertising. Earlier research suggests that both males and females will react negatively to such ads because of perceptions of unethicallity, manipulativenss, etc. However, we hypothesize and find that, under the sort of constrained processing conditions that allow the elicitation of spontaneous, gut-level reactions, men on average will exhibit a more positive attitudinal response to gratuitous sex appeals than women (Experiments 1 and 2). Experiment 3 then provides support for the underlying process - and also demonstrates intragender variation-by showing that women with more liberal attitudes to sex per se react in a manner very similar to men; namely, they report more liking for a sexual ad than a nonsexual ad.

Berger, J. , Shiv, B. (2011). Food, sex and the hunger for distinction. *Journal of Consumer Psychology*, 21(4), 464-472.

<http://dx.doi.org/10.1016/j.jcps.2011.01.003>

Consumer preferences are often influenced by the distinctiveness of the options involved, but do needs for distinctiveness display motivational reward properties? Four studies suggest that they do. Activating needs for distinctiveness impacts the desirability of other, seemingly unrelated rewards, and reciprocally, preferences for distinctiveness are impacted by the presence of seemingly unrelated reward stimuli. Further, these cross-domain spillover effects were moderated by sensitivity to the general reward system and satiated by even seemingly unrelated intervening

rewards. These findings shed light on the nature of distinctiveness and its implications for consumer behavior.

 Lee, E. J., Schumann, D. W. (2009). Proposing and testing the contextual gender influence theory: An examination of gender influence types on trust of computer agents. *Journal of Consumer Psychology*, 19(3), 440-450.

<http://dx.doi.org/10.1016/j.jcps.2009.02.019>

The purpose of this research is to examine gender-based determinants of consumer trust towards computer agents. Employing multiple literatures, we propose a contextual gender influence theory (CGIT) which has direct bearing on trust in online exchange relationships. A set of studies is presented that begin to demonstrate how the effects of gender identity on human-to-computer interaction are not the same for person-to-person interaction. Indeed, employing both gaming and shopping exchange environments, the results reveal that while biological gender identity appears in a person-to-person interaction as concerns trust, psychological gender identity (specifically femininity) and not biological gender identity, influences relationship trust online.

 Rajecki, D.W., Dame, J. A., Creek, K. J., Barrickman, P. J., Reid, C. A., Appleby, D. C. (1993). Gender casting in television toy advertisements: Distributions, message content analysis, and evaluations, *Journal of Consumer Psychology*, 2 (3), 307 – 327.

[http://dx.doi.org/10.1016/S1057-7408\(08\)80019-8](http://dx.doi.org/10.1016/S1057-7408(08)80019-8)

This article offers new information about real-life frequency distributions, voiced-message characteristics, and adults' suitability evaluations of children's TV ads that promote gender-linked toys. A survey of 856 recent commercials showed that toy ads were sharply compartmentalized regarding live gender representation and roles. The designs of two subsequent studies were defined in terms of all-boy, boy-and-girl, and, all-girl casts. In the first, voiced messages in toy ads were examined with the Minnesota Contextual Content Analysis text-reading computer program. Results were that all-boy ads were characterized by a practical subtext, boy-and-girl ads were seen to have a traditional or normative thrust, and all-girl ads were emotional in tone. In the second study, adults evaluated selected toys in ads on behalf of boy and girl targets. All-boy ad products were seen as suitable only for boy targets, all-girl ad products were seen as suitable only for girl targets, but boy-and-girl ad products were judged generally suitable for both targets. The three sets of data led to the conclusion that toys in ads continue to be linked with gender stereotypes and to the suggestion that this trend might be on the increase.

 Wooten, D. B. (1995). One-of-a-Kind in a Full House: Some Consequences of Ethnic and Gender Distinctiveness, *Journal of Consumer Psychology*, 4 (3), 205 – 224.

http://dx.doi.org/10.1207/s15327663jcp0403_01

This research examines the behaviors of individuals in environments characterized by varying degrees of ethnic and gender diversity. Self-attention theory (e.g., Mullen, 1983) is used to explain how being one-of-a-kind (e.g., race or gender) in a social setting may affect behavior. Ethnic minorities have previously been found to avoid behaviors associated with their ethnicity when no other members of their ethnic group are present (Stayman & Deshpande, 1989). However, the extent to which they adopt the behaviors of the majority is not clear. This research investigates conformity and other possible consequences of distinctiveness. Findings from three experiments

suggest that numerical minorities adjust to their distinctiveness by reducing perceived dissimilarities rather than increasing perceived similarities between themselves and members of the numerically dominant group.

Saad, G., Stenstrom, E. (2012). Calories, Beauty and Ovulation: The effects of the menstrual cycle on food and appearance-related consumption, *Journal of Consumer Psychology*, 22 (1), 102-113.
<http://dx.doi.org/10.1016/j.jcps.2011.10.001>

The menstrual cycle has been largely ignored within the consumer research literature. Using a survey panel, women's food and appearance-related consumption was tracked for 35 consecutive days. As predicted, food-related desires, dollars spent, and eating behaviors were greater during the luteal (non-fertile) phase, whereas appearance-related desires, dollars spent, and beautification behaviors increased during the fertile phase. Dollars spent on products unrelated to food or beautification were not significantly influenced by the menstrual cycle. Hence, women's consumption desires, preferences, and dollars spent in evolutionarily relevant product categories (food and mating) fluctuate across their ovulatory cycle. Branding-related implications are briefly discussed.

CHOICE AND CHOICE DIFFICULTY

Dhar, R., Nowlis, S. M., Sherman, S. J. (2000). Trying hard or hardly trying: An analysis of context effects in choice. *Journal of Consumer Psychology*, 9(4), 189-200.

http://dx.doi.org/10.1207/S15327663JCP0904_1

Several studies have shown that consumer choice is often influenced by the context or the set of alternatives under consideration. Context effects have largely been explained in terms of constructive preferences that are consistent with 2 theoretical accounts—effort minimization and perceptual contrast—that emphasize different underlying motivations. We propose that the effect of time pressure on context effects can be used as a moderating variable to determine which of the 2 motives is supported. Specifically, if context effects bias preferences due to effort minimization, time pressure should increase the magnitude of such effects. In contrast, if context effects arise due to an excessive focus on the relational characteristics of the alternatives provided, time pressure should reduce the magnitude of such effects. We examine this proposition in relation to the compromise effect and a choice between an extreme and an all-average option. We find that the compromise effect and the preference for an all-average alternative are both reduced under time pressure. A study using Mouselab provides additional support for the underlying decision mechanisms. We discuss the theoretical implications of this research and explore its consequences for marketers.

 Goodman, J., Broniarczyk, S., Griffin, J., McAlister, L. (2013). Help or hinder? When recommendation signage expands consideration sets and heightens decision difficulty. *Journal of Consumer Psychology*, 23(2), 165-174.

<http://dx.doi.org/10.1016/j.jcps.2012.06.003>

This research examines whether recommendation signage helps or hinders the consumer when faced with choosing from large product assortments. In spite of frequent usage and retailer intuition suggesting that providing recommendation signs (e.g., “Best Seller,” “Award Winner”) should help consumers in the choice process, we propose that signs can hinder choice for consumers with more developed preferences by adding to the complexity and difficulty of the decision process. In three experiments using horizontally differentiated products in multiple categories, we provide evidence that recommendation signs create preference conflict for consumers with more developed preferences, leading these consumers to form larger consideration sets and ultimately experience more difficulty from the decision-making process. In addition, we show that these effects are mitigated for consumers with less developed preferences and when the choice is from a small assortment. The results suggest that recommendation signage may not be an effective tool for aiding choice from large assortments; instead signage can exacerbate the difficulties associated with having too many choices, with implications on purchase quantity.

 Malkoc, S. A., Hedgcock, W., Hoeffler, S. (2013). Between a rock and a hard place: The failure of the attraction effect among unattractive alternatives. *Journal of Consumer Psychology*, 23(3), 317-329.

<http://dx.doi.org/10.1016/j.jcps.2012.10.008>

Many important decisions that consumers face involve choosing between options that are unattractive or undesirable—the proverbial “lesser of two evils.” Consumers, who face budget or geographical constraints, for example, end up with mostly undesirable consideration sets; yet a

choice is necessary. We examine the role of option set desirability in the context of the well-established attraction effect. In five studies, we show that the attraction effect occurs in desirable domains but is eliminated when all the options are undesirable (Experiments 1–4). We further find that this asymmetric effect is consistent with a shift in decision makers' processing styles. Decision makers show more vigilant processing when making choices among undesirable (vs. desirable) domains (Experiments 3A and 3B), which results in an attenuated attraction effect (Experiment 4). Our results indicate that the attraction effect might not be as robust as generally thought and establishes (un)desirability as an important boundary condition.

Messner, C., Wänke, M. (2011). Unconscious information processing reduces information overload and increases product satisfaction. *Journal of Consumer Psychology*, 21(1), 9-13. (also in nonconscious section)
<http://dx.doi.org/10.1016/j.jcps.2010.09.010>

Consumers are less satisfied with a product chosen from an extended assortment than from a limited one. Presumably, information overload causes decreased satisfaction and reducing information overload would increase satisfaction. Building on Unconscious Thought Theory, results suggest that this classic effect reverses when consumers do not deliberate. Consumers reported lower satisfaction with a praline chosen from a large assortment than from a small one, when they either deliberated intensively or chose spontaneously. This effect reversed when consumers were distracted before choosing. Unconscious thinking about a large assortment led to the highest product satisfaction.

CATEGORIZATION and KNOWLEDGE TRANSFER

Basu, K. (1993). Consumers' categorization processes: An examination with two alternative methodological paradigms. *Journal of Consumer Psychology*, 2(2), 97-121.

[http://dx.doi.org/10.1016/S1057-7408\(08\)80020-4](http://dx.doi.org/10.1016/S1057-7408(08)80020-4)

Discriminating between analytic and nonanalytic categorization mechanisms can be of value in designing marketing stimuli that facilitate consumers' acceptance of a product/brand. Two methodological paradigms were employed, the first involving the outcome of categorization judgments made by consumers for unfamiliar products/brands. The second, based on the retrieval of exemplars acquired during category learning and verification of their match with the target, was subjected to its first empirical examination. Both the category-judgment and verification paradigms were found to be promising in terms of model identification. Potential complimentary between the two, as well as operational refinements are suggested. The categorization perspective has been adopted in recent years to examine information-processing issues within consumer research (Cohen & Basu, 1987). Drawing lineage from a rich tradition in cognitive psychology and social cognition (for extensive reviews see Holyoak & Gordon, 1984, and E. E. Smith & Medin, 1981), a wide range of topics has been considered. These include both structural aspects of consumers' knowledge categories regarding products/services (Alba & Hutchinson, 1987), as well as process-relevant aspects such as implications for product evaluation (Bettman & Sujan, 1987; Cohen, 1982; Loken & Ward, 1990; Meyers-Levy & Tybout, 1989; Sujan, 1985), product perception (John & Sujan, 1990; Sujan & Bettman, 1989), retrieval of product information (Nedungadi, 1990; Sujan & Tybout, 1988), inferences with respect to attributes and qualities (Bettman, Roedder, & Scott, 1986; Sujan & Dekleva, 1987), and choice (Johnson, 1989)

 Gregan-Paxton, J., Hoeffler, S., Zhao, M. (2005). When categorization is ambiguous: Factors that facilitate the use of a multiple category inference strategy. *Journal of Consumer Psychology*, 15(2), 127-140.

http://dx.doi.org/10.1207/s15327663jcp1502_5

Prior research has established that categorization plays a central role in new product learning. Very little is known, however, about category-based learning under conditions of categorization ambiguity. Of particular interest is whether and under what circumstances consumers might employ a multiple- (vs. single-) category strategy to generate inferences about ambiguous products. In this research, we identified 2 factors—category familiarity and the nature of the category cue—that are responsible for determining whether inferences are based on a single category or multiple, competing categories. The results of 3 studies suggest that when an ambiguous product is described in terms of conflicting conceptual and perceptual category cues, a single category inference strategy is employed when the perceptually cued category is more familiar than the conceptually cued category. In particular, inferences are based largely on the perceptually cued category under these circumstances. However, when the perceptually cued category is less than or equal to the conceptually cued category in familiarity, a multiple category inference strategy is employed and inferences are based on both the perceptually and conceptually cued categories.

 Noseworthy, T. J., Wang, J., Islam, T. (2012). How context shapes category inferences and attribute preference for new ambiguous products. *Journal of Consumer Psychology*, 22(4), 529-544.
<http://dx.doi.org/10.1016/j.jcps.2012.04.004>

Extant research suggests that when marketers introduce products with functions that span multiple categories, consumers tend to generate beliefs in line with only a single category. This has been regarded as a major marketing challenge because it leads consumers to ignore key attributes from the product's supplementary category. Contrary to this prediction, the authors find that because consumers tend to classify new hybrid products by contrasting them against the competitive context, attributes from the supplementary category become more salient and thus contribute greater utility in choice. The authors pit the strength of this effect against several of the most dominant and favored category cues. The results confirm that classification inferences and attribute preference for new hybrid products are highly contextual, and as such, single category inferences need not translate directly into attribute preference.

 Gregan-Paxton, J., Moreau, P. (2003). How do consumers transfer existing knowledge? A comparison of analogy and categorization effects. *Journal of Consumer Psychology*, 13(4), 422-430.
http://dx.doi.org/10.1207/S15327663JCP1304_09

The trend in recent consumer research has been to emphasize the similarities between analogy and categorization. In this investigation, we merge the literature on analogy, categorization, and structure mapping theory to reach a better understanding of their differences. In 3 experiments, we compare consumers' responses to analogy and categorization cues and find that analogy places much greater constraints on knowledge transfer than categorization by focusing consumers on relational similarities. Illustrating this, the analogy group in Study 1 was just as likely as the categorization group to generate relational inferences, but much less likely to generate attribute inferences. Likewise, the results of Study 2 indicate that the analogy group restricted their processing of features lying outside the common relational system, leading to inferior recall relative to the categorization group. Building on these findings, Study 3 demonstrates that, under certain circumstances, analogy and categorization work together synergistically to enhance consumer memory.

 Barone, M. J., Jewell, R. D. (2012). How category advertising norms and consumer counter-conformity influence comparative advertising effectiveness. *Journal of Consumer Psychology*, 22(4), 496-506.
<http://dx.doi.org/10.1016/j.jcps.2012.07.001>

Surprisingly little research examines whether and how category advertising norms influence the effectiveness of comparative advertising. To address this void, the present research investigates if the persuasiveness of a particular comparative advertisement depends on whether or not it is viewed as a typical tactic that conforms to category advertising norms. Results from experiments 1 and 2 indicate that a comparative advertisement used in violation of category norms results in a persuasion penalty that is evidenced by a reduction in the ad's impact on brand attitudes. This effect of category norms on persuasion is shown to be mediated by evaluations of the comparative advertisement's appropriateness in the product category. A final experiment confirms this persuasion penalty with respect to consumers holding conformity-based motives. However, this penalty is found to be reversed for individuals seeking counter-conformity in the marketplace, who

respond more favorably to a comparative advertisement when it violates rather than conforms to category norms.

 Ratneshwar, S., Lawrence W., Barsalou, C. P., Moore, M. (2001). Goal-Derived Categories: The Role of Personal and Situational Goals, *Journal of Consumer Psychology*, 10(3), 147-157.
http://dx.doi.org/10.1207/s15327663jcp1003_3

Prior research often emphasized a stimulus-based or bottom-up view of product category representations. In contrast, we emphasize a more purposeful, top-down perspective and examine categories that consumers might construct in the service of salient (i.e., highly accessible) goals. Specifically, we investigate how the point of view imposed by salient consumer goals might affect category representations assessed by participants' similarity judgments of food products. A key factor in our study is that we examine both individual and situational sources of variability in goal salience. In addition, we also vary the surface-level, visual resemblance of the stimulus pairs of foods used in the study. The results suggest that personal goals (e.g., health) and situational goals (e.g., convenience) act in conjunction and exert a systematic impact on category representations. Both types of goals, when salient, enhanced the perceived similarity of goal-appropriate products and reduced the similarity of product pairs when only one product was ideal for the particular goal. The similarity-enhancing effect was most pronounced when the surface resemblance between the products was low, and the similarity-diminishing effect was more apparent when surface resemblance was high. Implications are discussed for current theoretical assumptions regarding categorization in consumer research.

See also the review on comparison and transfer

Markman, A. B., Loewenstein, J. (2010). Structural comparison and consumer choice. *Journal of Consumer Psychology*, 20(2), 126-137.
<http://dx.doi.org/10.1016/j.jcps.2010.01.002>

Psychological research has demonstrated important parallels between the structural alignment process involved in judgments of similarity and the processes that are involved in analogical reasoning. Gradually, this work on comparisons was applied to consumer choice. In this paper, we review the influence of structural alignment on choices among a set of options. Then, we discuss extensions of this work to comparative advertising and to the role of analogy in marketing communication. Finally, we discuss important extensions to structural alignment suggested by this work such as the key role that affect plays in comparisons made during the choice process.

VISUAL AND PICTORIAL ELEMENTS IN CONSUMER PSYCHOLOGY

Viswanathan, M., Torelli, C. J., Xia, L., Gau, R. (2009). Understanding the influence of literacy on consumer memory: The role of pictorial elements. *Journal of Consumer Psychology*, 19(3), 389-402. <http://dx.doi.org/10.1016/j.jcps.2009.04.002>

This research examines the relationship between literacy and consumer memory. The effects of a variety of stimuli at exposure (i.e., brand names, brand signatures, and products in usage) on memory (i.e., recognition, stem-completion tasks) were examined for a range of literacy. In a series of experiments, we find that the use of pictorial representations of brands (i.e., brand signatures) results in superior brand memory for individuals with lower literacy levels when compared to those at higher literacy levels. This effect is shown to occur not due to pictorial elements per se, but due to pictorial elements with a 1-to-1 correspondence with reality, i.e., which match the form in which they were originally encoded in memory. Moreover, this effect does not persist with stimulus-rich pictures of brands in usage, pointing to boundary conditions with the use of pictorial information.

Wyer, R. S., Hung I. W., Jiang Y. (2008). Visual and verbal processing strategies in comprehension and judgment. *Journal of Consumer Psychology*, 18(4), 244-257. A top cited article since 2008. <http://dx.doi.org/10.1016/j.jcps.2008.09.002>

The information we receive in the course of daily life experience is often transmitted both verbally and visually. Two different processing strategies are postulated to underlie the integration of this information, the activation of which may be influenced by (a) chronic individual differences in the disposition to process information visually vs. verbally, (b) situational factors that influence the relative accessibility of these strategies in memory, and (c) characteristics of the information to be processed. Research in both social and consumer psychology is discussed in terms of the conceptual framework we propose.

Cohen, J. B., Belyavsky, J., Silk, T. (2008). Using visualization to alter the balance between desirability and feasibility during choice. *Journal of Consumer Psychology*, 18(4), 270-275. <http://dx.doi.org/10.1016/j.jcps.2008.09.004>

We extend Wyer, Hung and Jiang's (2008) analysis of visualization to consider how it could overcome the tendency for consumers to focus much more heavily on end states and goals that products and services are intended to meet and underweight the steps consumers need to take to bring about those outcomes. We summarize related literature on consumers' mental construal of end state desirability in relation to feasibility and apply it to rebate redemption, where there is strong evidence that consumers make suboptimal economic decisions that underweight redemption feasibility. Our data confirm benefits for visualization but only for those who have a propensity to visualize. Both visualization and equivalent thought about rebate redemption steps produce choice reversals and attitude-behavior inconsistency.

Childers, T. L., Jiang, Y. (2008). Neurobiological perspectives on the nature of visual and verbal processes. *Journal of Consumer Psychology*, 18(4), 264-269.

<http://dx.doi.org/10.1016/j.jcps.2008.09.010>

Wyer and colleagues in this issue summarize an array of studies that demonstrate varied and significant effects of a series of antecedents on the relative accessibility of visual and verbal strategies in memory and the ease with which these strategies can be employed to affect comprehension and judgments. We review the studies in light of findings and perspectives from psychophysiological and neuroimaging research. We discuss how measurement of event-related potentials (ERP) can illuminate automatic versus reflective forms of processes. Then the revelation of brain regions involved in the visual processing of pictures and words under different tasks and processes by functional brain imaging (e.g. functional MRI). We close by considering these bio-behavioral perspectives and the interactions among modality, task, and affect on visual and verbal encoding strategies among individuals differing in visual and verbal processing orientations.

Venkatesh, A., Annamma, J. (2009). Perceiving images and telling tales: a visual and verbal analysis of the meaning of the Internet, *Journal of Consumer Psychology*, 19 (3), 556-566.

<http://dx.doi.org/10.1016/j.jcps.2009.05.013>

This paper uses visual and verbal analysis to delve into the multi-faceted ways in which individuals construct their own meanings and shape their own experiences with the Internet. We build on the Zaltman Metaphor Elicitation Technique, and the principles of visual rhetoric to show how perceptual processes affect picture choices, and how these choices contribute to the narrative imagination. Numerous perceptual principles [abstraction, concept formation, perceptual problem solving, constancy, closure, symmetry and balance] are identified in the choice and organization of visual images. The argument we make is that images and words (visual and textual processes) provide deeper insights into our understanding of consumer online experiences.

Bagozzi, R. P. (2008). Some insights on visual and verbal processing strategies, *Journal of Consumer Psychology*, 18 (4), 258 – 263.

<http://dx.doi.org/10.1016/j.jcps.2008.09.003>

After briefly describing Wyer's general conceptual framework, the information system, and Barsalou's related perspective, a summary of many of the contributions made by Wyer, Hung, and Jiang (in press) is done. Next shortcomings of the style of processing scale are mentioned, as this is the primary way that chronic processing styles are implemented in the studies discussed in Wyer et al. (in press). Following this, a number of philosophical and neuroscience issues are raised. Finally, the commentary closes with questions concerning the role of visual and verbal processing strategies and styles in persuasive communication, the role of affect and sensory processes in social comprehension and judgment, and the need to consider comprehension, judgment, and other cognitive processes in post-decision phases of goal striving.

CHARITABLE GIVING

Krishna, A. (2011). Can supporting a cause decrease donations and happiness? The cause marketing paradox. *Journal of Consumer Psychology*, 21(3), 338-345.

<http://dx.doi.org/10.1016/j.jcps.2011.02.001>

In two laboratory and one pilot field study, we demonstrate that cause marketing, whereby firms link products with a cause and share proceeds with it, reduces charitable giving by consumers, *even* when it is costless to the consumer to buy on CM (versus not); further, instead of increasing total contribution to the cause, it can decrease it. Consumers appear to realize that participating in cause marketing is inherently more selfish than direct charitable donation, and are less happy if they substitute cause marketing for charitable giving. Our results suggest that egoistic and empathetic altruism may have different effects on happiness.

Smith, R. W., Schwarz, N. (2012). When promoting a charity can hurt charitable giving: A metacognitive analysis. *Journal of Consumer Psychology*, 22(4), 558-564.

<http://dx.doi.org/10.1016/j.jcps.2012.01.001>

Charities need to come to mind to enter a potential donor's consideration set. However, feeling familiar with a charity and its cause can facilitate or impair giving. In most cases, perceived good memory for details of the cause fosters the impression of personal importance, which increases giving (Studies 1 and 3). But when the charity aims to increase awareness of a cause, good memory for the cause suggests that awareness is already high, which impairs giving (Studies 2 and 3). Hence, promotions for awareness-raising charities can actually have negative consequences, confirming the predictions of a metacognitive analysis.

Kappes, H. B., Sharma, E., Oettingen, G. (2013). Positive fantasies dampen charitable giving when many resources are demanded. *Journal of Consumer Psychology*, 23(1), 128-135.

<http://dx.doi.org/10.1016/j.jcps.2012.02.001>

Previous research found that positive fantasies about an idealized future yield low energy to pursue the fantasized future. We examined how positive fantasies about the resolution of a crisis (i.e., a lack of pain medication in Sierra Leone, the risk of flooding after Hurricane Irene) influence people's agreement to donate to charitable efforts directed at crisis resolution. In three studies, positive fantasies dampened the likelihood of agreeing to donate a relatively large amount of money, effort, or time, but did not affect the likelihood of agreeing to donate a relatively small amount of these resources. The effect of positive fantasies was mediated by perceiving the donation of larger (but not smaller) amounts of resources as overly demanding. These findings suggest that charitable solicitations requesting small donations might benefit from stimulating positive fantasies in potential donors, but those requesting large donations could be hurt.

 Aaker, J., Akutsu, S. (2009). Why do people give? The role of identity in giving. *Journal of Consumer Psychology*, 19(3), 267-270.

<http://dx.doi.org/10.1016/j.jcps.2009.05.010>

Why do people give to others? One principal driver involves one's identity: who one is and how they view themselves. The degree to which identities are malleable, involve a readiness to act, and help make sense of the world have significant implications determining whether and how much people give. Drawing on the Identity-Based Motivation model (IBM; Oyserman, D. (2009). Identity-based motivation: Implications for action-readiness, procedural-readiness, and consumer behavior. *Journal of Consumer Psychology*, 19.), we provide a tripartite framework to help advance the research on the psychology of giving.

 Nelson, M. R., Brunel, F. F., Supphellen, M., Manchanda, R. V. (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. *Journal of Consumer Psychology*, 16(1), 45-56.

http://dx.doi.org/10.1207/s15327663jcp1601_7

Two studies investigated the effects of charity advertising on perceptions of moral obligation to help others and gauged ad evaluation. This was done in cultures that were similar in individualism but differed in either masculinity (United States and Canada) or femininity (Denmark and Norway). Participants read appeals that solicited donations to charity by focusing on either egoistic or altruistic motives. In masculine cultures, men preferred the egoistic ad and women preferred the altruistic one. In feminine cultures, where women are agentic and men are allowed to be nurturing, the opposite was the case. Exposure to both types of ads activated a sense of personal obligation among men in feminine nations and women in masculine nations. However, their opposite-sex counterparts reacted against these ads. Implications of these findings for an understanding of culture and sex differences in advertising effectiveness are discussed

 Johnson, J. W., Grimm, P. E. (2010). Communal and exchange relationship perceptions as separate constructs and their role in motivations to donate. *Journal of Consumer Psychology*, 20 (3), 282 – 294.

<http://dx.doi.org/10.1016/j.jcps.2010.06.018>

Researchers have operationalized communal and exchange relationship perceptions as either mutually exclusive categories or opposite ends of a continuum. This research conceptualizes these relationships as distinct constructs that should be measured separately. We develop multi-item measures of communal and exchange relationship perceptions and find that they are actually positively correlated. We also examine the way communal and exchange relationship perceptions combine to influence intrinsic, extrinsic, and social motivations to donate, a category stipulated in economics, but not in psychology. We find that both relationship perceptions influence consumer attitudes toward donating through a mix of intrinsic, extrinsic, and social motivations.

Strahilevitz, M. (1999). The effects of product type and donation magnitude on willingness to pay more for a charity-linked Brand. *Journal of Consumer Psychology*, 8 (3), 215 – 241.
http://dx.doi.org/10.1207/s15327663jcp0803_02

This research investigates how the nature of a product and the magnitude of a donation to charity interact to determine the effectiveness that a charity incentive will have in promoting a product. The results suggest that sensitivity to magnitude in the case of charity incentives (i.e., the size of the contribution made per purchase) is not as strong as sensitivity to magnitude in the case of monetary incentives (i.e., the percentage of the price being discounted). In addition, it is found that with large donation magnitudes competing with large monetary incentives, charity incentives will be significantly more effective in promoting products perceived as “frivolous luxuries” (e.g., a hot fudge sundae or a luxury cruise) than in promoting products perceived as “practical necessities” (e.g., a roll of paper towels or a new washing machine). In contrast, in the case of small donation magnitudes competing with correspondingly small monetary incentives, no significant difference in charity incentive effectiveness is observed between different product types. Finally, the effects of donation magnitude and product type are examined in the context of choosing among multiple charity-linked brands. It is found that whereas brands linked to large donations are more likely to be preferred with frivolous products, brands linked to smaller donations are more likely to be favored with practical products.

INFERENCE MAKING

Kardes, F. R., Posavac, S. S., Maria L. C. (2004). Consumer inference: A review of processes, bases, and judgment contexts. *Journal of Consumer Psychology*, 14 (3), 230-256.

http://dx.doi.org/10.1207/s15327663jcp1403_6

Because products are rarely described completely, consumers often form inferences that go beyond the information given. We review research on the processes, bases, and the judgment contexts in which inferences are formed. The most basic processes are induction (inferences from specific instances to general principles) versus deduction (inferences from general principles to specific instances). Stimulus-based inferences are formed on-line (as information is encountered) using situationally available information, whereas memory-based (or theory-based) inferences are formed using prior knowledge and experience. Inferences can pertain to a single product judged in isolation (a singular judgment context) or to multiple products considered in relation to one another (a comparative judgment context). This 2x2x2 (Induction vs. Deduction x Stimulus-Based vs. Memory-Based x Singular vs. Comparative Judgment) theoretical framework suggests that there are 8 different types of inferences that consumers may form. Based on this framework, we identify gaps in the literature and suggest directions for future research.

Posavac, S. S., Herzstein, M., Kardes, F. R., Sundaram, S. (2010). Profits and halos: The role of firm profitability information in consumer inference. *Journal of Consumer Psychology*, 20(3), 327 – 337.

<http://dx.doi.org/10.1016/j.jcps.2010.06.020>

Three experiments investigated the consequences of the presence of information that a manufacturing firm is profitable on consumers' judgments of the firm and the consequences for perceptions of advertising, products, and choice intention. When profitability is present in the advertising context, consumers form more favorable advertiser judgments, which drive perceptions of greater advertisement credibility, which lead to more favorable product inferences, and ultimately stronger purchase intentions. The third experiment additionally shows that profitability information interacts with a warranty to drive judgments and choice. The implication of our findings is that firms should consider highlighting their profitability to enhance advertising effectiveness.

Campbell, M. C. (1995). When attention-getting advertising tactics elicit consumer inferences of manipulative intent. *Journal of Consumer Psychology*, 4 (3), 225-254.

http://dx.doi.org/10.1207/s15327663jcp0403_02

This research examines two attention-getting tactics commonly used in television advertising and explores how the use of these tactics might sometimes lead consumers to infer that the advertiser is attempting to manipulate the audience. The article explores how inferences of manipulative intent might arise if a consumer's perceptions of personal investments, personal benefits, advertiser's investments, and advertiser's benefits associated with the ad are not in balance. The data show that inferences of manipulative intent are related to measures of personal benefits, personal investments, and advertiser's investments as predicted and that these variables mediate the relationship between the attention-getting tactics and inferences of manipulative intent. Inferences of manipulative intent are found to lower advertising persuasion as measured by ad attitudes, brand attitudes, and purchase intentions.

Joiner, C., Loken B. (1996). The inclusion effect and category-based induction: Theory and application to brand categories. *Journal of Consumer Psychology*, 7 (2), 101-129.
http://dx.doi.org/10.1207/s15327663jcp0702_01

This article investigates inferences between elements in brand categories using an argument strength research paradigm. In 3 laboratory studies of brand categories, we found that consumers often generalize possession of an attribute from a specific category (e.g., Sony televisions) to a more general category (e.g., all Sony products) more readily than they generalize the attribute from the specific category (e.g., Sony televisions) to another specific category (e.g., Sony bicycles)—a counternormative phenomenon called the inclusion effect. Consistent with the category induction model of Osherson, Smith, Wilkie, Lopez, and Shafir (1990), the similarity between the premise and conclusion categories (e.g., televisions and bicycles) was a strong predictor of argument strength judgments. We also found that the inclusion effect was attenuated when the specific conclusion category increased in its typicality to the general category (e.g., Sony cameras vs. Sony bicycles). Presenting the general conclusion argument immediately followed by the specific conclusion argument (as opposed to presenting each argument alone) seemed to accentuate the inclusion effect, despite our expectation that increased salience of the judgmental inconsistencies (that lead to the counternormative reasoning) would reduce the effect. Although several rival explanations of the inclusion effect (including a conversational norms explanation) were ruled out, a conclusion plausibility explanation also appeared to account for some of the results.

Main, K. J., Dahl, D. W. (2007). Deliberative and automatic bases of suspicion: Empirical evidence of the sinister attribution error. *Journal of Consumer Psychology*, 17 (1), 59-69.
http://dx.doi.org/10.1207/s15327663jcp1701_9

This research explores perceptions of interpersonal influence in the form of flattery that occurs in a consumer retail setting. Across 4 experiments, results demonstrate empirical evidence of a sinister attribution error (Kramer, 1994), as consumer reactions to flattery were more negative than warranted by the situation. Results across 3 experiments demonstrated that there are 2 types of information processing occurring when consumers make trust judgments in response to flattery. Depending on when flattery occurs, consumers engage in either automatic or deliberative processing of information provided by the sales context. The final experiment further suggests that the automatic processing occurred through categorization based on social cues.

CUSTOMER INERTIA: HABITS AND LOYALTY

Ji, M. F., Wood, W. (2007). Purchase and Consumption Habits: Not Necessarily What You Intend, *Journal of Consumer Psychology*, 17 (4), 261 – 276.
[http://dx.doi.org/10.1016/S1057-7408\(07\)70037-2](http://dx.doi.org/10.1016/S1057-7408(07)70037-2)

Purchase and consumption behaviors in daily life often are repetitive and performed in customary places, leading consumers to develop habits. When habits have formed, environmental cues can activate the practiced responses in the absence of conscious decision making. This research tested these ideas using a longitudinal design. We predicted that regardless of their explicit intentions, consumers would repeat habits to purchase fast food, watch TV news, and take the bus. The results yielded the anticipated pattern in which participants repeated habitual behaviors even if they reported intentions to do otherwise. Intentions only guided behavior in the absence of strong habits. This study ruled out a number of artifactual accounts for these findings including that they arise from the level of abstraction at which intentions are identified, the certainty with which participants held intentions, a restriction of range in the measures, and the strategy participants used to estimate frequency of past performance.

 Verwijmeren, T., Karremans, J. C. Stroebe, W., Wigboldus, D. H. J. (2011). The workings and limits of subliminal advertising: The role of habits. *Journal of Consumer Psychology*, 21 (2), 206 – 213.
<http://dx.doi.org/10.1016/j.jcps.2010.11.004>

Despite years of controversy, recent research demonstrated that, if goal-relevant, subliminal advertising can be feasible. To further elucidate the workings and limits of subliminal advertising, the present study examined the role of habits. Participants chose between two brands, one of which was subliminally primed. If neither brand was habitually consumed more frequently than the other, results from previous research were replicated. However, subliminally priming the more habitual brand did not increase brand choice. Remarkably, when the advertised brand was competing with a more habitual brand, priming increased choice for the primed brand at even the expense of the habitual choice.

 Neal, D. T., Wood, W. (2009). The habitual consumer. *Journal of Consumer Psychology*, 19 (4), 579 – 592.
<http://dx.doi.org/10.1016/j.jcps.2009.08.003>

Consumers sometimes act like creatures of habit, automatically repeating past behavior with little regard to current goals and valued outcomes. To explain this phenomenon, we show that habits are a specific form of automaticity in which responses are directly cued by the contexts (e.g., locations, preceding actions) that consistently covaried with past performance. Habits are prepotent responses that are quick to activate in memory over alternatives and that have a slow-to-modify memory trace. In daily life, the tendency to act on habits is compounded by everyday demands, including time pressures, distraction, and self-control depletion. However, habits are not immune to deliberative processes. Habits are learned largely as people pursue goals in daily life, and habits are broken through the strategic deployment of effortful self-control. Also, habits influence the post hoc inferences that people make about their behavior.

Beck, J. T., Henderson, C. M. (2011). Review of the theoretical underpinnings of loyalty programs. *Journal of Consumer Psychology*, 21 (3), 256-276.
<http://dx.doi.org/10.1016/j.jcps.2011.02.007>

A review of the extant literature reveals that the theoretical underpinnings of the majority of loyalty program research rest on psychological mechanisms from three specific domains—status, habit, and relational. We propose that to understand how loyalty programs actually work, a broader, more holistic research perspective is needed to account for the simultaneous effects across these three theoretical domains as well as both cross-customer and temporal effects. The contribution of this approach is a fresh research agenda advanced in 15 research propositions.

Soman, D., Kwong, J. Y. Y. (2011). The role of computational ease on the decision to spend loyalty program points. *Journal of Consumer Psychology*, 21 (2), 146-156.
<http://dx.doi.org/10.1016/j.jcps.2010.08.005>

Many consumers today hold loyalty program points which function as a currency, but are not cash. This paper examines factors that influence consumers' decisions to keep or spend their accumulated points. We found that consumers are more likely to spend points when they can easily anticipate the benefits they can enjoy with the points. Specifically, the decision to spend points is facilitated when it is easier to compute the percentage savings one can get by using the points. This computational ease has effects on point spending beyond that of saving magnitude.

Fishbach, A., Ratner, R. K., Zhang, Y. (2011). Inherently Loyal or Easily Bored? Nonconscious activation of consistency versus variety-seeking behavior. *Journal of Consumer Psychology*, 21 (1), 38-48.
<http://dx.doi.org/10.1016/j.jcps.2010.09.006>

This article explores nonconscious effects on consumers' tendency to seek consistency versus variety in sequential choices. We propose that activation of concepts related to a positive frame of repetition (e.g., “loyalty”) triggers a preference-based construal of consumption that encourages consistency seeking. In contrast, activation of concepts related to a negative frame of repetition (e.g., “boredom”) triggers a satiation-based construal of consumption that encourages variety seeking. Four studies demonstrate that which construal of consumption consumers adopt can be activated outside of awareness, impacts consumers' experienced satiation, and determines in turn the amount of variety they incorporate into their choices.

HEALTH DECISION-MAKING

Kidwell, B., Jewell, R. D. (2003). The Moderated Influence of Internal Control: An Examination Across Health-Related Behaviors, *Journal of Consumer Psychology*, 13 (4), 377 – 386.
http://dx.doi.org/10.1207/S15327663JCP1304_05

An extension of the theory of planned behavior (Ajzen, 1991) was used to identify whether moderated relationships exist between perceived behavioral control and theoretical constructs within the model. Study 1 examined influences of perceived internal control relative to behavioral category; for a utilitarian behavior (e.g., using sunscreen, donating blood), the moderating relation was of a cognitive nature (i.e., attitude, subjective norm), whereas for hedonic behaviors (e.g., drinking and driving, fast food consumption), the moderating relation was of a noncognitive nature (i.e., affect, past behavior). These relations were manipulated in Study 2 via the framing of neutral behaviors (i.e., chocolate and fat consumption) to explicate the hypothesized patterns of interactions. Theoretical implications of findings are discussed.

Keller, P. A., Harlam, B., Loewenstein, G., Volpp, K. G. (2011) Enhanced active choice: A new method to motivate behavior change, *Journal of Consumer Psychology*, 21 (4), 376 – 383.
<http://dx.doi.org/10.1016/j.jcps.2011.06.003>

High rates of medication non-adherence have significant public health and economic consequences. In other contexts such as savings behavior, opt-out policies, in which the alternative preferred by the policy maker is made the default, have gotten great traction but may not be feasible in health care settings. After reviewing previous applications, we present a series of studies, including two field experiments, that test the effectiveness of an alternative, ‘active choice’ policy in which there is no default, but decision makers are required to make a choice (Carroll, Choi, Laibson, Madrian, & Metrick, 2009; Spital, 1993, 1995). In addition, we propose and test a modified version of active choice, that we call ‘enhanced active choice’ that favors one alternative by highlighting losses incumbent in the in the non-preferred alternative. We recommend Enhanced Active Choice as a complement to automatic enrollment or when automatic enrollment is infeasible or unethical.

Block, L. G., Keller, P. A. (1997). Effects of Self-Efficacy and Vividness on the Persuasiveness of Health Communications, *Journal of Consumer Psychology*, 6 (1), 31 – 54.
http://dx.doi.org/10.1207/s15327663jcp0601_02

We use the literature on self-efficacy and vividness to predict and explain the conditions under which vivid information will be more persuasive than nonvivid information in a health communication. Our results on sexually transmitted diseases (Experiment 1) and skin cancer (Experiment 2) demonstrate higher preferences for vivid over nonvivid material when participants believe they can follow the recommendations in the message (high self-efficacy). This vividness effect disappears under low self-efficacy. In addition, vivid information was considered more persuasive among high rather than low self-efficacy participants. The pattern of thoughts about the recommendations and consequences contained in the message provides insight on the process underlying the self-efficacy by vividness interaction.

Chernev, A. (2011). The Dieter's Paradox, *Journal of Consumer Psychology*, 21 (2), 178-183.
<http://dx.doi.org/10.1016/j.jcps.2010.08.002>

Despite the vast public policy efforts to promote the consumption of healthy foods and the public's growing concern with weight management, the proportion of overweight individuals continues to increase. An important factor contributing to this obesity trend is the misguided belief about the relationship between a meal's healthiness and its impact on weight gain, whereby people erroneously believe that eating healthy foods in addition to unhealthy ones can decrease a meal's calorie count. This research documents this misperception, showing that it is stronger among individuals most concerned with managing their weight—a striking result given that these individuals are more motivated to monitor their calorie intake. This finding has important public policy implications, suggesting that in addition to encouraging the adoption of a healthier lifestyle among overweight individuals, promoting the consumption of healthy foods might end up facilitating calorie overconsumption, leading to weight gain rather than weight loss.

DECISION-MAKING OVER THE LIFE CYCLE: CHILDREN, FAMILY AND AGING

Goldberg, M. E., Gorn, G. J., Peracchio, L. A., Bamossy, G. (2003). Understanding materialism among youth. *Journal of Consumer Psychology*, 13 (3), 278-288.
http://dx.doi.org/10.1207/S15327663JCP1303_09

As an emerging value, materialism helps explain the consumer behavior of youth. Using a national sample of 9- to 14-year-olds, in this study we developed a Youth Materialism Scale. The findings suggest that more materialistic youth tend to shop more and save less. They are most interested in new products and most responsive to advertising and promotional efforts. Their parents view them as more expert with regard to products and they wield more purchase influence on their parents. Parents who are more materialistic tend to have children who are more materialistic. This study also reveals a modest negative relation between materialism and liking for school and school performance.

 Roberts, J. A., Tanner, J. F., Manolis, C. (2005). Materialism and the family structure–stress relation. *Journal of Consumer Psychology*, 15 (2), 183 – 190.
http://dx.doi.org/10.1207/s15327663jcp1502_10

In this study, we examined the role that materialism plays in the family structure–stress relation in a sample of adolescents. Materialism is a complex construct that appears to both mediate and moderate the family structure–stress relation as well as have both positive and negative effects. The happiness dimension of materialism in particular appears to both mediate and moderate the family structure–stress relation. Adolescents who associate happiness with material possessions report higher levels of family stress due to family disruption (parental divorce) compared with those who are less likely to associate happiness with material possessions. This finding runs contrary to recent marketing research. Additionally, we found the success dimension of materialism to have a direct and salubrious impact on family stress levels.

 Carlson, L., Grossbart, S., Stuenkel, J. K. (1992). The role of parental socialization types on differential family communication patterns regarding consumption. *Journal of Consumer Psychology*, 1 (1), 31 – 52.
[http://dx.doi.org/10.1016/S1057-7408\(08\)80044-7](http://dx.doi.org/10.1016/S1057-7408(08)80044-7)

This research provides a theoretical basis for explaining differences among mothers regarding how they communicate consumer skills and knowledge to their children. Socialization theory based on similarities in general parenting tendencies was used to group mothers. These groups provided a rationale for expecting consumer socialization communication differences. Findings suggest that more general socialization types exhibit differences on specific communication dimensions. Specifically, mothers who are restrictive and warm in relationships with children are also more likely to use communication messages that promote monitoring and control of children's consumption activities. Mothers who generally respect and solicit children's opinions also tend to utilize messages that foster the development of consumption decision-making abilities in children.

 Yoon, C., Cole, C. (2009). A Consumer decision making and aging: Current knowledge and future directions, *Journal of Consumer Psychology*, 19 (1), 2 – 16.
<http://dx.doi.org/10.1016/j.jcps.2008.12.002>

We review existing knowledge about older consumers and decision making. We develop a conceptual framework that incorporates the notion of fit between individual characteristics, task demands and the contextual environment. When the fit is high, older consumers use their considerable knowledge and experience to compensate for the impact of any age-related changes in abilities and resources. When the fit is relatively low, older consumers feel increased need to adapt their decision making processes. We discuss these consumer adaptations and propose a number of research questions related to the processes underlying them in order to contribute to a better understanding of how they can lead to more effective consumer decision making for older adults. We further consider some pragmatic implications of the adaptations for marketing management and public policy.

 Auken, S. V., Barry, T. E. (1994). An Assessment of the trait validity of cognitive age measures. *Journal of Consumer Psychology*, 4 (2), 107 – 132.
http://dx.doi.org/10.1207/s15327663jcp0402_02

We extend the concept of cognitive age and assess the internal validity of a direct, multiple-item approach to its measurement. A multitrait–multimethod matrix consisting of the correlations between average cognitive age, ideal age, and least desired age, as measured by three methods (semantic differential, ratio, and Likert scales), was developed and analyzed using three models: confirmatory factor analysis, correlated uniqueness, and direct product. The correlated uniqueness model performed well in terms of goodness-of-fit, and the results provide evidence of convergent and discriminant validity, as well as the strength of age traits, relative to methods, in explaining matrix variance. Also, the semantic differential scale performed best in explaining the trait variance of a composite of cognitive age measures. The findings provide strong support for the internal validity of the cognitive age concept and the use of the semantic differential as the scale of choice for cognitive age research

 Goldberg, M. E. (2009). Consumer decision making and aging: a commentary from a public policy/marketing perspective, *Journal of Consumer Psychology*, 19 (1), 28 – 34.
<http://dx.doi.org/10.1016/j.jcps.2008.12.005>

Efforts to assist older adults with cognitive deficits can take one of three paths: law, education or marketing. Legal protections have proved insufficient. Government educational efforts are typically dryly factual and likely to go unheeded. With the growing size of the older adult market, the independent efforts of both for-profit and social marketers to develop products and services that can help this population remain functionally healthy and independent are likely to be successful. Both governments and insurance companies should be motivated to help subsidize these entrepreneurial efforts given the considerably higher costs of caring for the elderly in an institution.

PRICING

Coulter, K. S., Choi P. (2012). Comma N' cents in pricing: the effects of auditory representation encoding on price magnitude perceptions. *Journal of Consumer Psychology*, 22 (3), 395-407. <http://dx.doi.org/10.1016/j.jcps.2011.11.005>

Numbers and prices can be processed and encoded in three different forms: 1) visual [based on their written form in Arabic numerals (e.g., 72)], 2) verbal [based on spoken word-sounds (e.g., “seventy” and “two”), and 3) analog (based on judgments of relative “size” or amount (e.g., more than 70 but less than 80)]. In this paper, we demonstrate that including commas (e.g., \$1599 vs. \$1599) and cents (e.g., \$1599.85 vs. \$1599) in a price’s Arabic written form (i.e., how it is perceived *visually*) can change how the price is encoded and represented verbally in a consumer’s memory. In turn, the verbal encoding of a written price can influence assessments of the numerical magnitude of the price. These effects occur because consumers non-consciously perceive that there is a positive relationship between syllabic length and numerical magnitude. Three experiments are presented demonstrating this important effect.

Cherney A. (2003). Reverse Pricing and Online Price Elicitation Strategies in Consumer Choice, *Journal of Consumer Psychology*, 51-62. http://dx.doi.org/10.1207/S15327663JCP13-1&2_05

This research examines consumers’ willingness to pay in an online environment. Specifically, I compare two price-elicitation strategies: price generation (i.e., “name your price”) and price selection (i.e., “select your price”). Contrary to the common assumption that naming a price will be preferred by consumers because it offers the most flexibility in articulating one’s willingness to pay, this research demonstrates that consumers often prefer to select rather than to generate a price. In a series of three experiments, I show that the potential unfavorable effects of the price generation task are associated with the absence of a readily available reference price range. I further demonstrate that the reference price range also has to be externally provided and that internally generated reference prices can as well eliminate the potential negative effect of the price generation task and strengthen consumer preferences. These findings support the proposition advanced in this research that a pre-choice articulation of reference prices can simplify consumer choice by imposing a structure consistent with the nature of the decision task. Price perception has been a focus of consumer researchers for several decades. Most of this research has employed a stimulus–response (S–R) model, which interprets the actual prices that consumers encounter as stimuli activating the perception

Yuan, H., White, T.B. (2012). Building trust to increase purchase intentions: The signaling impact of low pricing policies. *Journal of Consumer Psychology*. 22 (3), 384-394. <http://dx.doi.org/10.1016/j.jcps.2011.09.003>

We examine the differential signaling impact of two low pricing policies, Price Matching Guarantees and Everyday Low Prices, on consumers’ trusting beliefs and purchase intentions. We demonstrate that both PMG and EDLP pricing policies signal stores’ ability to offer lower prices. However, whether these sellers were perceived as benevolent, and—consequently—consumers’ purchase intentions, varied critically depending upon price uncertainty. Perceived benevolence and purchase intentions were significantly higher [lower] for sellers offering PMG than EDLP when price

dispersion was high [low]. Our findings offer insights into whether and under what conditions firms should adopt these low pricing policies.

 Krishna A, Wang Y. (2012). Enticing for me but unfair to her: Can targeted pricing evoke socially conscious behavior? *Journal of Consumer Psychology*, 22 (3), 433-442.
<http://dx.doi.org/10.1016/j.jcps.2011.11.004>

Prior research shows that consumers stop purchasing from firms that treat them badly. In this research we show that consumers also resist firms that treat *other* consumers badly while favoring *them*. In three experiments, we demonstrate such social consciousness in the context of targeted pricing, where firms offer lower prices to new (versus old) customers. A significant proportion of consumers in our experiments give up money to resist the price-discriminating firm, especially when the discrimination is more salient or is not justified. Further, perceived unfairness mediates the relationship between the salience and justification of the pricing practice and consumer resistance.

 McGraw, A. P., Tetlock, P.E. (2005). Taboo Trade-Offs, Relational Framing, and the Acceptability of Exchanges. *Journal of Consumer Psychology*, 15 (1), 2-15.
http://dx.doi.org/10.1207/s15327663jcp1501_2

This article reports 4 experiments demonstrating the power of social-relational framing to complicate superficially straightforward economic exchanges of goods and services. Drawing from Alan Fiske's theoretical framework as well as Tetlock's sacred value protection model, the experiments demonstrate (a) pricing distortions and refusals to answer certain questions when people contemplate buying or selling objects endowed with special relational significance; (b) moral outrage and cognitive confusion when people are asked whether they would allow market-pricing norms to influence decisions that fall under the normative purview of communal-sharing, authority-ranking, and equality-matching relationships; and (c) elements of tactical flexibility in how people respond to breaches of relational boundaries (a willingness to turn a blind eye to taboo trade-offs when it is in their interest to do so). An agenda for future work is offered that explores how pragmatic, economic interests are balanced against the desire to be (or appear to be) the type of person who honors social-relational constraints on what should be considered fungible.

 Auh S., Shih, E. (2008). Aligning benefits with payments: A test of the pattern alignment hypothesis. *Journal of Consumer Psychology*, 18 (4), 292-303.
<http://dx.doi.org/10.1016/j.jcps.2008.09.007>

This article examines consumer perception of transactions whose benefits of consumption and cost of purchase unfold over time. Specifically, the article employs the notion of narrow framing to suggest that, when consumers confront a series of decisions, they tend to make evaluations one at a time, rather than take into consideration the entire portfolio. Consistent with this argument, the authors test the pattern alignment hypothesis, which states that consumers prefer payment schemes that match the pattern of benefits and payments in each period, rather than a scheme that encompasses an entire financing period. In two experiments, the authors find general support for the pattern alignment hypothesis and for the underlying process by which this hypothesis occurs. Specifically, Experiment 2 highlights the mediating role of consumers' perceived fairness in determining the effectiveness of a financing program. The paper concludes with a discussion of the

theoretical and practical implications of developing financing and pricing strategies that promote the perception of fairness.

Saini R, Thota S. C. (2010). The psychological underpinnings of relative thinking in price comparisons. *Journal of Consumer Psychology*, 20 (2), 185-192.
<http://dx.doi.org/10.1016/j.jcps.2010.02.003>

This article investigates the psychological underpinnings of relative thinking—the tendency of consumers to consider relative savings, and not just absolute savings, in their decisions to search for a deal or purchase an item. We examine how (i) *cognitive load*, (ii) the *affective-richness of the product*, and (iii) the consumer's *propensity for intuitive decision-making* influence relative thinking. As hypothesized, high cognitive load and affect-rich (vs. affect-poor) products, and individual level preference for intuitive decision-making aggravate this behavior. Our results present clear managerial implications along with developing a better understanding of the behavioral foundations of relative thinking.

Lurie, N.H., Srivastava, J. (2005). Price-Matching Guarantees and Consumer Evaluations of Price Information. *Journal of Consumer Psychology*, 15 (2), 149-158.
http://dx.doi.org/10.1207/s15327663jcp1502_7

In 3 experiments, we show that price-matching guarantees affect the process through which consumers translate price information into subjective judgments. In Experiment 1, we find that price-matching guarantees appear to change the standard used in price evaluation by raising consumers' estimates of the lowest and average prices in the market. This leads consumers to perceive products and stores that offer price-matching guarantees as less expensive. In Experiment 2, we show that evaluations of product price information are affected by the presence of a price-matching guarantee only when consumers do not know the range of market prices. In Experiment 3, we extend these findings to show that consumer evaluations of the cost of products in a store, inferred on the basis of store characteristics, are also influenced by the presence of a price-matching guarantee.

METHODOLOGICAL ISSUES

Structural Equations Modeling

Iacobucci, D., Saldanha, N., Deng, X. (2007). A meditation on mediation: Evidence that structural equations models perform better than regressions. *Journal of Consumer Psychology*, 17(2), 139-153. [http://dx.doi.org/10.1016/S1057-7408\(07\)70020-7](http://dx.doi.org/10.1016/S1057-7408(07)70020-7)

In this paper, we suggest ways to improve mediation analysis practice among consumer behavior researchers. We review the current methodology and demonstrate the superiority of structural equations modeling, both for assessing the classic mediation questions and for enabling researchers to extend beyond these basic inquiries. A series of simulations are presented to support the claim that the approach is superior. In addition to statistical demonstrations, logical arguments are presented, particularly regarding the introduction of a fourth construct into the mediation system. We close the paper with new prescriptive instructions for mediation analyses.

Iacobucci, D. (2010). Structural equations modeling: Fit indices, sample size, and advanced topics. *Journal of Consumer Psychology*, 20(1), 90-98. A top cited article since 2008. <http://dx.doi.org/10.1016/j.jcps.2009.09.003>

This article is the second of two parts intended to serve as a primer for structural equations models for the behavioral researcher. The first article introduced the basics: the measurement model, the structural model, and the combined, full structural equations model. In this second article, advanced issues are addressed, including fit indices and sample size, moderators, longitudinal data, mediation, and so forth.

Iacobucci, D. (2009). Everything you always wanted to know about SEM (structural equations modeling) but were afraid to ask. *Journal of Consumer Psychology*, 19(4), 673-680. <http://dx.doi.org/10.1016/j.jcps.2009.09.002>

This article is intended to serve as a primer for structural equations models for the behavioral researcher. The technique is not mysterious-it is a natural extension of factor analysis and regression. The measurement part of a structural equations model is essentially a confirmatory factor analysis, and the structural part of the model is like a regression but vastly more flexible in the types of theoretical models that may be tested. The models and notation are introduced and the syntax is provided to replicate the analyses in the paper. Part II of this article will appear in the next issue of the *Journal of Consumer Psychology*, and it covers advanced issues, including fit indices, sample size, moderators, longitudinal data, mediation, and so forth.

Brunel, F. F., Tietje, B. C., Greenwald, A. G. (2004). Is the implicit association test a valid and valuable measure of implicit consumer social cognition? *Journal of Consumer Psychology*, 14 (4), 385-404.
http://dx.doi.org/10.1207/s15327663jcp1404_8

This article discusses the need for more satisfactory implicit measures in consumer psychology and assesses the theoretical foundations, validity, and value of the Implicit Association Test (IAT) as a measure of implicit consumer social cognition. Study 1 demonstrates the IAT's sensitivity to explicit individual differences in brand attitudes, ownership, and usage frequency, and shows their correlations with IAT-based measures of implicit brand attitudes and brand relationship strength. In Study 2, the contrast between explicit and implicit measures of attitude toward the ad for sportswear advertisements portraying African American (Black) and European American (White) athlete-spokespersons revealed different patterns of responses to explicit and implicit measures in Black and White respondents. These were explained in terms of self-presentation biases and system justification theory. Overall, the results demonstrate that the IAT enhances our understanding of consumer responses, particularly when consumers are either unable or unwilling to identify the sources of influence on their behaviors or opinions.

 Maison, D., Greenwald, A. G., Bruin, R. H. (2004). Predictive validity of the Implicit Association Test in studies of brands, consumer attitudes, and behavior. *Journal of Consumer Psychology*, 14(4), 405-415.
http://dx.doi.org/10.1207/s15327663jcp1404_9

Three studies investigated implicit brand attitudes and their relation to explicit attitudes, product usage, and product differentiation. Implicit attitudes were measured using the Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998). Study 1 showed expected differences in implicit attitudes between users of two leading yogurt brands, also revealing significant correlations between IAT-measured implicit attitudes and explicit attitudes. In Study 2, users of two fast food restaurants (McDonald's and Milk Bar) showed implicit attitudinal preference for their favorite restaurant. In Study 3, implicit attitudes of users of two soft drinks (Coca-Cola and Pepsi) predicted brand preference, product usage, and brand recognition in a blind taste test. A meta-analytic combination of the three studies showed that the use of IAT measures increased the prediction of behavior relative to explicit attitude measures alone.

 Czellar, S. (2006) Self-Presentational Effects in the Implicit Association Test, *Journal of Consumer Psychology*, 16 (1), 92 - 100.
http://dx.doi.org/10.1207/s15327663jcp1601_11

Two studies rely on Schlenker and Leary's (1982) conceptual framework to investigate self-presentational biases in the Implicit Association Test (IAT). Study 1 shows that under specific conditions, the IAT is indeed sensitive to self-presentation, especially for high self-monitors. Study 2 suggests that participants can fake the IAT to appear in a favorable light. Possible process mechanisms are discussed and directions are provided for future research in consumer psychology.

 See also the special issue on methods

Iacobucci, D. (2001) Methodological and statistical concerns of the experimental behavioral researcher: Introduction. *Journal of Consumer Psychology*, 10(1-2).
http://dx.doi.org/10.1207/S15327663JCP1001&2_01

See also a dialogue on SEM

Priester, J. R. (2010). The use of structural equation models in Consumer Psychology: A methodological dialogue on its contributions, cautions, and concerns. *Journal of Consumer Psychology*, 20(2).
<http://dx.doi.org/10.1016/j.jcps.2010.03.005>