<table>
<thead>
<tr>
<th>EVENT, TITLE and PEOPLE</th>
<th>DAY/TIME</th>
<th>FACILITY/ROOM</th>
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<tbody>
<tr>
<td><strong>Symposium: Transmedia Storytelling--- Creating Engagement and Meaning in Organizations, Education, and Practice</strong></td>
<td>8/02 Thu</td>
<td>Convention Center Room W108B</td>
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<tr>
<td>Chair</td>
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<tr>
<td>Pamela B. Rutledge, PhD, MBA, Media Psychology Research Center, Palo Alto, CA</td>
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<td><strong>Participant/1stAuthor</strong></td>
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<tr>
<td>Jerri Lynn Hogg, PhD, University of Hartford</td>
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<tr>
<td><em>Title: Transmedia Storytelling in Education, Training, and Behavior Change</em></td>
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<td>Pamela B. Rutledge, PhD, MBA,</td>
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<tr>
<td><em>Title: Transmedia Storytelling: What It Is and Why It Matters</em></td>
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<td>Keely Kolmes, PsyD, Independent Practice, San Francisco, CA</td>
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<tr>
<td><em>Title: Transmedia in the Clinical Relationship: Identity, Marketing, and Context</em></td>
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<tr>
<td><strong>Conversation Hour: Meet Representatives From the Journal of Consumer Psychology and Psychology and Marketing</strong></td>
<td>8/02 Thu</td>
<td>Convention Center Room W308D</td>
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<tr>
<td><strong>Paper Session: Culture, Involvement, and Fluency in the Evaluation of Brands</strong></td>
<td>8/03 Fri</td>
<td>Convention Center Room W304D</td>
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<tr>
<td>Participant/1stAuthor</td>
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<tr>
<td>Katie Kelting, PhD, University of Arkansas</td>
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<tr>
<td><em>Title: Copy-Cat, Private-Label Branding: A Processing Fluency Perspective</em></td>
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<tr>
<td>Co-Author: Adam Duhachek, PhD, Indiana University Bloomington</td>
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<td>Eunice Kim, MA, University of Texas at Austin</td>
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<tr>
<td><em>Title: Cross-Selling Brand Placement Effectiveness: The Role of Situation Involvement</em></td>
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<tr>
<td>Bing Shi, PhD, Sun Yat-sen University, Guangzhou, China</td>
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</tbody>
</table>
Title: Predicting Young Consumers’ Purchase Intention of Domestic Brands in an Emerging Market—China
Co-Author: Liu He, PhD, Wu Yi University, Jiang Men, China

Paper Session: Shopping and Bidding in an Online Context  8/03 Fri  9:00 AM - 9:50 AM  Convention Center Room W304D

Participant/1stAuthor

Joseph R. Lajos, PhD, HEC Paris School of Management, Jouy en Josas, France
Title: Using Electronic Recommendation Agents Can Decrease Consumers’ Satisfaction With Products
Co-Author: Amitava Chattopadhyay, PhD, INSEAD, Singapore
Co-Author: Kishore Sengupta, PhD, INSEAD, Fontainebleau, France

Cait Lamberton, PhD, University of Pittsburgh
Title: The Devil You (Don’t) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts
Co-Author: Rebecca Naylor, PhD, Ohio State University
Co-Author: David Norton, MS, University of South Carolina Columbia

Prakash Das, BS, University of Calgary, AB, Canada
Title: Online Shopping As a Collective Movement: The Roles of Transformed Identities and Skill Contests

Paper Session: Effect of Temporal Distance on Consumer Motivation, Satisfaction, and Evaluation  8/03 Fri  10:00 AM - 10:50 AM  Convention Center Room W311E

Participant/1stAuthor

Robin Soster, PhD, University of Arkansas
Title: Purchase Timing and Satisfaction: A Mental Accounting Perspective
Co-Author: William O. Bearden, PhD, University of South Carolina Columbia

Monica El Gamal, MS, Wilfrid Laurier University, Waterloo, ON, Canada
Title: Envisioning a Future Purchase: Does Imagery Perspective Influence Consumer Motivation?
Co-Author: Roger Buehler, PhD, Wilfrid Laurier University, Waterloo, ON, Canada
Co-Author: Johanna Peetz, PhD, Carleton University, Ottawa, ON, Canada
Co-Author: Cathy McFarland, PhD, Simon Fraser University, Burnaby, BC, Canada

Nai-Hwa Lien, PhD, National Taiwan University, Taipei
Title: Effect of Temporal Distance, Brand Concept, and Message Appeal on Teaser-Ad Effectiveness
Co-Author: Chien-Wei Chen, PhD, National Chengchi University, Taipei, Taiwan

Paper Session: I Know How to Get There  Strategic Goal Pursuit and Motivation  8/03 Fri  11:00 AM - 11:50 AM  Convention Center Room W304F
Juliano Laran, PhD, University of Miami  
*Title: Goal Pursuit Oriented Toward Motivational Source Versus Completion*  
*Co-Author: Keith Wilcox, PhD, Columbia University*

Amy N. Dalton, PhD, Hong Kong University of Science and Technology, Kowloon  
*Title: Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals*  
*Co-Author: Stephen A. Spiller, PhD, University of California--Los Angeles*

Keri L. Kettle, PhD, MBA, University of Miami  
*Title: Motivating Consumers to Repay Debt: How Debt Repayment Strategies Affect Motivation*  
*Co-Author: Remi Trudel, PhD, MBA, Boston University*  
*Co-Author: Gerald Haubl, PhD, University of Alberta, Edmonton, AB, Canada*

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**Social Hour: Reception**  
8/03 Fri  
6:00 PM - 7:50 AM  
Peabody Hotel  
Blue Spring Room I

**Paper Session: What I Do Now Tells Me What to Do Next**  
*The Influence of Initial Decisions on Future Behavior*  
8/04 Sat  
8:00 AM - 8:50 AM  
Convention Center  
Room W104B

Nicholas Reinholtz, BS, BA, Columbia University in the City of New York  
*Title: Effect of Ordering Decisions by Choice-Set Size on Consumer Search*  
*Co-Author: Jonathan Levav, PhD, Stanford University*  
*Co-Author: Claire Lin, BS, Independent Practice, San Francisco, CA*

Eva C. Buechel, MS, BS, University of Miami  
*Title: Mental Energy and Preference for Hedonic and Utilitarian Experiences Following an Initial Experience*  
*Co-Author: Laran Juliano, PhD, University of Miami*

Lara Spiteri Cornish, PhD, Coventry University, England, United Kingdom  
*Title: Why Did I Buy This? Postpurchase Affect in Impulse Buying and Its Impact on Future Buying Behavior*

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**Paper Session: Do I Know What I’m Doing? Conscious and Nonconscious Goal Activation and Consumer Motivation**  
8/04 Sat  
9:00 AM - 9:50 AM  
Convention Center  
Room W105B

Adam W. Craig, PhD, University of South Florida  
*Title: More Than Just “Sex Sells”: Economics of Attraction Motives in Complex Social Consumption*
**Contexts**

**Co-Author:** Stacy Wood, PhD, North Carolina State University  
**Co-Author:** Jennifer M.C. Vendemia, PhD, University of South Carolina Columbia

Leonardo Nicolao, PhD, Texas Christian University  
**Title:** Goal Assimilation in Supraliminal Priming: When Consumers Take Advantage of Priming Tasks  
**Co-Author:** Eric Yorkston, PhD, Texas Christian University

Anthony G. Salerno, BS, University of Miami  
**Title:** When the Absence of Focused Attention Helps Goal Pursuit  
**Co-Author:** Juliano Laran, PhD, University of Miami  
**Co-Author:** Chris A. Janiszewski, PhD, University of Florida

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**Paper Session: Do What I Want! The Effect of Marketing Stimuli on Persuasion**  
8/04 Sat  
10:00 AM - 10:50 AM  
Convention Center Room W304D

**Participant/1stAuthor**

Claudia Townsend, PhD, University of Miami  
**Title:** Where You Say It Matters: Distance Between Product Claims and Products Influence Claim Believability  
**Co-Author:** Tatiana M. Fajardo, BA, University of Miami  
**Co-Author:** Juliano Laran, PhD, University of Miami

Carlin A. Nguyen, MS, University of South Florida  
**Title:** Humor and Deception in Advertising: When Laughter May Not Be the Best Medicine  
**Co-Author:** Anand Kumar, PhD, University of South Florida

Jorge Villegas, PhD, University of Illinois at Springfield  
**Title:** Do Numbers Make People Risk-Averse?  
**Co-Author:** Shuang-Yueh Pui, PhD, University of Illinois at Springfield

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**Paper Session: Subtle but Strong: Incidental Experiences on Self Regulation and Regulatory Focus**  
8/04 Sat  
11:00 AM - 11:50 AM  
Convention Center Room W307A

**Participant/1stAuthor**

Anthony G. Salerno, BS, University of Miami  
**Title:** Evidence for Emotion-Specific Goal Modification  
**Co-Author:** Juliano Laran, PhD, University of Miami  
**Co-Author:** Chris A. Janiszewski, PhD, University of Florida

Sidney Su Han, MS, University of Guelph, ON, Canada  
**Title:** A Theoretical Investigation: How Loyalty Program Schemes Act As Independent Regulatory Cues

Keith Wilcox, PhD, Columbia University in the City of New York
Title: Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control
Co-Author: Andrew T. Stephen, PhD, University of Pittsburgh
Paper Session (S): How Consumer Learning and Prior Knowledge Shapes Brand Evaluation

8/04 Sat 12:00 PM - 12:50 AM
Convention Center Room W304A

Participant/1stAuthor

Marcus Cunha, Jr., PhD, University of Georgia
Title: When Partnering With a Well-Known Brand Hurts You: An Associative Learning Perspective
Co-Author: Mark R. Forehand, PhD, University of Washington
Co-Author: Justin Angle, PhD, University of Montana--Missoula

Mihyun Kang, MA, University of Texas at Austin
Title: The Value of Negative Ewom and Its Impact on Consumer-Brand Relationship
Co-Author: Jorge Pena, PhD, University of Texas at Austin

Praggyan Mohanty, PhD, MBA, Governors State University
Title: Effect of Age and Prior Knowledge on Associative and Item Memory for Brands
Co-Author: S. Ratneshwar, PhD, University of Missouri--Columbia
Co-Author: Moshe Naveh-Benjamin, PhD, University of Missouri--Columbia

Poster Session

8/04 Sat 12:00 PM - 12:50 PM
Convention Center West Hall A4 B3

Participant/1stAuthor

Frank Pons, PhD, MBA, Université Laval, Quebec, QC, Canada
Title: "I Can't Stand My Team, but I Can't Live Without It": Ambivalence Among Highly Identified Sports Fans
Co-Author: Marilyn Giroux, MBA, Concordia University, Montreal, QC, Canada
Co-Author: Mehdi Mourali, PhD, University of Calgary, AB, Canada
Co-Author: André Richelieu, PhD, Université Laval, Quebec, QC, Canada

Sidney Su Han, MS, University of Guelph, ON, Canada
Title: Moderating Role of Regulatory Fit in Temporal Effect of Loyalty Program Rewards Design

Feng Shen, PhD, MS, Saint Joseph's University
Title: Impact of Facial Similarity Between Political Candidates and Their Endorsers on Voting Behavior
Co-Author: Natalie T. Wood, PhD, Saint Joseph's University

Aekyoung Kim, MS, MA, San Francisco State University
Title: Psychological Approach to Use for Facebook After Material and Experiential Purchase
Co-Author: Ryan T. Howell, PhD, San Francisco State University

Kelly S. Tate, BS, University of Manchester, England, United Kingdom
Title: The Predictive Role of Implicit and Explicit Attitudes in Consumers' Packaging Choice
Co-Author: Andrew Stewart, PhD, University of Manchester, England, United Kingdom
Co-Author: Michael Daly, PhD, University of Aberdeen, Scotland, United Kingdom
David L. Hall, MSW, University of South Carolina Columbia  
*Title: Disability Rights Organizations and the Development of Human Agency: A Conceptual Model*

David R. Kille, BA, University of Waterloo, ON, Canada  
*Title: Buying Your Love: How Relationship Goals Influence Preferences for Relational Products*  
*Co-Author: Richard P. Eibach, PhD, University of Waterloo, ON, Canada*

Jennifer L. Lemanski, PhD, University of Texas--Pan American  
*Title: Does Relevance Matter for Cognitive and Affective Ad Responses?*  
*Co-Author: Jorge Villegas, PhD, University of Illinois at Springfield*

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**Paper Session: I Just Can't Get Enough Product Satiation and Consumption**  
8/04 Sat  
1:00 PM - 1:50 PM  
Convention Center Room W105B

**Participant/1stAuthor**

Jeff Galak, PhD, Carnegie Mellon University  
*Title: Meta-Cognition and Satiation*  
*Co-Author: Joseph Redden, PhD, University of Minnesota--Twin Cities*

Chien-Wei Chen, PhD, National Chengchi University, Taipei, Taiwan  
*Title: Consumer Attitudes Toward Product Obsolescence and Perceptions of Product Quality and Sales Promotion*  
*Co-Author: Nai-Hwa Lien, PhD, National Taiwan University, Taipei*

Julio Sevilla, MS, University of Miami  
*Title: Effect of Product Shape Closure on Perceptions of Quantity, Preference, and Consumption*  
*Co-Author: Barbara Kahn, PhD, University of Pennsylvania*

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**Paper Session: Self Construal and Consumer Behavior**  
8/05 Sun  
9:00 AM - 9:50 AM  
Convention Center Room W107

**Participant/1stAuthor**

Tatiana M. Fajardo, BA, University of Miami  
*Title: Self-Construal and Victim Identification*  
*Co-Author: Jiao Zhang, PhD, University of Miami*

Jessie J. Wang, BS, Indiana University Bloomington  
*Title: Social Exclusion and Consumers’ Social Identity Goals: The Moderating Role of Cultural Self-Construal*  
*Co-Author: Ashok K. Lalwani, PhD, Indiana University Bloomington*

Dong Hoo Kim, MA, University of Texas at Austin
Title: Effect of Brand Personality and Self-Construal on Promotion- Versus Prevention-Focused Ad Appeals
Co-Author: Yongjun Sung, PhD, University of Texas at Austin

Paper Session: Experiential Consumption  
8/05 Sun  
10:00 AM - 10:50 AM  
Convention Center  
Room W303C

Participant/1stAuthor

Marcelo V. Nepomuceno, MA, BS, Concordia University, Montreal, QC, Canada
Title: Frugality: The Lifestyle of the Disciplined Materialistic
Co-Author: Michel Laroche, DPhil, Concordia University, Montreal, QC, Canada

Caroline Le Bon, PhD, CERGAM, Aix en Provence, France
Title: A New Explanation of Loyalty Toward Fashion Products: Fashion Equity
Co-Author: Dwight Merunka, PhD, CERGAM, Aix en Provence, France
Co-Author: Joel Le Bon, PhD, University of Houston

Aekyoung Kim, MS, MA, San Francisco State University
Title: Product Priming Effect on Memory of Material and Experiential Purchase
Co-Author: Ryan T. Howell, PhD, San Francisco State University