# Program Schedule

<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>Paper Session: Health, Wealth, and Happiness</strong></td>
<td>7/31 Wed 8:00 AM - 8:50 AM</td>
<td>Hilton Hawaiian Village Beach Resort, South Pacific Ballroom II</td>
</tr>
</tbody>
</table>

**Participant/1stAuthor**  
Michael I. Norton, PhD, Harvard Business School  
*Title: Spreading the Health: Americans’ Ideal Distribution of Health(care) and Death*  
*Co-Author: Sorapop Piatkongsan, MD, Harvard University*

Robin L. Soster, PhD, University of Arkansas  
*Title: Running on Empty: The Influence of Relative Personal Wealth on Consumer Satisfaction*  
*Co-Author: William O. Bearden, PhD, University of South Carolina*  
*Co-Author: Andrew D. Gershoff, PhD, The University of Texas at Austin*

Rajagopal Raghunathan, PhD, The University of Texas at Austin  
*Title: Caged in By Constraints: The Intention-Action Gap in Happiness Maximization*  
*Co-Author: Sunaina Chugani, PhD, The University of Texas at Austin*  
*Co-Author: Ashesh Mukherjee, PhD, McGill University*

| **Paper Session: Eat, Drink, and Be Healthy:** Encouraging Healthy Food Consumption | 7/31 Wed 9:00 AM - 9:50 AM | Hilton Hawaiian Village Beach Resort Nautilus Suite II |

**Participant/1stAuthor**  
Lara Spiteri Cornish, PhD, Coventry Business School  
*Title: Healthy-Eating Campaigns, Self-Efficacy, and Functional Food Consumption*

Blair Kidwell, PhD, The Ohio State University  
*Title: What Feels Right? Emotional Processing and Mindful Eating*  
*Co-Author: Jonathan Hasford, MBA, University of Kentucky*  
*Co-Author: David Hardesty, PhD, University of Kentucky*

Sunghwan Yi, PhD, University of Guelph  
*Title: Does the Quality of Motivation Matter for Frequent Consumption of Vegetables?*
Conversation Hour: 7/31 Wed 10:00 AM - 10:50 AM Hilton Hawaiian Beach Resort Nautilus Suite II

Meet Associate Editors From the Journal of Consumer Psychology
Amna Kirmani, University of Maryland
Rajagopal Raghuanthan, The University of Texas at Austin

Paper Session: Through the Looking Glass: Self-Other Differences in Consumer Psychology 7/31 Wed 11:00 AM - 11:50 AM Convention Center, Room 305A

Participant/1stAuthor

Joshua Ackerman, PhD, MIT
Title: Who is the “Self” in Self-control? Vicarious Self-control Depletion Increases Observer Compliance

Amna Kirmani, PhD, University of Maryland
Title: Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Brand Dilution
Co-Author: Rosellina Ferraro, PhD, University of Maryland
Co-Author: Ted Matherly, PhD, Oklahoma State University

Oleg Urminsky, PhD, University of Chicago
Title: Understanding “Self” in Self-Control: Connectedness to Future Self and Far-Sightedness
Co-Author: Daniel Bartels, PhD, Columbia University

Paper Session: Charitable Giving and Altruism 7/31 Wed 12:00 PM – 12:50 PM Convention Center, Room 322B

Participant/1stAuthor

Bob Fennis, PhD, University of Groningen
Title: A Sense of Wealth or Poverty Can Help or Hurt Charitable Giving
Co-Author: Kathleen D. Vohs, PhD, University of Minnesota

Michal Strahilevitz, PhD, Golden Gate University
Title: The Consumption of Altruism: How Giving to Charity is Both Different from and Similar to Eating Chocolate

Eric Levy, PhD, Cambridge University
Title: The Influence of Incidental Comparisons on Receptiveness to Altruistic Appeals
Co-Author: Ann E. Schlosser, PhD, University of Washington
Paper Session: Emotion and Consumer Decision Making  
8/1 Thu  
8:00 AM - 8:50 AM  
Convention Center, Room 307B

Participant/1stAuthor

Morgan Poor, PhD, University of San Diego  
Title: The Downstream Consequences of Incidental Emotions and Preference Inconsistent Information  
Co-Author: DaHee Han, MS, Indiana University  
Co-Author: Nidhi Agrawal, PhD, University of Washington  
Co-Author: Adam Duhachek, PhD, Indiana University

Ye Li, PhD, University of California Riverside  
Title: Sadder, but Not Wiser: The Myopia of Misery  
Co-Author: Jennifer S. Lerner, PhD, Harvard University  
Co-Author: Elke U. Weber, PhD, Columbia University

Johnny Chen, PhD, University of Southern Maine  
Title: The Moral High Ground: The Role of Moral Emotions in Consumer Boycotts  
Co-Author: Guang-Xin Xie, PhD, University of Massachusetts Boston

Paper Session: Learning and Brand Experiences  
8/1 Thu  
9:00 AM - 9:50 AM  
Convention Center, Room 322A

Participant/1stAuthor

John W. Hutchinson, PhD, Wharton  
Title: Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values  
Co-Author: Robert Meyer, PhD, Wharton, University of Pennsylvania  
Co-Author: Lyle Brenner, PhD, University of Florida

Moty Amar, PhD, Duke University  
Title: Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived and Actual Efficacy  
Co-Author: Ziv Carmon, PhD, INSEAD  
Co-Author: Dan Ariely, PhD, Duke University

Shikha N. Upadhyaya, MBA, University of Wyoming  
Title: Consumer Deviance and Brand Meaning  
Co-Author: José A. Rosa, PhD, University of Wyoming
Paper Session: Risky Business: Making Decisions about Risk and Money 8/01 Thu 10:00 AM - 10:50 AM Convention Center, Room 326A

Participant/1stAuthor

Rod Duclos, PhD, Hong Kong University of Science and Technology  
*Title: Effects of Social Exclusion on Financial Risk-Taking*  
*Co-Author: Echo Wen Wan, PhD, University of Hong Kong*  
*Co-Author: Yuwei Jiang, PhD, HK Polytechnic University*

Hal E. Hershfield, PhD, New York University  
*Title: Dual Payoff Scenario Warnings on Credit Card Statements Elicit Suboptimal Payoff Decisions*  
*Co-Author: Neal J. Roese, PhD, Northwestern University*

Mihai Niculescu, PhD, New Mexico State University  
*Title: Prospect Theory in Multi-Dimensional Choices*  
*Co-Author: David J. Curry, PhD, University of Cincinnati*  
*Co-Author: Frank R. Kardes, PhD, University of Cincinnati*  
*Co-Author: Jordan J. Louviere, PhD, University of Technology, Sydney*

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Paper Session: More than Meets the Eye: Eye Tracking and the Effect of Visual Cues on Consumer Behavior 8/01 Thu 11:00 AM - 11:50 AM Hilton Hawaiian Village Beach Resort, Nautilus Suite I

Participant/1stAuthor

Jacob L. Orquin, PhD, Aarhus University  
*Title: Advertising Attention Capture and Memory for Brands under Alcohol Intoxication: Eye Tracking Studies*  
*Co-Author: Curtis P. Haughtvedt, PhD, The Ohio State University*  
*Co-Author: Heine B. Jeppesen, MS, Aarhus University*  
*Co-Author: Joachim Scholderer, PhD, Aarhus University*

Xiaoyan Deng, PhD, The Ohio State University  
*Title: A “Wide” Variety: The Effects of Horizontal vs. Vertical Assortment Display*  
*Co-Author: Barbara Kahn, PhD, Wharton, University of Pennsylvania*  
*Co-Author: Rao Unnava, PhD, The Ohio State University*  
*Co-Author: Hyojin Lee, MA, The Ohio State University*

Y. Jin Youn, MA, Northwestern University  
*Title: Effects of Brand Status and Vertical Display Positions on Brand Value Perception*  
*Co-Author: Kiwan Park, PhD, Seoul National University*  
*Co-Author: Sukhyun Kim, MA, Seoul National University*
Participant/1stAuthor

Rao Unnava, PhD, The Ohio State University
*Title: Attitudinal Ambivalence - Is It Managed by Individuals?*
*Co-Author: Amitkumar Singh, MBA, The Ohio State University*

Troy Campbell, BA, Duke University
*Title: The Armor of Unfalsifiability: Understanding Why Change Rarely Occurs and Fanaticism Prevails*
*Co-Author: Justin Friesen, BA, University of Waterloo*
*Co-Author: Aaron Kay, PhD, Duke University*

Jason A Gabisch, PhD, University of Akron
*Title: Impact of Compensation on Information Ownership and Privacy Control: A Qualitative Analysis*
*Co-Author: George R Milne, PhD, University of Massachusetts*
*Co-Author: Julianne Cabusas, PhD, John Carroll University*

Participant/1stAuthor

Amy N. Dalton, PhD, Hong Kong University of Science and Technology
*Title: Motivated Forgetting of Identity-Linked Promotions following Social Identity Threat*
*Co-Author: Li Huang, BA, City University of Hong Kong*

Christine Kang, MS, University of Michigan
*Title: Secrets and Lies: How Consumers Manage the Flow of Ego-threatening Information*
*Co-Author: Grant Packard, PhD, Wilfrid Laurier University*
*Co-Author: David B. Wooten, PhD, University of Michigan*

Mario Pandelaere, PhD, Ghent University
*Title: Indulging the Self: The Impact of Luxury Consumption on Self-Esteem*
*Co-Author: Liselot Hudders, PhD, Ghent University*
Paper Session: Racing for the Finish Line: Consumer Goal Pursuit  
8/03 Sat 8:00 AM - 8:50 AM  
Convention Center, Room 303A

Participant/1stAuthor

Yuchen Hung, BS, University of Newcastle  
Title: The Influence of Goal Publicity on Goal Pursuit  
Co-Author: Xiuping Li, PhD, National University of Singapore  
Co-Author: Catherine Yeung, PhD, National University of Singapore

Hae Joo Kim, PhD, Wilfrid Laurier University  
Title: Seeing Goals in Products: Effects of Goal Visualization on Willingness to Pay

Leora R Trub, PhD, Pace University  
Title: Caught in the Web: Use of Blogging to Gain Closeness and Distance  
Co-Author: Tracey R Revenson, PhD, Graduate Center, CUNY

Paper Session: Transformative Consumer Research: Possessions, Reactance, and Green Products  
8/03 Sat 9:00 AM - 9:50 AM  
Convention Center, Room 308A

Participant/1stAuthor

Catherine A. Roster, PhD, University of New Mexico  
Title: When Everything is "Special": An Exploratory Study of Perverse Possession Attachment Styles

Mitch Murdock, BA, University of South Carolina  
Title: The Role of Political Ideology in Reactions to Warning Labels  
Co-Author: Caglar Irmak, PhD, University of South Carolina  
Co-Author: Jim Thrasher, PhD, University of South Carolina

Andrew D. Gershoff, PhD, The University of Texas at Austin  
Title: What Makes it Green? The Role of Centrality of Green Attributes in Green Product Evaluation  
Co-Author: Judy K. Frels, PhD, Audencia Nantes
Paper Session: It’s a Numbers Game: The Effect of Size and Calories on Food Choice

8/03 Sat 10:00 AM - 10:50 AM Hilton Hawaiian Village Beach Resort, South Pacific Ballroom I

Participant/1stAuthor

My Bui, PhD, Loyola Marymount University
Title: Eating Socially? Examining the Fixed-Unit Effect on Consumption and Subsequent Healthful Food Choices
Co-Author: Brennan Davis, PhD, Baylor University
Co-Author: Collin Payne, PhD, New Mexico State University

Natalina Zlatevska, PhD, Bond University
Title: The Ambiguity of ‘Size’ and its Effect on Consumption
Co-Author: Chris Dubelaar, PhD, Bond University
Co-Author: Stephen Holden, PhD, Bond University

William R. Carroll, PhD, MS, St. John's University
Title: The Unintended Consequences of Calorie Information on Menus
Co-Author: Beth Vallen, PhD, Fordham University

Paper Session: The Role of Ethnicity and Culture in Consumption

8/03 Sat 11:00 AM - 11:50 AM Convention Center, Room 307A

Participant/1stAuthor

Kristine R. Ehrich, PhD, University of San Diego
Title: Eating Healthy: The Impact of Racial Priming on Food Choice
Co-Author: Aarti Ivanic, PhD, University of San Diego

Aronte M. Bennett, PhD, Villanova University
Title: A Two-Fold Examination of the Impact of Marketplace Exclusion
Co-Author: Ronald P. Hill, PhD, Villanova University

Satoshi Akutsu, PhD, Hitotsubashi University
Title: Cultural Influence on Customer Participation in the Value-creation Process
Co-Author: Mayomi Haga, BS, Hitotsubashi University
Co-Author: Yoshinori Fujikawa, PhD, Hitotsubashi University
Co-Author: Joji Ono, PhD, Hitotsubashi University
Paper Session: The Power of Persuasion: Consumer Response to Persuasive Appeals

8/04 Sun 8:00 AM - 8:50 AM
Convention Center, Room 302B

Participant/1stAuthor

Dan H. Rice, PhD, Louisiana State University
Title: The Influence of Perceptual Congruence On Consumer Response to Cause-related Marketing Appeals
Co-Author: Andrew Kuo, PhD, Louisiana State University

Tandy Thomas, PhD, Queen's University
Title: More than the Self: The Role of Other-Focused Processing in Self-Relevant Advertisements
Co-Author: Rebecca K Trump, PhD, Loyola University Maryland

Thomas W. Cline, PhD, Saint Vincent College
Title: Ingratiation Works—Most of the Time
Co-Author: Jeffrey L. Godwin, PhD, Saint Vincent College
Poster Session

8/04 Sun 10:00 AM - 11:50 PM
Convention Center, Kamehameha Exhibit Hall

*All posters will be presented in the same session but are grouped here by theoretical/substantive area.

Sustainability, Healthy Living, and Food Choice

1. José A Rosa, PhD, University of Wyoming
   Title: Contentment: An Important Factor for Sustainable Consumption
   Co-Author: Shikha N. Upadhyaya, MBA, University of Wyoming
   Co-Author: Christopher P. Blocker, PhD, Baylor University

2. Verena Gruber, PhD, WU Vienna
   Title: Disentangling Consumers’ Preference Functions for Sustainable Products
   Co-Author: Bodo B Schlegelmilch, PhD, WU Vienna
   Co-Author: Elfriede Penz, PhD, WU Vienna

3. Lara J LaCaille, PhD, University of Minnesota Duluth
   Title: Factors Associated with Healthy, Organic, Local and Sustainable Food Choices
   Co-Author: Rick LaCaille, PhD, University of Minnesota Duluth
   Co-Author: Jennifer Schultz, PhD, University of Minnesota Duluth
   Co-Author: Kim Dauner, PhD, University of Minnesota Duluth
   Co-Author: Stephanie Hooker, MS, University of Colorado Denver
   Co-Author: Jill Klingner, PhD, University of Minnesota Duluth

4. Yasushi Kyutoku, PhD, Jichi Medical University
   Title: Discrepancies Between Meal Choice Motives and Consumption, and Satisfaction with Life Regarding Food
   Co-Author: Yuko Minami, PhD, Nichirei Foods Inc.
   Co-Author: Takeshi Koizumi, MS, Nichirei Foods Inc.
   Co-Author: Ippeita Dan, PhD, Jichi Medical University

5. Noha El-Bassiouny, PhD, The German University in Cairo – GUC
   Title: On the Road toward Sustainable Consumption: Highlights on the Potentials for Character Building and Education
Addictive, Excessive, and Compulsive Consumption

6. Stacey R Smith, MA, Texas Woman's University
   Title: Development and Validation of the Problematic Online Gaming Scale (POGS)
   Co-Author: Jenelle Fitch, PhD, Texas Woman's University
   Co-Author: Sally D Stabb, PhD, Texas Woman's University
   Co-Author: Chris Hart, PhD, Texas Woman's University
   Co-Author: Trae Asbury, PhD, Texas Woman's University
   Co-Author: Jeff Strain, PhD, Texas Woman's University

7. Prakash Das, BS, University of Calgary
   Title: Compulsive Consumption and Materialism: An Aesthetic Perspective

8. Myriam Brouard, MS, HEC Montreal
   Title: Enjoying Compulsion: An Exploration of the Mainstreaming of Binge Media Consumption Episodes

9. Sunghwan Yi, PhD, University of Guelph
   Title: Assessment of Heterogeneity of Compulsive Buyers Based on Affective Antecedents of Buying Lapses
   Co-Author: Joowon Jung, PhD, Dongguk University

10. Ashley E Sessoms, BA, University of California, Santa Barbara
    Title: Consumer Perceptions of Trauma-Informed Drug Treatment
    Co-Author: Megan Donahue, MA, University of California, Santa Barbara
    Co-Author: Merith Cosden, PhD, University of California, Santa Barbara

Youth and Families

11. Yupin Patara, PhD, MS, SASIN, Chulalongkorn University
    Title: Materialism in Adolescents: Effect of the Media
    Co-Author: Issariya Woraphiphat, MBA, SASIN, Chulalongkorn University

12. Sarah Fischbach, MBA, New Mexico State University
    Title: Children’s Influence on Co-Branding: An Exploratory Study of Marketing and Parenting Styles
    Co-Author: Collin Payne, PhD, New Mexico State University

13. Lara Spiteri Cornish, PhD, Coventry Business School
    Title: Parents’ Understanding, Perception and Responses to Online Advertising Designed for Children
Gambling and Luck

14. Bin Wang, PhD, School of Physical Education, Central China Normal University
   Title: The Effect of Satisfaction on the Relationship Between Lottery’s Purchase Intention and Amount
   Co-Author: Shi Luo, MS, School of Physical Education and Sport, Central China Normal University

15. Zhu-Yuan Liang, PhD, Institute of Psychology, Chinese Academy of Sciences
   Title: Not All Gamblers are Created Equal: Which Game to Play Depends on the Personality Trait
   Co-Author: Shu Li, PhD, Institute of Psychology, Chinese Academy of Sciences
   Co-Author: Yu Zheng, PhD, School of Management, Jinan University
   Co-Author: Gui-Hai Huang, MA, Gaming Teaching and Research Centre, Macau Polytechnic Institute
   Co-Author: Yue Sun, PhD, Macau University of Science and Technology

16. Di Wang, MS, Monash University
    Title: Embarrassment Effects on Purchase Intent for a Product with a Lucky Attribute
    Co-Author: Harmen Oppewal, PhD, Monash University
    Co-Author: Dominic Thomas, PhD, Monash University

Culture and Consumption

17. Satoko Suzuki, PhD, Institution/Company: Kyoto University
    Title: Differences in East Asian Self-Gifting and Role of Independence within Interdependent Cultures
    Co-Author: Kosuke Takemura, PhD, Kyoto University
    Co-Author: Takeshi Hamamura, PhD, Chinese University of Hong Kong

18. Saskia C.M. Franken, MS, University of Aruba
    Title: Consumer Cultural Characteristics in a Multicultural Retail and Consumer Context
    Co-Author: Lisa J. Madden, PhD, University of Aruba

19. Fred W Van Raaij, DrPH, Tilburg University
    Title: Macro Psychology: Consumer Confidence and Trust in the Economy

Packaging and Design

20. Yoichiro Hashida, MA, Senshu University
    Title: Consideration of Analysis Method for Package Design Using the Saliency Map
    Co-Author: Tomofumi Uetake, PhD, Senshu University

21. Nils Myszkowski, MD, Université Paris Descartes
    Title: Are Design-Driven Consumer Choices a Matter of Attention to Social Comparison?
    Co-Author: Martin Storme, MD, Université Paris Descartes, Paris, France
22. Aparna Sundar, MS, University of Cincinnati
   Title: Parody of Package Design
   Co-Author: Theodore Noseworthy, PhD, University of Guelph
   Co-Author: Peter Chamberlain, MP, University of Cincinnati

Emotions and Non-Verbal Communication

23. Sidney Su Han, MS, University of Guelph
   Title: Improving Risk-handling Behavior Using Message Framing: Framing Effect Under Positive Emotion
   Co-Author: Sidney Su Han, MS, University of Guelph
   Co-Author: Lefa Teng, PhD, University of Guelph

24. Jean Boisvert, PhD, American University of Sharjah, United Arab Emirates
   Title: Hedonic and Utilitarian Goal Pursuits Within the Same Product Category: A Consumer Goods Application

25. Yen-Hung Lo, PhD, Chinese Culture University
   Title: The Non-Verbal Influence of Queues from a Social Comparison Perspective
   Co-Author: Cornelis Bao Leeuwenhoek, MA, Tilburg University

26. Mathias C. Streicher, MBA, University of Innsbruck
   Title: Gesture Ma(king)rketing: Action speaks louder than words!

Media Psychology and Big Data

27. Mandy Ortiz, PhD, Hawaii Pacific University
   Title: I Wish We All Lived in Mayberry: Devotion, Self Image Congruence, and Parasocial Interaction

28. Sunil Erevelles, PhD, MA, University of North Carolina at Charlotte
   Title: Big Data and the Transformation of Consumer Research
   Co-Author: Kriti Bordia, MBA, University of North Carolina at Charlotte

Memory, Judgments, and Inference Making

29. Mihai Niculescu, PhD, New Mexico State University
   Title: The Effect of Interruptions on On-Line vs. Memory-Based Consumer Judgments
   Co-Author: Collin R. Payne, PhD, New Mexico State University
   Co-Author: P Cuauhtémoc Luna-Nevarez, MS, New Mexico State University
30. Stephanie M Carpenter, MS, University of Michigan  
   Title: Value Construction Through Recall of Irrelevant Experience: Lingering Effects of Past Tradeoffs  
   Co-Author: Brian D. Vickers, MS, University of Michigan  
   Co-Author: J. Frank Yates, PhD, University of Michigan

31. Zongyuan Wang, BS, University of Illinois at Urbana-Champaign  
   Title: When New Interferes with Old: Retroactive Interference of Brand Slogans  
   Co-Author: Yoojin Song, BA, University of Illinois at Urbana-Champaign  
   Co-Author: Brittany Duff, PhD, University of Illinois at Urbana-Champaign

32. Arjun Chaudhuri, PhD, MA, Fairfield University  
   Title: Understanding the Effect of Hedonic Product Descriptions on Willingness to Try an Innovation

33. Guang-Xin Xie, PhD, University of Massachusetts Boston  
   Title: Numbers Never Lie (to Whom)? Self-Other Discrepancy in Perceived Materiality of Baseline Omission

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**Paper Session: Scaling it Down: Traits and Individual Differences**  
8/04 Sun 12:00 – 12:50 PM  
Convention Center, Room 308A

Participant/1stAuthor

Peter A. Voyer, PhD, University of Windsor  
Title: Measuring the Consumer Propensity to Deviate Personality Trait

Cathrine V, Jansson-Boyd, PhD, Anglia Ruskin University  
Title: Factors That Influence Consumers’ Need for Touch  
Co-Author: Elaine Taylor-Whiffen, MA, Anglia Ruskin University

Elke Cabooter, PhD, IESEG  
Title: The “I” in Extreme Responding: Self-construal Differences  
Co-Author: Mario Pandelaere, PhD, Ghent University  
Co-Author: Bert Weijters, PhD, Ghent University  
Co-Author: Kobe Millet, PhD, Vrije Universiteit Amsterdam