### Sensing What Foods to Buy and Consume

**Same Same, but Different: Why Consumers Do Not Buy Ugly Produce**  
Katrien Cooremans, MS, Ghent University, Belgium  
Maggie Geuens, PhD, Ghent University, Belgium

**The More, the Better? The Impact of Sensorial Appeals in Healthy Food Advertising**  
Gudrun Roose, MS, Ghent University, Belgium  
Maggie Geuens, PhD, Ghent University, Belgium  
Iris Vermeir, PhD, Ghent University, Belgium

**When Beauty Isn’t Skin Deep: Cosmetic Contagion and Consumers’ Aversion to Ugly Foods**  
Jillian L. Hmurovic, MA, University of Pittsburgh  
Lauren Grewal, BA, University of Pittsburgh  
Cait Lamberton, PhD, University of Pittsburgh  
Rebecca W. Reczek, PhD, Ohio State University

### Calming or Stirring the Waters—Managing Aggression and Competition

**Feeling Hot, Hot, Hot: Gustatory Experiences As Primes for Aggression**  
Rishtee K. Batra, PhD, Indian School of Business, Hyderabad, India  
Tanuka Ghoshal, PhD, Indian School of Business, Hyderabad, India

**Can Sports Be Bad for You? Outcomes of Pro Sporting Events, Team Attachment, and Consumer Happiness**  
Dennis T. Esch, MSc,BSc, University of St. Gallen, Switzerland  
Gerald Häubl, PhD, University of Alberta, Edmonton, AB, Canada

**Teaching Police Officers De-Escalation Skills: An Evaluation of the Memphis Crisis Intervention Team**  
Kaitlin A. Duckett, MS, University of Memphis  
Richard James, PhD, University of Memphis  
Douglas C. Strohmer, PhD, University of Memphis  
Thomas Kirchberg, PhD, Memphis VA Medical Center, TN

### Checking Our Impulses—Measurement and Management

**Measuring Impulsive Consumer Cognition: A New Package for Implicit Association Tests in Qualtrics**  
Thomas P. Carpenter, PhD, Seattle Pacific University  
Chris P. Pullig, PhD, Baylor University  
Jordan LaBouff, PhD, University of Maine  
Ruth Pogacar, MBA, University of Cincinnati  
Alek Chakroff, PhD, Harvard University
### Overcoming Impulsiveness: Identifying Prime Targets for Interventions to Improve Financial Behavior
Sarah Newcomb, PhD, University of Maine
Shannon McCoy, PhD, University of Maine
Caroline Noblet, PhD, University of Maine

### Goal Distraction: The Way Meals Are Presented Can Impact Healthy Versus Unhealthy Food Choice
YongKyu Lee, PhD, City University of New York York College
Kimberlee Weaver, PhD, Virginia Tech
Stephen Garcia, PhD, University of Michigan--Ann Arbor

### Save Heavily: Weight As a Cue to Consumers’ Willingness to Save
Aparna Sundar, PhD, University of Oregon
Nora Moran, PhD, Virginia Tech

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**Using Curiosity to Increase the Choice of Should Options**
Evan Polman, PhD, University of Wisconsin—Madison
Rachel L. Ruttan, MS, Northwestern University
Joann Peck, PhD, University of Wisconsin—Madison

**Can Children Still Be Happy If 160 Calories Are Cut Out of the Happy Meal?**
Martin Reimann, PhD, University of Arizona
Kristen Lane, BS, University of Arizona

**When Humans Feel Like Machines: The Impact of Mechanic Dehumanization on Food Consumption**
Szu-Chi Huang, PhD, Stanford University
Andrea Weihrauch, PhD, Katholieke Universiteit Leuven, Belgium

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**The Double-Edged Sword of Assortment Size: More Options, More Consumer Benefits?**
Dennis T. Esch, MSc,BSc, University of St. Gallen, Switzerland
Christian Hildebrand, PhD, University of Geneva, Switzerland
Andreas Herrmann, PhD, University of St. Gallen, Switzerland

**Inaction Traps in Consumer Response to Product Malfunctions**
Gerald Häubl, PhD, University of Alberta, Edmonton, AB, Canada
Neil Brigden, PhD, Miami University

**Exploding Deals Make Competitive Customers: The Psychological Consequences of Scarcity Marketing**
Jillian L. Hmurovic, MA, University of Pittsburgh
Kelly Goldsmith, PhD, Northwestern University
Cait Lamberton, PhD, University of Pittsburgh

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**Appropriative Co-Creation: Human and Material Agency in the Creation of Value**
Kristin A. Scott, PhD, Minnesota State University
S. Todd Weaver, PhD, Point University
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| Thu 2:00 - 2:50 PM   | Would You Be So Kind to Buy Fair? The Impact of Interpersonal Feelings on Fair-Trade Consumption | Saar Bossuyt, MS, Ghent University, Belgium  
Patrick Van Kenhove, PhD, Ghent University, Belgium |
|                      | Promoting Ethical Firm Goals: Effects of Self-Regulatory Focus When Firms Create Multifinal Products | Rishad Habib, MS, BA, University of Guelph, ON, Canada |
| Thu 3:00 - 3:50 PM   | **How People Make Us Matter—Social Influences in Consumption**              | Popularity, Uncertainty, and Societal Value: Extending Naive Theories of Popularity  
Robert Goedegebure, MS, Wageningen University, Netherlands  
Erica van Herpen, PhD, Wageningen University, Netherlands  
Hans van Trijp, PhD, Wageningen University, Netherlands  
How Power Affects Consumer Tipping Behavior  
Hoori Rafieian, MBA, Drexel University  
Jeonggyu Lee, MS, Drexel University  
Anubhav Aggarwal, MBA, Drexel University  
Daniel Korschun, PhD, Drexel University  
Effect of Social Exclusion on Desire for Consumption of Limited Resources and Status-Signaling Items  
Abigail B. Schneider, PhD, Regis University  
Rebecca L. Shiner, PhD, Colgate University  
Follow the Crowd or Stand Out? Power Distance and Consumer Brand Preference  
Jessie J. Wang, DPhil, BS, Miami University  
Ashok K. Lalwani, PhD, Indiana University Bloomington |
|                      | Understanding Age and Family-Related Differences in Media Messaging           | Cultural Consumption of Mass Media in Adolescents of 10th Grade  
Claudia Suárez Peña, BS, Telecommunications Company of Cuba, Havana  
Mere Exposure Versus Memorable Exposure: Age Differences in the Mechanisms of Product Placement Influence  
Beth Armstrong, PhD, Lancaster University, England, United Kingdom  
Charlie Lewis, PhD, Lancaster University, England, United Kingdom  
Targeting Family Members and Friends: A Transtheoretical Model of Depression Caregiving  
Magdalena Cismaru, PhD, University of Regina, SK, Canada  
Audrey Le Pioufle, MS, University of Regina, SK, Canada |
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| Fri 9:00 - 9:50 AM | **Effective Persuasion and Information Processing**                           | The Effect of Perceived Redundancy of Persuasion Attempts on Consumer Preference  
Dong-Jun Min, PhD, University of New Orleans  
Marcus Cunha Jr., PhD, University of Georgia  
**The Voice From Afar: Reverberation in Spoken Advertising Messages Affects Information Processing**  
Johann L. Melzner, MS, Ludwig Maximilians University, Munich, Bavaria, Germany  
Jochim Hansen, PhD, University of Salzburg, Austria  
**The Persuasive Power of Nonpropositional Information in Prescription Drug Advertising**  
Patrick T. Vargas, PhD, University of Illinois at Urbana-Champaign  
Paul Biegler, PhD, Monash University, Clayton, VIC, Australia |
| Convention Center Room 708 |  |  |
| Fri 10:00 - 10:50 AM | **Happiness, Hope, Warmth, Fear, and Risk---Causes and Outcomes of Consumption Emotions**  
The Effects of Social Media Modality on Risk Awareness and Perception of Privacy  
Matthew Pittman, MA, University of Oregon  
**Hope or Fear? Effects of Message Appeal on Consumers’ Intentions to Accept New Technology Solutions**  
Yuting Lin, MS, Imperial College London, England, United Kingdom  
Hersen Doong, PhD, National Chiayi University, Taiwan  
Andreas B. Eisingerich, PhD, Imperial College London, England, United Kingdom  
**Valuing Time Over Money Is Associated With Greater Happiness**  
Ashley V. Whillans, MA, University of British Columbia, Vancouver, BC, Canada  
Aaron C. Weidman, MA, University of British Columbia, Vancouver, BC, Canada  
Elizabeth W. Dunn, PhD, University of British Columbia, Vancouver, BC, Canada  
**On Human Traits of Nonhuman Agents**  
Uwe Messer, MS, University of Bamberg, Germany  
Steffen Woelfl, MA, University of Bamberg, Germany  
Alexander Leischnig, PhD, University of Bamberg, Germany |
| Convention Center Room 712 |  |  |
| Fri 11:00 - 11:50 AM | **Is It Smart to Stop Using That Smart Phone or Buying Those Apps?**  
Keep Your Eyes Up, Don’t Text and Drive: A Review of Antitexting-While-Driving Recommendations  
Kate Nimegeers, BA, University of Regina, SK, Canada  
Magdalena Cismaru, PhD, University of Regina, SK, Canada  
**Well-Being Consequences of Smartphone Deprivation**  
Christine Page, PhD, Skidmore College  
Paul Herr, PhD, Virginia Tech  
**There’s a Free App for That, but Will You Pay for It Anyway?**  
John B. Dinsmore, PhD, Wright State University  
Scott A. Wright, PhD, Providence College  
Frank R. Kardes, PhD, University of Cincinnati |
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| Fri 4:00 - 4:50 PM | **It’s All in the Numbers**  
**Are We Consuming Too Many or Too Much? The Numerosity Heuristic Explains Food Partitioning Effects**  
Anneleen Van Kerckhove, PhD, Ghent University, Belgium |                                                                                   |
|               | **Understanding the Expense Prediction Bias**  
Chuck Howard, PhD, University of British Columbia, Vancouver, BC, Canada  
David Hardisty, PhD, University of British Columbia, Vancouver, BC, Canada  
Melissa Knoll, PhD, CFPB, Washington, DC  
Abigail Sussman, PhD, University of Chicago |                                                                                   |
|               | **Number Sharpness in the Communication of Nutritional Information**  
Noah T. VanBergen, BS, University of Miami  
Jiao Zhang, PhD, University of Oregon |                                                                                   |
| Fri 5:00 - 5:50 PM | **Making the Regulation of Food Consumption a Bit Easier**  
**My Lips Are Sealed: The Impact of Resealable Packages on Consumption Self-Regulation**  
Caroline De Bondt, MS, Ghent University, Belgium  
Anneleen Van Kerckhove, PhD, Ghent University, Belgium  
Maggie Geuens, PhD, Ghent University, Belgium |                                                                                   |
|               | **Making Healthy Choices: The Role of Conflict and Self-Control**  
Iris K. Schneider, PhD, VU Amsterdam, Netherlands  
Marleen Gillebaart, PhD, University of Utrecht, Netherlands |                                                                                   |
|               | **Are More Plans Better? The Impact of Multiple Plans on Goal Pursuit**  
Julia Bayuk, PhD, University of Delaware  
Chris Janizewski, PhD, University of Florida |                                                                                   |

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