### Event, Title and People

**Paper Session (A): Personalizing Relationships With Consumers**

- **Day/Time**: 8/6/2015 Thu 8:00 AM - 9:50 AM
- **Facility/Room**: Convention Centre Room 202A

**Participant/1stAuthor**

- Mansur Khamitov, MBA, University of Western Ontario, London, ON, Canada
  - Title: The Effect of Relationship Strength Reminders on Brand Performance Outcomes

- Co-Author: Allison Johnson, PhD, University of Western Ontario, London, ON, Canada
  - Jungyun Kang, Sungkyunkwan University, Seoul, Republic of Korea
  - Title: I Deserve to Be Lucky

- Co-Author: Sunghee Jun, Seoul National University, Republic of Korea

- Co-Author: Kiwan Park, PhD, Seoul National University, Republic of Korea

- Co-Author: Hakkyun Kim, PhD, Sungkyunkwan University, Seoul, Republic of Korea
  - Michael Yeomans, PhD, MBA, Harvard University
  - Title: Recommenders Versus Recommender Systems

- Co-Author: Sendhil Mullainathan, PhD, Harvard University

- Co-Author: Anuj Shah, PhD, Chicago Booth, IL

- Co-Author: Jon Kleinberg, PhD, Cornell University
  - Valerie Trifts, PhD, Dalhousie University, Halifax, NS, Canada
  - Title: Personalized Product Placements in Digital Entertainment Products
**Poster Session (F): Society for Consumer Psychology**

8/6/2015 Thu 3:00 PM - 3:50 PM

**Facility/Room**
Convention Centre Exhibit Halls D and E

**Event, Title and People**

**Participant/1stAuthor**

- **Youjeong Kim, PhD, New York Institute of Technology**
  
  Title: The Impact of Body Image on Consumer Service Tolerance and Complaint Behavior

- **Taylor Speer, Canisius College**
  
  Title: The Brand Logo: Confidence Booster or Source of Insecurity

  Co-Author: Harvey Pines, PhD, Canisius College

  Co-Author: Judith Larkin, PhD, Canisius College

- **Yasushi Kyutoku, PhD, Chuo University, Bunkyo-ku, Tokyo, Japan**
  
  Title: Practical Utility of Assessments Prior to Refurbishment in a Chain Italian Restaurant in Japan

  Co-Author: Ippeita Dan, PhD, Chuo University, Bunkyo-ku, Tokyo, Japan

  Co-Author: Yutaka Ogawa, BA, Saizeriya, Yoshikawa, Japan

  Co-Author: Yoko Matsuda, MA, Saizeriya, Yoshikawa, Japan

- **Kimberly Duval, MS, Concordia University, Montreal, QC, Canada**
  
  Title: Whom Do You Know? When Social Identity Complexity Hinders the Promotion of Sustainable Products

  Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada

  Co-Author: Bianca Grohmann, PhD, Concordia University, Montreal, QC, Canada

- **Maryam Tofighi, MS, Concordia University, Montreal, QC, Canada**
  
  Title: Overcoming Stigma: Shelf Locations That Benefit Private-Label Brands?

  Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada

  Co-Author: Monica Guirguis, BA, Saint Leo University

- **Maureen A. Mathews, PhD, Saint Leo University**
  
  Title: The Effect of Background Music on Taste Perception of Beer

  Co-Author: Kevin M. Kieffer, PhD, Saint Leo University

  Co-Author: Monica Guirguis, BA, Saint Leo University
Sudipta Mukherjee, PhD, Georgia Institute of Technology
Title: How Surprise Can Lead to Lower Self-Control
Co-Author: Quynh Le, BA, Agnes Scott College

Jessica Strubel, PhD, University of North Texas
Title: Men's Body Satisfaction, Appearance, Sexuality, and Brand Commitment
Co-Author: Trent Petrie, PhD, University of North Texas

Reza Movarrei, MS, MBA, Grenoble Ecole de Management, France
Title: The Influence of Money Reminders on Willingness to Pay for Status Products

Reza Movarrei, MS, MBA, Grenoble Ecole de Management, France
Title: Status Consumption: When the Informed Consumers Turn More Generous

<table>
<thead>
<tr>
<th>Event, Title and People</th>
<th>Day/Time</th>
<th>Facility/Room</th>
<th>Co-Listing Divisions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paper Session (A): Consumer Choices for the Greater Good</strong></td>
<td>8/7/2015 Fri 8:00 AM - 9:50 AM</td>
<td>Convention Centre Room 201F</td>
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<td>Participant/1stAuthor</td>
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<td>Michael Siegrist, PhD, ETH Zurich, Switzerland</td>
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<td>Title: Prius Is Good and SUV Is Bad: How the Affect Heuristic Results in Biased Decisions</td>
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<td>Co-Author: Bernadette Sütterlin, PhD, ETH Zurich, Switzerland</td>
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<td>Jianping Liang, PhD, Sun Yat-sen University, Guangzhou, China</td>
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<td>Title: Inspire Me to Donate: The Use of Mixed Emotions in Donation Appeals</td>
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<td>Co-Author: Zengxiang Chen, PhD, Nankai University, Tianjin, China</td>
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<td>Co-Author: Jing Lei, PhD, University of Melbourne, Australia</td>
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<td>Sara J. Penner, MA, University of Manitoba, Winnipeg, MB, Canada</td>
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<td>Title: Donor-Focused Communication and Recognition in Philanthropy</td>
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<td>Co-Author: Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada</td>
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<td>Ali Tezer, MBA, Concordia University, Montreal, QC, Canada</td>
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<td>Title: CSR Outside the Box: When Unexpected CSR Improves Brand Evaluations</td>
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<td>Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada</td>
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Co-Author: Bianca Grohmann, PhD, Concordia University, Montreal, QC, Canada

Event, Title and People                             Day/Time                           Facility/Room            Co-Listing Divisions
Invited Address (A): Nudging Real World Behavior  8/7/2015 Fri 4:00 PM - 5:50 PM  Convention Centre Room 709  3, 8, 21, 38

Participant/1stAuthor
Dilip Soman, PhD, University of Toronto, ON, Canada
Title: Doing Relevant Research
Kelly Peters, MBA, BEworks Inc., Toronto, ON, Canada
Title: Nudging in the Real World: Using Behavioral Insights to Drive Success

Event, Title and People                             Day/Time                           Facility/Room            Co-Listing Divisions
Paper Session (A): Heuristics and Goals in Consumer Choice  8/8/2015 Sat 8:00 AM - 9:50 AM  Convention Centre Room 201B

Participant/1stAuthor
Thomas P. Carpenter, MA, Seattle Pacific University
Title: A Dual-Process Examination of Implicit Pleasure Associations and Consumer Preferences

Co-Author: Chris P. Pullig, PhD, Baylor University
Ruth Pogacar, MBA, University of Cincinnati
Title: Developing Versus Maximizing Expertise: The Effect of Information Goals on Knowledge Preferences

Co-Author: Joshua J. Clarkson, PhD, University of Cincinnati

Co-Author: Mary C. Murphy, PhD, Indiana University Bloomington
Kamila Sobol, PhD, Concordia University, Montreal, QC, Canada
Title: When Smart Shoppers Make Foolish Decisions

Co-Author: Peter R. Darke, DPhil, York University, Toronto, ON, Canada
Marcus Wardley, MS, University of Oregon
Title: Exciting Findings About the Affect Heuristic: The Thrill of Possibly Losing
Event, Title and People

Paper Session (A): Physical Effects on Consumer Choice  
Day/Time: 8/8/2015 Sat 10:00 AM - 11:50 AM  
Facility/Room: Convention Centre Room 201C

Participant/LstAuthor

Raymond V. Lavoie, BA, University of Manitoba, Winnipeg, MB, Canada
  Title: Power to the People: Consumer Influence Tactics in a Retail Setting

Co-Author: Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada

Co-Author: Wenxia Guo, PhD, City University of Hong Kong, Kowloon, Hong Kong SAR, China
Jaewoo Park, PhD, Chiba University of Commerce, Japan
  Title: The Spatial-Temporal Congruency Effect of Product Direction and Position on Product Attitude

Co-Author: Tsutomu Sunaga, PhD, Kwansei Gakuin University, Hyogo, Japan

Co-Author: Taku Togawa, MA, Chiba University of Commerce, Japan

Co-Author: Hiroaki Ishii, MA, Chiba University of Commerce, Japan
Cathrine V. Jansson-Boyd, PhD, Anglia Ruskin University, Cambridge, England, United Kingdom
  Title: The Effect of Negative Tactile Input on Perceived Product Value and Aesthetic Evaluation

Co-Author: Daniela Raeva-Beri, PhD, University of Birmingham, England, United Kingdom
Hiroaki Ishii, MA,
  Title: Does Heaviness Always Affect Evaluation? Examining the Moderating Role of NFT and CLT

Co-Author: Taku Togawa, MA,

Co-Author: Jaewoo Park, PhD,
Event, Title and People                       Day/Time                  Facility/Room     Co-Listing Divisions

**Paper Session (A): Health and Well-Being in Consumer Choice**
8/9/2015 Sun 8:00 AM - 9:50 AM
Convention Centre Room 704

**Participant/1stAuthor**

Lara Spiteri Cornish, PhD, University of Coventry, England, United Kingdom
Title: What Are the "5" in 5-a-Day? Consumer Confusion and the Implementation of the 5-a-Day Message

Claudia Suárez Peña, BS, Telecommunications Company of Cuba S.A., Cerro, Havana
Title: Cultural Consumption of Mass Media in Adolescents of 10th Grade

Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada
Title: Carry-Over Effects of Warning-Label Strength and Number on Subsequent Compliance

Co-Author: Peter R. Darke, DPhil, York University, Toronto, ON, Canada

Mirjam Hauser, PhD, Gottlieb Duttweiler Institute, Ruschlikon/Zurich, Switzerland
Title: Exploring Barriers and Facilitators to Sustainable and Healthy Food Choices

**Event, Title and People**

**Day/Time**
8/9/2015 Sun 10:00 AM - 11:50 AM

**Facility/Room**
Convention Centre Room 706

**Co-Listing Divisions**

**Participant/1stAuthor**

Yuting Lin, MS, Imperial College London, England, United Kingdom
Title: Going Ahead Despite Feeling Anxious About a Product? Driving Forces in New Product Adoption

Co-Author: Andreas B. Eisingerich, PhD, Imperial College London, England, United Kingdom

Amy N. Dalton, PhD, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR, China
Title: It Feels Good and Bad to Be Fake

Co-Author: Joyce Liu, MS, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR, China

Steven Shepherd, PhD, Oklahoma State University
Title: The Brand and Policy Preferences of Consumers Who Support Versus Reject Society’s Dominant Ideology

Co-Author: Tanya L. Chartrand, PhD, Duke University
Co-Author: Gavan J. Fitzsimons, PhD, Duke University
Monica El Gamal, MS, Wilfrid Laurier University, Waterloo, ON, Canada
Title: Imagine Life Without Your Cell Phone: Counterfactual Thinking Can Increase Product Attachment

Co-Author: Anne E. Wilson, PhD, Wilfrid Laurier University, Waterloo, ON, Canada

Total Number of Sessions: 81