SCP 2005 Winter Conference
February 24 – 26, 2005
Tradewinds Resort
St. Pete Beach, FL

FINAL PROGRAM

Conference Chairs
Anne M Brumbaugh, Wake Forest University
Geraldine R. Henderson, University of Texas at Austin

Sponsored by
Lawrence Erlbaum Associates
SCP Schedule At a Glance

Thursday, February 24

5:00 pm – 8:00 pm Registration
6:30 pm – 8:00 pm Opening Reception

Friday, February 25

7:00 am – 8:15 am Continental Breakfast
8:00 am – 5:00 pm Registration
8:15 am – 9:30 am Session 1
  1.1 CS*: Preferences and Endowment
  1.2 SS*: New Perspectives on Context Effects: The Role of Intuition and …
  1.3 CS: New Research on the Hierarchy of Effects
9:30 am – 9:45 am Break
9:45 am – 11:00 am Session 2
  2.1 CS: Perceptions of Affect and Decision Making
  2.2 CS: Cross-National Influences on Consumption
  2.3 CS: Emotion-Based Behavior
  2.4 SS: Persuasion Knowledge and Its Effects on Marketing Communications
11:00 am – 11:15 am Break
11:15 am – 12:15 pm Distinguished Speaker: Janet Helms
12:30 pm – 2:00 pm Lunch ~ Business Meeting, Awards, and Let’s Do Lunch…and Research!
2:15 pm – 3:30 pm Session 3
  3.1 CS: Subcultural Influences on Consumer Responses
  3.2 CS: Perspectives in Service Marketing
  3.3 SS: SCP-Sheth Dissertation Award Winners
  3.4 SS: How Do I Interfere with Thee? Let Me Count the Ways…
3:30 pm – 3:45 pm Break
3:45 pm – 5:00 pm Session 4
  4.1 CS: New Topics in Brand Research
  4.2 CS: I Think Therefore I Redeem: Cognition and Coupons
  4.3 CS: Cross-Cultural Influences on Cognition and Behavior
  4.4 SS: Predicting, Encouraging, and Improving Consumer Decisions through …
5:00 pm – 6:00 pm JCP Editorial Board Meeting
6:30 pm – 8:00 pm Reception and Poster Session

*CS denotes Competitive Paper Session; SS denotes Special Session
### Saturday, February 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 8:15 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>7:00 am – 8:15 am</td>
<td>SCP Executive Board Meeting</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>8:15 am – 9:30 am</td>
<td>Session 5</td>
</tr>
<tr>
<td>9:30 am – 9:45 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 am – 11:00 am</td>
<td>Session 6</td>
</tr>
<tr>
<td>11:00 am – 11:15 am</td>
<td>Break</td>
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<tr>
<td>11:15 am – 12:15 pm</td>
<td>Distinguished Speaker: Hazel Markus</td>
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<tr>
<td>12:30 pm – 2:00 pm</td>
<td>Lunch ~ Presidential Address: Dawn Iacobucci</td>
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<tr>
<td>2:15 pm – 3:30 pm</td>
<td>Session 7</td>
</tr>
<tr>
<td>3:30 pm – 3:45 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:45 pm – 5:00 pm</td>
<td>Session 8</td>
</tr>
</tbody>
</table>

**Session 5**
- 5.1 CS: Variety Seeking Plus
- 5.2 CS: Antecedents and Consequences of Attitudes
- 5.3 CS: Latest Lifestyle Research
- 5.4 SS: How and When Hedonic Beliefs Trump Actual Experiences

**Session 6**
- 6.1 CS: Experiencing Consumption
- 6.2 SS: Subjective Experiences for Remembering
- 6.3 CS: New Ideas in Word of Mouth Influence
- 6.4 SS: Time, Materialism and (Self) Love: Consumer Social Perception...

**Session 7**
- 7.1 CS: Methodological Issues in Consumer Research
- 7.2 CS: Vested Consumer Behavior
- 7.3 CS: Moderators of Risk's Influence on Behavior
- 7.4 SS: Temporal Effects in Judgment and Choice...

**Session 8**
- 8.1 CS: Ethical Consumption Behaviors
- 8.2 CS: Advances in Message Framing Research
- 8.3 SS: Consumers’ Evaluations of Time
- 8.4 SS: Oil and Water or Peas and Carrots: Mixed Emotions...
THURSDAY, FEBRUARY 24

REGISTRATION
5:00 – 8:00 pm

OPENING RECEPTION
6:30 – 8:00 pm
Sponsored by Lawrence Erlbaum Associates

FRIDAY, FEBRUARY 25

REGISTRATION
8:00 am – 5:00 pm

CONTINENTAL BREAKFAST
7:00 am – 8:15 am

SESSION 1
8:15 am – 9:30 am

1.1 Competitive Session: Preferences and Endowment
Chair: Shane Frederick, Massachusetts Institute of Technology

Price-Sensitive Preferences
Nina Mazar, Massachusetts Institute of Technology
Botond Koszegi, University of California, Berkeley
Dan Ariely, Massachusetts Institute of Technology

Inside the Minds of Buyers and Sellers: Mental Construals and the Endowment Effect
Dhananjay Nayakankuppam, University of Iowa
Himanshu Mishra, University of Iowa

Determinants of E-Commerce Brand Preference
Susan Lloyd, American University
Olivier Furrer, University of Nijmegen
Jelena Spanjol, Texas A&M University
Wesley Demory, American University

1.2 Special Session: New Perspectives on Context Effects: The Role of Intuition and Resource Depletion in Consumer Choice
Chair: Alexander Chernev, Northwestern University

Visual Reasoning in Consumer Choice
Alexander Chernev, Northwestern University
Ryan Hamilton, Northwestern University
Jiewen Hong, Northwestern University
The Effects of Ego-Depletion on Choice
On Amir, Yale University
Roy Baumeister, Florida State University
Ravi Dhar, Yale University
Anastasiya Pocheptsova, Yale University

Resource Allocation Effects in Choice: The Role of Self-Control
Nathan Novemsky, Yale University
Ravi Dhar, Yale University
Jing Wang, Yale University
Roy Baumeister, Florida State University

1.3 Competitive Session: New Research on the Hierarchy of Effects
Chair: Timothy C. Brock, Ohio State University

Relative Strength of Affective versus Cognitive Attitudes Throughout the Consumer Decision-Making Process
Justin W. Gressel, Purdue University
James L. Oakley, Purdue University

Was it Long Ago or Unimportant: Diverging Inferences From Difficulty of Recall
Jing Xu, University of Michigan
Norbert Schwarz, University of Michigan

The Psychology of Roster Size Effects in Consumer Response to Sponsorship
Julie A. Ruth, Rutgers University, Camden
Bernard L. Simonin, Tufts University

**BREAK**
9:30 am – 9:45 am

**SESSION 2**
9:45 am – 11:00 am

2.1 Competitive Session: Perceptions of Affect and Decision Making
Chair: Meg Meloy, Pennsylvania State University

How Come Good Things Always Happen to Bad People: Likelihood Assessments in Social Domains
Arul Mishra, University of Iowa
Himanshu Mishra, University of Iowa
Dhananjay Nayakankuppam, University of Iowa

The Effect of Feedback and Decision Frequency on Performance
Nicholas H. Lurie, University of North Carolina
Jayashankar M. Swaminathan, University of North Carolina

Skewness and Happiness
Jiao Zhang, University of Chicago
Christopher K. Hsee, University of Chicago
2.2 Competitive Session: Cross-National Influences on Consumption
   Chairs: Karen Finlay, University of Guelph
          Jane Londerville, University of Guelph

   A Taxonomy of Desired Brand Personalities: Empirical Evidence for 11 Countries
   Nele Geeroms, Ghent University
   Patrick Van Kenhove, Ghent University
   Hendrik Hendrickx, Ghent University

   When Authority Appeals Backfire: A Study of Reverse Authority Effects Among Young Adults in Three Countries
   Jae Min Jung, North Dakota State University
   James J. Kellaris, University of Cincinnati
   Kawpong Polyorat, Khonkaen University, Thailand

2.3 Competitive Session: Emotion-Based Behavior
   Chair: Vanessa Patrick, University of Southern California

   Does the Past Matter? Emotional and Behavioral Response to Missing Part of a Promotion
   Lisa J. Abendroth, Boston University
   Richard C. Hanna, Boston College
   Scott D. Swain, Boston University

   You Can’t Throw That Away! The Influence of Emotional Attachment on Product Disposal Choices
   Rebecca E. Walker, University of Texas at Austin
   Julie R. Irwin, University of Texas at Austin

   Why Talk About It: Goals for Word-of-Mouth Communication
   Inge M. Wetzer, Tilburg University
   Marcel Zeelenberg, Tilburg University
   Rik Peeters, Tilburg University

2.4 Special Session: Persuasion Knowledge and Its Effects on Marketing Communications
   Discussant: Marian Friestad, University of Oregon

   Regulatory Focus, Advertising Skepticism, and Persuasion Knowledge
   Amna Kirmani, Southern Methodist University
   Rui Zhu, Rice University

   Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increase Announcements
   Priya Raghubir, University of California, Berkeley
   Margaret C. Campbell, University of Colorado

   Does it Pay to Beat Around the Bush? Persuasion Knowledge and Obfuscation versus Honesty in Salesperson Communications
   Barbara Bickart, Rutgers University, Camden
   Maureen Morrin, Rutgers University, Camden
   S. Ratneshwar, University of Missouri
BREAK
11:00 am – 11:15 am

DISTINGUISHED SPEAKER
11:15 am – 12:15 pm

Dr. Janet E. Helms, PhD
Director, Institute for the Study and Promotion of Race and Culture
Boston College

LUNCHEON
“LET’S DO LUNCH… AND RESEARCH!”
12:30 pm – 2:00 pm

BUSINESS MEETING

AWARD PRESENTATIONS
SCP/Sheth Dissertation Award and Runners Up
SCP/Sheth Award for Early Contribution in Consumer Psychology
JCP Young Contributor Award and Runners Up
2005 SCP Fellow Award
SCP/Sheth Award for Scientific Achievement in Consumer Psychology

LET’S DO LUNCH… AND RESEARCH!
Each table will have a sign with a research topic of interest to SCP attendees.
Topics are included in your registration packet. Find a table with a topic that
interests you and have a seat. Following a brief business meeting and awards
presentations, you’ll have plenty of time for lunch, introductions, and
research discussions. Who knows? You might find the perfect collaborator,
a great research idea, or a new friend.

SESSION 3
2:15 pm – 3:30 pm

3.1 Competitive Session: Subcultural Influences on Consumer Responses
Chair: Jerome Williams, University of Texas at Austin

The Effects of Ethnicity and Ethnic Identification on Consumers’ Evaluations of Targeted and Non-Targeted Advertising
Xiaoyuan Chen, Ohio State University
Osei Appiah, Ohio State University

God Found Me that Car: Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer
A. Dwayne Ball, University of Nebraska – Lincoln
Ronald Hampton, University of Nebraska – Lincoln
Matthew Bunker, University of Northern Iowa
Athinodoros Chronis, California State University, Stanislaus
Language as a Trigger of Frame-Switching: A Multidisciplinary Approach
David Luna, Baruch College
Torsten Ringberg, University of Wisconsin, Milwaukee
Laura A. Peracchio, University of Wisconsin, Milwaukee

3.2 Competitive Session: Perspectives in Service Marketing
Chair: Susan Hogan, Emory University

Forgotten Favors: Biased Account Keeping in Information-Driven-Consumer-Seller Relationships
Tiffany Barnett White, University of Illinois
Tom Novak, Vanderbilt University
Donna Hoffman, Vanderbilt University

Consumer Response to Goods Versus Services
Lisa E. Bolton, University of Pennsylvania
Joseph W. Alba, University of Florida

Client-Provider Interpersonal Behaviors and Their Impact on Service Outcomes: An Application of the Interpersonal Circumplex Model
Lauretta Dube, McGill University
Zhenfeng Ma, McGill University

3.3 Special Session: SCP-Sheth Dissertation Award Winners
Chairs: Maria Cronley, Miami University, Oxford, OH
Sabrina Neeley, Miami University, Oxford, OH


Runners-Up: Guangzhi (Terry) Zhao, University of California, Irvine, with the proposal entitled, “Self Regulatory Focus, Message Framing, and the Persuasiveness of Antismoking TV Advertising.” Dissertation Chair: Connie Pechmann.

Uzma Khan, Yale University, with the proposal entitled, “Effect of Future Options on Current Choice.” Dissertation Chair: Ravi Dhar.

3.4 Special Session: How Do I Interfere with Thee? Let Me Count the Ways…
Chair: Rao H. Unnava, Ohio State University

Visual Attention, Brand Familiarity, and Competitive Interference at the Point of Purchase
Pierre Chandon, INSEAD

Interference Effects of To-Be-Forgotten Information on To-Be-Remembered Brand Benefits
Sharmistha Law, University of Toronto
Keith Maharaj, University of Toronto
Pankaj Aggerwal, University of Toronto

A Combined Test of Competitive and Contextual Interference
Anand Kumar, Southern Illinois University, Carbondale
Charles Lindsey, Indiana University
Shanker Krishnan, Indiana University
4.1 Competitive Session: New Topics in Brand Research
Chair: Julie A. Ruth, Rutgers University, Camden

Changing Brand Perceptions through a Brand Ally: The Role of Fit in Across Category Brand Advertising Alliances
Laura Smarandescu, University of South Carolina
Randall Rose, University of South Carolina

An Examination of Implicit Priming as a Competitive Strategy for Challenger Brands
Barney Pacheco, University of Colorado
Dipankar Chakravarti, University of Colorado

Phonetic Symbolism in Brand Names
Tina M. Lowrey, University of Texas, San Antonio
L. J. Shrum, University of Texas, San Antonio
John A. McCarty, The College of New Jersey

4.2 Competitive Session: I Think Therefore I Redeem: Cognition and Coupons
Chair: Onur Bodur, Concordia University

Paying for Coupons: A Sunk Cost Perspective
Vishal Lala, University of Wisconsin, Green Bay
Goutam Chakaraborty, Oklahoma State University

Motivating Discounts: Price-Motivated Reasoning
On Amir, Yale University
Erica Dawson, Yale University

Are Consumers Getting the Best Deal? Transaction Utility versus Spending Goals in Promotional Coupon Redemption
Leonard Lee, Massachusetts Institute of Technology
Dan Ariely, Massachusetts Institute of Technology

4.3 Competitive Session: Cross-Cultural Influences on Cognition and Behavior
Chair: Ana Valenzuela, San Francisco State University

The Influence of Cultural Orientation on Categorization
Shailendra Pratap Jain, Indiana University
Kalpesh Kaushik Desai, University of Buffalo
Huifang Mao, Indiana University

When Gender Differences Make a Difference: The Role of Masculinity-Femininity Cultural Dimension
Jing Zhang, University of Wisconsin, Milwaukee
Sharon Shavitt, University of Illinois
Cross-Cultural Differences in Emotional Reactions to Unexpected Positive Events
Ana Valenzuela, San Francisco State University
Judi E. Strebel, San Francisco State University
Barbara Mellers, University of California, Berkeley

4.4 Special Session: Predicting, Encouraging, and Improving Consumer Decisions through Product Assortments
Chair: Andrea C. Morales, University of Southern California

Great Expectations?! Assortment Size, Expectations, and Purchase Likelihood
Kristin Diehl, University of South Carolina
Cait Poynor, University of South Carolina

When Less is More: The Impact of Fund Assortment on Retirement Investing
Maureen Morrin, Rutgers University, Camden
Susan Broniarczyk, University of Texas at Austin
Jeff Inman, University of Pittsburgh
John Broussard, Rutgers University, Camden

The Impact of Attribute-Level Product Assortment on Consumer Preferences for Variety in the Buying Process
Andrea C. Morales, University of Southern California
Wendy Moe, University of Maryland
Barbara Kahn, University of Pennsylvania

JOURNAL OF CONSUMER PSYCHOLOGY EDITORIAL BOARD MEETING
5:00 pm – 6:00 pm

RECEPTION AND POSTER SESSION
6:30 pm – 8:00 pm

Posters

P01 Individual Differences in the Perception of Performance: The Zone of Indifference Revisited
Tracy Meyer, University of Cincinnati
Karen A. Machleit, University of Cincinnati
James J. Kellaris, University of Cincinnati
Frank R. Kardes, University of Cincinnati

P02 Correcting for the Effects of Mental Imagery in Persuasive Messages
Phil Mazzocco, Ohio State University
Timothy C. Brock, Ohio State University

P03 What Value and Experience
Tienan Zheng, University of Guelph

P04 In Search of Brand Behavior in Consumer-Brand Relationships
David L. Alexander, Duke University
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
</table>
| P05     | Gender Differences in Customer Loyalty                               | Valentina Melnyk, Tilburg University, The Netherlands  
Tammo H. A. Bijmolt, University of Groningen, The Netherlands  
Stijn Van Osselaer, Erasmus University, The Netherlands |
| P06     | Expectations About the Future: The Measurement and Conceptualization of Consequential Thinking | Gergana Yordanova, University of Pittsburgh  
J. Jeffrey Inman, University of Pittsburgh  
John Hulland, University of Pittsburgh |
| P07     | Perceptual and Attitudinal Consequences of Brand Mergers            | Anil Thozur Columbia University  
Andrew Gershoff, University of Michigan  
Donald Lehmann, Columbia University |
| P08     | Motivated Assimilation and Contrast in Category-Based Decision Making | Cait Poynor, University of South Carolina |
| P09     | Inside the Price Signal: The Relationship Between Price and Perceived Innovativeness | Kelly Haws, University of South Carolina  
Cait Poynor, University of South Carolina |
| P10     | Factors that Influence Consumers' Post-Impulse Purchase Regret and Corrective Reaction | Alexandra Aguirre Rodriguez, University of Illinois at Urbana-Champaign |
| P11     | An Examination of the Impulsive Sensation Seeking Scale as a Valid and Reliable Alternative to the SSS-V in Optimum Stimulation Level Research | Joseph E. Mahan, III, University of Maryland, College Park  
Stephen R. McDaniel, University of Maryland, College Park |
| P12     | The Moderating Role of Need for Cognition and Counterfactual Thinking on Product Evaluation | Kai-Yu Wang, University of Wisconsin, Milwaukee  
Minli Liang, University of Wisconsin, Milwaukee  
Laura A. Peracchio, University of Wisconsin, Milwaukee |
| P13     | Shopping Goals as Antecedents of Store Environment's Preference: An Exploratory Analysis and Theoretical Development | Francesco Massara, IULM University  
Giovanni Pelloso, IULM University |
| P14     | The Emotional Antecedents and Consequences of Comfort-Seeking Consumption: The Case of Food | Zhenfeng Ma, McGill University  
Ji Lu, McGill University  
Victoria Jane Taylor, McGill University  
Jordan Le Bel, McGill University  
Laurette Dube, McGill University |
| P15     | Self-Regulation and Consumer Goal-Directed Behavior: Is What We Hope For Fulfilled Differently From What We Fear? | Rana Sobh, University of Auckland  
Christina K. C. Lee, University of Auckland |
P16  *An Exploration of Consumption Practices of Hispanic Immigrants: Effects of Literacy and English as a Second Language*
   Carlos Torelli, University of Illinois
   Madhu Viswanathan, University of Illinois
   Jose Antonio Rosa, Case Western Reserve University

P17  *Of Great Art and Untalented Artists: Diverging Inferences from Effort Information*
   Hyejeung Cho, University of Michigan
   Norbert Schwarz, University of Michigan

P18  *Advertising’s Influence on Product Trial: The Effect of Experiential and Non-Experiential Product Attributes on Post-Trial Evaluations*
   Camelia Micu, University of Connecticut

P19  *Conflict Resolution Strategies Used in Joint Purchase Decisions by White, Indian, and African Black Husbands and Wives in Britain: A Taxonomy Approach*
   Rina Makgosa, Manchester Business School
   Jikyeong Kang, Manchester Business School

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**SATURDAY, FEBRUARY 27**

**REGISTRATION**
8:00 am – 2:00 pm

**CONTINENTAL BREAKFAST**
7:00 am – 8:15 am

**SOCIETY FOR CONSUMER PSYCHOLOGY EXECUTIVE BOARD MEETING**
7:00 am – 8:15 am

**SESSION 5**
8:15 am – 9:30 am

5.1  **Competitive Session: Variety Seeking Plus**
   Chair: Maria Cronley, Miami University of Ohio

   *The Role of the Variety-Seeking Trait in Gift Decisions*
   Tilottama G. Chowdhury, University of Connecticut
   S. Ratneshwar, University of Missouri, Columbia
   Kalpesh Kaushik Desai, University of Buffalo

   *The Effect of the Mere Presence of Others on Variety-Seeking*
   David Faro, University of Chicago
   Ann L. McGill, University of Chicago

   *When Focus Induces Tunnel Vision in Marketing Management Decisions*
   Josko Brakus, University of Rochester
   Frank R. Kardes, University of Cincinnati
   Steven S. Posavac, University of Rochester
5.2 **Competitive Session: Antecedents and Consequences of Attitudes**  
Chair: Sandor Czellar, University of Lausanne

*The Impact of Consumers’ Warranty Redemption Costs on Quality Perceptions*
Shailendra Pratap Jain, Indiana University  
Rebecca J. Slotegraaf, Indiana University

*The Effect of Color Uniqueness: How Advertising Context Impacts Attitudes*
Minli Liang, University of Wisconsin, Milwaukee  
Laura A. Peracchio, University of Wisconsin, Milwaukee

*The Impact of Automatic Attitudes on Product and Brand Evaluations: The Moderating Effect of Consumer Expertise*
Sandor Czellar, University of Lausanne  
David Luna, Baruch College

5.3 **Competitive Session: Latest Lifestyle Research**  
Chair: Selin Malkoc, University of North Carolina

*Value Consistency in Attitudes, Decision Processes, and Behaviors: An Image Theory Perspective*
Kim A. Nelson, University of Arizona  
Judi E. Strebel, San Francisco State University

*Processes Underlying the Effects of Television Viewing on Materialism*
L. J. Shrum, University of Texas, San Antonio  
James E. Burroughs, University of Virginia  
Aric Rindfleisch, University of Wisconsin, Madison

*Making the Transition to Retirement: Appraisals and Self-Realignment Strategies*
Catherine A. Roster, University of New Mexico  
Christopher D. Hopkins, Clemson University  
Charles M. Wood, University of Tulsa

5.4 **Special Session: How and When Hedonic Beliefs Trump Actual Experiences**  
Chair: Nathan Novemsky, Yale University

*On The Non-Impact of Real-Time Hedonic Experiences*
Joseph C. Nunes, University of Southern California  
Nathan Novemsky, Yale University

*Try It, You’ll Like It: Experimental and Conceptual Bases of Drink Preferences*
Dan Ariely, Massachusetts Institute of Technology  
Shane Frederick, Massachusetts Institute of Technology  
Leonard Lee, Massachusetts Institute of Technology

*When Breaks Breakdown: The Irrational Rationing of Remedies*
Leif Nelson, New York University  
Tom Meyvis, New York University

**BREAK**  
9:30 am – 9:45 am
6.1 **Competitive Session: Experiencing Consumption**  
Chair: Manoj Thomas, New York University

*Moment-to-Moment Reactions, Summary Relief and the Entertainment Value Derived From Different Levels of Suspense: Follow the Racing Dots*  
Robert Madrigal, University of Oregon  
Colleen Bee, University of Oregon  
Monica LaBarge, University of Oregon

*Imagery in Persuasion: An Imagery Accessibility Account*  
Petia Petrova, Arizona State University  
Robert B. Cialdini, Arizona State University

*Consumer Preferences for Product Selection Modes: The Role of Rational and Experiential Processing*  
John Godek, University of Oregon  
Kyle B. Murray, University of Western Ontario

6.2 **Special Session: Subjective Experiences for Remembering**  
Chair: Barbara Kahn, University of Pennsylvania

*Retrospective Preference For Variety: An Ease Of Retrieval Perspective*  
Michelle Lee, Singapore Management University  
Barbara Kahn, University of Pennsylvania  
Susheela Varghese, Singapore Management University

*A Model of Constrained Choice*  
Seh Woong Chung, Singapore Management University  
Andrew A. Mitchell, University of Toronto

*Strategic Memory Protection In Choice Over Time*  
Gal Zauberman, University of North Carolina  
Rebecca K. Ratner, University of North Carolina

6.3 **Competitive Session: New Ideas in Word of Mouth Influence**  
Chair: Christine Page, Skidmore College

*Motives for Deception in Consumer Word-of-Mouth Communication*  
Jennifer J. Argo, University of Alberta  
Katherine White, University of Calgary  
Darren W. Dahl, University of British Columbia

*A New Outbreak: Viral Marketing*  
Christine Page, Skidmore College  
Steve Belew, Skidmore College

*Combining Advertising with Positive and Negative Word-on-Line*  
David M. Boush, University of Oregon  
Scott A. Jones, Clemson University  
Damon Aiken, Pepperdine University
6.4 Special Session: Time, Materialism and (Self) Love: Consumer Social Perception and Self Regulation
   Chair: Wendy Liu, Stanford University

   Live Long and Live Well: Life Experience and Intertemporal Choice
   Wendy Liu, Stanford University
   Jennifer Aaker, Stanford University

   The Social Benefits of Experiential versus Material Purchases
   Leaf Van Boven, University of Colorado, Boulder

   Self-Deception: Adverse Effects of the Desire to Self-Enhance
   Michael I. Norton, Massachusetts Institute of Technology
   Dan Ariely, Massachusetts Institute of Technology

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**BREAK**

11:00 am – 11:15 am

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**DISTINGUISHED SPEAKER**

11:15 am – 12:15 pm

Hazel Rose Markus, PhD
Professor, Department of Psychology, School of Humanities and Sciences
Co-director, Research Institute for Comparative Studies in Race and Ethnicity
Stanford University

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**LUNCHEON**

12:30 pm – 2:00 pm

**SCP PRESIDENTIAL ADDRESS**

Dawn Iacobucci
"The Status of JCP and CB Self-Esteem"
The Wharton School
University of Pennsylvania

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**SESSION 7**

2:15 pm – 3:30 pm

7.1 Competitive Session: Methodological Issues in Consumer Research
   Chair: Derek D. Rucker, Ohio State University

   Demand Artifact Assessment in Consumer Research Using a Motive Check-list
   Susan Schertzer, University of Cincinnati
   Felecia Miller, University of Cincinnati
How to Know What Consumers Really Think: Effect on Consumer Position and Task on Observer Accuracy  
Nancy M. Puccinelli, Suffolk Business School  
Linda Tickle-Degnen, Boston University  
Robert Rosenthal, University of California, Riverside

Response Fluency and the Mere Measurement Effect  
Elise Chandon, University of Florida  
Chris Janiszewski, University of Florida

7.2 Competitive Session: Vested Consumer Behavior  
Chair: Haipeng (Allen) Chen, University of Miami

Search Overinvestment: Feature Alignability and Negative Returns to Search  
Jill Griffin, University of Texas at Austin  
Susan Broniarcyzk, University of Texas at Austin

The Pseudo Sunk-Cost Effect: Endowing People with Unwarranted Progress in Order to Increase Future Effort  
Joseph C. Nunes, University of Southern California  
Xavier Dreze, University of Pennsylvania

The Choosers’ Curse  
Simona Botti, Cornell University  
Christopher K. Hsee, University of Chicago

7.3 Competitive Session: Moderators of Risk’s Influence on Behavior  
Chair: Margaret C. Campbell, University of Colorado

Self-Construal Priming and Perceived Risks: The Moderating Role of Motivation  
Carlos Torelli, University of Illinois at Urbana-Champaign

Select-Reject Difference in Choice Under Risk Involving Negative Prospects  
Yang Dai, University of California at Los Angeles

Have Cash, Will Risk: The Effect of Components of Liquidity on Consumers’ Risk Tolerance in Financial Investments  
Amar Cheema, Washington University in St. Louis  
Tingting He, Washington University in St. Louis  
Andrew Kaikati, Washington University in St. Louis

7.4 Special Session: Temporal Effects in Judgment and Choice: A Construal Level Theory Approach  
Chairs: Sucharita Chandran, Boston University  
Manoj Thomas, New York University

Self-Sympathy in the Short-Term: Self-Other Differences in Long-Term Benefits and Short-Term Costs  
Jane E.J. Ebert, University of Minnesota

Expediting Versus Deferring Utility: The Effect of Temporal Perspective on Sensitivity to Prospective Duration  
Selin Malkoc, University of North Carolina  
Gal Zauberman, University of North Carolina
Distance Lends Structure to the View: Temporal Construal and Value Perceptions
Manoj Thomas, New York University
Sucharita Chandran, Boston University
Yaacov Trope, New York University

BREAK
3:30 pm – 3:45 pm

SESSION 8
3:45 pm – 5:00 pm

8.1 Competitive Session: Ethical Consumption Behaviors
Chair: Alan Andreason, Georgetown University

Increasing the Intent to Sign an Organ Donation Card by Overcoming Negative Feelings
Paula C. Peter, Virginia Tech
David Brinberg, Virginia Tech
Peter Schulz, Universita’ della Svizzera Italiana
Paola Mantegazzi, Universita’ della Svizzera Italiana

Antecedents and Consequences of Brand Social Responsibility Perceptions
C.B. Bhattacharya, Boston University
Shuili Du, Boston University
Sankar Sen, Baruch College

Priming Moral Obligations: When ‘Doing Good’ Messages Boomerang
Michelle R. Nelson, University of Wisconsin, Madison
Frederic F. Brunel, Boston University
Magne Supphellen, Norwegian School of Economics and Business Administration
Rajesh V. Manchanda, The University of Manitoba

8.2 Competitive Session: Advances in Message Framing Research
Chair: Nidhi Agrawal, New York University

Pseudo-Two-Sided Advertisements as Devices for Increasing Attitude Certainty: A Metacognitive Perspective
Derek D. Rucker, Ohio State University
Richard E. Petty, Ohio State University

Regulatory Focus and Comparative Message Framing
Charles Lindsey, Indiana University
Shailendra Pratap Jain, Indiana University
Nidhi Agrawal, New York University
Durairaj Maheswaran, New York University

In Search of Moderators of the Effect of Message Framing on Persuasion: A Meta-Analytic Review
Sunghwan Yi, University of Guelph

8.3 Special Session: Consumers’ Evaluations of Time
Moderators: Narayan Janakiraman, University of Arizona
Lance-Michael Erickson, University of Arizona
Biases in the Perception of Experienced Time
Priya Raghurir, University of California, Berkeley
Vicki G. Morwitz, New York University

The Effects of Unexpected Delays on Consumers' Time/Money Tradeoff Decisions
Narayan Janakiraman, University of Arizona
Lance-Michael Erickson, University of Arizona

Spending Time vs. Spending Money
Erica Mina Okada, University of Washington
Stephen J. Hoch, University of Pennsylvania

8.4 Special Session: Oil and Water or Peas and Carrots: Mixed Emotions and Consumer Responses
Chairs: Patti Williams, University of Pennsylvania
Andrea C. Morales, University of Southern California

Layered Not Stirred: Negative Mixing for Emotional Intensity
Kirsten Grasshoff, University of Pennsylvania
Patti Williams, University of Pennsylvania

Effects of Aging on Preferences for the Temporal Ordering of Mixed Affective Events
Loraine Lau, University of Minnesota
Aimee Drolet, University of California, Los Angeles

Giving Firms an E for Effort Consumer Responses to High Effort Firms
Andrea C. Morales, University of Southern California