

Journal of Consumer Psychology, Volume 29, Issue 1

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- **Research Articles** on inferred meanings in the absence of word of mouth; enjoyment of reviewing versus recommending, and the impact of holistic thinking on food preferences.
- **Research Reports** on improving effectiveness of calorie labelling; roundup requests reducing pain of paying for donations and, impact of promotional lotteries on consumers' choice of product size.
- **Research Reviews** on ways consumers balance variety seeking and physical satiation to maximise enjoyment over time and, a regulatory focus model of resource scarcity, positing two key pathways of scarcity reduction and control restoration.
- Research Dialogues on Stigmatized Identity.

Updates from SCP

Tribute to Joel Saegert

Joel Saegert, professor emeritus of marketing in the UTSA College of Business, passed away last week at the age of 74. One of UTSA's founding faculty members, Saegert was an administrator, educator and researcher for 36 years before retiring in 2012.

An active researcher, he specialized in consumer psychology and market segmentation strategy. Saegert published papers in a number of marketing and psychology journals and was past president of the Society for Consumer Psychology. He also consulted for over 50 national and regional companies including Prentice-Hall Publishers, Firestone Tire and Rubber Co., Southwestern Bell and the United States Postal Service. Saegert continued his affiliation with UTSA's Department of Marketing following retirement through his work as a trustee with the Carolan Research Institute.

Saegert will be remembered by his friends and colleagues for his dedication to his work at UTSA and his enthusiasm for life and international travel.

February 28 - March 2nd SCP Annual Conference: Confronting both Good and Evil with Consumer Psychology

In keeping with the well-known book ("The Book" to the locals) and corresponding major motion picture, *Midnight in the Garden of Good and Evil*, (written by John Berendt and subsequently brought to the screen as a Clint Eastwood-directed film) chronicling the lives of Savannah locals, the conference will aim to showcase both the "good" and "evil" of consumer psychology. As such, we are particularly interested in submissions that address issues related to consumer welfare: both the "good" that consumer psychology can do for consumers and society, as well as grappling with the "evils" that can stem from the consumption of products, services, and experiences. All other consumer psychology-related topics are welcome and encouraged, as is taking a ghost or architectural tour of this charming Southern city (before or after midnight). More information can be found at [the SCP website](#).

The conference will be held in Savannah, GA from February 28-March 2, 2019. Co-chairs: Kelly Haws and Brent McFerran.

June 19-20th Boutique Conference in Montreal: Consumers and Technology

Submission deadline approaching soon: Feb, 8th, 2019.

Conference website: <http://scpboutique2019.hec.ca>

Due to the recent introduction of several new technologies, consumers are facing a multitude of technical innovations in the marketplace, such as smart devices, automated cars, robots, intelligent assistants, the sharing economy and the Internet of Things. This SCP boutique conference will offer a unique opportunity to better understand consumers' response to these innovations and to engage in a conversation to delineate further research directions related to consumers and technology. Some examples of questions include (but are not limited to): What are the determinants leading to the trial, adoption or avoidance of these innovations? How do consumers manage the uncertainty attached to these experiences? What is their perception of solutions powered by Artificial Intelligence and how should they be presented to facilitate learning and the adoption process? What is the impact of technology on consumer self-perception, goals, motivation, and well-being? What are the ethical dilemmas raised by the growing role of intelligent algorithms in different domains such as health, finance, insurance or banking?

The conference is co-chaired by Sandra Laporte (HEC Montreal), Andrew Stephen (University of Oxford) and Keith Wilcox (Columbia University). It will take place at HEC Montreal, starting on June 19th in the early afternoon and ending with a dinner in downtown Montreal on June 20th 2019. The schedule will include presentations of individual research projects as well as posters, both selected through a formal submission and review process. A special session will gather a panel of experts in AI and data sciences as well as thought leaders in the field of research on consumer and radical innovations. The conference will have a limit of 60 attendees in order to keep with the boutique nature of the event.

The [call for papers](#) provides more details about the submission process. The submission deadline is February 8th, 2019.

August 23-24th Boutique Conference in Seattle: The Psychology of Consumer

Addiction

Addiction, including all types of sustained and maladaptive consumption (relating to alcohol, drugs, gambling, shopping, smoking, internet, technology, food, pornography), is a pressing problem that imposes considerable physical, social, and financial costs on consumers and society. This boutique conference hopes to showcase the latest research on the psychology underlying consumer addiction. The key objective is to bring leading experts in the field together towards building an overarching theory of addiction. By providing this forum, we hope to shed more light on the factors that underlie maladaptive/addictive consumption and the associated psychological processes. Two unique highlights of the conference will be a) a keynote speech by a leading practitioner who is working with addicts, and b) a discussion oriented Q&A with actual consumers who are currently dealing, or have in the past dealt with, maladaptive consumption/addictions.

The conference will be held in Seattle, hosted by University of Washington, USA from August 23rd – 24th 2019. It is co-chaired by Shailendra Pratap Jain (University of Washington), Martin Reimann (University of Arizona) and Anika Stuppy (Tilburg University).

Media Mentions

- Research Reveals How Time Of Day Impacts Consumer Choice ([Forbes](#))
- People with joint bank accounts spend more responsibly ([MarketWatch](#))
- Sales staff recommend more round-shaped products for obese customers ([Science Daily](#))

If your research has been featured in the media, don't forget to [email us](#) and we'll post it in the Media Mentions section of the newsletter and promote it through [Twitter](#).

JCP Editors Picks

From the January 2019 Issue

The Sounds of Silence: Inferences from the Absence of Word-of-Mouth

Kimberlee Weaver and Anne Hamby

While past work has explored some of the reasons why people themselves may remain silent in a group, almost no research has examined the mirror image of this question: How do consumers construe the silence of others? Do they project the opinions of the speakers in a conversation onto the silent individuals, assuming that silence signals *agreement*? Do they have a usual or “default” naïve theory of silence that they use to explain it across multiple contexts—i.e., “silence usually signals disagreement?” Or does silence act as a mirror, reflecting observers’ own opinions back at them? Three experiments contrasted perceivers’ estimates of conversational silence with their estimates of unknown opinions outside the conversation. Estimates of opinions outside the conversation generally followed an agreement-with-the-speakers rule—the more an opinion was expressed in the group, the more consumers assumed others would support it too. In contrast, silence inside the conversation was interpreted very differently, serving as a mirror for participants’ own thoughts, even when the vocal majority favored the opposite position. Results suggest a process whereby observers project the reason they personally would have been silent in the group (given their opinion) onto silence, leading to an inference that the silents agree with the self.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1067>

Don't Count Calorie Labeling Out: Calorie Counts on the Left Side of Menu Items Lead to Lower Calorie Food Choices

Steven K. Dallas, Peggy J. Liu and Peter A. Ubel

Providing calorie counts on restaurants' menus/menu boards is one of the most prominent policy interventions that has been implemented to combat the obesity epidemic in America. However, previous research across multiple disciplines has found little effect of providing calorie counts on calories ordered, leading some to call calorie provision a failed policy. The authors propose that this failure is partly due to not considering how people process information when making food choices: Americans read from left-to-right, processing calorie information only after processing the food item's name. Thus, the authors test a simple way to improve the effectiveness of calorie counts: display calorie counts to the left (vs. right) of food items. A field study and a laboratory study with American participants found that calorie counts to the left (vs. right) decreased calories ordered by 16.31%. A final laboratory study demonstrated that this effect is reversed among Hebrew-speakers, who read from right-to-left, providing further evidence that the order in which calorie information is processed matters. Accordingly, calling calorie labeling a policy failure may be premature.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1053>

Variety Seeking, Satiation, and Maximizing Enjoyment Over Time

Julio Sevilla, Joy Lu and Barbara E. Kahn

In this article, we examine the different ways in which consumers balance their consumption behavior in order to maximize utility. In particular, we focus on how people balance repeating the same options with the decision to seek variety. While earlier research represented variety seeking as a means of reducing physical satiation (McAlister, 1982), more recent research suggests that the relationship between choosing variety and minimizing satiation is more complex, as these behaviors may be motivated and influenced by exogenous factors. Past reviews have largely looked at the two processes separately. In this article, we discuss the nuanced relationship between these two constructs and point to future research directions that may help us further understand how consumers tackle the everyday challenge of maximizing enjoyment over time.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1068>

Research Dialogue

Stigmatized-Identity Cues in Consumer Spaces

Kimberly E. Chaney, Diana T. Sanchez, Melanie R. Maimon

Consumers with stigmatized identities may be especially attentive to organizational cues that signal to them whether or not they are welcomed and valued consumers. These stigmatized-identity cues can become a part of a company's brand, influencing the attractiveness of the company and consumer loyalty, and allowing consumers to draw inferences about an organization's ideologies and attitudes toward multiple stigmatized groups. Consumers with stigmatized identities attend to stigmatized-identity cues that signal inclusion (or exclusion) toward other stigmatized groups, resulting in stigmatized-identity cue transfers, especially when similarity mindsets are activated, and among consumers who are high in stigma solidarity. Because identity is central in consumer behavior, stigmatized-identity threat cues can at times result in anti-consumption, including boycotts, allowing consumers and companies to engage in collective action. This article reviews this growing body of research, demonstrating the important influence of stigmatized-identity cues on consumer behavior and discussing ways in which companies can better signal their inclusive attitudes and ideologies to attract consumers.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1075>

Stigmatized-Identity Cues: Threats as Opportunities for Consumer Psychology

David Wooten, Tracy Rank-Christman

In their review of the literature on stigmatized-identity cues, Chaney, Sanchez, and Maimon (2019—this issue) summarize evidence that stigmatized-identity threat and safety cues drive consumer behavior through their effects on consumers' inferences about the company's ideology and their consequential impact on feelings of belonging. The authors also identify various factors that moderate the relationship between these identity cues and consumers' belonging perceptions. In our commentary, we identify future research opportunities by: (a) encouraging efforts to broaden the proposed framework to account for stigmatized identities defined in terms of consumption activities, (b) highlighting concepts and relationships that may require re-examination or deeper understanding, and (c) proposing additional consumer behaviors that punish or reward companies that use stigmatized-identity threat and safety cues, respectively.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1076>

Toward a Dignity Architecture: The Critical Challenges of Stigmatized-Identity Cues for Consumer Psychology

Cait Lamberton

As Chaney, Sanchez, and Maimon (2019—this issue) detail, the prevalence of anti-stigmatization cues may encourage us to believe that a more inclusive marketplace is on the horizon. This commentary argues that, unfortunately, three barriers have limited the effectiveness of these cues, and that each constitutes a call to serious inquiry for a wide range of consumer researchers. First, marketers have done little to reach out to the most severely stigmatized groups, limiting the degree to which inclusive marketing can effect real societal change. Second, researchers have not systematically articulated reasons that anti-stigmatization cues may fall flat or even backfire, leaving practitioners little guidance in designing effective cues. Finally, studying stigmatization presents methodological challenges, and may feel like a minefield to researchers not well-versed in complex issues of sexuality, race and ethnicity. If we are willing to address such barriers, however, I argue that we can build a framework for a "dignity architecture." Like choice architecture, this framework highlights the nonneutrality of marketing actions in experience design, ultimately offering guidance for affirming consumer worth.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1077>

Stigmatized-Identity Cues and Consumer Applications Revisited

Diana T. Sanchez, Kimberly E. Chaney, Melanie R. Maimon

This article responds to thoughtful commentaries provided by Lamberton (2019—this issue) and Wooten & Rank-Christman (2019—this issue) on Chaney, Sanchez, & Maimon (2019—this issue), an article in which we discussed the implications of social psychological research on stigmatized-identity safety cues for consumer behavior. In Chaney, et al. (2019—this issue), we contend that stigmatized-identity cues can signal belonging to marginalized groups via the ideological assumptions made about companies. In this article, we first clarify our definition of stigmatized identities beyond the limitation assumed by Wooten & Rank-Christman (2019—this issue). In addition, we join the conversation regarding when cues lead to divergent responses in social groups. We also consider how using identity cues can "backfire" and the importance of using marketing goals to assess the extent to which strategies using such cues succeeded. Lastly, we integrate Lamberton's (2019—this issue) framework of dignity architecture and related empirical findings to discuss some of the challenges of research on stigmatized-identity cues.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1078>

CPR Editors Picks

From the January 2019 Issue

The Influence of Aging on Consumer Decision-Making

Aimee Drolet, Li Jiang, Aylar Pour Mohammed and Cassandra Davis

The worldwide phenomenon of population aging has generated increasing interest among consumer researchers in understanding the complicated influence of aging on consumer mental processes and behavior. This article reviews significant changes due to aging in sensory functioning, cognition, and affect and motivation on consumer decision-making. Whereas some age-related changes have negative effects on the quality of decision processes and outcomes, others have positive effects. The current review demonstrates the importance of using different approaches to address the needs and well-being of older consumers versus younger consumers.

<https://doi.org/10/1002/arcp.1046>

Seeing and Thinking in Pictures: A Review of Visual Processing Information

Rashmi Adaval, Yuwei Jiang and Sal Geetanjali

Constructive and ecological theories of perception raise questions about whether visual perception is inherently data-driven (bottom-up) or interpreted in terms of higher-order cognitions (top-down). Analogies between these theoretical perspectives and the two visual systems involved in visual perception (the dorsal and ventral stream) suggest that the literature on visual information processing can be organized around two types of processes: object processing and spatial processing. Object processing involves the identification and recognition of stimuli in the environment and is shaped by existing concepts and associations in memory. It is associated with the processing of properties of objects such as color, size, shape, and pictorial details that are considered in this review. Spatial processing involves the perception of location, movement, spatial relations, and transformation of objects and other stimuli. Imagery-based processes that are used to transform marketing stimuli in order to simulate various possibilities are reviewed in this section along with individual differences in spatial and visual abilities.

<https://doi.org/10/1002/arcp.1049>

From the January 2018 Issue

Evolution and consumer psychology

Kristina M. Durante Vldas Griskevicius

An evolutionary theoretical approach considers the adaptive function of behavior. Here we discuss what it means to use an evolutionary approach to generate predictions about consumer behavior and the value of applying an evolutionary lens to the study of consumer psychology. We begin with a discussion of the core insights of evolutionary theory and the common misperceptions associated with an evolutionary approach to the study of behavior. We then detail how specific evolutionarily informed theories can be applied to four core areas of consumer research: risk preference, competition and luxury consumption, self-control and temporal preferences, and the consumer behavior of women and families. We also discuss the strengths and limitations of an evolutionarily informed research program.

<https://doi.org/10/1002/arcp.1001>

The neuropsychology of consumer behavior and marketing

Steven D. Shaw Richard P. Bagozzi

Insights and tools from neuroscience are of great value to marketers. Neuroscientific techniques allow consumer researchers to understand the fundamental neural underpinnings of psychological processes that drive consumer behavior, and elucidate the “black box” that is the consumer's mind. In the following review, we provide an overview of the fundamental tenets of consumer neuroscience, selectively outline key areas of marketing that consumer neuroscience has contributed to, compare and contrast neuroscientific tools and methods, and discuss future directions for neurophysiological work in marketing. In doing so, we illustrate the broad substantive landscape that neuroscience can add value to within marketing.

<https://doi.org/10/1002/arcp.1006>

Conceptual metaphors shape consumer psychology

Mark J. Landau Chen-bo Zhong Trevor J. Swanson

Marketers routinely use metaphors to compare abstract concepts to concrete concepts in remote domains. For example, a tagline “Supercharge your day” compares energy to electricity. Such messages aim to change consumer attitudes and behavior, but what impact do they have? According to Conceptual Metaphor Theory, metaphors can shape thought by borrowing knowledge of a concrete concept to understand and relate to an abstraction, despite their superficial differences. Supporting this claim is growing evidence that exposure to metaphoric messages prompts recipients to construe the metaphor's abstraction in ways that are analogous to the salient concrete concept. This article presents a selective review of this literature, focusing on studies pertaining to product evaluation and consumption attitudes. Discussion looks across findings to identify questions for future research. Taken as a whole, this research illuminates how, when, and for whom metaphoric messages are persuasive, with theoretical and practical implications for marketing, design, and persuasion.

<https://doi.org/10/1002/arcp.1002>

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