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Hot off the press: forthcoming articles in Journal of Consumer Psychology

Sneak peek into the JCP pipeline...

- A whopping 25 research articles on affective misforecasting, attribute framing, hedonic goal-deviation behaviors, median split and discretization of continuous variables, category representations of brands, the psychology of appraisal, dialectical thinking, the connection between gratitude and food consumption, private embarrassment, cultural mindsets, self-serving bias and brand relationships, consumer reactions to psychological threat, obfuscating salespeople, self-discrepancy and young adolescents, impact of cultural identity on perceptions of nutritional information, regulatory fit and stylistic properties, identity-based motivation, brand extensions, maximising, and promotions
- Research reports on the impact of dichotomous thinking on consumer choices, experiential consumption, social identity, gift giving, psychological connectedness, linguistic framing and food categorization
- Research review on partitioned pricing

Updates from SCP

SCP announces its **Annual Dissertation Proposal Competition**. The winner will receive \$1,000. In addition to the monetary award, the recipient will present their research at the 2016 Society for Consumer Psychology Conference in St. Pete Beach, Florida (Feb 25-27, 2016), and will be recognized at the conference. For details on how to submit a proposal, [please see here](#) - **deadline July 1, 2015!**

Consumer psychology in the media

- Research on how Instagramming your food can ruin your appetite continues to be popular - this time in Kenya ([Capital FM Lifestyle Magazine](#), 26 April)
- A mention of a 2005 article by [Thomson, McInnis & Park](#) on consumers' emotional attachments to brands get a mention in a [Pacific Standard](#) piece (4 May)
- "Do consumers like ads with statements? It's questionable" ([Boston College Chronicle](#), 7 May)

If your research has been featured in the media, don't forget to email us at elina@myscp.org and we'll post it on the [CP Buzz section](#) of the SCP website and promote it through Facebook and Twitter.

Editor's highlights

Distinct threats, common remedies: How consumers cope with psychological threat

DaHee Han, Adam Duhachek, Derek D. Rucker

Research has consistently demonstrated that psychological threats to the self have a wide variety of consequences for consumer behavior. The present research introduces a novel perspective to this topic by proposing that psychologically distinct domains of threat have a common underpinning in the coping strategies they evoke. Specifically, this paper presents the argument that distinct domains of threat can be linked to either approach motivations that foster more problem-focused coping or avoidance motivations that foster more emotion-focused coping. Multiple experiments offer systematic support for these propositions. Implications for both the psychological self-threat literature and the coping literature are discussed.

<http://dx.doi.org/10.1016/j.jcps.2015.02.001>

The role of social comparison for maximizers and satisficers: Wanting the best or wanting to be the best?

Kimberlee Weaver, Kim Daniloski, Norbert Schwarz, Keenan Cottone

Consumers chose between options that paired either an objectively inferior good with high relative standing (Your laptop is rated 60/100 in quality; others' laptops are rated 50/100) or an objectively superior good with low relative standing (Your laptop is rated 80/100 in quality; others' laptops are rated 95/100). Decision makers who try to make the "best" decision, known as maximizers (Schwartz et al., 2002), pursued relative standing more than decision makers who are satisfied with outcomes that are "good enough" (known as satisficers). That is, maximizers were more likely than satisficers to choose objectively inferior products when they were associated with higher relative standing. Subsequent analyses investigating decisions across time showed that maximizers' interest in relative standing persisted even when the nature of the tradeoff was made overt, suggesting it is a conscious aspect of the maximizer identity. Overall, results suggest that the maximizer self concept is more complex than has been previously assumed—they are focused on relative outcomes in addition to absolute outcomes.

<http://dx.doi.org/10.1016/j.jcps.2014.10.003>

Identity-based motivations and anticipated reckoning: Contributions to gift-giving theory from an identity-stripping context

Jill G. Klein, Tina M. Lowrey, Cele C. Otnes

We utilize the Identity-Based Motivation (IBM) model to examine gift giving within the identity-stripping context of Nazi concentration camps, as reported in the memoirs of Holocaust survivors. By exploring gift giving in this crisis-laden context, we demonstrate the fundamental role gifts can play in reestablishing personal and social identities. In doing so, we provide insights into the motivations for giving that go beyond the existing paradigms that emphasize social exchange, economic exchange, or agapic giving. Further, we introduce the construct of anticipated reckoning, in which people self-regulate their behavior through an imagined future self whom they perceive to judge their current actions.

<http://dx.doi.org/10.1016/j.jcps.2015.01.003>

The effect of dialectical thinking on the integration of contradictory information

Yoshiko DeMotta, Mike Chen-ho Chao, Thomas Kramer

Although lower dialectical thinking has been associated with greater extremity in consumer responses to univalent information, we demonstrate that low, as compared to high, dialectical thinkers express more moderate attitudes when they result from processing contradictory information. Specifically, our studies find that contradictory product information is less fluently processed by consumers low (vs. high) in dialectical thinking, which reduces their judgmental confidence and, in turn, generates more moderate attitudes. We contribute to the literature by showing that in contexts of contradictory information integration, current theory regarding the consequences of dialectical thinking needs to be extended to include not only an attenuation of the extremity effect prior research has found, but a complete reversal. Our results further imply that processing fluency not only impacts attitude valence but, more generally, attitude extremity.

<http://dx.doi.org/10.1016/j.jcps.2015.03.001>

All forthcoming articles

Research Articles

[Saying No to the Glow: When Consumers Avoid Arrogant Brands](#) (Nira Munichora, Yael Steinhart)

[The Misforecasted Spoiler Effect: Underlying Mechanism and Boundary Conditions](#) (Dengfeng Yan, Alex S.L. Tsang)

[The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Judgments](#) (Mathew s. Isaac, Morgan Poor)

[The Benefits of Behaving Badly on Occasion: Successful Regulation by Planned Hedonic Deviations](#) (Rita Coelho do Vale, Rik Pieters, Marcel Zeelenberg)

[When One Desires Too Much of a Good Thing: The Compromise Effect under Maximizing Tendencies](#) (Wen Mao)

[A researcher's guide to regression, discretization, and median splits of continuous variables](#) (Derek D. Rucker, Blakeley B. McShane, Kristopher J. Preacher)

[Asymmetric Consequences of Radical Innovations on Category Representations of Competing Brands](#) (Charan K. Bagga, Theodore J. Noseworthy, Niraj Dawar)

[The psychology of appraisal: Specific emotions and decision-making](#) (Jane So, Chethana Achar, DaHee Han, Nidhi Agrawal, Adam Duhachek, Durairaj Maheswaran)

[The effect of dialectical thinking on the integration of contradictory information](#) (Yoshiko DeMotta, Mike Chen-ho Chao, Thomas Kramer)

[The Sweet Taste of Gratitude: Feeling Grateful Increases Choice and Consumption of Sweets](#) (Ann E. Schlosser)

[Wetting the bed at twenty-one: Embarrassment as a private emotion](#) (Aradhna Krishna, Kelly B. Herd, Nilüfer Z. Aydınoğlu)

[Who said what: The effects of cultural mindsets on perceptions of endorser-message relatedness](#) (Mina Kwon, Geetanjali Saluja, Rashmi Adaval)

[Whose fault is it? Effects of relational self-views and outcome counterfactuals on self-serving attribution biases following brand policy changes](#) (Kyra L. Wiggin, Richard F. Yalch)

[Posting strategically: The consumer as an online media planner](#) (Yu-Jen Chen, Amna Kirmani)

[Distinct threats, common remedies: How consumers cope with psychological threat](#) (DaHee Han, Adam Duhachek, Derek D. Rucker)

[Does it pay to beat around the bush? The case of the obfuscating salesperson](#) (Barbara Bickart, Maureen Morrin, S. Ratneshwar)

[The effects of advertising models for age-restricted products and](#)

[self-concept discrepancy on advertising outcomes among young adolescents](#) (Todd Pezzuti, Dante Pirouz, Cornelia Pechmann)

[It's not just numbers: cultural identities influence How nutrition information influences the valuation of foods](#) (Pierrick Gomez, Carlos J. Torelli)

[Stylistic properties and regulatory fit: Examining the role of self-regulatory focus in the effectiveness of an actor's vs. observer's visual perspective](#) (Jing Zhang, Xiaojing Yang)

[Identity-based motivations and anticipated reckoning: Contributions to gift-giving theory from an identity-stripping context](#) (Jill G. Klein, Tina M. Lowrey, Cele C. Otnes)

[Strategic benefits of low fit brand extensions: When and why?](#) (HaeEun Helen Chun, C. Whan Park, Andreas B. Eisingerich, Deborah J. MacInnis)

[Toward a more nuanced understanding of the statistical properties of a median split](#) (Dawn Iacobucci, Steven S. Posavac, Frank R. Kardes, Matthew J. Schneider, Deidre L. Popovich)

[The role of social comparison for maximizers and satisficers: Wanting the best or wanting to be the best?](#) (Kimberlee Weaver, Kim Daniloski, Norbert Schwarz, Keenan Cottone)

[Tis better to give than receive? How and when gender and residence-based segments predict choice of donation- versus discount-based promotions](#) (Karen Page Winterich, Robert E. Carter, Michael J. Barone, Ramkumar Janakiraman, Ram Bezawada)

[A social identity perspective on aspirational advertising: Implicit threats to collective self-esteem and strategies to overcome them](#) (Claudiu V. Dimofte, Ronald C. Goodstein, Anne M. Brumbaugh)

Research Reports

[When perfectionism leads to imperfect consumer choices: The role of dichotomous thinking](#) (Xin He)

[Say no more! The liability of strong ties on desire for special experiences](#) (Miranda R. Goode, Kendra Hart, Matthew Thomson)

[Marketing actions that influence estimates of others also shape identity](#) (Katherine A. Burson, Andrew D. Gershoff)

[Give me your self: Gifts are liked more when they match the giver's characteristics](#) (Gabriele Paolacci, Laura M. Straeter, Ilona E. de Hooge)

[Decoding the opening process](#) (Yixia Sun, Yuansi Hou, Robert S. Wyer Jr.)

[Looking ahead or looking back: Current evaluations and the effect of psychological connectedness to a temporal self](#) (Meng Zhang, Pankaj Aggarwal)

[Promotional phrases as questions versus statements: An influence of phrase style on product evaluation](#) (Henrik Hagtvedt)

[Food categorization flexibility increases the preference for indulgent foods](#) (Adwait Khare, Tilottama G. Chowdhury)

[Looking for My Self: Identity-Driven Attention Allocation](#) (Nicole Verrochi Coleman, Patti Williams)

Research Reviews

[The Price does not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing](#) (Eric A. Greenleaf, Eric J. Johnson, Vicki G. Morwitz, Edith Shalev)