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## Journal of Consumer Psychology, Volume 27, Issue 1

### Updates from SCP

- SCP has a new set of officers for 2017: Jeff Inman (University of Pittsburg) will be serving as President, Andrea Morales (Arizona State University) as President-Elect, Karen Winterich (Penn State University) as Secretary-Treasurer and Jennifer Argo (University of Alberta) as Past-President.
- The SCP Boutique Conference 2017 will bring together researchers working on emotions and motivation. It will be a forum for researchers to share their most exciting and recent investigations at the intersection of emotion and motivation. The goal of the conference is to guide new research in these areas by fostering a cross-fertilization of ideas and facilitate collaborations that strengthen programmatic research on how emotions and motivation impact consumer decision-making.  
Date and Location: June 8 2017, New York  
Organizers: Juliano Laran, Oscar Moreno, Keith Wilcox
- SCP (Division 23 of APA) will hold its summer conference as part of the 125th Annual Convention of the American Psychological Association (APA) in Washington, DC, August 3-6, 2017. The final program will be released this spring.
- The Call for Papers for the Society of Consumer Psychology's boutique conference to be held at The University of Sydney Business School, Sydney Australia, January 4-5, 2018 is now open! This boutique conference will bring together researchers working on exciting research related to the Consumption of Vice and Virtue. Related to virtue, recent research examining consumer health, prosocial behavior, charity giving, gift giving, positive consumption emotions, self-control and sustainability are good examples of appropriate research themes. Related to vice, recent research examining risky consumption, hedonistic consumption, illicit consumption, addiction and negative consumption emotions are sample themes. The conference includes a keynote address by Baba Shiv (Stanford University) and a 'naughty or nice' finale reception organized by the conference co-chairs Elizabeth Cowley (University of Sydney Business School), Christina I. Anthony (University of Sydney Business School) and Adam Duhachek (Kelley School of Business, Indiana University). For more information, please visit the [conference website](#).  
*Submission deadline: 19 May 2017.*
- The 2018 annual SCP conference will take place at the *Dallas Fairmont Hotel* on 15-17 February, with more details to be released soon.

- APA has signed on as an official partner of the upcoming nonpartisan March for Science on Saturday April 22nd. In a prelude to the march, APA's science government relations team will offer advocacy training on *Friday, April 21, noon EDT*, at APA's Washington, D.C., headquarters. The training session will be livestreamed to enable psychologists and graduate students nationwide to participate. Training will focus on how to communicate effectively with policymakers about the importance of psychological research and evidence-based policy. Details about the advocacy training and other activities being developed around the March for Science will be available on [APA's website](#).

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## SCP Annual Conference 2017 Awards

The annual Society for Consumer Psychology conference took place on February 16-18th at the amazing Palace Hotel in San Francisco. We had 667 submissions to the conference which led to very high quality sessions. In total, 500 people attended the conference. This was a vibrant conference where we tried some new things such as having flash presentations instead of poster sessions for the working papers. In addition, we offered spotlight sessions where experts in the field shared their views on specific research domains. One highlight of the conference was the Plenary Session which showcased not one, but three amazing speakers: Dan Ariely, Darren Dahl, and Barbara Kahn. The other highlight was On Amir dancing to 99 Red Balloons at the Saturday night event.

- SCP has awarded this year's **Distinguished Scientific Contribution Award** to *Christopher K. Hsee*. Professor Hsee is the Theodore O. Yntema Professor of Behavioral Science and Marketing at the University of Chicago Booth School of Business. He conducts research in areas ranging from decision making and happiness to marketing and cross-cultural issues. Professor Hsee has published in many of the top consumer research journals, including JCR, JMR, OBHDP, JCP, and JPSP. The SCP Distinguished Scientific Contribution Award recognizes outstanding and lasting research contributions to consumer psychology. Nominees must also show evidence of current or past engagement with SCP and/or JCP. SCP thanks this year's award committee, comprised of Bob Wyer (chair), Ravi Dhar and Frank Kardes.

- Congratulations to *Cindy Chan, Leaf van Boven, Eduardo Andrade, and Dan Ariely* for winning the **Park Award for the Best Article** appearing in Vol. 24 (2014) of the Journal of Consumer Psychology for their article "Moral Violations Reduce Oral Consumption," Journal of Consumer Psychology. Articles were nominated by the JCP ERB with final selection made by an awards committee comprised of Amitava Chattopadhyay (Chair), Simona Botti, and Gerry Gorn. The article shows that moral disgust influences consumption in ways similar to core disgust: exposure to moral violations, such as news reports of tax evasion or crime, arouses disgust and reduces oral consumption.

- SCP is pleased to announce its **Early Career Contribution Award** co-winners of *Cassie Mogilner Holmes* (UCLA) and *Brent McFerran* (Simon Fraser). The committee (Susan Broniarczyk (chair), Joe Nunes, Laura Peracchio) was impressed with the winners' signature research contributions, prolific publications in top tier consumer and psychology journals, and engagement

with SCP. Cassie has advanced the field's understanding of happiness and the important role of time, finding that focusing on time rather than money leads to greater happiness, how the drivers of happiness evolve over the course of one's life, and the differential effects of extraordinary versus ordinary experiences on happiness. Cassie also co-chaired the 2017 SCP Doctoral Symposium. Brent has made outstanding contributions to the field's knowledge regarding the roles of social and interpersonal influence and identity on consumer choice and consumption. His research is creative and best known for the insight it provides to the important substantive area of obesity. Brent serves on the JCP editorial review board and chaired the 2017 JCP Park Young Contributor Award committee.

- The **Best Paper from an Early Career Contributor** is an award given to the best refereed paper by an "early career contributor" published in the past year. An early career contributor is defined as a scholar whose work is published within two years of receiving the Ph.D. (or a scholar who had not yet received the PhD when the paper was published). The paper does not have to be the scholar's dissertation, but should be one that the scholar has first-authored (or shared first authorship). The winner receives a plaque and \$2,500. The winning paper was: *Daniele Mathras, Adam B. Cohen, Naomi Mandel, David Glen Mick* (2016) "The effects of religion on consumer behavior: A conceptual framework and research agenda" JCP, 26, 298-311. Daniele Mathas is assistant professor of marketing, D'Amore-McKim School of Business, Northeastern University. She received her Ph.D in 2015 From Arizona State University.

- The **SCP Dissertation Proposal Competition** received a record number of 35 submissions this year. With the help of 75 wonderful reviewers, an Honorable Mention and a Winner were selected, both of whom were felicitated at the 2017 SCP Winter Conference. For receiving the Honorable Mention, congratulations to *Jane Jeongin Park* from the University of Florida (Advisor: Aner Sela) for her proposal "Thinking versus Feeling: The Effect of Metacognitive Beliefs on Financial Decision Avoidance." For being declared the Winner, congratulations to *Francesca Valsesia* from the University of Southern California (Advisor: Joseph Nunes) for her proposal "The Bystander Effect: Strategically Addressing Others in Online Communications as a Self-Enhancement Strategy." Hope this is just the beginning of some wonderful research to come from Jane and Francesca. A big congratulations to both, and wish them all the best!

- SCP is pleased to name Deborah MacInnis as **New SCP Fellow** for 2017. Professor MacInnis is an outstanding scholar who has made significant contributions to consumer psychology, including authoring many articles and books, and having a major hand in shaping the field through her journal leadership. Debbie's incisive critical abilities have been recognized by her having received outstanding reviewer awards from the Journal of Consumer Psychology, the Journal of Consumer Research and the Journal of Marketing Research, as well as having served as an Associate Editor of the Journal of Consumer Psychology, an Associate Editor and a Co-Editor of the Journal of Consumer Research and Theory Development Editor of the Journal of Marketing. Debbie holds the Charles L. and Ramona I. Hilliard Chair of Business Administration and is a Professor of Marketing at the Marshall School of Business at the University of Southern California. Debbie received her Ph.D. in Marketing from the University of Pittsburgh, where her dissertation advisor was C.W. Park, another SCP Fellow.

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## Updates from JCP

- A special thank you to this year's **JCP Outstanding Reviewers**: Michael Barone, Juliano Laran, Leonard Lee, Debbie MacInnis and Matt Thomson.

Media mentions of selected JCP articles over the past few months:

- Effect of lighting on emotion intensity ([Fox News](#))
- The satisfaction derived from experiential purchases ([The Atlantic](#))
- How providing a personalised service can backfire ([Phys.Org](#))
- Which parenting styles help make children better consumers ([Science Daily](#))

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

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## In this Issue of JCP

- Research articles on the link between consumption and co-operation, persuasion through the use of narrative, effects of social exclusion on consumer's choice of brands, how background music influences consumer memory and attention, the interaction of actual taste versus taste simulation, effectiveness of promotions for different types of product and how embarrassment affects consumer brand preference
  - Research reports on using brand imagery to activate stereotypes, how the colour red influences behaviour, online communication and cultural norms influence social exclusion effects
  - Research reviews on Buddhist psychology as an additional method for understanding consumer psychology and how consumers regulate self-discrepancies through consumption
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## JCP Editor's picks

### **How Inferred Contagion Biases Dispositional Judgments of Others**

*Sean T. Hingston, Justin F. McManus Theodore J. Noseworthy*

Drawing on recent evidence suggesting that beliefs about contagion underlie the market for celebrity-contaminated objects, the current work investigates how people can make biased dispositional judgments about consumers who own such objects. Results from four experiments indicate that when a consumer comes in contact with a celebrity-contaminated object and behaves in a manner that is inconsistent with the traits associated with that celebrity, people tend to make more extreme judgments of them. For instance, if the celebrity excels at a particular task, but the target who has come into contact with the celebrity-contaminated object performs poorly, people reflect more harshly on the target. This occurs because observers implicitly expect that a consumer will behave in a way that is consistent with the traits associated with the source of contamination. Consistent with the law of contagion, these expectations only emerge when contact occurs. Our findings suggest that

owning celebrity-contaminated objects signals information about how one might behave in the future, which consequently has social implications for consumers who own such objects.

<http://dx.doi.org/10.1016/j.jcps.2016.09.005>

### **The warmth of our regrets: Managing regret through physiological regulation and consumption**

*Jeff D. Rotman, Seung Hwan (Mark) Lee, Andrew W. Perkins*

This research suggests that experiencing action regret induces a change in psychological and physical warmth, motivating individuals to ameliorate that change via interaction with objects that are perceived to be physically or psychologically opposite in temperature. Experiment 1 revealed individuals experiencing action regret felt more self-conscious emotions, and subsequently preferred cold (versus hot) drinks. Experiment 2 replicated this effect and ruled out arousal as a possible alternative explanation. Experiment 3 furthered this link by demonstrating that those feeling more self-conscious emotions felt warmer and subsequently preferred cold (versus hot) drinks. Finally, experiment 4 found that advertisements manipulated for temperature (e.g., cold climate) mitigated the psychological effects of action regret. We interpret the results of these four studies within the emerging field of embodied cognition, which argues that our understanding of emotional concepts is grounded in, and can be influenced by, physical experiences.

<http://dx.doi.org/10.1016/j.jcps.2016.08.008>

### **Oppositional brand choice: Using brands to respond to relationship frustration**

*Danielle J. Brick, Gavan J. Fitzsimons*

Within close relationships individuals feel a variety of emotions toward their partner, often including frustration. In the present research we suggest a novel way in which individuals respond to frustration with their partner is through their choice of brands. Specifically, we introduce the concept of oppositional brand choice, which we define as occurring when individuals choose a brand for themselves that is in opposition to the one they believe their partner prefers. Importantly, we posit that this effect is specific to individuals who are low in relationship power. Across several studies, including a subliminal priming lab study, we find that people who are lower in relationship power and are frustrated with their partner make significantly more oppositional brand choices. Further, we find that this effect is not due to a shift in underlying brand preferences. The current research has implications for theory in brand choice, close relationships, emotions, and social power.

<http://dx.doi.org/10.1016/j.jcps.2016.10.002>

### **Regulatory goals in a globalized world**

*Sharon Ng, Rajeev Batra*

This research examines the impact of a salient global (or local) identity on individual's regulatory goals. Specifically, we show that when people's identity as a global citizen is salient, they are more likely to focus on promotion goals; whereas when their identity as a local citizen is salient, they are more likely to focus on prevention goals. We further show that this arises because people are likely to adopt a more abstract or higher level (vs. concrete or lower level) construal when their global (local) identity is salient. Evidence from three studies supports this central proposition.

<http://dx.doi.org/10.1016/j.jcps.2016.08.003>

**Stitching time: Vintage consumption connects the past, present, and**

**future**

*Gülen Sarial-Abi, Kathleen D. Vohs, Ryan Hamilton, Aulona Ulqinaku*

We investigated a novel avenue for buffering against threats to meaning frameworks: vintage consumption. Although the appeal of vintage goods, defined as previously owned items from an earlier era, is strong and growing, this paper is among the first to examine the possible psychological ramifications of vintage consumption. Six studies found that vintage items mitigated the typical reactions to meaning threats. Four of these studies also showed that vintage consumption facilitates mental connections among the past, present, and future. As a result, people whose meaning structures had been threatened, for example, by being reminded of their own eventual death, preferred vintage products more than others who had not experienced a meaning threat, and more than similar non-vintage products. These findings suggest that meaning disruptions stimulate a desire for intertemporal connections, a desire that vintage products-as existing and continuing symbols of bygone eras-seem to satisfy.

<http://dx.doi.org/10.1016/j.jcps.2016.06.004>

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