



## Journal of Consumer Psychology, Volume 28, Issue 4

### In this Issue of JCP

- **Research Articles** on the nuance in meanings of price terms "(not)cheap" and "(not)expensive"; contexts when lack of emotional expression is seen as "cool"; using affect to attenuate sunk cost bias; how loneliness moderates the effect of empathy on moral identity; the effect of time units on patience; how perceived control influences perceptions of distance in time and space, and how intrinsic and extrinsic (or joint) motivational appeals impact consumer response to sustainable products.
- **Research Reports** on how communication norms influence perception of urgency and distance; formulating more broad emotional goals may lead to more enduring happiness, and how symbolic markings such as X's and checks influence judgements.
- **Research Review** on a framework for classifying the effects of linguistic devices on information processing and persuasion.

### Updates from SCP

- **Call for Nominations: Two SCP Awards (Early Career, Distinguished Scientific Contribution)**

The Society for Consumer Psychology announces a Call for Nominations for an Early Career Award. The award recognizes distinguished scientific contribution to consumer psychology by a researcher who received her/his PhD after June 1, 2010. Nominees must also show evidence of current or past engagement with SCP and/or JCP.

The Society for Consumer Psychology also announces a Call for Nominations for the Society's Distinguished Scientific Contribution Award. The 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.

Please send a letter of nomination for either award, including the candidate's curriculum vitae and two additional letters of reference, to Joel Huber, Chair, Scientific Affairs Committee, at [Joel.Huber@Duke.edu](mailto:Joel.Huber@Duke.edu) by December 14, 2018. Previous award winners are [shown here](#).

- **February 2019 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 2019 Boutique Conference in Montreal: Consumers and Technology**

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 2019 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

- The Next Marketing Skill You Need To Master: Touch ([Forbes](#))
- No, A Salad Doesn't Make that Burger Healthier ([Wall Street Journal](#))
- Spending money on expensive stuff can make you happier, if you do it for the right reason ([MarketWatch](#))
- Leveraging restaurant menus to combat obesity ([EurekAlert](#))

*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](#).*

## Editors Picks

### *From the October 2018 Issue*

#### **When cheap isn't the same as not expensive: Generic price terms and their negations**

*Bert Weijters, Elke Cabooter and Hans Baumgartner*

Generic price terms such as cheap, not expensive, not cheap, and expensive are used frequently in marketing, but little is known about how consumers interpret them. In typical consumer contexts, in which lower prices are preferred, we find that not cheap means essentially the same as expensive (i.e., not cheap = expensive). In contrast, not expensive does not mean the same as cheap, in that cheap is associated with lower prices (i.e., cheap < not expensive). As an implication, in a consumer survey we find different response distributions for rating scales that are anchored with endpoint labels of not expensive versus expensive as compared to cheap versus expensive or cheap versus not cheap (the latter two are equivalent). Furthermore, although cheap is associated with lower prices than not expensive, this does not necessarily translate into higher preferences for options that are described as cheap (vs. not expensive), because cheap may also evoke negative quality perceptions. Finally, we demonstrate an interesting reversal in the way price terms are interpreted: when higher prices are preferred, cheap is equal to not expensive (i.e., cheap = not expensive), whereas not cheap is associated with lower prices than expensive (i.e., not cheap < expensive).

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1041>

#### **Urgently Yours: Temporal Communication Norms and Psychological Distance**

*Alex Kaju and Sam J. Maglio*

Communicators have at their disposal an ever-increasing variety of modalities by which to transmit messages. Do the prominent norms attached to different communication modalities

contain information in and of themselves? The present investigation considers this question through the lens of text messages and emails, hypothesized to confer different normative information about urgency. Text messages (vs. emails)—or any communication inferred by receivers to have been sent with greater urgency—cause the content of those messages to seem, in the eyes of receivers, closer in time (Study 1), closer in space (Study 2), and more likely to occur (Study 3). Moderation and mediation analyses confirm the role of urgency underlying the relationship between modality and distance. We provide evidence for these effects in a series of laboratory studies together with a field study in which real text messages and emails impact not only inferred distance but also a behavior deriving therefrom. Theoretical and practical implications highlight the importance, for both researchers and practitioners, of understanding how the medium of communication can shape interpretation of the message.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1051>

### **The Effects of Linguistic Devices on Consumer Information Processing and Persuasion: A Language Complexity × Processing Mode Framework**

*Ruth Pogacar, L. J. Shrum, and Tina M. Lowrey*

People—be they politicians, marketers, job candidates, product reviewers, or romantic interests—often use linguistic devices to persuade others, and there is a sizeable literature that has documented the effects of numerous linguistic devices. However, understanding the implications of these effects is difficult without an organizing framework. To this end, we introduce a Language Complexity × Processing Mode Framework for classifying linguistic devices based on two continuous dimensions: language complexity, ranging from simple to complex, and processing mode, ranging from automatic to controlled. We then use the framework as a basis for reviewing and synthesizing extant research on the effects of the linguistic devices on persuasion, determining the conditions under which the effectiveness of the linguistic devices can be maximized, and reconciling inconsistencies in prior research.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1052>

*From the January 2019 Issue*

### **A Self-Regulatory Model of Resource Scarcity**

*Christopher Cannon, Kelly Goldsmith, and Caroline Roux*

Academics have shown a growing interest in the effects of resource scarcity—a discrepancy between one's current resource levels and a higher, more desirable reference point. However, the existing literature lacks an overarching theory to explain the breadth of findings across different types of resources. To address this, we introduce a self-regulatory model of resource scarcity. In it, we propose that consumers respond to resource scarcity through two distinct psychological pathways: a scarcity-reduction route aimed at reducing the discrepancy in resources and a control-restoration route aimed at reestablishing diminished personal control by attaining security in other domains. We explain how a key determinant of which route the consumer will pursue is the perceived mutability of the resource discrepancy. We also specify moderators, based on our proposed model, to identify when each of the two routes is pursued. This model is assessed in the context of alternative theoretical perspectives, including commodity theory, life history theory, and models of compensatory behavior. Finally, we provide a research agenda for those interested in studying the psychology of resource scarcity from a self-regulatory perspective.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1035>

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