

Journal website  
SCP website  
Guide for authors  
Online issues  
Most downloaded  
Most cited articles  
Media mentions

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

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### Sneak peek into the JCP pipeline...

- Research articles on prosocial behavior, self-regulation, gift-giving behaviors, ethical consumerism, why we forget to buy, experiential purchases, self-regulation, implicit theories and branding, flashbulb memory and extremeness aversion
- New research reports on multisensory interaction in product choice, analogical learning, assortment sizes, product evaluation, mortality salience in savings decisions, donation appeals, variety-seeking consumption and impact of consumption context on healthy eating
- Research reviews on the question-behavior effect and the effects of religion on consumer behaviour

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### Updates from SCP

- Two **upcoming conferences** include the SCP Boutique Conference on Identity and Consumption in Chicago on 21 July organised by David Gal, Derek Rucker and Blake McShane; and the [Summer APA conference](#) in Denver on 4-7 August with Kelly Haws and Cait Lamberton as its co-chairs.
- **CALL FOR PAPERS:** Special issue in the Journal of Consumer Psychology on Marketplace Morality. The special issue will be edited by Margaret (Meg) C. Campbell (University of Colorado) and Karen Page Winterich (Pennsylvania State University). Deadline for submissions is Nov 30, 2016. For more details click [here](#).
- The Society for Consumer Psychology is seeking nominations of qualified individuals for SCP Fellow status. Nominations are due May 1, 2016. For more information please click [here](#).

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### Consumer psychology in the media

- Research on why we often repeat our mistakes ([The Atlantic](#), Feb 25)
- Research on the boost brands can provide through a placebo effect ([Bloomberg Business](#), Feb 18, [Times Live \(SA\)](#), Feb 19)
- More coverage for the question-behavior effect on whether a content marketing strategy have more questions than answers ([Skyword](#), Feb 4) and review of recent coverage on whether less ethical denigrate those who are more ethical ([The Conversation](#), Feb 18; [Care2](#), Feb 9)
- A mention for a 2015 paper on debiasing financial decision making ([Huffington Post](#), Feb 12)

*If your research has been featured in the media, don't forget to email us at [elina@myscp.org](mailto:elina@myscp.org) 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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## Editor's highlights

### **Helping Others or Oneself: How Direction of Comparison Affects Prosocial Behavior**

*Ann E. Schlosser, Eric Levy*

Despite the frequency with which individuals compare themselves to a benchmark, little research has examined the implications of such comparisons on willingness to help others. Such comparisons can vary in direction by suggesting that one is doing better than a benchmark (a downward comparison) or worse than a benchmark (an upward comparison). We argue and find that by being relatively better off, people making downward comparisons are more likely to view giving as a means of expressing altruistic values (e.g., to give back and be a better person) compared to those making upward comparisons. Consequently, when the context highlights the instrumentality of giving for more altruistic reasons (to benefit others), they are more willing to give than are those making upward comparisons. Furthermore, this difference is mitigated when the context highlights the instrumentality of giving to benefit the self, and is reversed when the instrumentality of giving for benefitting others is challenged. We obtain support for this account across four studies, through both moderation and mediation, and across both monetary and nonmonetary comparison domains.

<http://dx.doi.org/10.1016/j.jcps.2016.02.002>

### **A meta-analytic synthesis of the question–behavior effect**

*Eric R. Spangenberg, Ioannis Kareklas, Berna Devezer, David E. Sprott*

Asking people a question about performing a target behavior influences future performance of that behavior. While contextually robust and methodologically simple, this “question–behavior effect” reveals theoretical complexity as evidenced by the large number of proposed explanations for the effect. Furthermore, considerable heterogeneity exists regarding the “question” used to elicit the effect and the variety of different types of target “behaviors” for which the effect has manifested. A meta-analytic synthesis of 104 question–behavior studies across 51 published and unpublished papers is presented. Grouping proposed theories for the effect into four overarching categories, we derive and test systematic predictions regarding potential moderators of conceptual and practical significance. Our findings provide varying degrees of support for four different theoretical mechanisms (attitudes, consistency, fluency and motivations) proposed to underlie the effect. Insights into these mechanisms are presented and outstanding gaps in our understanding are identified as opportunities for future research.

<http://dx.doi.org/10.1016/j.jcps.2015.12.004>

### **Solving the annuity puzzle: The role of mortality salience in retirement savings decumulation decisions**

*Linda Court Salisbury, Gergana Y. Nenkov*

We propose mortality salience – increased accessibility of death-related thoughts – as one previously unexplored explanation for the annuity puzzle, the low rate at which retirees buy annuities even though economists recommend annuities as an optimal decision. Across four studies we show that mortality salience decreases how likely individuals are to put savings into an annuity. By forcing consumers to consider their own death, the annuity

decision makes mortality salient, motivating them to avoid the annuity option as a proximal defense against the death-related thoughts triggered by considering an annuity. Moreover, we demonstrate the robustness of the mortality salience effect through measurement and manipulation of the underlying process, and we estimate an overall mean effect size using meta-analysis. With this research, psychological theory can inform economic theory by helping to explain the annuity puzzle phenomenon that has challenged economists for decades. This research also has important implications for consumer welfare by offering insights into annuity choice and helping to inform the increasingly complex financial decisions facing individuals as they navigate the retirement savings decumulation process.

<http://dx.doi.org/10.1016/j.jcps.2015.10.001>

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## All forthcoming articles

### Research Articles

[Helping Others or Oneself: How Direction of Comparison Affects Prosocial Behavior](#) (Ann E. Schlosser, Eric Levy)

[The impact of self-construal and ethnicity on self-gifting behaviors](#) (Theeranuch Pusaksrikit, Jikyeong Kang)

[The ups and downs of visual orientation: The effects of diagonal orientation on product judgment](#) (Ann E. Schlosser, Ruchi R. Rikhi, Sokiente W. Dagogo-Jack)

[Thinking concretely or abstractly: The influence of fit between goal progress and goal construal on subsequent self-regulation](#) (Jooyoung Park, William M. Hedgcock)

[Shopping to and fro: Ideomotor compatibility of arm posture and product choice](#) (Mathias C. Streicher, Zachary Estes)

[The moderating role of dialecticism in consumer responses to product information](#) (Haizhong Wang, Rajeev Batra, Zengxiang Chen)

[Experiencing haptic roughness promotes empathy](#) (Chen Wang, Rui (Juliet) Zhu, Todd C. Handy)

[The moderating role of dialecticism in consumer responses to product information](#) (Haizhong Wang, Rajeev Batra, Zengxiang Chen)

[Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others](#) (Daniel M. Zane, Julie R. Irwin, Rebecca Walker Reczek)

[To do or to have, now or later? The preferred consumption profiles of material and experiential purchases](#) (Amit Kumar, Thomas Gilovich)

[When and why we forget to buy](#) (Daniel Fernandes, Stefano Puntoni, Stijn M.J. van Osselaer, Elizabeth Cowley)

[Haunts or helps from the past: Understanding the effect of recall on current self-control](#) (Hristina Nikolova, Cait Lamberton, Kelly L. Haws)

[Testosterone at your fingertips: Digit ratios \(2D:4D and rel2\) as predictors of courtship-related consumption intended to acquire and retain mates](#) (Marcelo Vinhal Nepomuceno, Gad Saad, Eric Stenstrom, Zack Mendenhall, Fabio Iglesias)

[When donating is liberating: The role of product and consumer characteristics in the appeal of cause-related products](#) ( Yael Zemack-Rugar, Rebecca Rabino, Lisa A. Cavanaugh, Gavan J. Fitzsimons )

[A meta-analysis of extremeness aversion](#) (Nico Neumann, Ulf Böckenholt, Ashish Sinha)

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

### **Research Reports**

[Multisensory interaction in product choice: Grasping a product affects choice of other seen products](#) (Mathias C. Streicher, Zachary Estes)

[Of clouds and zombies: How and when analogical learning improves evaluations of really new products](#) (Michal Herzenstein, Steve Hoeffler)

[The positive effect of assortment size on purchase likelihood: The moderating influence of decision order](#) (Leilei Gao, Itamar Simonson)

[Lasting performance: Round numbers activate associations of stability and increase perceived length of product benefits](#) (Jorge Pena-Marin, Rajesh Bhargave)

[Looks good to me: How eye movements influence product evaluation](#) (Hao Shen, Akshay Rao)

[Where you say it matters: Why packages are a more believable source of product claims than advertisements](#) (Tatiana M. Fajardo, Claudia Townsend)

[Solving the annuity puzzle: The role of mortality salience in retirement savings decumulation decisions](#) (Linda Court Salisbury, Gergana Y. Nenkov)

[Inspire me to donate: The use of strength emotion in donation](#)

[\\_appeals](#) (Jianping Liang, Zengxiang Chen, Jing Lei)

[Fickle men, faithful women: Effects of mating cues on men's and women's variety-seeking behavior in consumption](#) (Rui Chen, Yuhuang Zheng, Yan Zhang)

[We are where we eat: How consumption contexts induce \(un\)healthful eating for stigmatized overweight consumers](#) (Jayati Sinha)

[Kids, cartoons, and cookies: Stereotype priming effects on children's food consumption](#) (Margaret C. Campbell, Kenneth C. Manning, Bridget Leonard, Hannah M. Manning)

["I" value justice, but "we" value relationships: Self-construal effects on post-transgression consumer forgiveness](#) (Jayati Sinha, Fang-Chi Lu)

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

#### **Research Reviews**

[A meta-analytic synthesis of the question-behavior effect](#) (Eric R. Spangenberg, Ioannis Kareklas, Berna Devezer, David E. Sprott)

[The Effects of Religion on Consumer Behavior: A Conceptual Framework and Research Agenda](#) (Daniele Mathras, Adam B. Cohen, Naomi Mandel, David Glen Mick)

[Corrigendum to "Choice overload: A conceptual review and meta-analysis" \[J Consum Psychol 22 \(2015\) 333-358\]](#) (Alexander Chernev, Ulf Böckenholt, Joseph Goodman)