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**In this issue...**

- Research articles on the link between repetitive lyrics and processing fluency contributing to pop chart success, brand authenticity, the pain of spending money, self-regulatory behaviours, the preference-signaling effect of search, resource deficiency, virtuous behaviours, and information theory
- Research reports on positive mood and multiple goal pursuit, product valuations, hedonic debt prioritization, the psychology of investment behaviour as well as temporal construal theory
- Research review on choice overload

**Updates from SCP**

- SCP would like to thank their generous sponsors for supporting the 2015 Winter Conference in Phoenix: **Arizona State University - W.P.Carey School of Business Marketing Department & Center for Services Leadership, Wharton - Marketing Department, Mack Institute for Innovation Management & Baker Retailing Center, JMR and JCP** as well as **Qualtrics** and **Chilleesys**! For more information on each sponsor, please take a look at the attachment to this newsletter.
- In case you haven't joined yet, SCP has set up a Facebook group for doctoral students - since its launch last month, membership has climbed to 104! You can join the group here: [Docs@SCP](https://www.facebook.com/Docs@SCP).
- Please also note a new format for these newsletters: going forward, we will be highlighting selected articles from the current issue as well as including an easily accessible table of contents.

**Consumer psychology in the media**

- Research on repetitive lyrics boosting a song's popularity ([in this issue](#)) continues to be a popular topic in the media - this month making it to TV! ABC News caught up with one of the authors, Joe Nunes earlier this week ([ABC News](#), 29 April), and it was also featured in the British [Daily Mail](#) (April 24)
- A British marketing research magazine interviews SCP Fellow Sharon Shavitt ([Impact/Research Live](#), 30 April)
- A mention for [a paper by Aaker, Rudd & Mogilner](#) from 2011 on considering time instead of money when making life choices ([Times of India](#), April 27)
- On the advertising value of question marks, reporting on a [forthcoming JCP article](#) ([Science Daily](#), March 9; [Marketing Facts](#), The Netherlands, April 16)

*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.*

**Highlights from this issue**
**Choice overload: A conceptual review and meta-analysis**

*Alexander Chernev, Ulf Böckenholt, Joseph Goodman*

Despite the voluminous evidence in support of the paradoxical finding that providing individuals with more options can be detrimental to choice, the question of whether and when large assortments impede choice remains open. Even though extant research has identified a variety of antecedents and consequences of choice overload, the findings of the individual studies fail to come together into a cohesive understanding of when large assortments can benefit choice and when they can be detrimental to choice. In a meta-analysis of 99 observations reported by prior research, we identify four key factors—choice set complexity, decision task difficulty, preference uncertainty, and decision goal—that moderate the impact of assortment size on choice overload. We further show that each of these four factors has a reliable and significant impact on choice overload, whereby higher levels of decision task difficulty, greater choice set complexity, higher preference uncertainty, and a more prominent, effort-minimizing goal facilitate choice overload. We also find that four of the measures of choice overload used in prior research—satisfaction/confidence, regret, choice deferral, and switching likelihood—are equally powerful measures of choice overload and can be used interchangeably. Finally, we document that when moderating variables are taken into account the overall effect of assortment size on choice overload is significant—a finding counter to the data reported by prior meta-analytic research.

<http://dx.doi.org/10.1016/j.jcps.2014.08.002>

**The power of repetition: repetitive lyrics in a song increase processing fluency and drive market success**

*Joseph C. Nunes, Andrea Ordanini, Francesca Valsesia*

The majority of music people listen to in their daily lives includes lyrics. This research documents how more repetitive songs lyrically are processed more fluently and thus adopted more broadly and quickly in the marketplace. Study 1 is a controlled laboratory experiment demonstrating how lexical repetition, a feature of the stimulus and not the consequence of repeated exposures, results in greater processing fluency. Study 2 replicates the effect utilizing custom-produced song excerpts holding everything constant except the lyrics. Utilizing data from Billboard's Hot 100 singles chart from 1958–2012, Study 3 documents how more repetitive songs stand a greater chance of reaching #1 as opposed to lingering at the bottom of the chart. An analysis of #1 hits reveals increased repetition decreases the time it takes to reach #1 and increases the odds of debuting in the Top 40. This research chronicles the impact of processing fluency on consumer choice in the real world while demonstrating repetition as a stimulus feature matters. It also introduces a new variable to the processing fluency literature: lexical repetition.

<http://dx.doi.org/10.1016/j.jcps.2014.12.004>

#### **Brand authenticity: An integrative framework and measurement scale**

*Felicitas Morhart, Lucia Malär, Amélie Guèvremont, Florent Girardin, Bianca Grohmann*

Although brand authenticity is gaining increasing interest in consumer behavior research and managerial practice, literature on its measurement and contribution to branding theory is still limited. This article develops an integrative framework of the concept of brand authenticity and reports the development and validation of a scale measuring consumers' perceived brand authenticity (PBA). A multi-phase scale development process resulted in a 15-item PBA scale measuring four dimensions: credibility, integrity, symbolism, and continuity. This scale is reliable across different brands and cultural contexts. We find that brand authenticity perceptions are influenced by indexical, existential, and iconic cues, whereby some of the latter's influence is moderated by consumers' level of marketing skepticism. Results also suggest that PBA increases emotional brand attachment and word-of-mouth, and that it drives brand choice likelihood through self-congruence for consumers high in self-authenticity.

<http://dx.doi.org/10.1016/j.jcps.2014.11.006>

#### **Temporal mindsets and self-regulation: The motivation and implementation of self-regulatory behaviors**

*Denise Buhrm, Mita Sujan*

Self-regulation requires connecting desired goals (benefits sought) with means of attainment (implementation plans). Individual differences in the consideration of future consequences (CFC) can influence self-regulation. Although a high- (low-) CFC orientation has generally been considered a preoccupation with future (present) events and needs, we argue that a complete characterization also includes the ability (less ability) to construct specific action plans. With a mix of lab and field studies, we demonstrate that either general implementation recommendations or distant benefits trigger planning and motivate self-regulation for high-CFC individuals. Specific implementation recommendations coupled with proximate benefits help low-CFC individuals plan and self-regulate. In Study 1, we measure CFC and vary the temporal location of benefits and specificity of implementation recommendations to motivate exercising and show that self-generated specific plans mediate self-regulatory intentions. In Study 2, we assess actual self-regulatory behaviors for participants in a walking program. This research has theoretical implications for the temporal construal and planning literatures and practical implications for increasing self-regulation among individuals who do not consider the long-term consequences of their current actions.

<http://dx.doi.org/10.1016/j.jcps.2014.11.003>

#### **Acts of emptying promote self-focus: A perceived resource deficiency perspective**

*Liat Levontin, Danit Ein-Gar, Angela Y. Lee*

No one likes feeling empty. When people feel empty they seek replenishment, which usually takes the form of increased self-focused behaviors that provide value to the self and decreased other-focused behaviors that provide value to others. This research demonstrates how exposure to the concept of emptiness by simply performing or observing acts of emptying (vs. filling or control) of a glass vase, coat pockets, a glass jar, or a duffle bag triggers the cognitive metaphor of resource deficiency. The resource deficiency metaphor in turn leads people to engage in self-focused behaviors such as eating candy or planning a dream vacation and to disengage from other-focused behaviors such as donating to charities or helping others.

<http://dx.doi.org/10.1016/j.jcps.2014.08.001>

#### **Two birds, one stone? Positive mood makes products seem less useful for multiple-goal pursuit**

*Anastasiya Pocheptsova, Francine Espinoza Petersen, Jordan Etkin*

Negotiating the pursuit of multiple goals often requires making difficult trade-offs between goals. In these situations, consumers can benefit from using products that help them pursue several goals at the same time. But do consumers always prefer these multipurpose products? We propose that consumers' incidental mood state alters perceptions of products in a multiple-goal context. Four studies demonstrate that being in a positive mood amplifies perceptions of differences between multiple conflicting goals. As a consequence, consumers are less likely to evaluate multipurpose products as being able to serve multiple distinct goals simultaneously. We conclude by discussing implications of these findings for marketers of multipurpose products.

<http://dx.doi.org/10.1016/j.jcps.2014.11.001>

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