**JCP** JOURNAL OF CONSUMER PSYCHOLOGY

**Happy Holidays from SCP!**

## What's hot in consumer psychology?

With 2014 drawing to a close, it's a good time to look back and reflect on the most popular topics of this year. We've looked up the most downloaded articles in the past 90 days and the biggest themes by far are sensory marketing, the relationship between consumption and well-being as well as consumers' relationship with food.

Congratulations to all authors who have made it to the list – you're on to something big!

**Before you skip to the complete list, don't miss out on important announcements from SCP:**

## Updates from SCP

- Registration for the SCP Phoenix Conference from February 26-28, 2015 at the Ritz-Carlton Hotel is now open! Early conference registration deadline is **January 15**. Keynote speakers include Elizabeth Loftus from University of California and Robert Cialdini from Arizona State University, and don't forget the Saturday night event, The Great GatSCPy at the historic Wrigley Mansion

- It's time to renew your SCP membership for the upcoming year and cast your vote for SCP President-Elect and Treasurer! SCP membership is a bargain at **$75 for faculty ($30 for students)** and includes receiving all of the 2015 issues of the Journal of Consumer Psychology, electronic access to JCP, and receipt of the monthly SCP newsletters. *Please see attached message from SCP President Susan Broniarczyk for more details and visit www.myscp.org to pay your dues.*

- As we approach the end of 2014, JCP would like to acknowledge the important contribution of its many reviewers. A special thank you goes to the top 5 most prolific reviewers Zeynep Gurhan-Canli, Chris Janiszewski, Tom Kramer, Kelly Haws and JoAndrea (Joey) Hoegg!

- And finally, as you plan for the upcoming semester, don't forget the SCP/JCP PhD syllabus!

## Consumer psychology in the media

- Lots of articles for the Gilovich, Kumar and Jampol review articles on experiential consumption and happiness (e.g. Time Money, Dec 17; Ithaca Journal, Dec 7 and Health.com, Dec 5).

- Does dirty money affect product valuations? (The Globe and Mail, Dec 18; Incblot, Dec 18)

- When spending less is more (Marketwatch, Dec 13)

- The persuasive power of a simple Post-It note (Express Belgium, Nov 25)

- How prices that contained more syllables seem higher to consumers (Huffington Post, Nov 25)

## Top downloaded articles from ScienceDirect in the past 90 days

### 1. To have in order to do: Exploring the effects of consuming experiential products on well-being

*Darwin A. Guevarra | Ryan T. Howell*

The experience recommendation – if you want to be happier, buy life experiences instead of material items – is supported in empirical research. However, this evidence is primarily based on the dichotomous comparison of material items and life experiences. The goal of this article is to examine the effects of consuming experiential products – purchases that fall between material items and life experiences – on well-being. Study 1 and Study 2 demonstrate that experiential products provide similar levels of well-being compared to life experiences and more well-being than material items. Study 3 replicates this finding for purchases that turn out well. In addition, Study 3 shows experiential products, when compared to life

experiences, lead to more feelings of competence but less feelings of relatedness, which explains why these two purchases result in similar levels of well-being. We discuss why experiential products and life experiences lead to psychological need satisfaction and how our results support the Positive-Activity Model, Self-Determination Theory, and Holbrook and Hirschman's hedonic consumption framework.

Available online 2 July 2014

## 2. An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior

*Aradhna Krishna*

I define "sensory marketing" as "marketing that engages the consumers' senses and affects their perception, judgment and behavior." From a managerial perspective, sensory marketing can be used to create subconscious triggers that characterize consumer perceptions of abstract notions of the product (e.g., its sophistication or quality). Given the gamut of explicit marketing appeals made to consumers every day, subconscious triggers which appeal to the basic senses may be a more efficient way to engage consumers. Also, these sensory triggers may result in consumers' self-generation of (desirable) brand attributes, rather than those verbally provided by the advertiser. The understanding of these sensory triggers implies an understanding of sensation and perception as it applies to consumer behavior—this is the research perspective of sensory marketing. This review article presents an overview of research on sensory perception. The review also points out areas where little research has been done, so that each additional paper has a greater chance of making a bigger difference and sparking further research. It is quite apparent from the review that there still remains tremendous need for research within the domain of sensory marketing—research that can be very impactful.

Volume 22, Issue 3, July 2012, Pages 332–351

## 3. The flip side of vanity sizing: How consumers respond to and compensate for larger than expected clothing sizes

*JoAndrea Hoegg | Maura L. Scott | Andrea C. Morales | Darren W. Dahl*

Vanity sizing has become a popular retail trend and recent work shows it has a favorable impact on consumers. However, as the current research demonstrates, significant variations in sizing standards across retailers mean that consumers are as likely to encounter larger sizes as they are smaller, "vanity" sizes when shopping, highlighting the importance of understanding how consumers react to this potential threat in the marketplace. Across five studies we demonstrate that larger sizes result in negative evaluations of clothing and show that these effects are driven by consumers' appearance self-esteem. Importantly, we also find that instead of unilaterally lowering purchase intent as one might assume, larger sizes can actually increase spending, as consumers engage in compensatory consumption to help repair their damaged self-esteem. In so doing, this research reveals a dynamic and complex relationship between consumers and sizing labels, where shopping can serve to build, strengthen, threaten, and/or repair appearance self-esteem.

Volume 24, Issue 1, January 2014, Pages 70–78

## 4. Word of mouth and interpersonal communication: A review and directions for future research

*Jonah Berger*

People often share opinions and information with their social ties, and word of mouth has an important impact on consumer behavior. But what drives interpersonal communication and why do people talk about certain things rather than others? This article argues that word of mouth is goal driven and serves five key functions (i.e., impression management, emotion regulation, information acquisition, social bonding, and persuasion). Importantly, I suggest these motivations are predominantly self-(rather than other) serving and drive what people talk about even without their awareness. Further, these drivers make predictions about the types of news and information people are most likely to discuss. This article reviews the five proposed functions and well as how contextual factors (i.e., audience and communication channel) may moderate which functions play a larger role. Taken together, the paper provides insight into the psychological factors that shape word of mouth and outlines additional questions that deserve further study.

Volume 24, Issue 4, October 2014, Pages 586–607

## 5. Evidence for two facets of pride in consumption: Findings from luxury brands

*Brent McFerran | Karl Aquino | Jessica L. Tracy*

This paper documents the multifaceted nature of pride in consumer behavior. Drawing on recent psychological research on pride, we provide evidence for two separate facets of pride in consumption. In a series of studies, we propose a model wherein luxury brand consumption and pride are systematically interrelated. Whereas authentic (but not hubristic) pride leads to a heightened desire for luxury brands, hubristic (but not authentic) pride is the outcome of these purchases, and is the form of pride signaled to observers by these purchases. Further, we show that these effects are generally exacerbated for those low in narcissism. These findings shed

new light on why consumers purchase luxury brands, highlighting a paradox: these purchases may be sought out of heightened feelings of accomplishment (and not arrogance), but they instead signal arrogance to others (rather than accomplishment).

### 6. Sensory marketing, embodiment, and grounded cognition: A review and introduction

*Aradhna Krishna | Norbert Schwarz*

There has been a recent swell of interest in marketing as well as psychology pertaining to the role of sensory experiences in judgment and decision making. Within marketing, the field of sensory marketing has developed which explores the role of the senses in consumer behavior. In psychology, the dominant computer metaphor of information processing has been challenged by researchers demonstrating various manners in which mental activity is grounded in sensory experience. These findings are arduous to explain using the amodal model of the human mind. In this introduction, we first delineate key assumptions of the information processing paradigm and then discuss some of the key conceptual challenges posed by the research generally appearing under the titles of embodiment, grounded cognition, or sensory marketing. We then address the use of bodily feelings as a source of information; next, we turn to the role of context sensitive perception, imagery, and simulation in consumer behavior, and finally discuss the role of metaphors. Through this discourse, we note the contributions to the present special issue as applicable.

### 7. Better moods for better eating?: How mood influences food choice

*Meryl P. Gardner | Brian Wansink | Junyong Kim | Se-Bum Park*

How do moods influence one's preference for foods? By introducing the role of enjoyment- versus health-oriented benefits of foods in the mood and food consumption relationship, this research informs both temporal construal theory and mood management framework by positing that mood influences the choice between healthy versus indulgent foods through its impact on temporal construal, which alters the weights people put on long-term health benefits versus short-term mood management benefits when making choices. The results from four experiments show that a positive mood cues distal, abstract construal and increases the salience of long-term goals such as health, leading to greater preference for healthy foods over indulgent foods. The results also show that a negative mood cues proximal construal and increases the salience of immediate, concrete goals such as mood management, leading to greater preference for indulgent foods over healthy foods.

### 8. Show me the product, show me the model: Effect of picture type on attitudes toward advertising

*Nilüfer Z. Aydınoğlu | Luca Cian*

We suggest that a consideration of consumer self-evaluations is fundamental to understanding the conditions under which it is more advantageous to present person or product pictures in print advertisements. We build on the basic human motives of self-enhancement and self-verification to propose that the specific self-esteem level of consumers, in the domain relevant for the category, differentially affects their responses to picture type. Specifically, for consumers with low (high) domain-specific self-esteem, depicting a product (person) in the advertisement enhances attitudes toward the advertisement more than depicting a person (product). In two studies, we demonstrate the proposed matching relationships using two different domains of consumer self-evaluation: appearance self-esteem and academic self-esteem. We also show that increased and more fluent generation of self-related mental imagery drives the observed improvement in attitudes toward the advertisement. Our findings suggest direct implications for advertising design.

### 9. The IKEA effect: When labor leads to love

*Michael I. Norton | Daniel Mochon | Dan Ariely*

In four studies in which consumers assembled IKEA boxes, folded origami, and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect—the increase in valuation of self-made products. Participants saw their amateurish creations as similar in value to experts' creations, and expected others to share their opinions. We show that labor leads to love only when labor results in successful completion of tasks; when participants built and then destroyed their creations, or failed to complete them, the IKEA effect dissipated. Finally, we show that labor increases valuation for both "do-it-yourselfers" and novices.

### 10. Power and consumer behavior: How power shapes who and what consumers value

*Derek D. Rucker | Adam D. Galinsky | David Dubois*

The current paper reviews the concept of power and offers a new architecture for understanding how power guides and shapes consumer behavior. Specifically, we propose that having and lacking power respectively foster agentic and communal orientations that have a transformative impact on perception, cognition, and behavior. These orientations shape both who and what consumers value. New empirical evidence is presented that synthesizes these findings into a parsimonious account of how power alters consumer behavior as a function of both product attributes and recipients. Finally, we discuss future directions to motivate and guide the study of power by consumer psychologists.

## 11. Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth

*Andreas B. Eisingerich | HaeEun Helen Chun | Yeyi Liu | He (Michael) Jia | Simon J. Bell*

We examine the conceptual difference between consumer electronic word-of-mouth on online social sites (sWOM) such as Facebook and traditional face-to-face word-of-mouth (WOM). We find that consumers are less willing to engage in sWOM than WOM. Such a difference in willingness to offer word-of-mouth can be explained by social risk associated with different communication modes. We show that the difference between people's desire to engage in sWOM and WOM is mediated by perceived social risk and amplified when social risk is made salient. Furthermore, we show that consumers' need to self-enhance mitigates the difference in willingness to offer sWOM versus WOM.

## 12. Decision Difficulty in the Age of Consumer Empowerment

*Susan M. Broniarczyk | Jill G. Griffin*

In this review, we examine the impact of two key factors of consumer empowerment–choice freedom and expansion of information--on the choice difficulty consumers experience in today's decision environment. We posit that though these two consumer empowerment factors offer numerous potential benefits, they also can magnify such sources of decision difficulty as task complexity, tradeoff difficulty, and preference uncertainty. Next we review several key moderators, including consumer knowledge, mental representation, and maximization tendencies as well as information type and organization, that can exacerbate or mitigate the effect of these consumer empowerment factors on decision difficultly outcomes. Lastly, we examine the effectiveness of decision aids in assisting consumers navigate the complexity of today's decision environment, and we identify areas for future investigation.

## 13. If money doesn't make you happy, then you probably aren't spending it right

*Elizabeth W. Dunn | Daniel T. Gilbert | Timothy D. Wilson*

The relationship between money and happiness is surprisingly weak, which may stem in part from the way people spend it. Drawing on empirical research, we propose eight principles designed to help consumers get more happiness for their money. Specifically, we suggest that consumers should (1) buy more experiences and fewer material goods; (2) use their money to benefit others rather than themselves; (3) buy many small pleasures rather than fewer large ones; (4) eschew extended warranties and other forms of overpriced insurance; (5) delay consumption; (6) consider how peripheral features of their purchases may affect their day-to-day lives; (7) beware of comparison shopping; and (8) pay close attention to the happiness of others.

## 14. Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products

*Kelly L. Haws | Karen Page Winterich | Rebecca Walker Naylor*

The primary goal of this research is to conceptualize and develop a scale of green consumption values, which we define as the tendency to express the value of environmental protection through one's purchases and consumption behaviors. Across six studies, we demonstrate that the six-item measure we develop (i.e., the GREEN scale) can be used to capture green consumption values in a reliable, valid, and parsimonious manner. We further theorize and empirically demonstrate that green consumption values are part of a larger nomological network associated with conservation of not just environmental resources but also personal financial and physical resources. Finally, we demonstrate that the GREEN scale predicts consumer preference for environmentally friendly products. In doing so, we demonstrate that stronger green consumption values increase preference for environmentally friendly products through more favorable evaluations of the non-environmental attributes of these products. These results have important implications for consumer responses to the growing number of environmentally friendly products.

## 15. The seven sins of consumer psychology

*Michel Tuan Pham*

Consumer psychology faces serious issues of internal and external relevance. Most of these issues originate in seven fundamental problems with the way consumer psychologists plan and conduct their research—problems that could be called "the seven sins of consumer psychology." These seven "sins" are (1) a narrow conception of the scope of consumer behavior research; (2) adoption of a narrow set of theoretical lenses; (3) adherence to a narrow epistemology of consumer research; (4) an almost exclusive emphasis on psychological processes as opposed to psychological content; (5) a strong tendency to overgeneralize from finite empirical results, both as authors and as reviewers; (6) a predisposition to design studies

based on methodological convenience rather than on substantive considerations; and (7) a pervasive confusion between "theories of studies" and studies of theories. Addressing these problems ("atoning for these sins") would greatly enhance the relevance of the field. However, this may require a substantial rebalancing of the field's incentives to reward actual research impact rather than sheer number of publications in major journals.

## 16. Fundamental motives: How evolutionary needs influence consumer behavior

*Vladas Griskevicius | Douglas T. Kenrick*

Can we better understand modern consumer behavior by examining its links to our ancestral past? We consider the underlying motives for consumption and choice from an evolutionary perspective. We review evidence that deep-seated evolutionary motives continue to influence much modern behavior, albeit not always in obvious or conscious ways. These fundamental motives include: (1) evading physical harm, (2) avoiding disease, (3) making friends, (4) attaining status, (5) acquiring a mate, (6) keeping a mate, and (7) caring for family. We discuss how, why, and when these motives influence behavior, highlighting that many consumer choices ultimately function to help fulfill one or more of these evolutionary needs. An important implication of this framework is that a person's preferences, behaviors, and decision processes change in predictable ways depending on which fundamental motive is currently active. We discuss how consideration of evolutionary motives provides fertile ground for future consumer research, while also helping build bridges between consumer behavior, evolutionary biology, and other social sciences.

## 17. Pleasure principles: A review of research on hedonic consumption

*Joseph W. Alba | Elanor F. Williams*

Thirty years ago, Hirschman and Holbrook (1982) advocated greater attention to hedonic consumption and the myriad ways in which consumers seek pleasure and enjoyment. A thorough review finds that the topic has much appeal and that consumer research has made significant progress toward understanding some of its parameters. However, many questions remain unanswered, particularly with regard to understanding the sources of pleasure, the manner in which consumers seek it, and the ways in which consumers might alter their hedonic consumption decisions to maximize pleasure and happiness. We assess three decades of research on hedonic consumption, emphasizing areas of greatest potential for future exploration.

## 18. Brands as relationship partners: Warmth, competence, and in-between

*Susan Fournier | Claudio Alvarez*

The dialogue between social perception and consumer–brand relationship theories opens new opportunities for studying brands. To advance branding research in the spirit of interdisciplinary inquiry, we propose to (1) investigate the process of anthropomorphism through which brands are imbued with intentional agency; (2) integrate the role of consumers not only as perceivers but also as relationship agents; (3) consider important defining dimensions of consumer–brand relationships beyond warmth and competence, including power and excitement; and (4) articulate the dynamics governing warmth (intentions) and competency (ability) judgments to yield prescriptive guidance for developing popular and admired brands.

## 19. "I'd like to be that attractive, but at least I'm smart": How exposure to ideal advertising models motivates improved decision-making

*Kamila Sobol | Peter R. Darke*

The use of idealized advertising models has been heavily criticized in recent years. Existing research typically adopts a social comparison framework and shows that upward comparisons with models can lower self-esteem and affect, as well as produce maladaptive behavior. However, the alternative possibility that consumers can cope with threatening advertising models by excelling in other behavioral domains has not been examined. The present research draws on fluid compensation theory (Tesser, 2000) and shows that idealized models motivate improved performance in consumer domains that fall outside that of the original comparison. These more positive coping effects operate through self-discrepancies induced by idealized models, rather than self-esteem or negative affect. Specifically, self-discrepancies motivate consumers to improve decision-making by: 1) making more optimal choices from well-specified consideration sets, and 2) better self-regulating indulgent choices. More broadly, the current research integrates and extends theories of fluid compensation and self-discrepancy, as well as provides a more complete picture of the ways in which consumers cope with idealized advertising models.

## 20. Judgment is not color blind: The impact of automatic color preference on product and advertising preferences

*Ioannis Kareklas | Frédéric F. Brunel | Robin A. Coulter*

This research examines the colors white and black and highlights the importance of automatic preference for the color white over black in product choice and advertising contexts. Across three studies, we incorporate multiple Implicit Association Tests to assess automatic preferences for colors, products, races, and advertisements. In Study 1, we demonstrate an automatic color preference for white over black, show that this preference holds for Caucasian-Americans and African-Americans, and find that automatic color preference predicts automatic product

preference of white over black-colored products. Study 2 extends these findings by showing that actual behavioral product choice is best predicted by a combination of automatic and explicit color preferences. In the advertising domain, Study 3 demonstrates how automatic color preference influences advertising responses and how it explains the lack of in-group preference by African-Americans in previous implicit studies of racial preference. Collectively, our research draws attention to the need to disentangle white and black as designation of colors versus racial groups, and offers significant and novel contributions to the work on color and race in consumer psychology.

### 21. Tablets, touchscreens, and touchpads: How varying touch interfaces trigger psychological ownership and endowment

*S. Adam Brasel | James Gips*

As mouse-driven desktop computers give way to touchpad laptops and touchscreen tablets, the role of touch in online consumer behavior has become increasingly important. This work presents initial explorations into the effects of varying touch-based interfaces on consumers, and argues that research into the interfaces used to access content can be as important as research into the content itself. Two laboratory studies using a variety of touch technologies explore how touchscreen interfaces can increase perceived psychological ownership, and this in turn magnifies the endowment effect. Touch interfaces also interact with importance of product haptics and actual interface ownership in their effects on perceived product ownership, with stronger effects for products high in haptic importance and interfaces that are owned. Results highlight that perceptions of online products and marketing activities are filtered through the lens of the interfaces used to explore them, and touch-based devices like tablets can lead to higher product valuations when compared to traditional computers.

### 22. Slim by design: Redirecting the accidental drivers of mindless overeating

*Brian Wansink | Pierre Chandon*

We first choose what to eat and then we choose how much to eat. Yet as consumer psychologists, we understand food choice much better than food consumption quantity. This review focuses on three powerful drivers of food consumption quantity: 1) Sensory cues (how your senses react), 2) emotional cues (how you feel), and 3) normative cues (how you believe you are supposed to eat). These drivers influence consumption quantities partly because they bias our consumption monitoring—how much attention we pay to how much we eat. To date, consumption quantity research has comfortably focused on the first two drivers and on using education to combat overeating. In contrast, new research on consumption norms can uncover small changes in the eating environment (such as package downsizing, smaller dinnerware, and reduced visibility and convenience) that can be easily implemented in kitchens, restaurants, schools, and public policies to improve our monitoring of how much we eat and to help solve mindless overeating. It is easier to change our food environment than to change our mind.

### 23. The dynamics of consumer behavior: A goal systemic perspective

*Catalina E. Kopetz | Arie W. Kruglanski | Zachary G. Arens | Jordan Etkin | Heather M. Johnson*

Like most behavior, consumer behavior too is goal driven. In turn, goals constitute cognitive constructs that can be chronically active as well as primed by features of the environment. Goal systems theory outlines the principles that characterize the dynamics of goal pursuit and explores their implications for consumer behavior. In this vein, we discuss from a common, goal systemic, perspective a variety of well known phenomena in the realm of consumer behavior including brand loyalty, variety seeking, impulsive buying, preferences, choices and regret. The goal systemic perspective affords guidelines for subsequent research on the dynamic aspects of consummatory behavior as well as offering insights into practical matters in the area of marketing.

### 24. Popcorn in the cinema: Oral interference sabotages advertising effects

*Sascha Topolinski | Sandy Lindner | Anna Freudenberg*

One important psychological mechanism of advertising is mere exposure inducing positive attitudes towards brands. Recent basic research has shown that the underlying mechanism of mere exposure for words, in turn, is the training of subvocal pronunciation, which can be obstructed by oral motor-interference. Commercials for foreign brands were shown in cinema sessions while participants either ate popcorn, chewed gum (oral interference) or consumed a single sugar cube (control). Brand choice and brand attitudes were assessed one week later. While control participants more likely spent money (Experiment 1, N = 188) and exhibited higher preference and physiological responses (Experiment 2, N = 96) for advertised than for novel brands, participants who had consumed popcorn or gum during commercials showed no advertising effects. It is concluded that advertising might be futile under ecological situations involving oral interference, such as snacking or talking, which ironically is often the case.

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