



Thursday, 26 October

- 7:30am **Registration**
Spruce
- 8am **ACR Sheth Foundation Doctoral Symposium (Sponsored by Mays Business School, Texas A&M University)**
Grand Ballroom A
- 8:30am **JACR Pre-Conference Workshop on Consumer Privacy**
Willow B
- 11am **ACR Board of Directors Meeting**
Willow A
- 1pm **Early Career Workshop (Sponsored by Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications)**
Grand Ballroom B
- 2pm **Mid Career Workshop**
Grand Ballroom D

- 4:15pm **PhD Project Mentoring Program Pre-Reception (Invite Only)**
Willow B
Chaired by: Dr. Adriana Samper

- 5:30pm **Fellows Address**
Grand Ballroom B

- 6:30pm **Welcome Reception**
Metropolitan B

Friday, 27 October

- 7am **Yoga**
Everett
- 7:15am **Keith Hunt Newcomers' Breakfast**
Cirrus Ballroom
- 7:30am **Registration**
Spruce
- 8am **JMR AE/ERB Breakfast (Invite Only)**
Virginia
Chaired by: Dr. Rebecca Hamilton
- 8:15am **1.01 Special Session - Emotion in Decision: The Essential Interplay Between Emotions and Decision-Making**
Cedar
Chaired by: Dr. Oleg Urminsky



Continued from Friday, 27 October

A Global Analysis of How Emotions Relate to Economic Decisions Regarding Time or Risk

» [Mr. Samuel Pertl](#), Ms. Tara Srirangarajan, Dr. Oleg Urminsky

Using Emotions to Characterize Individual Differences in Risk Preferences

» [Prof. Barbara Mellers](#), Dr. Siyuan Yin

Moment-to-moment changes in expectations predict happiness

» [Dr. Ming Hsu](#), Dr. Deborah Marciano, Ms. Ida Mayer

Social media users' posting behavior can be as-if addictive and can have negative emotional consequences

» [Dr. Felix Jan Nitsch](#), Dr. Klaus Wertenbroch, Dr. Hilke Plassmann

8:15am

1.02 Special Session - From Buy to Bye: Promoting Sustainability in Product Choice and Disposal

Issaquah

Chaired by: Ms. Suwon Choi

Spurring Secondhand Clothing Consumption Through Moral Disgust for New Fashion

» [Ms. Hannah Smith](#), Prof. Karen Page Winterich

Will Consumers Rent What They Buy? How Deciding to Rent is Different from Deciding to Buy

» [Ms. Suwon Choi](#), Dr. Claudia Townsend

Symbolic Punishment through Destructive Product Disposal

» [Dr. Aaron Brough](#), Prof. Mathew Isaac

Understanding When Consumer Empowerment Initiatives Fail to Increase Participation in Corporate Take-Back Programs

» [Dr. Kristin Hurst](#), Dr. Atar Herziger, Dr. Grant Donnelly

8:15am

1.03 Special Session - Algorithms, Consumer Preferences, and Perceptions

Jefferson

Chaired by: Ms. Qiao Liu

Aligning algorithms with consumers' prediction preferences

» [Prof. Berkeley Dietvorst](#)

Consumer Preference for Algorithmic vs. Human Evaluation

» [Ms. Qiao Liu](#), Prof. Gerald Häubl

Consumers' Lay Beliefs about AI Assessment of Interpersonal Skills

» [Mr. Ilyung Cheong](#), Prof. Young Eun Huh, Prof. Stefano Puntoni

The Hedonic Cost of Robotic Services

» [Dr. Phyliss Gai](#), Dr. Yiqi Yu, Ms. Liyi Tang

8:15am

1.04 Special Session - Consumer Communication in Digital Contexts

Willow A

Chaired by: Ms. Yusu Wang

Short and Sweet or Short and Sour: The Influence of Text Message Abbreviations on Relational Outcomes

» [Ms. Liang Yang](#), Mr. David Fang, Prof. Sam Maglio

Grinners Gain More Followers: Signaling Status through High Arousal Emotional Expressions on Social Media

» [Ms. Yusu Wang](#), Prof. Keith Wilcox, Dr. Jeffrey Lee

I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties

» [Dr. Jaeyeon Chung](#), Prof. Yu Ding, Dr. Ajay Kalra

The Past and Future of Consumer Language Research

» [Prof. Jonah Berger](#), Prof. Grant Packard



Continued from Friday, 27 October

8:15am **1.05 Special Session - Consumer (Dis)identification: When Consumers Don't Identify with Consumption Behaviors**

Willow B

Chaired by: Prof. Stephanie C. Lin

The Perceived Durability of Past Experiences

» Prof. [Jacqueline Rifkin](#), Prof. Anja Schanbacher, Prof. Nazli Gurdamar-Okutur

Unclearly Immoral: How Self-Concept Clarity Shapes Moral Behaviors

» Ms. [Jane Jiaqian Wang](#), Prof. Rima Touré-Tillery

Poser Avoidance: Low Identity Entitlement Leads to Avoidance of Identity Signaling

» Prof. [Stephanie C. Lin](#), Prof. Rebecca Schaumberg

Person-Related Terms in Product Reviews: When Subtle Identity Cues Reduce Product Preference

» Mr. [Byung Cheol Lee](#), Prof. Liad Weiss

8:15am **1.06 Roundtable - Emerging Technologies and Consumer Well-being: Peril and Promise**

Ravenna

Chaired by: Dr. Ainslie E. Schultz and Dr. Meryl P. Gardner

Emerging Technologies and Consumer Well-Being: Peril and Promise

» Dr. [Meryl P. Gardner](#), Dr. [Ainslie E. Schultz](#), Dr. [Stacey Menzel Baker](#), Dr. [Wilson Bastos](#), Dr. [Russell Belk](#), Dr. [Andrea Bonezzi](#), Dr. [Simona Botti](#), Dr. [Melanie Brucks](#), Dr. [Frank Cabano](#), Dr. [Pierre Chandon](#), Dr. [Luca Cian](#), Dr. [June Cotte](#), Ms. [Marina Cozac](#), Dr. [Benét DeBerry-Spence](#), Dr. [Matthew Farmer](#), Dr. [Lane Peterson Fronczek](#), Dr. [Markus Giesler](#), Dr. [Kristina Harrison](#), Dr. [Kelly L. Haws](#), Dr. [Ronald Paul Hill](#), Dr. [Daniel R. Horne](#), Dr. [Elizabeth Howlett](#), Dr. [Liang Huang](#), Dr. [Chris Hydock](#), Dr. [Shailendra Pratap Jain](#), Dr. [Mansur Khamitov](#), Dr. [Melika Kordrostami](#), Dr. [Aleksandra Kovacheva](#), Dr. [Kirk Kristofferson](#), Dr. [Kristen Lane](#), Dr. [Jaehoon Lee](#), Dr. [Leonard Lee](#), Dr. [Monika Lisjak](#), Dr. [Andre F. Maciel](#), Dr. [Martin Mende](#), Prof. [Anirban Mukhopadhyay](#), Dr. [Nea North](#), Dr. [Stephanie Geiger Oneto](#), Dr. [Massimiliano Ostinelli](#), Dr. [Aniruddha Pangarkar](#), Dr. [Ruth Pogacar](#), Dr. [Rebecca Rabino](#), Dr. [Martin Reimann](#), Dr. [Jennifer Savary](#), Dr. [Ann Schlosser](#), Dr. [Anu Sivaraman](#), Dr. [Adam Stivers](#), Dr. [Hesam Teymouri](#), Dr. [Beth Vallen](#), Dr. [Madhu Viswanathan](#), Dr. [Tiffany Barnett White](#), Dr. [Scott A. Wright](#), Ms. [Sahel Zaboli](#)

8:15am **1.07 Beyond Conventional Marketing Approaches: Exploring Green Messaging, Virtual Influence, and Neuro-Engagement**

Aspen

Chaired by: Prof. Luming Wang

Green Consumption and Message Framing

» Ms. [Min Zhang](#), Prof. [Luming Wang](#)

The Role of Virtual Influencers in Fashion Diffusion

» Mr. [Yuri Martirosyan](#), Dr. [Deniz Atik](#)

Do They WOW? Measuring Awe Using Online User Comments

» Mr. [Zitian Qiu](#), Prof. [Felicita Morhart](#), Prof. [Francine Petersen](#)

Less is Not Always More: Fewer Words in Television Commercials Decrease Brain Engagement

» Dr. [Robert Torrence](#), Ms. [Kailey Dougherty](#), Dr. [Samuel Barnett](#)



Continued from Friday, 27 October

8:15am **1.08 The Green Consumer: Understanding Recycling Practices and Sustainability Choices**

Columbia

Chaired by: Dr. Aylin Cakanlar

Recycle Right: How to Decrease Recycling Contamination Without Sacrificing Recycling Rates?

» Dr. Megan Hunter, Dr. Gergana Nenkov, Dr. Aylin Cakanlar

Sustainability Considerations, or Lack Thereof, in Consumer Decision Making

» Ms. Larissa Elmor, Mr. Guilherme Ramos, Dr. Yan Vieites, Mr. Bernardo Andretti, Dr. Eduardo B. Andrade

Understanding and Nudging Consumer Reactions to Near-Expired Products

» Dr. Yongheng Liang, Dr. Yunlu Yin, Dr. Qian Xu

Consumers are Less Likely to Recycle Personally Sensitive Products

» Dr. Tianjiao Yu, Dr. Stephen Nowlis

8:15am **1.09 From Faith to Politics: Unraveling the Intersections of Spirituality, Corporate Activism, and Political Beliefs in Consumer Behavior**

Seneca

Chaired by: Dr. Stacey Brennan

Spiritual Brand Names Prime Environmental Sustainability Perceptions, Preference, and Behavior

» Dr. Jasmina Ilcic, Dr. Stacey Brennan

From Piety to Preservation: Beliefs in A Punitive (vs. Benevolent) God Decrease Green Behavior

» Mr. Yafei Guo, Dr. Sarah Lim

Corporate Neutrality: Consumer Response to Brand Activism

» Mr. Jeffrey Kang, Prof. Manoj Thomas

Counter Projection of Political Orientation onto Elites Reduces Satisfaction with Democracy

» Mr. Cory Haltman, Prof. Jesse Walker

8:15am **1.10 Consumer Choices in Health: Navigating Persuasion, Guilt, Pleasure, and Perception**

Boren

Chaired by: Dr. Romain Cadario

Boosting vaccination uptake: what makes text-based reminders more persuasive?

» Dr. Romain Cadario, Ms. Jenny Zimmermann, Dr. Bram Van den Bergh

Strategic Media Bingeing

» Ms. Rachele Ciulli, Mr. Henrique Laurino Dos Santos, Dr. Annie Wilson, Dr. Nate Warren, Dr. Cait Lamberton

Caregiving Responsibilities Discourage Leisure Consumption

» Prof. Ximena Garcia-Rada, Dr. Anika Schumacher

The Healthy Touch of Green Energy: How Food Made by Green Energy Positively Impacts its Healthiness Perception

» Dr. Iman Paul, Dr. Smaraki Mohanty, Dr. Jeff Parker

8:15am **1.11 Reimagining Consumer Interactions: Insights from AI, Bots, and Gaming**

Greenwood

Chaired by: Dr. Fanny Cambier

Creative contests: When poor corporate reputation attracts consumer participation

» Dr. Fanny Cambier, Dr. Nadia Steils



Continued from **Friday, 27 October**

The Dark Side of Bots: How Consumer-Developed Bots Impact the Competitive Landscape for Scarce Offerings

» [Ms. Abby Frank](#), Dr. John A. Clithero

In the Wrong Zone: Flow State Amplifies Disposition Effect in Trading for Gamers

» [Dr. Hongjun Ye](#), Mr. Youngdai Won, Dr. Yuan Zhang

Enhancing Virtual Influencer Advertising Effectiveness: The Role of Product Experiencing Behavior

» Prof. Zichuan Mo, [Ms. Qiu Yuchen](#), [Ms. Lisha You](#)

8:15am

1.12 Cultural Complexity in Consumer Behavior: From Norm Disruption to Cynicism

Redwood A&B

Chaired by: Prof. Elizabeth Miller

Consumer Responses to Norm Disruption in Unsettled Times

» Prof. Clark Cao, [Dr. Matthew Godfrey](#), [Prof. Elizabeth Miller](#)

Theorizing Obstacles and Opportunities to the Formation of Legitimacy in Illicit Markets

» [Ms. Carol Jianwen Wei](#), Prof. Julie Ozanne, Prof. Daiane Scaraboto

Failing to reconfigure: the breakdown of collocated practices and the transformation of social life

» [Dr. Pierre-Yann Dolbec](#), Dr. Eileen Fischer, [Ms. Ghalia Shamayleh](#)

Consumer Cynicism: When Consumption Fails as Cultural Tool for Distinction

» [Dr. Indirah Indibara](#), [Dr. Sanjeev Varshney](#), [Dr. Munish Thakur](#)

8:15am

1.13 Tutorial - Process Analysis

Metropolitan B

Chaired by: Tatiana Dyachenko and Arash Laghaie and Constant Pieters

» Constant Pieters (Presenter)

8:15am

1.14 Film Festival Session I

Capitol Hill

Face Value

» [Dr. Lena Cavusoglu](#), Dr. Russell Belk

A Death Like No Other: The Lived Experiences Of COVID-19 Bereavement

» [Prof. Lynn Sudbury-Riley](#)

Trash or Treasure: Young Consumers & the Post-Purchase Journey of Luxury Packaging

» [Ms. Gretchen Honer](#), [Dr. Jessica Weeks](#), [Dr. Moumita Gyomlai](#), Dr. Jacob Hiler

9:30am

Coffee Break

Grand Ballroom PFA

9:45am

2.01 Special Session - Spreading Good...Well through the Transformative Advertising Research Framework: Examining Social Inequalities in Advertising and Media

Cedar

Chaired by: Dr. Samantha Cross

Marketing Virtual Influencers: Gender and Well-being in Advertising and Media

» [Prof. Linda Tuncay Zayer](#), [Dr. Catherine Coleman](#), [Dr. Lauren Gurrieri](#)

Colorism in Advertising

» [Ms. Jazmin Henry](#), [Dr. Tonya Bradford](#)

Sexual Health Advertising

» [Dr. David Rowe](#), [Prof. Shona Bettany](#)



Continued from Friday, 27 October

9:45am **2.02 Special Session - Toward More Impactful Consumer Research: Three Complementary Perspectives**

Issaquah

Chaired by: Dr. Bernd Schmitt and Dr. Michel Pham

The Role of Novelty in Three Types of Impact

» [Dr. Shane Wang](#), Dr. Joseph Ryoo, [Dr. Margaret Campbell](#), Prof. Jeffrey Inman

Two Types of Theoretical Contributions in Marketing Research: Construct-To-Construct Versus Phenomenon-To-Construct Mapping

» [Dr. John Lynch](#), Prof. Stijn van Osselaer, Dr. Patricia Torres

Benchmarking Thought Leadership in Consumer Research: The p-Index

» [Dr. Michel Tuan Pham](#), Ms. Alisa Wu, Ms. Danqi Wang

9:45am **2.03 Special Session - Preservation Nation—Using Social Problems to Challenge and Extend Core Consumer Concepts**

Jefferson

Chaired by: Prof. Lucie Ozanne

Makeshifting as a Disruptive Social Practice

» [Dr. Marcia Christina Ferreira](#), Prof. Daiane Scaraboto, Dr. Bernardo Figueiredo, Dr. Adriana Schneider Dallolio, Prof. Eliane Zamith Brito

Forging Deeper Object Attachments by Intensive Mending

» [Ms. Carol Jianwen Wei](#)

The Materiality of Repair Service Relationships

» [Dr. Matthew Godfrey](#), Prof. Linda Price

Expanding Collective Action in Repair Cafes: A World of Concern Approach

» [Prof. Lucie Ozanne](#), Prof. Julie Ozanne

9:45am **2.04 Special Session - A Touchy Subject: The Positive and Negative Effects of Touch on Consumer Behavior**

Willow A

Chaired by: Dr. Ann Schlosser

Balancing Consumers' Need to Touch Products Against Their Germaphobia: The Combined Positive and Negative Effects of Touch

» [Mr. Kevin Jiang](#), Dr. Ann Schlosser, Dr. Katie Quinn

The Effects of Haptic Sensation on Product Interaction

» [Mr. Wonsuk Jung](#), Prof. Joann Peck, Dr. Bowen Ruan, Prof. Anders Gustafsson, Prof. Liangyan Wang

What Does it Feel Like? Comparing Communication of Haptic Experiences to Communication of Visual Experiences

» Dr. Ann Schlosser, [Prof. Morgan Poor Miles](#), Dr. Ryan Elder

The Mixed-Reality Effect: How Consumers' Physical Reality Influences Preferences for Virtually Displayed Products

» [Mr. David Finken](#), Prof. Reto Hofstetter, Dr. Aradhna Krishna, Prof. Florian von Wangenheim

9:45am **2.05 Special Session - Understanding Aging Consumers from Different Perspectives**

Willow B

Chaired by: Ms. Lu Fang

Does Green Behavior Fade with Graying? The Role of Time Perspectives in Older Adults' Sustainable Consumption

» [Ms. Yeonjin Sung](#), Prof. Alessandro M. Peluso, Prof. Cesare Amatulli, Prof. Gianluigi Guido, Prof. Carolyn Yoon

Affective Forecasting Improves Across the Life Span

» [Prof. Ye Li](#), Dr. Lisa Zaval, Prof. Eric J. Johnson

How Recommender's Age Affects Utilitarian vs. Hedonic Perceptions of a Recommended Product

» [Ms. Qianqian \(Esther\) Liu](#), Dr. Suhas Vijayakumar, Prof. Yuwei Jiang



Continued from Friday, 27 October

Appraising Intrinsic Motivation from Age and Attractiveness: Positive Implications in C2C Contexts

» [Ms. Lu Fang](#), Prof. Anirban Mukhopadhyay

9:45am **2.06 Roundtable - Emerging Threats to Democracy**

Ravenna

Chaired by: Mr. Mohamed Hussein

Emerging Threats to Democracy

» [Mr. Mohamed Hussein](#), [Dr. Kathleen Vohs](#), [Dr. Stephanie Chen](#), [Prof. Gita Johar](#), [Dr. Ellie Kyung](#), [Dr. Selin Malkoc](#), [Dr. Brent McFerran](#), [Dr. Oded Netzer](#), [Prof. Nailya Ordabayeva](#), [Dr. Jake Teeny](#), [Dr. Zakary L. Tormala](#), [Dr. Norbert Schwarz](#), [Prof. Katherine White](#), [Dr. Wendy Wood](#)

9:45am **2.07 Embracing Diversity and Disruption: Examining Branding and Marketing Complexities**

Aspen

Chaired by: Mrs. Nicole Davis

Mixed Couples, Mixed Attitudes: How Interracial Couples' Representation Influences Brand Outcomes

» Mrs. Nicole Davis, [Dr. Rosanna K. Smith](#), Dr. Julio Sevilla

Controversies and Brands: A Study on Digital Rhetorical Arenas

» [Prof. Damien Renard](#)

Does Featuring People with Disabilities Help or Hurt Fashion Marketing Effectiveness?

» [Ms. Jane Jiaqian Wang](#), [Prof. Chuang Wei](#)

A Nickname to Stay Away From: A Brand Power Perspective

» [Prof. Zhe Zhang](#), Prof. Ning Ye, Prof. Matt Thomson

9:45am **2.08 Sustainable Consumer Behavior: Perceptions, Parenthood, Recycling, and Rating Trends**

Columbia

Chaired by: Ms. Hanife Armut

Products that Stay with Us: Physical Mobility Leads to Stronger Preference for Durable Products

» [Ms. Hanife Armut](#), Dr. Güneş Biliciler

Saving the Planet for Our Kids, or Not: How Parenting Affects Sustainable Behavior

» [Dr. Aylin Cakanlar](#), Dr. Hristina Nikolova

Going Green, Staying Calm: The Effect of Recycling on Consumers' Willingness to Wait

» [Ms. Lulu Shi](#), Dr. Linying (Sophie) Fan, Prof. Rongrong Zhou, Prof. Jiewen Hong

Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Communication Sites

» Ms. Ying Zeng, Dr. Claire Tsai, [Dr. Wei Lu](#)

9:45am **2.09 You shall love your neighbor as yourself: Fostering Prosociality, Encouraging Giving, and Embracing Simplicity**

Seneca

Chaired by: Mr. Athi Karthick V

When We Compete, I Won't Help: The Influence of Framing National Achievement Cues on Prosocial Behavior

» [Mr. Athi Karthick V](#), Dr. Arun Sreekumar

Donating Material Goods Used as Identity Markers: How Public Meanings and Implicit Theories Deter Consumers from Donations

» [Dr. Ji Kyung Park](#), Prof. Hakkyun Kim

Near, Far, Wherever You Are: Understanding Distance Effects in Consumer Donation Appeals

» [Ms. Aimee Smith](#), Dr. Natalina Zlatevska



Continued from Friday, 27 October

"From Accidental to Voluntary Simplification" - The impact of economic hardship on sustainable lifestyles

» [Prof. Julius Stephan](#), [Prof. David B. Dose](#)

9:45am

2.10 Emotions on the Plate: How Feelings Impact Healthy Food Consumption

Boren

Chaired by: Prof. Ruzica Brecic

Children's associations of healthy and unhealthy at different ages

» [Prof. Ruzica Brecic](#), Prof. Matthew Gorton, Dr. Luca Panzone, Dr. Dario Cvencek

Date Labels, Disgust, And Discarded Food: How Date Labels Drive Food Waste

» [Dr. Jan André Koch](#), Prof. Jan Willem Bolderdijk, Prof. Koert van Ittersum

Feeling Awe, Choosing Right: Awe Leads to Mindful Consumer Choices

» Dr. Atul Kumar, [Dr. Amogh Kumbargerj](#), Dr. Shailendra Pratap Jain, Dr. Sukriti Sekhri, Mr. Yash Chakarvarty, Prof. Arvind Sahay

In the mood for health: How does emotion relate to healthy food consumption?

» [Dr. Rui Sun](#), Ms. Jieyi Chen, Dr. Oleg Urminsky

9:45am

2.11 AI, Ethics, and Consumer Behavior: Unmasking the Unforeseen Effects

Greenwood

Chaired by: Mrs. Almira Abilova

When Human Labor Does Not Paint a Pretty Picture

» [Mrs. Almira Abilova](#), Dr. Mirjam Tuk

The Dark Side of Generative AI: Chatbots and Mental Health

» [Prof. Julian De Freitas](#), Mr. Ahmet K. Uğuralp, Mrs. Zeliha Uguralp, Prof. Stefano Puntoni

The Effect of Cosmetic Surgery on Unethical Behaviors: The Moderating Role of Medical AI

» [Dr. Li Huang](#), Dr. Natalie Truong, Prof. Priyali Rajagopal, [Dr. Anil Mathur](#)

The Double-Edged Sword of Artificial Intelligent (AI) Agents: An Examination of the Effectiveness of AI Agents

» [Ms. Niña Bianca Sayson](#), Prof. Valéry Bezençon, Prof. Bruno Kocher, Dr. Michael Puntiroli

9:45am

2.12 Culture, Clothing, Sharing, and Agency: Unraveling Consumer Realities in a Connected World

Redwood A&B

Chaired by: Dr. Gaye Bebek

Gazing at our heritage: Chinese tourists' consumption of the Mount Lushan heritage space

» [Dr. Amy Takhar](#), [Dr. Gaye Bebek](#), Ms. Yan Zhong

Saris, Crop tops and Ripped Jeans: A Theory of Bluffing, Possible Selves and Transformation

» [Dr. Tanuka Ghoshal](#), Dr. Russell Belk

Mine, Yours, or Ours? How Digital Technology Affordances Impact Sharing Practices

» [Dr. Rebecca Mardon](#), [Dr. Varala Maraj](#), Prof. Fleura Bardhi

Connected Running and the Politics of Assemblage

» Dr. Yasmine El Alami, [Mathieu Alemany Oliver](#)

9:45am

2.13 Tutorials - Online sample experimental methods

Metropolitan B

Chaired by: Joe Goodman and Dr. Michael O'Donnell and Lieb Litman



Continued from Friday, 27 October

9:45am **2.14 Film Festival Session II**
Capitol Hill

Beyond the Price Tag: Understanding the Role of Utilitarian and Hedonic Incentives in Sales Promotions for Low-Income Consumers

» [Ms. Fabricia Volotão Peixoto](#), [Ms. Ana Tereza Delapedra](#), Ms. Tania Veludo-de-Oliveira, Ms. Adriana Guedes Arcuri, Mr. Edgard Barki

An Investigation into Enoughness

» [Mrs. Ai Nhan Ngo](#), Dr. Fuat A. Firat, Dr. Deniz Atik

11:15am **3.01 Special Session - Digital Devices and Consumer Well-being**
Cedar
Chaired by: Dr. Ana Valenzuela

Technology-Mediated Social Risk-Taking: The Influence of Smartphone Use and Locus of Control

» [Mr. Diogo Koch Alves](#), Dr. Ana Valenzuela

The Role of Mobile Devices in Developing Child Financial Literacy

» [Dr. Lauren Grewal](#), Dr. Carl-Philip Ahlbom, Prof. Dhruv Grewal

Consuming and Sharing Information Without Regard for Reward? The Anatomy of Twitter Habits

» [Mr. Ian A. Anderson](#), Dr. Wendy Wood

Replacing Unwanted Smartphone Habits with Desirable Habits

» [Ms. Laura Zimmermann](#)

11:15am **3.02 Special Session - Better Together: Building Stronger Connections Through Social Interactions and Shared Consumer Experiences**
Issaquah
Chaired by: Dr. Cindy Chan

Active Experiences Are More Socially Connecting Than Passive Experiences

» [Dr. Cindy Chan](#)

Interpersonal Consequences of Joint Food Consumption for Connection and Conflict

» [Dr. Kaitlin Woolley](#), Dr. Sarah Lim

'The Same Thing Happened to Me': Exploring Divergent Outcomes of Common Brand Experiences

» [Prof. Jacqueline Rifkin](#), Dr. Francesca Valsesia, Dr. Keisha Cutright

Hello, Neighbor: Interactions with Weak Ties in One's Community Can Increase Prosocial Behavior

» [Dr. Amit Kumar](#), Dr. Max Alberhasky, Ms. Aprajita Gautam

11:15am **3.03 Special Session - How Novel Product Attributes and Marketplace Features Shape Consumers' Financial Decisions**
Jefferson
Chaired by: Mr. Christoph Hüller

Putting All of My (Our) Eggs in One Basket: Examining Diversification in Dyadic and Individual Financial Decisions

» [Dr. Hristina Nikolova](#), Dr. Yakov Bart

Budget Simulation Versus Market Stimulation: The Paradox Undermining Financial Literacy Education

» [Dr. Mary C Gilly](#), Dr. Stephanie Dellande, Dr. Russel Nelson, Dr. Hope Schau

Precision in Financial Donation Requests

» [Dr. Ashley Angulo](#), Dr. Daniel Oppenheimer, Dr. Lois Li, Mr. Samuel Park



Continued from Friday, 27 October

Gamified Financial Platforms Tempt Consumers to Make Riskier Financial Decisions

» [Mr. Christoph Hüller](#), Dr. Martin Reimann, Dr. Caleb Warren

11:15am

3.04 Special Session - Interventions and Measures for Social Media and Smartphone-Related Well-Being

Willow A

Chaired by: Dr. Kelly L. Haws

Smartphone Incorporated: The Unexpected Benefit of Intentional Smartphone Breaks for Cognitive Performance

» [Ms. Marina Cozac](#), Dr. Gia Nardini, Dr. Camilla Song, Dr. Richard Lutz, Dr. Colleen Bee, Dr. Aida Faber, Dr. Marina Girju, Dr. Naz Onell, Ms. AnneMarie Rossi

Social Media Wisdom: Conceptualization and Scale Development

» [Dr. Michael Luchs](#), Dr. Sunaina Chugani, Dr. Abigail Schneider, Dr. Tavleen Kaur

From the Inside Out: Exploring the Effect of Mindfulness-Based Interventions on Social Media Usage Urge Among High School Students

» [Dr. Tessa Garcia-Collart](#), Dr. Ellen Campos-Sousa

11:15am

3.05 Special Session - The Different Implications for Consuming the Arts versus the Sciences

Willow B

Chaired by: Dr. Aviva Philipp-Muller and Joseph Siev

Consuming Scientific versus Artistic Works Produced by Perpetrators of Personal Misconduct

» [Mr. Joseph Siev](#), Dr. Jake Teeny

Two Heads Are Better Than One: How Framing Scientists as Communal Improves Consumer Support for Scientists and Their Findings

» [Dr. Aviva Philipp-Muller](#), Prof. Jesse Walker, Prof. Rebecca Reczek

Science Denial: Rooted in Religious Intolerance and Lack of Religious Diversity

» [Prof. Yu Ding](#), Prof. Gita Johar, Dr. Michael Morris

Art and Science talk different: The effect of language concreteness-abstractness on Liking of TED Talks

» [Dr. Gaetano \(Nino\) Miceli](#), Dr. Ernesto Cardamone, Dr. Maria Raimondo

11:15am

3.06 Roundtable - Discouraging Discarding: Exploring the Role of Repair, Reuse, Repurposing, Restoration, and Maintenance in Sustainable Consumption

Ravenna

Chaired by: Dr. Matthew Godfrey

Discouraging Discarding: Exploring the Role of Repair, Reuse, Repurposing, Restoration, and Maintenance in Sustainable Consumption

» [Dr. Matthew Godfrey](#), [Dr. Donald Lehmann](#), [Prof. Linda Price](#), [Dr. Silvia Bellezza](#), [Dr. Aaron Brough](#), [Dr. Tonya Bradford](#), [Prof. Lucie Ozanne](#), [Prof. Marie-Agnes Parmentier](#), [Dr. Jeff Parker](#), [Prof. Daiane Scaraboto](#), [Dr. Meltem Türe](#), [Prof. Karen Page Winterich](#)

11:15am

3.07 Multisensory Consumer Journeys: Exploring the Impact of Visuals and Music

Aspen

Chaired by: Dr. Yunhui Huang

Prefer Linear or Crooked? A Visual Representation Perspective

» [Dr. Sakshi Aggarwal](#), [Prof. Sanjeev Tripathi](#), Prof. Sudipta Mandal

TOUCHING THROUGH THE EYES: THE IMPACT OF VISUAL DENSITY ON PERCEIVED SOFTNESS

» [Mr. Youkai Xiao](#), Dr. Yunhui Huang



Continued from Friday, 27 October

Music To My Ears: How Music Influences Consumer Product Choice

» [Mr. Zachary Plunk](#), Dr. Blair Kidwell

Desire for Intense Stimuli When Falling Short

» [Dr. W. Yuna Yang](#), Prof. Rashmi Adaval, Dr. Christine Kim

11:15am **3.08 Balancing Acts: From Leisure Choices to Judicial Decisions**

Columbia

Chaired by: Ms. Robina Ghosh

Work Hard, Play Safe: When Busyness Reduces the Appeal of New Leisure Experiences

» [Ms. Robina Ghosh](#), Dr. Rajagopal Raghunathan

Judges' work schedule swings justice: The impact of non-standard work schedule on pretrial bail decisions

» [Ms. Kyoungmin Cho](#), Prof. Yeosun Yoon, Dr. Su Hwan Kim

Bringing Home the Bacon: How Inequality of Romantic Partners' Incomes Impacts Joint Consumption

» Prof. Nicole Kim, [Ms. Chengchen \(Sheryl\) Liu](#), Dr. Rebecca Hamilton

Manipulating Consumers with the Truth: Relative-Difference Claims in Advertising and Inferences of Manipulative Intent

» Dr. Robert Madrigal, [Dr. Catherine Armstrong Soule](#), Dr. Jesse King

11:15am **3.09 Unlocking the Dynamics of Prosocial Behavior: Exploring Perception, Bias, and Responsibility in Charitable Initiatives**

Seneca

Chaired by: Dr. Jessica Li

You're more likely to say yes than to ask: People underestimate how willing others are to donate time

» [Dr. Jessica Li](#), Dr. Lauren Min, Mr. Slava Deniskin

Undeserving of Help: How People Form Judgments of Low-Income Individuals' Spending on Hedonic Activities

» [Dr. Hoori Rafieian](#), Dr. Anubhav Aggarwal, Dr. Eric Hamerman

Harnessing Moral Wiggle Room in Consumption Experiences

» [Ms. Shoshana Segal](#), Dr. Geeta Menon

Implicit Mindset and Preference for In-kind CSR Contributions

» [Dr. Yuri Seo](#), Dr. Felix Septianto, Dr. Sankar Sen, Prof. Pragya Mathur

11:15am **3.10 Savoring Consumer Behavior: From Perception to Plate**

Boren

Chaired by: Dr. Zhihan Cui

Active Calculation of Financial Losses Increases Risk Perception and Duration Sensitivity in Preventive Health Judgments

» [Dr. Zhihan Cui](#), Dr. Lu Liu

Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases

» Dr. Youjung Jun, [Mr. Eric Park](#), Ms. Jennifer Sun

Don't say "vegan" or "plant-based": Labeling gourmet food baskets as healthy and sustainable improves choices for food without meat and dairy

» [Dr. Patrycja Sleboda](#), Prof. Wandi Bruine de Bruin, Ms. Tania Gutsche, Prof. Joe Arvai

The Effect of Food Presentation on Consumers' Plate-clearing Tendency

» [Ms. Yunzhi Huang](#), Prof. Jun Ye

11:15am **3.11 The Human-AI Interaction Landscape: Authenticity, Masculinity, Tentative Language, and Motion Patterns**

Greenwood

Chaired by: Dr. Sokiente W. Dagogo-Jack



Continued from **Friday, 27 October**

Online Inauthenticity Increases Social Media Abandonment

» Dr. Sokiente W. Dagogo-Jack, [Dr. Alex Kaju](#)

Algorithms are Gendered: The Masculine Algorithms and Their Influence on Consumers

» Dr. Yegyu Han, [Dr. Sang Kyu Park](#), Dr. Chris Janiszewski

Effect of AI's Use of Tentative Language on Consumer Acceptance of Product Recommendations

» [Mr. Junhui Huang](#), Prof. Maggie Wenjing Liu

Self-Moving Products: Investigating Customer-Centric Motion Design of New Technologies

» [Ms. Jenny Zimmermann](#), Prof. Emanuel de Bellis, Prof. Reto Hofstetter, Prof. Stefano Puntoni

11:15am

3.12 Beyond Consumption: Unveiling Transformative Encounters and Responsible Subjects in the Modern Age

Redwood A&B

Chaired by: Prof. Stéphane Borraz

I Don't Feel Any Guilt: How Consumers Justify the Boundaries of Their Ethical Green Consumption Practices

» [Prof. Stéphane Borraz](#), [Prof. Clément Dubreuil](#)

GO FISHING! How Interspecies Becoming Develops Custodianship Towards Nature

» [Dr. Annetta Grant](#), Dr. Robin Canniford, Dr. Avi Shankar

It's my mind, NO it's AR's mind! Theorizing Imagination and the "Mind" in Augmented Reality

» [Dr. Khaled El-Shamandi Ahmed](#), Dr. Russell Belk

11:15am

3.13 Tutorial - Text Analysis

Metropolitan B

Chaired by: Prof. Ann Kronrod and Prof. Jonah Berger

12:30pm

LUNCH- Presidential Address (Sponsored by Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications)

Grand Ballroom (ABCD)

2:30pm

4.01 Special Session - Giving good gifts: How givers mispredict when and what to gift

Cedar

Chaired by: Dr. Holly Howe

Money Can Buy Me Love: Gifts Are a More Effective Form Of Acute Social Support Than Conversations

» Dr. Hillary Wiener, Dr. Tanya Chartrand, [Dr. Holly Howe](#)

Better Late than Never? Gift Givers' Overestimation of Relationship Harm from Late Gifts Can Lead to Both Better and Worse Gifts for Recipients

» [Dr. Atar Herziger](#), Dr. Grant Donnelly, Prof. Rebecca Reczek

Nobody Buys the Vacuum on the Wedding Registry: When Do Consumers Prefer to Give Hedonic versus Utilitarian Gifts?

» [Dr. Aviva Philipp-Muller](#), Dr. Grant Donnelly

Weight Stigma and Gift-giving: How A Gift Recipient's Body Type Impacts Giver's Anticipated Appreciation

» [Ms. Tongxi Wang](#), Dr. Michelle Daniels, Dr. Abhi Bhattacharya

2:30pm

4.02 Special Session - The Intervention and Impact of Misinformation Sharing

Issaquah

Chaired by: Prof. Yu Ding

What makes fake-news sharers tick? Exploring how extracting textual cues in their language can help predict fake-news sharing and test interventions

» [Prof. Gita Johar](#), Prof. Verena Schoenmueller, Prof. Simon Blanchard



Continued from Friday, 27 October

Sharing fake news, knowingly: Desires to connect and be recognized promote misinformation spreading

» [Dr. Hyun Euh](#), Ms. Hyerin Han, Prof. Rashmi Adaval

On the ethicality of resharing misinformation

» [Dr. Gizem Ceylan](#), Prof. Deborah Small

Misinformation and mistrust mindsets

» [Prof. Giandomenico Di Domenico](#), Prof. Yu Ding, Prof. Gita Johar

2:30pm

4.03 Beyond Binary: Unraveling Gender Perceptions in Consumer Behavior

Jefferson

Chaired by: Ms. Maren Hoff

The Uneven Fluidity of Gender-fluid

» [Ms. Maren Hoff](#), Dr. Silvia Bellezza

Gender-Ambiguous Voices and Social Disfluency

» Mr. Shahryar Mohsenin, [Dr. Kurt Munz](#)

Is Money Male? Implications of a Possible Money-Masculine Association

» [Ms. Aybike Mutluoglu](#), Prof. Laurence Ashworth

Read This Now! Impact of Assertiveness in Influencer Messages

» [Dr. Sukriti Sekhri](#), [Prof. Akshaya Vijayalakshmi](#)

2:30pm

4.04 Special Session - Well-done and well-used: State-of-the-art approaches for optimizing the production and utility of meta-analyses in consumer research

Willow A

Chaired by: Dr. Gratiana Pol

Current Data Extraction Practices in Meta-Analysis Research and How to Improve Them with the Help of AI

» [Mrs. Dominika Niewiadomska](#), Dr. Gratiana Pol, Mr. Jude Calvillo, [Dr. Jade Winn](#), Mr. Joseph Riley, Dr. Martin Eisend, Dr. Olga Koz, Mr. Rick Wedgeworth

Enhancing the Utility of Meta-Analyses for Consumer Researchers and Practitioners

» [Dr. Gratiana Pol](#), Dr. Martin Eisend, Mr. Joseph Riley, Mrs. Dominika Niewiadomska, Dr. Abhishek Borah, Dr. Deborah MacInnis, Mr. Jude Calvillo, Mr. Rick Wedgeworth, Mr. Roy Nijhof, Mr. Luciano Silvi

How Much Have We Learned About Consumer Research? A Meta-Meta-Analysis

» [Dr. Martin Eisend](#), Dr. Gratiana Pol, [Mr. Joseph Riley](#), Mrs. Dominika Niewiadomska, Mr. Rick Wedgeworth

2:30pm

4.05 Special Session - How Sharing Consumption Impacts Consumer Choices and the Consumption Experience

Willow B

Chaired by: Ms. Hyebin Kim

The Six Dimensions of Shared Consumption Experiences

» [Prof. Ximena Garcia-Rada](#), Prof. Peggy Liu, Ms. Theresa Kwon

It's My Party: Being a Host Leads People to Make Self-Expressive Choices for Joint Consumption

» [Ms. Hyebin Kim](#), Prof. Elanor Williams, Prof. Mary Steffel

When and Why Decisions for Joint Consumption Elicit Anxiety

» [Prof. Sharaya Jones](#), Prof. Margaret Campbell

Splitting the Bill in Shared Consumption

» [Prof. Nicole Kim](#), Prof. Ximena Garcia-Rada, Prof. Rebecca Ratner

2:30pm

4.06 Roundtable - A/B Testing in Marketing Research

Ravenna

Chaired by: Dr. Uri Barnea



Continued from Friday, 27 October

A/B Testing in Marketing Research

» [Dr. Uri Barnea](#), [Dr. Johannes Boegershausen](#), [Dr. Michael Braun](#), [Dr. Yann Cornil](#), [Dr. Wendy De La Rosa](#), [Prof. David Hardisty](#), [Dr. Dan Schley](#), [Dr. Shalena Srna](#), [Prof. Joachim Vosgerau](#)

2:30pm

4.07 Perception Unleashed: Exploring Sensory Influences on Consumer Behavior

Aspen

Chaired by: Dr. Laura Boman

I Tipped, So I'll Be Back!: How Pre-Service Tipping Impacts Anticipated Taste and Repatronage Intentions

» [Dr. Laura Boman](#), [Dr. Ismail Karabas](#)

Exploring the Minimalism-Avoidance Effect in Gift Giving

» [Dr. Dongjin He](#), [Dr. Linying \(Sophie\) Fan](#), [Prof. Yuwei Jiang](#)

Effects of Color Saturation on Perceived Product Performance

» [Ms. Krissa Nakos](#), [Dr. Marcus Cunha Jr.](#), [Dr. Sokiente W. Dagogo-Jack](#)

Paralanguage and the Charismatic Spokesperson: The Impact of Vocal Amplitude and Pitch on Customer Engagement

» [Dr. Christine Ringler](#), [Dr. Nancy Sirianni](#)

2:30pm

4.08 Whispers of Influence: Examining Word-of-Mouth Dynamics in Consumer Choices

Columbia

Chaired by: Prof. Leilei Gao

When the Irrelevant Becomes Relevant: The Impact of Small Talk on Consumer Engagement with Livestreamers

» [Prof. Xiaomeng Fan](#), [Dr. Tingting Fan](#), [Ms. Ting Guo](#), [Prof. Cindy Fengyan Cai](#), [Prof. Leilei Gao](#), [Prof. Yael Steinhart](#)

Rejected Recommendations Reduce Recommender Repurchase of a Previously-Recommended Product

» [Dr. Matthew Hall](#), [Dr. Jamie Hyodo](#), [Dr. Kirk Kristofferson](#)

The Effect of Inconsistent Reviews on Consumer Memory

» [Dr. Alican Mecit](#), [Dr. Ana Scekcic](#), [Dr. Aradhna Krishna](#)

Metaphysical Deterrents to Providers' Participation in the Sharing Economy: The Role of Peer-to-Peer Contagion

» [Mrs. Ipek Ozer](#), [Mrs. Ana Valenzuela](#), [Ms. María Galli](#)

2:30pm

4.09 Decoding Consumer Realities: Exploring Embodied Rationality, Axiological Nostalgia, Rural Place Branding, and Stigmatized Consumption

Seneca

Chaired by: Mr. Jan-Hendrik Bucher

Consumer experiments: An embodied approach to lay-rational decision-making

» [Mr. Jan-Hendrik Bucher](#), [Prof. Johanna Gollnhofer](#)

Value-creating processes of past-themed marketing and consumption

» [Mr. Christian Dam](#), [Dr. Benjamin J. Hartmann](#), [Dr. Katja H. Brunk](#)

Place branding and cultural intermediaries representations: a socio-semiotic approach

» [Ms. Paola Gioia](#), [Dr. Nacima Ourahmoune](#), [Mr. Diego Rinallo](#)

"The civilizing consumption etiquettes: Understanding internalization of stigma in a stigmatized-wellbeing consumption context"

» [Dr. Arti Srivastava](#), [Dr. Rajesh Nanarpuzha](#), [Mr. Prakash Satyavageswaran](#), [Prof. Chris Dubelaar](#)

2:30pm

4.10 Decoding Food Perception and Behavior: From Nutrition Numbers to Sharing Dilemmas

Boren

Chaired by: Dr. Nuoya Chen



Continued from Friday, 27 October

BEHIND 280 CALORIES: UNDERSTAND THE NUTRITION FACTS LABEL BY INTELLIGIBLE UNITS

» [Dr. Nuoya Chen](#), [Dr. Huixin Deng](#), [Dr. Jinfeng \(Jenny\) Liao](#), [Prof. Xiucheng Fan](#)

How People (Falsely) Learn that Healthy Food is Less Tasty

» [Ms. Eda Erensoy](#), Dr. Bradley Turnwald, Prof. Ayelet Fishbach

Unpacking Consumer Reactions Towards Spoilage of Organic versus Conventional Perishables

» [Dr. Tim Ozcan](#), Dr. Ahmet Hattat

Hesitance to share suboptimal food due to predicted negative reactions from recipients

» [Ms. Yi Zhang](#), Dr. Erica van Herpen, Dr. Mario Pandelaere, Prof. Maggie Geuens

2:30pm

4.11 Human-Robot Interaction and Identity in the Age of Technology: Personalization, Perception, and Preference

Greenwood

Chaired by: Dr. Chi Hoang

Loss of Control: How Interactions with Robots Reduce Consumers' Willingness to Pay

» [Dr. Chi Hoang](#), Dr. Xiaoyan (Jenny) Liu, Dr. Sharon Ng

Lexie knows me better! Nicknaming Virtual Conversational Agents and the Effects on Personalization Perceptions

» [Ms. Bianca Kato](#), Dr. Juan Wang

Product customization for "human-affirmation": Consumer exposures to autonomous agents increase preference for customization

» [Dr. Hyeyoung Kim](#), Dr. Ann L. McGill

"Smartphone Reduces Thoughtfulness" Intuition: How Smartphone Use Decreases Decision-Making Confidence

» [Ms. Vincentia Yuen](#), Dr. Claudia Townsend, Prof. Michael Tsiros

2:30pm

4.12 Special Session - How Language Shapes Persuasion

Redwood A&B

Chaired by: Dr. Wenyan Yin

Personal Pronouns and Persuasion

» [Dr. Wenyan Yin](#), Prof. Jonah Berger, Dr. Yanliu Huang

The Effect of Linguistic Subjectivity and Objectivity in Online Reviews: A Convolutional Neural Network Approach

» [Dr. Sang Kyu Park](#), Mr. Taikgun Song, Dr. Aner Sela

The Upside of Defeat: Failure Stories Are (Surprisingly) Persuasive

» [Dr. Anne Hamby](#), Dr. Brent McFerran, Prof. Darren Dahl

Thanks, But No Thanks: How Firms Should Respond to Positive Word-of-Mouth

» [Dr. Katherine Lafreniere](#), Prof. Sarah G. Moore, Dr. Mohamad Soltani

2:30pm

4.13 Plenary - Uncovering Consumer Insights while Protecting Consumers' Rights - A Policy Perspective

Metropolitan B

Chaired by: Dr. Maura Scott

3:45pm

Coffee Break

Grand Ballroom PFA

4pm

Yoga

Everett



Continued from Friday, 27 October

4pm

5.01 Special Session - Breaking New Ground with Generative AI: Insights from Consumer Research

Cedar

Chaired by: Dr. Melanie Clegg

When Using ChatGPT, I Am Collaborating, but You Are Outsourcing

» [Ms. Begum Celiktutan](#), Dr. Mirjam Tuk, Dr. Anne-Kathrin Klesse

When AI Generates Rules: Consumer Compliance and the Role of Perceptions of Justice

» [Dr. Valentina Pitardi](#), Dr. Ana Valenzuela

AI-Powered Market Research: Conversational AI Reduces How Much Consumers Express Themselves

» [Ms. Meike Zehnle](#), Dr. Christian Hildebrand, Dr. Gizem Yalcin

AI Creativity: How Solution Dissimilarity Harms AI Usage and Idea Selection

» [Dr. Melanie Clegg](#), Mr. Marc Bravin, Prof. Reto Hofstetter, Prof. Christoph Fuchs

4pm

5.02 Special Session - The Great Deception: Disentangling Fact from Fiction in the Era of Misinformation

Issaquah

Chaired by: Mr. Amin Shiri

Don't Trust What You See: The Effect of Deepfake Videos on Consumer Evaluations

» [Mr. Jeremy Fannin](#), Prof. Gita Johar, Prof. Tobias Schlager

Harnessing Polarization to Combat Misinformation

» [Mr. Cameron Martel](#), Prof. David Rand, Ms. Jennifer Allen

Did Fox News Really Try to Persuade People Not To Get Vaccinated Against COVID-19?

» [Dr. Chuck Howard](#), Dr. Buffy Mosley, Mr. Ty Longmire-Monford

Faith in Falsity: Why "Fake" Labels Resonate More Than Verified Truths

» [Mr. Amin Shiri](#), Prof. Keith Wilcox, Dr. Xiang Wang

4pm

5.03 Morality in the Marketplace: Unpacking the Ethical Consumer's Dilemma

Jefferson

Chaired by: Mr. Yuqi Guo

Warm Glow Cools Off: Long-term Usage Reduces Ethical Product Choices

» [Mr. Yuqi Guo](#), Ms. Ceren Sahin, Dr. Robert Smith, Dr. Anna Paley

Accepting Cryptocurrency as a Form of Payment Undermines Brand Evaluations

» [Mr. Han Young Jung](#), Mr. Shih-Chun Chin, Dr. Sarah Lim, Dr. Kathleen Vohs

Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances

» [Dr. Maria Langlois](#), Dr. Alixandra Barasch

Won't You Be My Neighbor: Effects of Vigilantes on Consumers' Attitudes Toward Neighborhoods and Local Businesses

» [Dr. Lily Lin](#), Dr. Maja Graso, Dr. Karl Aquino

4pm

5.04 Special Session - How Confidence Shapes Language and Behavior

Willow A

Chaired by: Dr. Matthew Rocklage

The Trajectory of Confidence: Experience, Certainty, and Consumer Choice

» [Dr. Matthew Rocklage](#), Prof. Jonah Berger

Parroting in Word of Mouth: Do More Certain Transmitters Generate Less Certain Receivers?

» [Prof. Ann Kronrod](#), Dr. Yakov Bart



Continued from **Friday, 27 October**

Not All is Written in the Stars: When and Why One-Star Ratings Lead to an Increased Purchase Likelihood

» [Dr. Bowen Ruan](#), Dr. Taly Reich, Dr. Min Tian

The Language of (Non)Replicable Science

» [Dr. Michal Herzenstein](#), Ms. Sanjana Rosario, Mx. Shin Oblander, Dr. Oded Netzer

4pm

5.05 Special Session - Emotional Appeals in Brand Communication: When Are They Successful?

Willow B

Chaired by: Dr. Ishita Chakraborty

The Importance of Shared Experience in Consumer Reactions to Empathy-based Advertisements During a Crisis

» [Ms. Neha Nair](#), Dr. Craig Brimhall, Dr. Eric VanEpps, Dr. T. Bradford Bitterly

Impressive Insults: Examining the Effect of Self-Deprecating Ads on Consumer Perceptions

» [Ms. Vaishnavi Kale](#), Dr. Eda Sayin

How and Why Empathy Matters for Brand Communication: A Large-Scale Experimentally Validated Empathy Detection Model from Tweets

» [Ms. Keziah Kim](#), Dr. Ishita Chakraborty, Dr. Nupur Giri, Dr. Mansur Khamitov

4pm

5.06 Roundtable - Sharing Good Well

Ravenna

Chaired by: Dr. Laura Schrier Rifkin and Prof. John Costello

Sharing Good Well

» [Dr. Laura Schrier Rifkin](#), [Dr. Aleksandrina Atanasova](#), [Dr. Russell Belk](#), [Dr. Susan Broniarczyk](#), [Prof. John Costello](#), [Dr. Colleen Kirk](#), [Dr. Cait Lambertson](#), [Dr. Sarah Moore](#), [Prof. Linda Price](#), [Prof. Karen Page Winterich](#)

4pm

5.07 The Time Has Come: Examining Temporal Effects, Social Functions, and Purchase Intentions

Aspen

Chaired by: Mr. Su Young (Kevin) Choi

Can I make the time or is time running out? The role of metacognitive experiences of difficulty

» [Mr. Su Young \(Kevin\) Choi](#), Dr. Daphna Oyserman

So Cute, I Could Wait: The Effect of Cuteness on Consumer Patience

» [Ms. Xiaoran Wang](#), Dr. Xiadan Zhang, Dr. Jing Jiang

Product arrangements: Are Time and Number in sync?

» [Prof. Sanjeev Tripathi](#), Mr. Abhishek Jha

Impatience Over Time

» [Dr. Annabelle Roberts](#), Prof. Ayelet Fishbach

4pm

5.08 Amplifying Word of Mouth: Triggers, Cues, and Conversations

Columbia

Chaired by: Dr. Aleksandra Kovacheva

Let's Speculate About It: When and Why Uncertainty Increases Word of Mouth

» [Dr. Aleksandra Kovacheva](#), Dr. Hillary Wiener

Your Friends Make Your Review More Persuasive: The Informational Value of Joint Consumption Cues as Social Endorsement in WOM

» [Ms. Menglu Dong](#), Prof. LiLi Wang, Prof. Yuwei Jiang



Continued from Friday, 27 October

I Liked It Before It was Cool: How Marketers Can Leverage Adoption Timing to Encourage Word of Mouth

» [Mr. Cory Haltman](#), Dr. Grant Donnelly, Prof. Rebecca Reczek

Signal of Recovery: The Mere Signal of the Presence of Private Manager Response as eWOM Intervention Strategy

» [Ms. Vincentia Yuen](#), Prof. Michael Tsiros

4pm

5.09 Embracing Perspectives: Qualitative Explorations of Consumer Aspirations, Legitimization, Stereotypes, and Body Interpretations

Seneca

Chaired by: Dr. Lena Cavusoglu

The ugly truth: Diversity perspectives of fashion professionals

» [Dr. Lena Cavusoglu](#), Dr. Danielle Sponder Testa

Emancipation from passive bystander to active market creator – Consumers' role in the legitimization process of controversial products

» [Ms. Verena Riegler](#), Prof. Daniel Wentzel

The Draw-And-Tell-Your-Story Method to Understand Consumption Stereotypes in Children

» [Ms. Tabitha Thomas](#)

Towards a Continuum of Consumer-Body Relationship: Interpreting the Fat Body

» [Mrs. Vidushi Trivedi](#)

4pm

5.10 Embracing Race: Consumer Perceptions and Actions in a Diverse Landscape

Boren

Chaired by: Mrs. Nicole Davis

The Effects of Anti-Bias Training in Doctor Selection

» [Mrs. Nicole Davis](#), Dr. Broderick Turner, Prof. Esther Uduehi, Dr. Andre Martin

Racial Discrimination and Anti-Discrimination: The COVID-19 Pandemic's Impact on Chinese Restaurants in North America

» [Dr. Chuang Tang](#), [Dr. Shaobo Li](#)

Privileged And Picky: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers

» [Mr. Bryce Pyrah](#), Dr. Chelsea Galoni, Dr. Alice Wang

Ingroup Favoritism or Aversion? The Discriminatory Role of Racial Congruence in a Two-Sided Platform

» [Ms. Xiu Wu](#), Dr. SunAh Kim, Dr. Ohjin Kwon, Dr. TaeWoo Kim

4pm

5.11 Money Matters: Insights from Credit, Consumption, Cryptocurrency, and Debt Interventions

Greenwood

Chaired by: Dr. Farah Diba Abrantes-Braga

Credit Card as an Inclusion Instrument of Low-Income Consumers

» [Dr. Farah Diba Abrantes-Braga](#), Dr. Danny C Claro, Dr. Julio Trecenti, Dr. Nancy Wong

Quality-Quantity Tradeoffs in Consumption

» [Mr. Rodrigo Dias](#), Dr. Eesha Sharma, Prof. Gavan Fitzsimons

The Moral Foundations of Cryptocurrency

» Dr. Sachin Banker, [Dr. Joowon Park](#), Dr. Eugene Chan

The Additional Grace Period Effect

» [Ms. Gayoung Park](#), Prof. Rajesh Bagchi

4pm

5.12 Special Session - Methods in Practice: How Statistical Understanding Affects Marketing Decisions and Outcomes

Redwood A&B

Chaired by: Dr. Antonia Krefeld-Schwalb



Continued from **Friday, 27 October**

Does Big-Data Correlational Analysis Predict Causal Effects of Language on Decisions?

» [Dr. Akshina Banerjee](#), Dr. Oleg Urminsky

The Big Data Fallacy.

» [Prof. Irene Scopelliti](#), Prof. Joachim Vosgerau, Dr. Gaia Giambastiani

Control Group Neglect

» [Dr. Guy Voichek](#), Prof. Ravi Dhar, Prof. Shane Frederick

Selective Reporting in Market Research

» Dr. Gabriele Paolacci, Dr. Sara Costantino, [Prof. Antonia Krefeld-Schwalb](#)

4pm

JCR AE Meeting (Invite Only)

Capitol Hill

5:15pm

Co-Author Meetings + Well Wish Cards

Grand Ballroom PFA

5:15pm

JCR ERB Meeting (Invite Only)

Metropolitan A

6:30pm

Working Paper Reception (Sponsored by NYU Stern School of Business)

Grand Ballroom ABCD + Grand Ballroom PFA

Mitigating Information Asymmetry in Two-Sided Markets

» [Ms. Esther J. Kim](#), Dr. Helen Chun, Dr. Sunghan Ryu, Dr. Joonhyuk Yang

Logo Shape's Effects on Perceived Brand Premiumness and Brand Preference

» [Ms. Ruiqin Li](#), Dr. Yan Wang

The effect of visually complex packages on virtue/vice perception and evaluations of products

» [Mr. Zhihong Huang](#), Dr. Eunsoo Baek, Dr. Seojin Stacey Lee

Age Differences in Medical Crowdfunding

» [Ms. Xupin Zhang](#), Ms. Bingxiang Ji, Dr. Silvia Sörensen

Research on the Influence of Danmaku Interaction Characteristics on Sales Efficiency in E-commerce Live Streaming

» [Ms. Liangbo Zhang](#), [Mr. Zean Pan](#), [Ms. Xinyu Wu](#), [Dr. Jifan Ren](#)

Truly Inconspicuous Consumption: A Review and Critique of the Literature on Status Consumption in Marketing

» [Mr. Brandon Christensen](#)

Consumers' Responses to Personalized Service from Medical Artificial Intelligence and Human Doctors

» [Ms. Yiran \(Eileen\) ZHANG](#), Ms. Wenying TAN, Prof. EunJu LEE

Diversity Marketing and Colorism Bias in East Asian Consumer Segments

» [Dr. Julian K. Saint Clair](#), Mr. Tristan Lee

Cigarette Smoking, Addiction, and Gender: Insights from the Tobacco Industry's Consumer Research

» [Prof. Timothy Dewhurst](#), Prof. Wonkyong Beth Lee

Consumers' Reactions to Internet Marketing with Memes

» [Dr. Lu Wang](#), Dr. Shirley Li, Dr. Lei Su



Continued from Friday, 27 October

Therapeutic Entrepreneurship and Consumer-Led Market Formation

» [Mr. SILA AYOZ](#)

Chronotype Equity and Wellbeing: Are We Biased Towards Morning Types and Against Evening Types?

» [Dr. Pramit Banerjee](#), [Mr. Shashi Minchael](#)

Mixed Blessing: The Effects of Innovative Changes of Video Game Sequel on its Market Performance and Brand Community

» [Mr. Zhiqiang Li](#), [Ms. Yaxuan Ran](#), [Dr. Jiani Liu](#)

Losing Yourself to Others: How Morally-Incongruent Everyday Purchases for Others Impact Consumers and their Relationships

» [Ms. Cindy G. Grappe](#), [Dr. Jennifer J. Argo](#), [Dr. Sarah G. Moore](#)

Uber and Taxi Industry : How Digitalization and Platforms Affect Traditional Markets

» [Mr. SILA AYOZ](#)

Can I be Back in the Group? The Chance for Reaffiliation Impacts Socially Excluded Consumers' Preferences for Scarce Products

» [Dr. Nari Yoon](#)

A Matter of Time: The Impact of Lateness on Consumer Judgments

» [Ms. Raina Zhang](#), [Prof. Priya Raghuram](#)

Few Opportunities and High Consistency: How Individualism-Collectivism Moderates the Effect of AI Interviews on Job Seekers' Reaction

» [Dr. Zhongzhun Deng](#), [Dr. Yongchao Ma](#)

Effortlessly Digital: Giver-Receiver Discrepancies in the Desire for Digital and Physical Gifts

» [Dr. Oden Groth](#), [Dr. George E. Newman](#), [Dr. Lauren Block](#)

Mindful Food Consumption by Children at School Cafeterias: Findings from a Field Study

» [Ms. Mikyoung Lim](#), [Dr. Annika Abell](#), [Dr. Courtney Szocs](#), [Dr. Dipayan Biswas](#)

Bonding Through Play: When Effort Makes Serious Play Meaningful

» [Ms. Xuan Xie](#), [Dr. Sayantani Mukherjee](#), [Dr. Loraine Lau-Gesk](#)

Nature is Short-lived? The Effect of Naturalness Cues on Perceived Durability of Products

» [Ms. Menglin Li](#), [Ms. Weiyi Li](#)

Time Is Money? How Time (Money) Activation and Self-Regulatory Focus Impact Consumers' Disaster Preparedness

» [Dr. Yuanyuan \(Gina\) Cui](#), [Dr. Patrick van Esch](#)

Consumers' Brand Engagement on Social-TV: Insights on Sentiment and Intention to Engage

» [Dr. Sahana Sen](#), [Dr. Michele Gorgoglione](#), [Dr. Umberto Panniello](#)

Brand Associations Can Produce Implicit Trademark Infringement

» [Prof. Claudiu Dimofte](#)

The Advantage of Feminine Brand Cues: Female Brands are Perceived as More Sustainable

» [Ms. Aybike Mutluoglu](#), [Dr. Ekin Ok](#), [Dr. Nicole Robitaille](#), [Prof. Laurence Ashworth](#), [Ms. Emma Vanlerberghe](#)

Splitting the Bill Later Inhibits Social Relationships

» [Mr. WENJIE HAN](#), [Prof. Jacqueline Rifkin](#)

When Experts Rate the Potential of "Spreading Good": Comparing Feasibility Considerations of Electric Roadways Between 2020 and 2023

» [Mr. Jae Lee](#), [Mr. Tyler Rich](#), [Dr. Antje Graul](#), [Prof. Regan Zane](#)



Continued from Friday, 27 October

Rethinking Weight Stigmatization and its Impact on Charitable Giving

» [Ms. Lacey Wallace](#), Dr. Abhi Bhattacharya

The Influence of Gender on Money's Perceived Value

» [Ms. Aybike Mutluoglu](#), Prof. Laurence Ashworth

Daily Average vs. Weekly Total: The Effect of Screen Time Framing on Consumer Self-Control Intention

» [Dr. Mijin Kwon](#), Prof. Youngjee Han, Prof. Hakkyun Kim

ONTOLOGICAL INSECURITY AND CONSUMER RESISTANCE TO NOVEL AND TRANSFORMATIVE CONSUMPTION

» [Dr. Kamal Ahmmad](#), Dr. Elizabeth Howlett, Dr. Kunter Gunasti

Bilateral Asymmetry: Consumers Have Genetically-Determined Preferences for Asymmetry And Socialized Preferences for Symmetry

» [Mr. Tyler Basara](#), Dr. Martin Reimann

When AI and Consumers Service Encounter Go Wrong: Attribution of Causality and Consumer and Firm Outcomes

» [Mrs. Alessandra Lisanti](#)

Why go solo? Autonomy and competence as drivers of solo experience preference

» [Ms. Zuzanna Jurewicz](#), Dr. Kirk Kristofferson, Prof. Miranda Goode

Connecting with Your Customers via Metaverse Store Designs: Testing Virtual Store Designs to Convey Brand Personality

» [Dr. Andy Jeon](#), Dr. Yao Sun

Power Concerns as a Source of Response Bias in Vertical Individualistic Cultures: Implications for Sales Influence Attempts

» [Ms. Alaa Eldemerdash](#)

The Scarce = Natural Intuition

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Text Architecture: How Review Elicitation Format Shapes What Consumers Say?

» [Ms. Riya Sa](#), Dr. Tatiana Sokolova

A Meta-Analysis on the Effects of Interactive Product Presentations on Consumer Responses: When and How Do They Work?

» [Ms. Kim Uhlendorf](#), Prof. Sebastian Uhrich, Prof. Franziska Völckner

When Brand Image Meets AI: Investigating Consumer Responses to AI-designed Products

» [Dr. Zhijun Li](#), Prof. Hong Zhu, [Dr. Qingyi Li](#), Dr. Chunqu Xiao, Ms. Yayu Zhou

Making Money Rewarding: Conditional versus Unconditional Pocket Money and Children's Materialism

» [Ms. Ravneet Bawa](#), Dr. Heather Kappes

Lagging Behind: The Insidious Effects of Brief Internet Delays on Consumer Engagement

» [Dr. Asaf Mazar](#), Mr. Geoff Tomaino, Dr. Ziv Carmon, Dr. Angela Duckworth, Dr. Wendy Wood

Breaking the Stigma: The Impact of Chatbot Design on Consumers' Willingness to Adopt Healthcare Chatbots for Stigmatized Health Issues

» [Ms. Yuting Pang](#), Prof. Fangyuan Chen, Prof. LiLi Wang

The Rolling Number Effect: Rolling Display Amplifies Perceived Numerical Magnitude

» [Mr. Junhui Huang](#), Prof. Maggie Wenjing Liu

When More for You Feels like Less for Me

» [Mr. Aaron Nichols](#), Prof. Nina Mazar, Prof. Remi Trudel

The Benefits of Being Alone: When Solitude Increases Preference for Self-improvement Products

» [Ms. Nuree Ha](#), Dr. Onur Bodur

Skill and Mindset: Determinants of Consumers' Attitudes and Willingness to Purchase Automated Products

» [Dr. Suzanne Rath](#)

Digital Human Avatars' Humanity, Heritage, and Aesthetic Experiences in Metaverse Art Exhibitions

» [Ms. Yeon Ju Wang](#), Dr. Nara Youn



Continued from Friday, 27 October

Let Virtual Creatures Stay Virtual: An Investigation on the Tactics to Increase Trust in Virtual Influencers

» [Ms. Ying Qu](#), Dr. Eunsoo Baek

Blending the Past and Present of an Old Brand: Why and When Brand Revitalization and Retro Branding Strategies are Effective in Heritage Branding

» Prof. Pei-Chi Chen, Prof. Hsuan-Yi Chou, [Prof. Cony Ming-Shen Ho](#)

Look before you leap – An empirical analysis on why Dark Patterns are not (absolutely) beneficial

» [Mr. Janis Witte](#), Prof. Peter Kenning, Prof. Christian Brock

Second-hand Products Consumption: Product Nature Matters

» [Ms. Qiangqian \(Esther\) Liu](#), Dr. Feifei Huang

Effects of Active and Passive Instagram Use on Mother's Parental Stress

» [Ms. Youngju Jung](#), Dr. Jung Ah Lee, Ms. Jaeyee Kim, Ms. Yeonsoo Cho, Prof. Yongjun Sung

You need a good conversation topic: How the human image in advertisements influences experiential purchases

» Ms. Sining Kou, Mr. Lu MENG, [Dr. Yijie Wang](#), Ms. Yehui LIU

When the active emphasis on blockchain adoption backfires: How the communication of blockchain adoption influences consumer purchase intention

» Ms. Sining Kou, Mr. Lu MENG, [Dr. Yijie Wang](#)

Product Type Matters: Consumer Preferences for AI versus Human Recommendations

» [Dr. looyoung Park](#), Ms. Daria Gurianova

Veganism as an Ideology Critique: Going Against the Grain for "Spreading Good...Well"

» [Dr. Emre Ulusoy](#)

Repair or Buy a New One? The Effect of Pursuing Meaning on Preference for Repairing Products

» [Ms. Guilin Liu](#), Prof. Maggie Wenjing Liu

Smartphone Use Strengthens Price-Quality Inference

» [Mr. Xinge Li](#), Dr. Jintao Zhang, Dr. Yanliu Huang

Does anthropomorphism devalue luxury? The impact of anthropomorphism on consumers' evaluations of luxury products

» [Ms. Lingling Wen](#), Prof. Yanli Jia

I Want to Remember: Preference for Visual Intensity in Sentimental Purchases

» [Dr. Chloe Huang](#), Dr. Fei (Katie) Xu, Prof. Yuwei Jiang

Rethinking the Elderly's Motivation Shift in the Digital Era: The Persuasive Impact of Time Perception and Goal Orientation

» Prof. Ji-Hern Kim, Prof. Dongwon Min, [Ms. Seoyoun Chang](#)

Breaking the Cycle of Moral Licensing: Leveraging Social Media for Sustained Virtuous Acts

» [Dr. Na Wen](#)

The Moderating Effect of Life Role Transition on Customization in Product Evaluation

» [Ms. Yihui Cao](#), [Prof. Liangyan Wang](#)

Helping, Emotionally and Rationally: The Impact of Benefit Framings on Donations

» [Prof. Chia-Chi Chang](#), [Ms. Chia-Hua Lin](#), Prof. Chun-Ming Yang

The Impact of Brand Acronyms on Popularity Perception: Does Shortening a Brand Name Boost its Appeal?

» [Ms. Yun ZENG](#), Prof. Hao SHEN

Show Us Your Name: The Effect of Power Distance Beliefs on Evaluations of Wordmark Logos

» [Dr. Min Jung Kim](#), [Dr. Youngseon Kim](#), Dr. Joon Ho Lim



Continued from Friday, 27 October

Psychological distance of climate change and pro-environmental behavior: The mediating roles of two types of risk perception

» Ms. Youngju Jung, [Prof. Yongjun Sung](#)

How Website Design Affects Consumers' Switching Behaviors

» [Ms. Huitian Zhang](#), Dr. Lei Su

Non-Random Effects: Designing & Analyzing Experiments With Multiple Stimuli (In The Real World)

» [Mr. Andres Montealegre](#), Prof. Uri Simonsohn, Prof. Ioannis Evangelidis

Reputational Concerns in Charitable Giving

» [Ms. Eva Fischer](#), Dr. Grant Donnelly, Dr. Michael Norton

Farmer's Personal Information Improves Consumer Responses to Unattractive Produce

» Prof. Chun-Ming Yang, [Ms. Xinyan Liu](#)

Perceived Economic Inequality Increases Consumer's Desire for Cool Consumption

» Prof. Chun-Ming Yang, [Ms. Chia-Hua Lin](#), Prof. Chia-Chi Chang

Mortality Salience Moderates Identity-Driven Preference for Physical Over Digital Goods

» [Dr. Rui "Aray" Chen](#), [Dr. Ceyhan Kilic](#)

Negative Effects of Greenwashing on Consumers' Mental Health

» [Ms. Youngju Jung](#), Prof. Yongjun Sung

It's not easy being green – Exploring consumer's evaluation of sustainable really new products

» [Ms. Nadine Benninger](#), Prof. Steve Hoeffler

When Less is More: Understanding Consumers' Reaction to Minimalist Appeals

» [Dr. Jingshi Liu](#), Dr. Wei-fen Chen

The Psychometrics of Disgust in Consumer Reviews

» [Ms. Jiani Xue](#), Prof. Maurice E. Schweitzer

Real or virtual? Promoting creativity and new product adoption with virtuality

» Prof. Ying Ding, [Ms. Ying Hu](#)

Digital Repetition in Price Information

» [Dr. Jintao Zhang](#), Dr. Rajneesh Suri

Goal Conflict Enhances Consumer Preference for Minimalist Aesthetics

» [Dr. Siyun Chen](#), Dr. Tingwen Xiao, Prof. David Ahlstrom

A Gift is forever, or not! A Temporal Construal Perspective on Preferences for Gifted Brands

» [Dr. Marina Carnevale](#), [Dr. Sara Williamson](#)

One Good Turn Deserves Another: The Role of Karmic Beliefs and Fundraising Types on Donations

» [Prof. Chia-Chi Chang](#), [Ms. Chia-Hua Lin](#), Prof. Chun-Ming Yang

The Impact of Ethical Company Ratings on Consumer Behavior

» [Mr. Aaron Nichols](#), Dr. Romain Cadario, Prof. Nina Mazar

The Gritty Consumer: Maintaining Status Quo or Exploratory Consumption?

» [Mr. Logan Pant](#), Dr. Blair Kidwell

Three-dimensionality in Logo Design: How Logo Depth Improves Consumers' Brand Preference

» [Prof. Taku Togawa](#), Prof. Naoto Onzo



Continued from **Friday, 27 October**

Brands, Don't Try Too Hard: When Aiming for Brand Relevance Backfires as a Consequence of Effort in Identity-Signaling

» [Dr. Matilde Rapezzi](#), Prof. Gabriele Pizzi, Prof. Gian Luca Marzocchi, Prof. Daniele Scarpi

Understanding and Mitigating the Hobbies Paradox

» [Ms. Mengchen Zheng](#), Prof. Anat Keinan, Prof. Nailya Ordabayeva

Transmission of Cultural Resources in the Provider-Customer Joint Sphere of Professional Service

» [Ms. Guilin Liu](#), Prof. Xi Liu

Towards Understanding Online Consumer Activism

» [Dr. Philipp K. Wegerer](#)

Enacting Van Life: A Practice Theory Perspective

» [Dr. Philipp K. Wegerer](#)

Experiential versus Material Products: Does the Rating Difference Matter?

» [Dr. Lina Xu](#), Dr. Yanfen You, Dr. Sumitra Auschaitrakul, Dr. Dan King

Shopping with a Price Comparison Browser Extension: Who Is the Smart Shopper?

» [Dr. Lina Xu](#)

Be Real or Be Perfect? Dual Effects of Social Media Influencers' Self-Disclosure on Brand Endorsement Attitudes

» [Mr. Woocheol Kim](#), Dr. Conor M. Henderson, Dr. Julian K. Saint Clair

Perception of the social dimension of sustainability in the fashion industry: A study across generational cohorts.

» [Ms. Ericka Uribe Bravo](#), Dr. Citlali Calderon Fresse

The Paradox of Ownership: How Non-Fungible Tokens (NFTs) Affect Consumer Behavior

» [Mr. Christian Parry](#), Dr. Alice Wang

Conversational Value: Virtual Conversational Agents As Not Only A Conversation Partner But Also A Conversation Topic

» [Dr. Wilson Bastos](#)

Using a sustainability rationale for strict return policies to alleviate the detrimental impact of online product returns

» Dr. Scott Connors, [Dr. Bonnie Simpson](#), Ms. Michelle Li Chen

Highlighting the difference to make one: differential ethicality framing increases the choice share of ethical options

» [Mr. Zhuliang Liu](#), Dr. Aulona Ulqinaku, Dr. Dionysius Ang, Dr. Vasileios Davvetas, Prof. Barbara Summers

Enhancing consumer adoption of self-production offerings through upskilling communication

» [Dr. Ajmal Hafeez](#), Prof. Marit Gunda Gundersen Engeset

Saturday, 28 October

7am	Yoga <i>Everett</i>
7:30am	Registration <i>Spruce</i>
8:15am	6.01 Special Session - Exploring Both Sides of the Aisle: How Consumer and Marketer Political Ideology Shape Consumer Behavior <i>Cedar</i> Chaired by: Ms. Saetbyeol Kim



Continued from **Saturday, 28 October**

Pain-gain: Impact of Political Ideology and Producer's Pain on Product Evaluations

» [Mr. Mayank Anand](#), Dr. Akshay Rao

Consumer Reactions to the Community Focus of a Smart Product: The Moderating Role of Political Ideology

» [Dr. Shuili Du](#), Dr. Min Zhao, Dr. Sankar Sen

The Effect of Physician Political Ideology on Consumer Medical Decision Making

» [Ms. Saetbyeol Kim](#), Dr. Caglar Irmak

Understanding How Consumers Respond to Conflicting Political Information: Liberals Engage in Symmetric Updating and Conservatives Engage in Asymmetric Updating

» [Dr. Jeff Galak](#), Ms. Jianna Jin, Dr. Selin Malkoc

8:15am

6.02 Special Session - New Insights from Large Language Models and Natural Language Processing for Consumer Research

Issaquah

Chaired by: Dr. Ada Aka and Prof. John McCoy

Hindsight is Not 20/20: Recovering Consumer Perceptions in the Past Using Longitudinal Text Analysis

» [Mr. Vincent \(Pei-Ming\) Chen](#), Dr. Ming Hsu, Dr. Zhihao Zhang

The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments

» [Dr. Akshina Banerjee](#), Dr. Oleg Urminsky

Machine-Assisted Social Psychology Hypothesis Generation

» [Dr. Promothesh Chatterjee](#), Dr. Sachin Banker, Dr. Himanshu Mishra, Dr. Arul Mishra

Studying Slogan Memorability with Large Language Models

» [Dr. Ada Aka](#), Dr. John McCoy

8:15am

6.03 Special Session - Mind the Body: The Next Decade of Research about Bodily Influences in Decision Making

Jefferson

Chaired by: Dr. Aradhna Krishna

Impact of the Gut Microbiome Composition on Altruistic Punishment Behavior

» [Dr. Hilke Plassmann](#), Dr. Marie Falkenstein, Dr. Marie-Christine Simon, Mr. Aakash Mantri, Dr. Bernd Weber, Dr. Leonie Koban

Beauty is in the Iris: Constricted Pupils (Enlarged Irises) Enhance Attractiveness and Improve Attitudes

» [Dr. Martina Cossu](#), Dr. Maria Giulia Trupia, Dr. Zachary Estes

Size-inclusive Model Photography in Online Fashion Retailing: Improving Consumers' Fit-risk Judgments Through Body-Size Similarity

» [Ms. Yerong Zhang](#), Dr. Iina Ikonen, Dr. Jiska Eelen, Dr. Francesca Sotgiu

8:15am

6.04 Special Session - Unveiling Smart Sales Promotion Design

Willow A

Chaired by: Dr. Boyoun(Grace) Chae

The Token-Effort Effect: How Minimal Redemption Effort Increases Price Promotion Effectiveness Over Straight Discounts

» [Prof. Kuangjie Zhang](#), Prof. Thomas Allard, Prof. Nidhi Agrawal, Prof. Rajesh Bagchi

Free vs. Pay a Little: Trivial-priced Coupon and Consumer Conversion Behavior

» [Ms. Zhengyu Shi](#), Dr. Jingcun Cao, Dr. Jinjie Chen, Prof. Echo Wan

"10% off Each": How Implicitly Partitioned Percentage Framing Affects Purchases Intention

» [Dr. Shangwen Yi](#), Prof. David Hardisty, Prof. Katherine White



Continued from **Saturday, 28 October**

The Impact of a Countdown Timer on the Effectiveness of Sales Promotion

» [Dr. Boyoun\(Grace\) Chae](#)

8:15am

6.05 Special Session - The Downstream Consequences of Sharing and Receiving Temporal Information

Willow B

Chaired by: Ms. Jianna Jin

The Social Consequences of Time Tracking

» [Ms. Jianna Jin](#), Dr. Grant Donnelly

First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online Word of Mouth

» [Dr. Grant Donnelly](#), Prof. Jacqueline Rifkin

Time to Shine: How Temporal Orientation in Language Shapes Our Influence

» [Mr. David Fang](#), Prof. Sam Maglio

Perceptual Time Dilation: How Computational Ease Influences Time Perception in Lab and Field Settings

» [Mr. Deepak Sirwani](#), Prof. Suzanne Shu

8:15am

6.06 Roundtable - Shaping Consumers' Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps

Ravenna

Chaired by: Dr. Claire Tsai and Dr. Leonard Lee

Shaping Consumers' Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps

» [Dr. Claire Tsai](#), [Dr. Leonard Lee](#), Prof. Christopher Hsee, Prof. Gita Johar, Prof. Eric Johnson, Dr. John Lynch, Prof. Nina Mazar, Dr. Martin Mende, Dr. Geeta Menon, Dr. Nicole Robitaille, Dr. Maura Scott, Prof. Abigail Sussman, Dr. Zakary L. Tormala, Prof. Gülden Ulkumen, Ms. Minwen Yang, Ms. Shoshana Segal, Mr. Weilun Yuen, [Dr. Stacy Wood](#)

8:15am

6.07 Marketing Communications Reimagined: Unleashing Persuasion through Freedom, Humor, and Nostalgia

Aspen

Chaired by: Dr. Hannah H. Chang

Consumer Cognitions of Voice-based Communications

» [Dr. Hannah H. Chang](#), Dr. Anirban Mukherjee

CONSUMER RESPONSES TO FREEDOM APPEALS

» [Prof. Martin Paul Fritze](#), Prof. Stefano Puntoni, Dr. Simona Botti

How Humor Affects Copycat Preference: The Role of Acknowledging Imitation

» [Mr. Seongun Jeon](#), Dr. Femke van Horen, Dr. Michail Kokkoris

Predicting What Consumers Are Nostalgic For, And Why

» [Dr. Matthew Farmer](#), Dr. Caleb Warren

8:15am

6.08 Culture and Consumer Behavior: From Recycling Norms to Global Identity

Columbia

Chaired by: Prof. Lisa Penaloza

Recycling: It's Not Just About the Environment, It's About Culture

» [Dr. Mina Kwon](#), Dr. Minkyung Koo, Dr. Ashok Lalwani

Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation

» [Mr. Jason Lin](#), Prof. Nicole Kim, Prof. Esther Uduehi, Prof. Anat Keinan

Local-Global Identity and Reliance on Online Reviews: The Role of Need for Informative Information

» [Dr. Xiaodong Nie](#), [Dr. Sijie Sun](#)

8:15am

6.09 Empathy in Action: Examining the Dynamics of Giving and Altruism

Seneca

Chaired by: Dr. Serena Hagerty



Continued from **Saturday, 28 October**

Inequality in Opportunity Cost Salience

» [Dr. Serena Hagerty](#)

No More Than Once?: The Downside of Requesting Recurring Donations in Attracting Donors

» [Mr. Shih-Chun Chin](#), Prof. Cony Ming-Shen Ho, Prof. TzuShuo Ryan Wang

The Effect of Flat Asks on Rounding-up change

» Mr. Bijit Ghosh, [Dr. John Pracejus](#)

Going the Extra Mile for Goodness: Unpacking the Moral Self-Signaling Benefits of Effortful Cause Marketing Campaigns

» [Dr. Argiro Klamenakis](#), Dr. Onur Bodur

8:15am

6.10 Nurturing Well-Being: Exploring Unique Paths to Health and Happiness

Boren

Chaired by: Mr. Christoph Hüller

Thinking of Pets Buffers against Psychological Pain via Perceptions of Unconditional Love

» Dr. Martin Reimann, [Mr. Christoph Hüller](#), Dr. Evan MacLean

The Effect of Business Size on Consumer-Employee Conversation

» [Mr. Michael Pecoy](#), Dr. Andrea Luangrath, Dr. Bowen Ruan, Mrs. Sarah Luebke

"Wrinkles" Only Go Where Smiles Are: Exploring the Joint Effect of Age and Message Framing on Consumers' Disease Detection

» [Ms. Yuting Pang](#), Prof. LiLi Wang, Prof. Fangyuan Chen

Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design

» [Ms. Shuhan Yang](#), Dr. Tito L.H. Grillo

8:15am

6.11 Navigating the Human-Tech Nexus: Trust, Labels, and Technoism in Consumer Technology Interaction

Greenwood

Chaired by: Mr. Jonas Görgen

Zero-Sum Beliefs and the Consumer Psychology of Technology

» Mr. Jonas Görgen, Prof. Gergely Nyilasy, [Prof. Emanuel de Bellis](#)

Blockchain Encryption of Supply Chains and Animal Welfare Cues and Their Impact on Consumers' Assessment of High-Quality Meat

» Mrs. Kenya Kirsch, [Prof. Andrea Groeppel-Klein](#)

Single-Minded AI Agents and Cynical Consumer Inferences

» Prof. Adelle Yang, Ms. Yu Gu, [Ms. Sijin Chen](#)

Technoism: Relative preference for human predicts algorithm aversion

» [Mr. Moritz Joerling](#), Prof. Nico Heuvinck, Mrs. Gwarlann De Kerviler, Mr. Derek D. Rucker

8:15am

6.12 Navigating the Financial Maze: Insights into Minds, Money, and Mobility

Redwood A&B

Chaired by: Mr. Philippe Wodnicki

'I Will Never Not Be Poor': Higher Economic Inequality Leads Lower-Income Consumers to Give Up

» [Mr. Philippe Wodnicki](#), Prof. Miranda Goode, Dr. Kirk Kristofferson

Financial Mindfulness: A Scale

» Dr. Emily Garbinsky, Dr. Simon Blanchard, [Ms. Lena Kim](#)

Responses to Financial Scarcity and Consumer Literacy

» [Dr. Shaheen Hosany](#), Dr. Rebecca Hamilton

Understanding Borrower Motivations to Repay on a P2P Lending Platform

» [Mr. Akshay Iyothiram Iyer](#)



Continued from **Saturday, 28 October**

8:15am **6.13 Tutorial - Hybrid Ethnographic Methods**
Metropolitan B
Chaired by: Dr. Aimee Dinnin Huff and Dr. Andre F. Maciel and David Crockett

» Dr. Andre F. Maciel (Presenter)

9:30am **Coffee Break**
Grand Ballroom PFA

9:45am **7.01 Special Session - Defining Products and Brands Through the Lens of Stigmatized Identities**
Cedar
Chaired by: Ms. Megan Trillo

How Stigmatized Brand Purpose Affects Consumer Product Evaluations

» Ms. Megan Trillo, Dr. Lingrui Zhou, Dr. Keisha Cutright

Perceptions of Racial Diversity Enhance Ad Outcomes for Stigmatized Products

» Mrs. Nicole Davis, Dr. Julio Sevilla

Brand User Imagery and Ethnic Cue (Mis)Matches

» Ms. Neha Nair, Dr. Sanjay Sood, Dr. Karl Aquino

How (Not) to Sell Inclusive Products to People of Color

» Dr. Ruouu Li, Dr. Linyun Yang, Dr. Andrea Morales

9:45am **7.02 Special Session - Transformations in contemporary consumption cultures**
Issaquah
Chaired by: Prof. Daiane Scaraboto

Struggling to be a Vegan in an Omnivore World: Managing Relational Tensions in Practice Performance Transformations

» Dr. Aya Aboelenien, Prof. Zeynep Arsel

Ludic Publics: Transformation through ludic consumption

» Ms. Nitisha Tomar, Dr. Amber Epp

Flipping the Script: Understanding Marketplace Dynamics through Ritual Control

» Mr. Adam Slobodzian, Dr. Tandy Thomas

9:45am **7.03 Special Session - Behavioral Science for the Climate Crisis: Sustainability Judgment and Decision Making**
Jefferson
Chaired by: Mr. Eli Sugerman

Making the Invisible Visible: Investigating Consumer Judgments of Sustainability

» Mr. Eli Sugerman, Prof. Eric J. Johnson, Prof. Vicki Morwitz, Prof. Gita Johar, Dr. Michael Morris

How bad is your carbon impact? Correcting miscalibration promotes more sustainable food choices

» Dr. Gizem Ceylan, Prof. Ravi Dhar, Dr. Paul Stillman

Twice as nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Laundry Behaviors

» Prof. David Hardisty, Dr. Kirstin Appelt, Mr. Sid Mookerjee, Dr. Yanwen Wang, Dr. Jiaying Zhao, Mr. Arien Kortelan

Calm to Green Choices: The Impact of Different Positive Arousal States on Sustainability Decision-Making

» Ms. Anna Tari, Prof. Remi Trudel

9:45am **7.04 Special Session - Consumer Numerical Decision-Making Biases and Heuristics**
Willow A
Chaired by: Dr. Evan Weingarten



Continued from **Saturday, 28 October**

The Perceived Precision of Survey Research

» [Dr. Nicholas Reinholtz](#), Prof. Bart De Langhe

Widely-Used Measures of Overconfidence Are Confounded With Ability

» [Dr. Stephen Spiller](#)

Memory Errors in Tracking Account Balances

» [Mr. Nicholas Herzog](#), Dr. Dan Bartels

Anchoring: A Meta-Analysis and Metastudy

» [Dr. Dan Schley](#), Dr. Evan Weingarten

9:45am

7.05 Special Session - The Decisions and Consequences of Time Consumption

Willow B

Chaired by: Ms. Jacqueline Pan

On Time or On Thin Ice: How Perceived Quality is Affected when Work is Submitted Early, On, or Past its Deadline

» [Mr. David Fang](#), Prof. Sam Maglio

Using vs. Killing Time: How Verbs Shape Time Consumption

» [Ms. Kun Wang](#), Dr. Gabriela Tonietto

The Unintended Consequences of 'Productive' Procrastination

» [Ms. Jacqueline Pan](#), Prof. Jordan Etkin

How Consumers "Steal Time" to Engage in Passive Leisure Alone

» [Dr. Selin Malkoc](#), Prof. Ashley Whillans, Ms. Jianna Jin

9:45am

7.06 Roundtable - Helping Consumers Become Happier: Research Gaps and Advice for Making an Impact

Ravenna

Chaired by: Prof. Michal Strahilevitz

Helping Consumers Become Happier: Research Gaps and Advice for Making an Impact

» [Prof. Michal Strahilevitz](#), [Prof. Michael Norton](#), [Prof. Lisa Cavanaugh](#), [Dr. Rajagopal Raghunathan](#), [Dr. Aparna A. Labroo](#), [Prof. Zoe Chance](#), [Mr. Joseph Harvey](#), [Prof. Anirban Mukhopadhyay](#), [Prof. Dominique Braxton](#), [Dr. Wendy Liu](#), [Dr. Nicole Mead](#), [Prof. Uzma Kahn](#)

9:45am

7.07 Beyond the Abstract: Bridging the Gap Between Academia and Practice

Aspen

Chaired by: Pamela Dunaway and Dr. Maarten Bos

9:45am

7.08 Subcultural Forces: From Fanfiction Fandoms to Gossiping Markets

Columbia

Chaired by: Prof. Martin Paul Fritze

Beyond Scarcity: Non-Fungible Tokens and Digital Value

» [Prof. Reto Hofstetter](#), [Prof. Martin Paul Fritze](#), Dr. Cait Lamberton

Fanfiction: When Copyright Violation Benefits Brands

» [Mr. Ethan Milne](#), Dr. Kirk Kristofferson, Prof. Miranda Goode

Gossip and Discordant Narrative Brand Evolution

» [Dr. Kimberley Preiksaitis](#), [Dr. Alexander Mitchell](#)

Income Inequality Increases Consumption of Security Products: The Role of Envy Anticipation

» [Mr. Dallas Novakowski](#), Prof. Mehdi Mourali

9:45am

7.09 From Boredom to Generosity: Examining the Complexities of Prosocial Behavior

Seneca

Chaired by: Ms. Hongyu Meng



Continued from **Saturday, 28 October**

Beautiful from the Outside in? Self-Perceived Attractiveness and Prosocial Behavior

» [Ms. Hongyu Meng](#), Prof. Jun Ye

Bored Out of Your (Human) Mind: Boredom Makes People Feel Less Human and Less Prosocial

» [Dr. Lauren Grewal](#), Dr. Roland Schroll, Prof. Dhruv Grewal, Prof. Stijn van Osselaer

Automation Inhibits Prosocial Behavior: The Mediating Role of Perceived Social Connectedness

» [Dr. XIAOYAN \(JENNY\) LIU](#), Dr. Chi Hoang, Dr. Sharon Ng

The Honeymoon Fund Effect: Exerting Effort to Choose Increases Generosity

» [Dr. Siyuan Yin](#), Dr. Marissa Sharif

9:45am

7.10 Emotional Undercurrents in Consumer Decision Making: Affect, Envy, and Motivations

Boren

Chaired by: Dr. Ga-Eun (Grace) Oh

The Effect of Being Envied on Indulgent Consumption

» [Dr. Ga-Eun \(Grace\) Oh](#), Prof. Young Eun Huh

What Makes Consumers Watch Television Commercials?

» [Dr. Velitchka Kaltcheva](#), [Dr. Anthony Patino](#), Dr. Dennis Pitta

Reset Your Life: Fresh Start Mindset Increases Consumer Reliance on Affect

» [Prof. Chun-Ming Yang](#)

The Moment of Truth: The Impact of Outcome Valence and Revelation Timing on Shopping Process Enjoyment of Probabilistic Goods

» [Dr. Mingyue Zhang](#), Prof. Haipeng (Allan) Chen, Prof. Michael Tsiros

9:45am

7.11 Interacting with Tech: Exploring Consumer Choices in the Age of Automation

Greenwood

Chaired by: Prof. Julian De Freitas

Public Perception and Autonomous Vehicle Liability

» [Prof. Julian De Freitas](#), Ms. Xilin Zhou, Ms. Shoshana Boardman, Ms. Margerita Atzei, Dr. Luigi Di Lillo

A Meta-Analytic Investigation into the Relative Effectiveness of Human versus AI Recommendations

» [Ms. Manhui Jin](#), Dr. Zhiyong Yang, Dr. Traci Freling, Dr. Narayanan Janakiraman

Smartphones for Enjoying the Process and PCs for Achieving the Outcome: The Influence of Activity Focus on Electronic Device Selection

» [Ms. Shuqi Zhu](#), Dr. Sarah Wei, Prof. John Rudd, Dr. Yansong Hu

Allow or Deny: The Impact of Information Access Mode on Willingness to Share Personal Information

» [Dr. Ana Scekcic](#), Dr. Tatiana Sokolova, Dr. Aradhna Krishna

9:45am

7.12 Empowering Your Wallet: Insights into Financial Behavior and Decision Making

Redwood A&B

Chaired by: Dr. Christopher Cannon

How Gender Stereotypes Shape Relative Income Preferences in a Partner

» [Dr. Christopher Cannon](#), Dr. Emily Garbinsky

Helping Lower-Income People Start Claiming a Tax Credit

» [Dr. Wendy De La Rosa](#), Dr. Ron Berman, Dr. Christophe Van den Bulte

Conceptualizing and Measuring Financial Consumer Resilience

» [Dr. Janina Magdalena Schaumann](#), Prof. Sabrina Hegner, Prof. Armin Varmaz, Mrs. Katharina Riebe



Continued from **Saturday, 28 October**

I or Them: How Self-Motives Impact Financial Behavior

» [Dr. Patricia Torres](#)

9:45am

7.13 Tutorial - Gathering Internet Data

Metropolitan B

Chaired by: Dr. Shane Wang and Dr. Johannes Boegershausen

11:15am

8.01 Special Session - Biting the Bullet: The Intersection of Gun Violence and Marketing

Cedar

Chaired by: Dr. Nicholas Light

Perceptions and Misperceptions of Support for Firms' Actions to Reduce Gun Violence

» [Dr. Nicholas Light](#), Dr. Justin Pomerance, Dr. Lawrence Williams

Second Order Effects of Marketing Interventions: Evidence from Firearm Daily Deals

» [Dr. Ted Matherly](#), Dr. Brad Greenwood

Catalyzing Social Change: Does Concentration Encourage Action?

» [Prof. Jonah Berger](#), Dr. Joshua Jackson, Dr. Ceren Kolsarici

The Problematic Legitimation of the Armed American Woman

» [Dr. Aimee Dinnin Huff](#), Dr. Brett Burkhardt, Dr. Michelle Barnhart

11:15am

8.02 Special Session - From Genes to Markets: Leveraging Biological Methods to Study Consumer Behavior

Issaquah

Chaired by: Dr. Steve Shaw

Quantifying brain signatures of self-relevance

» [Dr. Bruce Dore](#), Dr. Nicole Cooper, Dr. Matthew Brook O'Donnell, Dr. Hang Yee Chan, Dr. Christin Scholz, Dr. Emily Falk

A random utility account of neuroforecasting: How neural measures improve forecasts of market-level behavior

» [Dr. Alexander Genevsky](#), Mr. Lester Tong, Dr. Brian Knutson

Brand empathy: How consumers resonate socially and emotionally with brands

» [Dr. JIN HO YUN](#), Dr. Feng Sheng, Dr. Michael Platt

Biological age and its value to consumer research

» [Dr. Steve Shaw](#), Dr. Remi Daviet, Dr. Gideon Nave

11:15am

8.03 Special Session - Ironic Consumer Behavior: Misconceptions, Mistakes, and Miscommunications in the Marketplace

Jefferson

Chaired by: Ms. Julia Jeong

Consumers Believe Legal Products Are Less Effective Than Illegal Products

» [Dr. Alicea Lieberman](#), Dr. Rachel Gershon, Dr. Sydney Scott

"You Had to Work Harder than Me": Self-Other Discrepancy in the Attribution and Communication of Skill

» [Ms. Julia Jeong](#), Prof. Rima Touré-Tillery, Dr. Neal Roesse

Anticipating Giving Feedback Changes Consumers' Feedback

» [Dr. Melanie Brucks](#), Dr. Kristen Duke, Ms. Daniella Turetski

The Self-Sabotaging Effect: Internal Credit Need Reduces Preferences for Highly Instrumental Means

» [Dr. Jessica Gamlin](#), Dr. Aparna A. Labroo, Dr. Noelle Nelson



Continued from **Saturday, 28 October**

11:15am **8.04 Special Session - Thriving on Authenticity: Understanding How Consumers Infer Authenticity in People and Brands**

Willow A

Chaired by: Dr. Tianyi Li

The Spot of a Leopard: Improving One's Warmth Leads to Perceived Inauthenticity

» [Dr. Tianyi Li](#), Dr. David Gal

From Ideal to Real: How Idealized Versus Non-Idealized Models Influence Perceived Brand Authenticity and Brand Outcomes

» [Dr. Rosanna K. Smith](#), Ms. Yiyue Zhang, Ms. Beeson Shin

A Motivated Theory of Mind: Beliefs in the True Self Guide Theories About Others' Preferences

» [Mr. Daniel J. Chiacchia](#), Dr. George E. Newman, Dr. Rachel L. Ruttan

Imperfection as a Costly Signal of Authenticity: An Integrative Theoretical Framework

» [Dr. Amit Bhattacharjee](#), Dr. Alixandra Barasch, Dr. Klaus Wertenbroch

11:15am **8.05 Special Session - Measurement and Sampling Issues in Consumer Research**

Willow B

Chaired by: Mr. Randy Gao

Exposing Omitted Moderators: Explaining Differences in Treatment Effects in the Social Sciences

» [Prof. Antonia Krefeld-Schwalb](#), Mr. Eli Sugerman, Prof. Eric Johnson

A Framework for Screening and Assessing Sample Quality Obtained From Online Services

» [Prof. Aaron Arndt](#), Prof. John Ford, Prof. Barry Babin, Mr. Vinh Luong

Extremity Bias in Survey Responses Generates Strong Yet Invalid Results

» [Mr. Randy Gao](#), Ms. Liman Wang, Prof. Leif Nelson

Non-Random Effects: Designing & Analyzing Experiments With Multiple Stimuli (In The Real World)

» [Mr. Andres Montealegre](#), Prof. Uri Simonsohn, Prof. Ioannis Evangelidis

11:15am **8.06 Roundtable - Navigating the Contradictions: Understanding the Complexities of Social Media's Effects on Consumers' Well-being**

Ravenna

Chaired by: Dr. Elena Fumagalli and Dr. L. J. Shrum

Navigating the Contradictions: Understanding the Complexities of Social Media's Effects on Consumers' Well-being

» [Dr. Elena Fumagalli](#), [Dr. L. J. Shrum](#), [Dr. Tina Lowrey](#), [Dr. Connie Pechmann](#), [Dr. Lan Chaplin](#), [Dr. Mario Pandelaere](#), [Dr. Kathleen Vohs](#), [Dr. Russell Belk](#), [Prof. Lena Cavusoglu](#), [Dr. Rhonda Hadi](#), [Dr. Deborah John](#), [Prof. Margaret Echelbarger](#)

11:15am **8.07 Insights into Flawed Human Decision Making: Biases, Social Influence, and Beyond**

Aspen

Chaired by: Dr. Maximilian Gaerth

The Null Event Bias in Perceptions of Causality

» [Dr. Maximilian Gaerth](#), Dr. Cait Lamberton, Dr. Selin Malkoc

Similarity Penalty: How Idea Assortment Influences Evaluation in Crowdsourcing

» [Prof. Reto Hofstetter](#), Prof. Harikesh Nair, Prof. Sanjog Misra, Mr. Felix Schakols

Do People Follow the Majority of Observed Behaviors or the Behavior of the Majority?

» [Dr. Thomas Karl Alfred Woiczysk](#), Dr. Rahil Hosseini, Prof. Gaël Le Mens



Continued from **Saturday, 28 October**

The CRT is not “just” Math: an adversarial collaboration

» [Prof. Andrew Meyer](#), Dr. Yigal Attali, Prof. Maya Bar-Hillel, Prof. Shane Frederick, Prof. Daniel Kahneman

11:15am **8.08 Memory in Marketing: Unraveling Brain Responses, Processing Fluency, and Virtual Influencer Effectiveness**
Columbia
Chaired by: Prof. Moran Cerf

How many times do you need to view content before it is registered in your memory

» [Prof. Moran Cerf](#)

To be or Not to Be Sarcastic! Gender-Stereotypes about Brand's Humour.

» [Mr. Murtuza Soofi Mohammed](#), Prof. Gabriele Pizzi

Robustness of Fluency Effects in Marketing Research – A Meta-Analysis

» [Mr. Lennart Kehl](#), Prof. Jan R. Landwehr

Mouse-Tracking Substantiates the Contributions of Predispositions and Evaluations in Consumer Choice

» [Dr. Nitisha Desai](#), Dr. Paul Stillman, Dr. Kentaro Fujita, Dr. Ian Krajbich

11:15am **8.09 Changing Hearts and Shaping Giving: Exploring the Dynamics of Prosocial Power**
Seneca
Chaired by: Dr. Jessie Rui Du

The Language of Prosocial Behavior: English as a Lingua Franca

» [Dr. Jessie Rui Du](#), Dr. Steve Gould, Dr. Sankar Sen, Dr. Marlone Henderson

Retributive Philanthropy

» [Mr. Ethan Milne](#), Dr. Kirk Kristofferson, Prof. Miranda Goode

Simple Math Will Help: The Effect of Numerical Divisibility in Fundraising

» [Ms. Hui Li](#), Dr. Yunlu Yin, Dr. Qian Xu

The Charity Competence Curse: When Signals of Managerial Competence Backfire

» [Dr. Lijun \(Shirley\) Zhang](#), Prof. Thomas Allard, Prof. David Hardisty, Dr. Shane Wang

11:15am **8.10 The Crowded Room: Self, Identity, and Consumption**
Boren
Chaired by: Ms. Chia-Han Chang

I Just Want Something New! Social Exclusion Enhances Consumers' Novelty-Seeking

» Prof. Chun-Tuan Chang, [Prof. Zhao-Hong Cheng](#), [Ms. Chia-Han Chang](#), Prof. Yu-Kang Lee

The Role of Racial Identity and White Guilt in Consumer Evaluations

» [Dr. Ekin Ok](#), Dr. Rishad Habib, Dr. Karl Aquino, Mr. Sid Mookerjee, Dr. Yann Cornil

No One Needs to Know: The Emotional Costs of Outsourcing Tasks

» [Ms. Pooja Somasundaram](#), Prof. Jenny Olson, Prof. Elanor Williams

Beyond the Plate: The Role of Distinction and Connection Cues in Shaping Perceived Authenticity of Dining Experiences

» [Dr. Xianfang Zeng](#)

11:15am **8.11 Redefining Luxury: From Green Consumption to Memes and Aesthetics**
Greenwood
Chaired by: Dr. Silvia Bellezza



Continued from **Saturday, 28 October**

Eco-Elites: Reevaluating Green Consumption Among High-Status Consumers

» [Dr. Silvia Bellezza](#), [Dr. Joe Gladstone](#)

What Does Luxury Meme? New Cultural Intermediaries and the Reconfiguration of Marketplace Meanings

» [Prof. Julia Pueschel](#), [Prof. Stéphane Borraz](#)

Sustaining Excellence: Embedded (not Peripheral) Sustainability Aligns with Luxury

» [Prof. Ludovica Cesareo](#), [Prof. Vanessa Patrick-Ralhan](#)

Constructing Aesthetic Preferences: The Interplay of Individual and Social Influences

» [Ms. Jenny Yoo](#), [Dr. Piotr Winkielman](#)

11:15am 8.12 Power Play: Unraveling Political Minds in a Polarized World

Redwood A&B

Chaired by: [Dr. Rhia Catapano](#)

Why Boycotts Fail: Political Beliefs (Mis)shape Memory of Behavior

» [Dr. Rhia Catapano](#), [Dr. Katherine DeCelles](#), [Dr. Brayden King](#), [Dr. Michael Norton](#)

Is Uncertainty Avoidance a Defining Characteristic of Conservatism or Extremism?

» [Dr. Donald Gaffney](#), [Dr. Joshua Clarkson](#), [Prof. Frank Kardes](#)

The Voter's Illusion and Consumer Choice

» [Dr. Fausto Gonzalez](#), [Dr. Hannah Perfecto](#)

Work "for" you or Work "with" you: The effect of a political candidate's positioning on donations

» [Dr. Cony Ho](#), [Dr. Daniel Grossman](#)

11:15am 8.13 Tutorial - AI Doesn't have to be racist and sexist

Metropolitan B

Chaired by: [Dr. Broderick Turner](#) and [Xiao Liu](#) and [Ayelet Israeli](#)

12:30pm LUNCH- ACR Awards and Business Meeting

Grand Ballroom (ABCD)

2:30pm 9.01 Special Session - What Shapes the Impact of Online Content?

Cedar

Chaired by: [Dr. Ali Faraji-Rad](#)

From Words to Emotional Expertise: Measuring and Understanding Emotional Granularity in Online Word-of-Mouth

» [Dr. Ali Faraji-Rad](#), [Dr. Ali Tamaddon](#), [Mrs. Atefeh Jebeli](#)

The Topography of Word-of-Mouth

» [Dr. Jeffrey Lee](#), [Prof. Jonah Berger](#)

A Linguistic Signature of Sharing

» [Dr. Bruce Dore](#), [Prof. Jonah Berger](#)

Can You Sell Millions of Lipsticks in 5 Minutes? A Multi-method Comprehensive Analysis of Winning Content Strategies of Top Livestreaming Influencers

» [Dr. Fang Wan](#), [Ms. Ruiqi Guan](#), [Dr. Mansur Khamitov](#), [Dr. Mei Huang](#)

2:30pm 9.02 Special Session - Navigating Uncertainty: Uncovering the Influence of Uncertainty on Consumer Trust

Issaquah

Chaired by: [Prof. Gülden Ülkümen](#)

Improving Claim Credibility under Epistemic and Aleatory Uncertainty

» [Dr. Felipe M. Affonso](#), [Mr. Amin Shiri](#)



Continued from **Saturday, 28 October**

Low Probability, No Credibility

» Ms. M. Leonor Neto, Dr. Lucius Caviola

Price Contrasts in the Wild

» Dr. Ariel Fridman, Prof. On Amir

2:30pm

9.03 Special Session - The Many Facets of Sustainability: Novel Insights into Sustainable Consumption

Jefferson

Chaired by: Prof. Amna Kirmani

The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials

» Dr. Edward Yuhang Lai, Prof. Rajesh Bagchi

Why Do Consumers Resist Lab-Grown Meat? A Life-Creation Perception Theory

» Dr. Qihui Chen, Prof. Yajin Wang

Choosing to Make a Difference: Salience of Choice Increases Consumers' Support for the Environment

» Prof. Shilpa Madan, Dr. Kevin Nanakdewa, Ms. Jinyan Xiang, Prof. Krishna Savani

2:30pm

9.04 Special Session - Process and Content in Memory-Based Choices: Cognitive and Computational Perspectives

Willow A

Chaired by: Dr. Stephen Spiller

Decisions from Memory: Uncovering the Temporal Dynamics of Open-Ended Decisions

» Ms. Xiaozhi Yang, Dr. Zhihao Zhang, Dr. Ming Hsu, Dr. Ian Krajbich

Inferring Consideration Sets: A Computational Model of Naturalistic Memory-Based Decision Making

» Dr. Ada Aka, Mr. Lionel Schatz, Dr. Sudeep Bhatia

Metacognitive Monitoring Compensates for Memory Limitations in Open-Ended Decisions

» Dr. Zhihao Zhang, Dr. Andrew Kayser, Dr. Ming Hsu

2:30pm

9.05 Special Session - Field Experiments: A Practical Tutorial

Willow B

Chaired by: Prof. Praveen Kopalle and Prof. Rajesh Chandy and Prof. Stephen Anderson

2:30pm

9.06 Roundtable - Projective Techniques in Consumer Research

Ravenna

Chaired by: Prof. Cristel Russell

Projective Techniques in Consumer Research

» Prof. Cristel Russell, Prof. Linda Tuncay Zayer, Prof. Jenna Drenten

2:30pm

9.07 Mind Games: Unraveling Consumer Biases and Decision Heuristics

Aspen

Chaired by: Mr. Soaham Bharti

Consumers opt for more attribute upgrades when selecting among preconfigured products as opposed to configuring the product themselves

» Mr. Soaham Bharti, Prof. Berkeley Dietvorst

Asymmetric causal impact of increasing versus decreasing product dose on perceived efficacy

» Mr. Soaham Bharti, Dr. Dan Bartels

The Mere Audience-Size Effect: When and Why a Large Audience Non-Normatively Inflates the Perceived Competence of Actors

» Mr. Tian Qiu, Dr. Xilin Li, Prof. Jingyi Lu



Continued from **Saturday, 28 October**

Consumption Portfolio Management: Very Good Stuff Is Best Enjoyed by Itself

» Dr. Luxi Shen, [Ms. Chong Yu](#), Dr. Andrew Meyer

2:30pm

9.08 Flipping Perceptions: From Insults to Insights, Ownership to Expertise

Columbia

Chaired by: Dr. Michelle Daniels

Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy

» Dr. Michelle Daniels, [Ms. Xin Zhou](#), Dr. Adriana Samper

Bunch of Jerks: When Brands Reappropriate Insults

» [Dr. Katherine Du](#), Dr. Lingrui Zhou, Dr. Keisha Cutright

Repeated Exposures to Images Increase Perceived Truth Ratings

» [Ms. Farhana Tabassum](#), Dr. Klemens Knoeferle, Dr. Luk Warlop

What's Mine Makes Me an Expert: Psychological Ownership Increases Advice Giving by Inflating Subjective Expertise

» [Ms. Seo Young Myaeng](#), Dr. Jake Teeny

2:30pm

9.09 Chasing Dreams and Shaping Desires: Exploring the Complexities of Goals and Motivation in Consumer Behavior

Seneca

Chaired by: Dr. Elizabeth Friedman

The (Better) Road Not Taken: Setting Explicit Goals Reduces Switching to More Effective Alternatives

» [Dr. Elizabeth Friedman](#), Dr. Guy Voichek, Prof. Ravi Dhar

The Consumption Order Effect in Knowledge Acquisition

» [Ms. Xinping WEI](#), Prof. Leilei Gao

Failing to give the gift of improvement: When and why givers under-give self-improvement gifts

» [Dr. Farnoush Reshadi](#)

Conceptualizing Wellness: Mindful Consumption to Feel Holistically Healthier

» [Mr. Daniel Russman](#), Dr. Kristen Duke

2:30pm

9.10 Emotions in Flux: Exploring Affect and Identity in the Digital Age

Boren

Chaired by: Prof. Elaine Chan

How Online Attention Influences Consumers' Spotlight Biases

» [Dr. Matthew Hall](#)

The Backfiring Effect of NFTs: Unique NFTs Trigger Entitlement and Selfishness in Crypto-Communities

» [Mr. Anush Sridhar](#), Mr. Jonas Görden, Prof. Emanuel de Bellis, Prof. Reto Hofstetter

Home is Where Your Stuff is: A Longitudinal Study into the Effects of Working from Home on Feelings of Home

» [Dr. Rusty Stough](#), [Dr. Meredith Rhoads Thomas](#)

The Effect of Loneliness on Consumer Preference for Complex Design Products

» [Ms. Ting Li](#), [Prof. Fenghua Wang](#)

2:30pm

9.11 Unlocking the Power of Words: Linguistics and Semantics in Consumer Insights

Greenwood

Chaired by: Dr. Joshua Dorsey

From Stoned to Sustenance: A Conceptual Introduction to Cannabis for Well-being

» [Dr. Joshua Dorsey](#), Dr. Ronald Paul Hill, Mr. Kevin Fox



Continued from **Saturday, 28 October**

Semantic Network Analysis in Consumer Research

» [Dr. Philipp Laufenthaler](#), [Dr. Jonathan David Schöps](#)

That's it! how two words can influence perceived price complexity and the resulting purchase behavior

» Mr. Gal Mazar, [Dr. Dikla Perez](#), [Prof. Ann Kronrod](#)

When and Why Comparative Reviews Are (Un)helpful

» [Dr. Charles Zhang](#), Ms. Shoucong (Carol) Xiong

2:30pm

9.12 Roundtable - Everyone everywhere all at once: integrating novel approaches to social influence(rs)

Redwood A&B

Chaired by: Dr. Meyrav Shoham and Dr. Jared Watson

2:30pm

Everyone everywhere all at once: integrating novel approaches to social influence(rs)

» [Dr. Meyrav Shoham](#), Dr. Jared Watson, Dr. Hayley Cocker, Dr. Michelle Daniels, Dr. Lauren Grewal, Dr. Mansur Khamitov, Dr. Rebecca Mardon, Dr. Ted Matherly, Dr. Coby Morvinski, Dr. Edith Shalev, Dr. Rosanna K. Smith, Dr. Francesca Valsesia, Dr. Freeman Wu

2:30pm

9.13 Plenary - Health and Financial Decision Making through the Lens of Consumer Well Being and Public Policy

Metropolitan B

3:45pm

Journal of the Association for Consumer Research (JACR) Information Session

Capitol Hill

Chaired by: Prof. Vicki Morwitz

3:45pm

Coffee Break

Grand Ballroom PFA

4pm

Yoga

Everett

4pm

10.01 Special Session - Explaining AI: Consumers' Illusory Sense of Understanding How Algorithms Work

Cedar

Chaired by: Dr. Diogo Hildebrand

Prospects of Explanations Foster Illusory Understanding of AI

» [Dr. Massimiliano Ostinelli](#), Dr. Andrea Bonezzi, Dr. Monika Lisjak

"We" Listen to Algorithms: How Cultural Values Influence the Acceptance of AI Recommendations

» [Ms. Yuanyuan Zhang](#), Dr. Diogo Hildebrand, Dr. Ana Valenzuela

AI as the Generalist

» [Ms. Jiajia Liu](#), Dr. Phyliss Gai

Theory of Machine: Consumer Lay Beliefs About Algorithmic Data Processing Drive Recommendation Acceptance

» [Mr. Alcheikh Edmond Kozah](#), Dr. Ana Valenzuela

4pm

10.02 Special Session - Backfiring of Favorable Strategies for Increasing Consumption and Motivation

Issaquah

Chaired by: Ms. Angela Xiao

When and Why Redeeming Loyalty Points Leads to Disloyal Customers

» [Ms. Lena Kim](#), Dr. Kaitlin Woolley, Dr. Marissa Sharif

A Little Bit of Each: Breaking Down a Goal into Detailed Subcategories Leads to More Ambitious Planning

» [Ms. Angela Xiao](#), Dr. Joy Lu



Continued from **Saturday, 28 October**

The Placeholder Effect: Using Break Days to Help Form Habits

» [Dr. Siyuan Yin](#), Dr. Marissa Sharif

Asking Consumers to Spend Time to Save Money Is Fairer Than Asking Them to Spend Money to Save Time

» [Dr. Maria Giulia Trupia](#), Dr. Franklin Shaddy

4pm

10.03 Special Session - Spreading Good Well by Giving More – Insights for Increasing Charitable Donations

Jefferson

Chaired by: Ms. Michael Caitlin

It's (Not) My Money! Leveraging Psychological Ownership to Increase Charitable Giving

» [Ms. Caitlin Michael](#), Dr. Stephen X. He, Dr. Julian Givi

Cultural Tightness-Looseness and Charitable Giving

» [Dr. Fatima Madani](#), Dr. Ali Gohary, Dr. Eugene Chan

The Dark Side of Opportunity: High Perceived Economic Mobility Reduces Dependency-Oriented Charitable Behavior

» [Dr. Yujie \(Jay\) Zhao](#), Mr. Pete Zhou, Dr. Lin He

I'll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products

» Dr. Aviva Philipp-Muller, [Dr. John P. Costello](#)

4pm

10.04 Special Session - The Multifaceted Impact of Numerical Framing: Exploring Consumer Behavior in Ratings, Advertising, and Communication Contexts

Willow A

Chaired by: Mr. Deepak Sirwani

Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings

» [Mr. Deepak Sirwani](#), Ms. Srishti Kumar, Prof. Manoj Thomas

Overstated or Understated?: An Anchoring and Adjustment Model for How Conflicting Lay Theories Guide Judgments of Product Lifespan Claims

» [Prof. Mathew Isaac](#), Prof. Elisa Konya-Baumbach, Prof. Rebecca Reczek

ROAS vs. ACOS: Malleability of Advertising Success Metrics

» [Mr. Archer Pan](#), Mr. Jean-Louis Sterckx, Prof. Bart De Langhe, Prof. Stijn van Osselaer

Relative Increases Appear Larger in Percentage Terms

» [Prof. Joowon Klusowski](#), Prof. Joshua Lewis

4pm

10.05 Special Session - The Policing Market

Willow B

Chaired by: Dr. Kate Christensen

Branding the State: Using Brand Management to Increase Confidence in Institutions

» [Dr. Breagin Riley](#)

School Shootings and Consumption Behavior of Affected Communities

» [Dr. Muzeeb Shaik](#), Dr. Mike Palazzolo, Dr. Adithya Pattabhiramaiah, Dr. Shrihari Sridhar

Smartphone Data Reveal Neighborhood-Level Racial Disparities in Police Presence

» [Dr. Kate Christensen](#), Dr. M. Keith Chen, Dr. Elicia John, Dr. Emily Owens, Ms. Yilin Zhuo

The Effect of Police Training on Officer Mindset

» [Dr. Broderick Turner](#), Dr. Kate Christensen, Dr. Kyle Dobson

4pm

10.06 Roundtable - Accessibility and Disability in Consumer Research

Ravenna

Chaired by: Dr. Johannes Boegershausen



Continued from **Saturday, 28 October**

Accessibility and Disability in Consumer Research

» Dr. Johannes Boegershausen, Dr. Lauren Grewal, Dr. Helen Van der Sluis, Dr. Stacey Menzel Baker, Dr. Melanie Brucks, Dr. Martina Cossu, Dr. Samantha Cross, Dr. Katharina C. Husemann, Dr. Uzma Khan, Dr. Aparna A. Labroo, Ms. Maayan Malter, Prof. Vanessa Patrick, Dr. Adriana Samper

4pm

10.07 Love is Blind (And Biased): Examining Consumers' Reliance on Heuristics and Biases

Aspen

Chaired by: Prof. Ariel Fridman

Dominance Effects in the Wild

» Prof. Ariel Fridman, Prof. On Amir, Prof. Karsten Hansen

Making Sense of Dominated Options: Implications of Dominated Options for Trust and Choice

» Dr. Joseph Reiff, Dr. Jon Bogard, Dr. Eugene Caruso, Dr. Hal Hershfield

Not Willing to Compromise: Adding A Common Negative Feature Decreases Consumer Choice of the More Desirable Product

» Ms. May Yuan, Prof. Leilei Gao

4pm

10.08 The Emotional Consumer: Reach, Influencers, and Nostalgia

Columbia

Chaired by: Dr. Jia Chen

Identifying Nostalgia in Text: The Development and Validation of the Nostalgia Dictionary

» Dr. Jia Chen, Dr. Kristin Layous, Dr. Tim Wildschut, Dr. Constantine Sedikides

The More the Merrier? Influencer Reach and Consumer Engagement

» Dr. Charlene Chu, Dr. Cristina Nistor, Dr. Ekin Pehlivan, Dr. Taylan Yalcin

How the Elicitation Procedure Shapes Beliefs about Others' Affective Responses to Action and Inaction

» Prof. Ioannis Evangelidis, Prof. Manissa Putri Gunadi

The role of AI-mediated relationships in emotional experience and well-being

» Dr. Clara Koetz, Dr. Ozlem Ozkok, Dr. Sarah Hudson

4pm

10.09 Navigating Cognitive Distortions: Exploring the Impact of Pricing, Ratings, Risk Perception, and Score Differences

Seneca

Chaired by: Dr. Shreyans Goenka

Price Partitioning of Socio-Moral Surcharges

» Dr. Shreyans Goenka, Prof. Rajesh Bagchi

When Risk is More (vs. Less) Probable: The Impact of Denominator Magnitude on Probability Judgment

» Dr. Hoori Rafieian, Dr. Anubhav Aggarwal

The Power of a Star Rating: The Differential Effects of Analog and Numerical Rating Formats on Magnitude Perceptions and Consumer Reactions

» Dr. Annika Abell, Dr. Carter Morgan, Dr. Marisabel Romero

4pm

10.10 Information Odyssey: Examining the Consumer's Journey from Binge-Watching to Fake News

Boren

Chaired by: Ms. Rachele Ciulli

When "Netflix and Chill" Leaves us Cold: Binge-Watching, Opportunity Costs, and Satisfaction

» Ms. Rachele Ciulli, Dr. Cait Lamberton



Continued from **Saturday, 28 October**

Complexity of Recognition in Sponsorship Ecosystems: An Expanded Role of Proactive Interference

» [Dr. Steffen Jahn](#), Prof. T. Bettina Cornwell, Prof. Michael S. Humphreys

Let Me Know How Much I Can Save with This Coupon: How Coupon Framing Influences Coupon Redemption Behavior

» [Ms. SINING KOU](#), Dr. Shen (Daniel) Duan, Dr. Lei Su, Prof. Haipeng (Allan) Chen

Does Good or Bad Fake News Matter? The Impact of Brand Misinformation Valence and Correction Source on Consumer Behavior

» [Mrs. Xiajing Zhu](#), [Ms. Xinran Wang](#), Dr. Lefa Teng

4pm

10.11 The Emotional Compass: Exploring the Intersection of Emotions, Decisions, and Consumption

Greenwood

Chaired by: Dr. Ethan Pancer

The impact of automation in restaurants

» [Dr. Ethan Pancer](#), Dr. Theo Noseworthy, Dr. Lindsay McShane, Dr. Nükhet Taylor, Dr. Matthew Philp

The Effect of Scarcity and Social Exclusion on Consumer Response to Product Failure

» [Dr. Jane So](#), [Prof. Nidhi Agrawal](#)

The Dark Side of Ambient Lighting: How Darkness Induces Risk-Taking Through Emotions

» [Dr. Kylie Vo](#), Dr. Blair Kidwell, Dr. Yuna Choe

Prediction Aversion: The Unbearable Heft of Knowing the Future

» [Dr. Yuechen Wu](#), Dr. Meng Zhu, Dr. Erik Helzer

4pm

10.12 Unmasking Dishonesty: Tools and Techniques for Enhancing Trust in Consumer Research Findings

Redwood A&B

Chaired by: Ms. Susanne Adler

A toolbox to identify p-hacking: Four techniques to evaluate the trustworthiness of published findings

» [Ms. Susanne Adler](#), Dr. Lukas Röseler, Ms. Martina Katharina Schöninger

Dampening the noise: Ways to account for measurement error in experimental consumer research

» Prof. Thomas Niemand, [Dr. Robert Mai](#)

Systematic Errors in Interpreting Binary Dependent Variables: Demonstrations and Recommendations

» [Dr. Shwetha Mariadassou](#), Dr. Christopher Bechler, Dr. Blakeley McShane, Dr. S. Christian Wheeler

A Systematic Investigation of Attention Checks in Consumer Behavior Research

» [Dr. Hannah Perfecto](#), Dr. Michael O'Donnell

4pm

10.13 Breaking Boundaries in Marketing: Innovative Approaches to DEI, Healthcare Access, and Poverty Alleviation

Metropolitan B

Chaired by: Dr. Siti Aqilah Jahari

Vulva Centric Femvertising: A Case from Malaysia

» Mr. Shafiullah Anis, Dr. Juliana A. French, [Dr. Siti Aqilah Jahari](#)

Harnessing the power of Marketing at all levels: A synthesis of the Bottom of Pyramid and Subsistence Marketplaces approach to solve the wicked problems of Society.

» [Mr. Abheeshek Dev Roye](#), Prof. Geetha Mohan

Reconsidering Consumer Access to Healthcare

» [Prof. Lynn Sudbury-Riley](#), Prof. Philippa Hunter-Jones, Dr. Ahmed Al-Abdin



Continued from **Saturday, 28 October**

Using AI to Implement DEI into Marketing Materials

» [Dr. Patrick van Esch](#), Dr. Yuanyuan (Gina) Cui, Dr. Gavin Northey, Dr. Vicki Andonopoulos

5:15pm

11.01 Special Session - Consumer Ratings of Products and Experiences

Cedar

Chaired by: Mr. Mohin Banker

Consumer Generalizations of Positive and Negative Information

» [Mr. Mohin Banker](#), Prof. Joowon Klusowski, Dr. Gal Zauberaman

How Does Rating Specific Features of An Experience Alter Consumers' Overall Evaluation of That Experience?

» [Prof. Katie Mehr](#), Prof. Joseph Simmons

Judging by the Numbers: Exploring How Raw-Scores Affect Consumer Judgment in the Face of Superseding Percentiles

» [Dr. Julian Givi](#), Dr. Daniel Grossman, Prof. Frank Kardes

How Consumers Evaluate Product Ratings Distributions: The Role of Summary Representations

» [Dr. Daniel Villanova](#), Dr. Elise Chandon Ince, Prof. Rajesh Bagchi

5:15pm

11.02 Special Session - The Effectiveness of Influencer Marketing

Issaquah

Chaired by: Ms. Xueqi Bao

How Sensory Language Shapes Responses to Influencer Content

» [Mr. Giovanni Luca Cascio Rizzo](#), Prof. Jonah Berger, Prof. Matteo De Angelis, Prof. Rumen Pozharliev

A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events

» [Ms. Xueqi Bao](#), Prof. Stephanie C. Lin, Prof. Amitava Chattopadhyay

How Social Media Influencers Increase Sales: The Roles of Influencer Type, Brand Popularity, and Need for Uniqueness via Influencer-Brand Congruence

» [Prof. Melis Ceylan](#), [Prof. Ceren Hayran](#)

Generating Direct Sales in Influencer Marketing: Evidence from Secondary Data and Three Field Studies

» [Mr. Maximilian Beichert](#), Dr. Andreas Bayerl, Prof. Jacob Goldenberg, Prof. Andreas Lanz

5:15pm

11.03 Special Session - Overcoming Judgment Biases for Better Decisions

Jefferson

Chaired by: Prof. Joachim Vosgerau

A Framing Effect in The Judgment of Discrimination

» [Dr. Xilin Li](#), Prof. Christopher Hsee

When Do People Underappreciate and Overappreciate Low-Emission Products?

» [Ms. Yvonne Huang](#), Prof. Yang Yang, Dr. Felipe M. Affonso

The Visual Decoupling Effect: Visually Decoupling the Behavior-Bonus Link Encourages Decisions Based on Intrinsic Preferences

» [Mr. Yue Zhang](#), Prof. Yanping Tu

5:15pm

11.04 Special Session - Causal Attributions in Consumer Behavior

Willow A

Chaired by: Dr. Giulia Maimone

Causal Discounting as a Framework for Charitable Credit

» [Dr. Stephanie Chen](#)

America's Got Sob Story or Talent? The Influence of Hardship in Merit-based Decisions

» [Ms. Ziwei Wei](#), Dr. Evan Weingarten, Dr. Adriana Samper



Continued from **Saturday, 28 October**

Illness Severity and Consumers' Expectations of Side Effects

» [Ms. Ozlem Tetik](#), Dr. David Faro, Dr. Simona Botti, Dr. Monika Heller

Not All Attributions Are Self-Serving: A Preference for Agency over Negative Outcomes

» [Dr. Giulia Maimone](#), Prof. Joachim Vosgerau, Dr. Ayelet Gneezy

5:15pm

11.05 Special Session - Numeric Judgments and Decisions

Willow B

Chaired by: Ms. Amanda Geiser

When do people predict a trend will progress vs. regress?

» [Prof. Joowon Klusowski](#)

Consumers Overlook the Value of Systematic Error and Disagreement

» [Mr. Jay Naborn](#), Dr. Quentin Andre, Dr. Hannah Perfecto, Dr. Samuel Hirshman, Dr. Nicholas Reinholtz

Smaller is Likelier: How Number Size Influences Risk Perception

» [Ms. Amanda Geiser](#), Dr. Leif nelson

Framing the prices of upgrades in terms of their add-on prices skews preferences

» [Mr. William Ryan](#), Ms. Kristine Cho, Dr. Ellen Evers

5:15pm

11.07 Unconventional Paths to Purchase: Exploring Decision Biases in Consumer Purchases

Aspen

Chaired by: Dr. Rafael Demczuk

Compliance technique and its effect on purchases applied to retail strategies.

» [Dr. Rafael Demczuk](#), Dr. Daniel Fernandes, Dr. Danielle Mantovani

Inaction neglect

» [Ms. Michelle Kim](#), Prof. On Amir

Variety-Seeking in Joint Decisions

» [Mr. Nuno Jose Lopes](#), Mr. Ignacio Rodríguez-Carreño, Mrs. Cristina Etayo, Mrs. Elena Reutskaja

Decisions with Many effects: Radical Uncertainty When Certainty is Salient

» [Prof. Joshua Lewis](#), Ms. Erin Morrissey, Dr. Lucius Caviola

5:15pm

ACR 2024 Meeting (Invite Only)

Columbia

5:15pm

11.09 The Power of Numbers: Price Ignorance, Sampling Enjoyment, and Diffusion of Consequence

Seneca

Chaired by: Dr. Han Gong

Precision Makes Tightness Better: The Interactive Effect of Interstitial Space and Number Precision on Purchase Intention

» [Dr. Han Gong](#), [Ms. Na Hou](#)

Consumer Trust and Product Choice in Online Marketplace: A Motivated Belief Perspective

» [Ms. Yu \(Anna\) Lin](#), Prof. Xianchi Dai, Prof. Wenjie Tang

Is (Price) Ignorance Bliss? Consumer Misprediction of Sampling Enjoyment

» Dr. Siyuan Yin, [Dr. Cait Lamberton](#)

Diffusion of Consequence: Consumers Are Less Upset When Consequences Are Shared by a Large Number of Victims

» [Dr. Tianyi Li](#), Dr. David Gal



Continued from **Saturday, 28 October**

5:15pm **11.10 The Paradox of Ownership: Insights into Consumer Sub-Goals, Upgraded Choices, and Fickleness**

Boren

Chaired by: Dr. Nirajana Mishra

Psychological Ownership and Territorial Behaviors in Rental Transactions: Why "Who" You Rent from Matters

» [Dr. Nirajana Mishra](#), Dr. Sarah Whitley

Equal steps to reach the goal: The preference for equal-sized sub-goals

» [Ms. Alisha Dhal](#), Prof. Sanjeev Tripathi, [Prof. Sudipta Mandal](#)

From Possession to Preference: Examining the Role of Psychological Ownership in Upgraded Choice Decisions

» Ms. Xuan zhang, [Prof. LiLi Wang](#), Prof. Ata Jami

Satisfied yet Disloyal: A Portrait of Fickle Consumers

» [Dr. Ekin Ok](#), Prof. Dale Griffin, Prof. Darren Dahl

5:15pm **11.11 Retail Revolution: Navigating Consumer Compliance, Subscription Boxes, and Virtual Consumption**

Greenwood

Chaired by: Dr. Stephanie Dellande

Flipping Consumer Compliance on Its Head

» Mr. Jared Wong, [Dr. Stephanie Dellande](#)

Should I Take A Dip? A Trifocal Conceptualization of the Subscription Box Customer Journey

» [Dr. Ishani Banerji](#), [Dr. Aditya Gupta](#), [Dr. Seth Ketron](#)

Just a Matter of Taste: How Virtual Consumption Affects Uniqueness-Seeking Tendency

» [Dr. Qing Tang](#), [Prof. Xun \(Irene\) Huang](#), [Prof. Kuangjie Zhang](#)

"Free Trial" or "Free Gift": Access (vs. Ownership) Offering Prolongs Happiness

» [Dr. Yuechen Wu](#), Dr. Bowen Ruan, Dr. Xing-Yu (Marcos) Chu

5:15pm **11.12 Consumer Values: Unraveling Individual Differences**

Redwood A&B

Chaired by: Dr. Charlene Chu

Experiential Values: Scale Development and Validation

» [Dr. Charlene Chu](#)

Consumer Self-Development: A New Dimension of Well-Being

» [Dr. Justin McManus](#), Dr. Sergio Carvalho, Dr. Valerie Trifts, Dr. Raymond Mar

The Knowledgeable Maximizer Effect

» Prof. Jingjing Ma, [Prof. Zichuan Mo](#), Prof. Haiyang Yang

From Perceived Control to Simplicity: The Need for Simplicity as a Compensatory Mechanism

» [Mr. Weilun Yuen](#), Dr. Leonard Lee

5:15pm **JCP AE Meeting (Invite Only)**

Capitol Hill

7pm **Closing Gala: "Rock for Good" at Seattle MoPOP! (Sponsored by Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications))**

Seattle MoPOP