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Aix Marseille université
This is the 44th edition of the International Research Conference in Marketing organized by the Aix-Marseille Graduate School of Management (IAE Aix-Marseille) of the Aix-Marseille University. The conference, better known as the “La Londe Conference”, is devoted on a biennial basis to Marketing Communications and Consumer Behavior.

The tradition is that the conference be chaired by a pair of outstanding researchers and we express our very sincere thanks to Professor Tina M. Lowrey, HEC Paris, Ecole des Hautes Etudes Commerciales, and to Professor Mario Pandelaere, Pamplin College of Business, Virginia Tech, who honor us in accepting to chair the conference. They did a remarkable job at all levels of preparation of the conference, and especially concerning the selection of the papers and building the conference sessions. Organizing a conference under their scientific leadership was a real pleasure.

Another tradition of the La Londe Conference is to invite an outstanding speaker for the keynote address. Many thanks to Professor Thomas Gilovich, the Irene Blecker Rosenfeld Professor of Psychology at Cornell University and Co-director of the Cornell Center for Behavioral Economics and Decision Research, for having accepted our invitation. It is a real honor to have Professor Gilovich deliver the keynote address on “Enemies of Gratitude”.

Very special thanks also to the members of the scientific committee who guarantee the overall quality of the conference and to the ad-hoc reviewers who accepted to offer insightful and helpful comments enabling both selection of papers and paper improvements. 72 manuscripts were submitted this year and 41 were selected for presentation at the conference.

A selection of the conference papers will be published in a special issue of the Journal of Marketing Behavior, thanks to the support of Professor Klaus Wertenbroch, INSEAD, Editor-in-Chief of the Journal of Marketing Behavior (JMB).

An international meeting of this nature cannot take place without the financial support of the Aix-Marseille University, the Aix-Marseille Graduate School of Management, and the CERGAM Research Center. Many thanks for the support and contribution. Special thanks to Jeanette Theokritoff, our dynamic and efficient administrative officer, and to Pierre Richaud for his help in all creation and printing tasks. Many thanks also to our student team members Adam Benayachou, Lucile Cavin, Yasmine El Alami, Ghulam Murtaza, Qurat-ul-ain Talpur, Stephanie Nguyen and Muhammad Faisal Rasheed for their invaluable help with the conference proceedings and program as well as other organizational tasks.

Finally and very importantly, thanks to all participants, a good proportion of them being loyal to the La Londe Conference. We appreciate this loyalty which results from the fact that emulation and exchange of ideas are the keywords in La Londe, alongside a positive and cool atmosphere, good wine, good food and the relaxed Mediterranean spirit.

Thanks to all for building a successful and exciting La Londe conference experience.

Dwight Merunka, Professor, Aix-Marseille University, Aix-Marseille Graduate School of Business
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ORGANIZING COMMITTEE

CHAIRPERSONS
Tina M. Lowrey  
HEC Paris, Ecole des Hautes Etudes Commerciales, France
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Pamplin College of Business, Virginia Tech, USA

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Tina M. Lowrey

is Professor of Marketing at HEC Paris. She holds a Ph.D. in Communications and an M.S. in Advertising from the University of Illinois at Urbana-Champaign, and a B.B.A. in Finance from the University of Houston. She was previously a faculty member at the University of Texas at San Antonio and at Rider University. She has also taught at the Wharton School at the University of Pennsylvania and has held visiting professor positions at the NYU Stern School of Business, Tulane University, ESCP and University of Sydney. Her research interests include children’s understanding of brand symbolism, gift giving and ritual, and the application of psycholinguistic theory to marketing communications. Her research has appeared in numerous journals, including Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Advertising, as well as numerous edited volumes. She has edited three scholarly books, including the 2008 Brick & Mortar Shopping in the 21st Century (Erlbaum) and the 2007 Psycholinguistic Phenomena in Marketing Communications (Erlbaum). She serves on the editorial review boards of the Journal of Consumer Psychology, Journal of Advertising, and Media Psychology.

Mario Pandelaere

is Associate Professor in Marketing at Virginia Tech and part-time Professor in Marketing at Ghent University, Belgium. He holds academic degrees in Business Engineering (M.Sc.), Statistics (M.Sc.) and Psychology (PhD.). His research interests include persuasion, judgment and decision making and materialism and conspicuous consumption. His work has been published in top-tier journals in Business and Psychology, including Journal of Consumer Research, Journal of Public Policy & Marketing, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin and Psychological Science. He has taught Public Relations, Persuasive Communication, Marketing Communication, Advertising, Advanced Research Methods, and currently teaches Marketing, Society and Public Interest (MKTG 4664). He serves on the editorial board of the Journal of Consumer Research and is a Senior Editor for the International Journal of Research in Marketing.
KEYNOTE SPEAKER

Professor Thomas Gilovich

Thomas Gilovich is the Irene Blecker Rosenfeld Professor of Psychology at Cornell University and co-director of the Cornell Center for Behavioral Economics and Decision Research. He specializes in the study of everyday judgment and reasoning. In addition to his articles in scientific journals, Dr. Gilovich is the author of How We Know What Isn't So (Free Press), Why Smart People Make Big Money Mistakes (Simon and Schuster, with Gary Belsky), Social Psychology (W.W. Norton, with Dacher Keltner, Serena Chen, and Richard Nisbett), and The Wisest One in the Room (The Free Press, with Lee Ross).

Dr. Gilovich is a member of the American Academy of Arts and Sciences and a Fellow of the American Psychological Association, the Association for Psychological Science, the Society of Experimental Social Psychology, and the Society for Personality and Social Psychology. He received his B.A. in Psychology in 1976 from the University of California at Santa Barbara and his PhD in Psychology in 1981 from Stanford University.
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Simon Fraser University, Canada

Dwight **MERUNKA**  
Aix-Marseille Graduate School of Management, France

Kobe **MILLET**  
Vrije Universiteit Amsterdam, The Netherlands

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HEC Paris, France

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International University of Monaco, Monaco

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INSEAD, France

Adam BENYACHOU
Aix-Marseille University - IAE, France

Rajesh BHARGAVE
Imperial College, U.K.

Barbara BRIERS
Vlerick Business School, Belgium

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IESEG School of Management, France

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INSEAD, France

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University of Vienna, Austria

Yasmine EL ALAMI
Aix-Marseille University - IAE, France

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University of Groningen, The Netherlands

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ISM University of Management and Economics, Lithuania

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The Hong Kong Polytechnic University, Hong Kong

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HEC PARIS, France

Silke HIEKE
Erasmus University, The Netherlands

Stephen HOLDEN
Macquarie Graduate School of Management, Australia

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The University of Hong Kong, Hong Kong

Jamal KHENFER
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Michail KOKKORIS
WU Vienna, Austria

Didem KURT
Boston University, U.S.A.

Yi LI
IÉSEG School of Management, France

Claire LINARES
HEC PARIS, France

Tina LOWREY
HEC PARIS, France

Brent MCFERRAN
Simon Fraser University, Canada

Dwight MERUNKA
Aix-Marseille University - IAE, France

Kobe MILLET
Vrije Universiteit Amsterdam, The Netherlands

Ghulam MURTAZA
Aix-Marseille University - IAE, France

Stephanie NGUYEN
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Hongkong Baptist University, Hong Kong
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IESEG School of Management, France
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Baruch College, CUNY, U.S.A.
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KU Leuven, Belgium
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INSEAD, France
University of Washington, U.S.A.
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<td>With a little help of my (metaphysical) friend(s)</td>
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<td>Room 1</td>
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<tr>
<td>08:30-09:00</td>
<td>Closure Enhances Enjoyment of Indulgences (But Only Once!)</td>
<td>Yangjie Gu, HEC Paris</td>
<td>Anne K. Klesse, Erasmus University Rotterdam</td>
<td>Attention Asymmetry: How Judgments of Warmth and Competence Direct Attention to a Product’s Country of Origin</td>
<td>Joannina Palcu, University of Vienna, Austria</td>
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<tr>
<td>TIME</td>
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<td>SESSION 2.2.</td>
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| 10:30 - 11:00 | **The Satiating Effect of Pricing: The Influence of Price on Enjoyment Over Time**  
Kelly L. Haws, Vanderbilt University  
Brent McFerran, Simon Fraser University  
Joseph P. Redden, University of Minnesota | **A Match Made In Heaven: The Effectiveness of Matching Pictorial And Temporal Horizons In Advertising**  
Gudrun Roose, Ghent University  
Maggie Geuens, Ghent University  
Iris Vermeir, Ghent University |
| 11:00 - 11:30 | **The Denomination-Spending Matching Effect: When the Denomination Matches the Spending, it is Less Painful to Pay**  
Yi Li, IÉSEG School of Management  
Mario Pandelaere, Pamplin College of Business, Virginia Tech | **The Effect of Selective Attention on Preferences**  
Arnd Florack, University of Vienna  
Martin Egger, University of Vienna |
| 11:30 - 12:00 | **Which Side is Right? Visual Price Dominance Under Low and High Engagement**  
Rajneesh Suri, Drexel’s LeBow College of Business  
Nancy M. Puccinelli, School of Management, University of Bath  
Dhruv Grewal, Babson College  
Anne L. Roggeveen, Babson College  
Atahan Agrali, Drexel University  
Hasan Ayaz, Drexel University  
Kurtulus Izzetoglu, Drexel University  
Banu Onaral, Drexel University | **Making Each Unit Count: The Effect of Discretizing Units on Magnitude Perceptions**  
Christophe Lembregts, Rotterdam School of Management  
Bram van den Bergh, Rotterdam School of Management |
<p>| 12:00 - 13:30 | Buffet Luncheon |  |</p>
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| 13:30-14:00| **TECHNO!**  
Session Chair: Ana Valenzuela  
ESADE Business School  
*Going To Extremes: Why Traditional Likert Items Outperform Mobile Friendly Dropdowns*  
Bert Weijters, Ghent University  
Kobe Millet, Vrije Universiteit Amsterdam  
Elke Cabooter, IESEG School of Management Lille | **With A Little Help Of My (Metaphysical) Friend(s):**  
Session Chair: Didem Kurt  
Boston University  
*Are Attitudes Contagious? Merely Connecting With Others With Dissimilar Opinions Causes Attitude Polarization*  
Suresh Ramanathan, Mays Business School, Texas A&M University  
Joan M. Phillips, Quinlan School of Business, Loyola University  
Daniel Schill, James Madison University  
Rita Kirk, Meadows School of the Arts, Southern Methodist University |
| 14:00-14:30| **Swiping is the New Liking: How Product Orientation Shapes Product Evaluations Conveyed Through Swiping**  
Anneleen Van Kerckhove, Ghent University  
Mario Pandelaere, Pamplin College of Business, Virginia Tech | **The Friend-Number Paradox**  
Kao Si, The Chinese University of Hong Kong  
Xianchi Dai, The Chinese University of Hong Kong  
Robert S. Wyer Jr., The Chinese University of Hong Kong |
| 14:30-15:00| **Good Vibrations: Consumer Responses To Technology-Mediated Haptic Feedback**  
Rhonda Hadi, University of Oxford  
Ana Valenzuela, ESADE Business School | **Religious Shoppers Spend Less Money**  
Didem Kurt, Questrom School of Business, Boston University  
Jeffrey Inman, University of Pittsburgh  
Francesca Gino, Harvard Business School |
<p>| 15:00-15:30| Mid-afternoon coffee break | |</p>
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<th>Time</th>
<th>Session 4.1</th>
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<td>15:30-16:00</td>
<td>MAKE ME FEEL BETTER</td>
<td>SESSION 4.1</td>
<td>POINTS AND MORE</td>
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<td>Session Chair: L. J. Shrum</td>
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<td>Session Chair: Barbara Briers</td>
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<td>Product Aesthetics Preference among Excluded Consumers</td>
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<td>Paying Up For Fair Pay: Consumers Prefer Firms With Lower</td>
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<td>Lei SU, Hong Kong Baptist University</td>
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<td>CEO-to-Worker Pay Ratios</td>
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<td>Echo Wen WAN, The Hong Kong University</td>
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<td>Yuwei JIANG, The Hong Kong Polytechnic University</td>
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<td>16:00-16:30</td>
<td>I Am, Therefore I Buy. Low Self-Esteem And The Pursuit of</td>
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<td>What’s The Point of Points? How Consumers Perceive, Save,</td>
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<td>Self-Verifying Consumption</td>
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<td>Anika Stuppy, Erasmus University</td>
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<td>Nicole L. Mead, University of Melbourne</td>
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<td>Stijn M. J. Van Osselear, Cornell University</td>
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<td>16:30-17:00</td>
<td>Undermining The Restorative Potential of Compensatory</td>
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<td>When Social Comparison is Not Motivating for Goal</td>
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<td>Consumption: A Product’s Explicit Identity Connection</td>
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<td>Achievement</td>
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<td>Nimish Rustagi, HEC Paris</td>
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<td>17:00-18:30</td>
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<td>Wine Tasting Session</td>
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<td>19:45 – 22:00</td>
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<td>08:30</td>
<td><strong>SESSION 5.1.</strong> Room 1 <strong>SEEKING MYSELF</strong></td>
<td><strong>SESSION 5.2.</strong> Room 2 <strong>NO DOUBT?</strong></td>
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| 08:30-09:00 | Losing Self-Control But Finding Myself: Authenticity and Choice Satisfaction in Self-Control Conflicts  
             | Michail D. **Kokkoris**, WU Vienna  
             | Erik **Hoelzl**, University of Cologne  
             | Carlos **Alos-Ferrer**, University of Cologne  
             | Paying Peanuts Triggers Uncertainty: When and Why Monetary Incentives Affect Review Generation and Reception  
             | Christilene Du **Plessis**, Erasmus University  
             | David **Dubois**, INSEAD  |
| 09:00-09:30 | **The Last One On Roll Call and Unplanned Shopping**                     | **Mind Suspicious Minds! A Mindset Account for The Carryover Effects of Suspicion on Unrelated Persuasion Attempts** |
| 09:00-09:30 | Didem **Kurt**, Questrom School of Business, Boston University  
             | Jeffrey **Inman**, Katz Graduate School of Business, University of Pittsburgh  
             | Jennifer J. **Argo**, Alberta School of Business, University of Alberta | Tina **Tessitore**, IESEG School of Management  
             | Maggie **Geuens**, Ghent University  
             | Mario **Pandelaere**, Pamplin College of Business, Virginia Tech  
             | Elizabeth **Cowley**, University of Sydney  |
| 10:00-10:30 | **When and Why Managers Should Not Bring their Whole Self to Work**     | **Round Numbers Produce Unwarranted Skepticism**                          |
| 10:00-10:30 | Peter M. **Fischer**, University of St. Gallen  
             | Anne-Laure **Sellier**, HEC Paris  
             | Jasmin **Eberharter**, Lufthansa Group, Switzerland | Claudiu V. **Dimofte**, San Diego State University  
             | Christopher A. **Janiszewski**, University of Miami  |
| 10:00-10:30 | **Mid-morning coffee break**                                               |                                                                           |
THURSDAY, June 1st

10:30-12:00

Session 6
Room 1

Keynote Address

“Enemies of Gratitude”

**Thomas D. GILOVICH**

Irene Blecker Rosenfeld Professor of Psychology
Cornell University

12:00-13:30

Buffet Lunch
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<td><strong>THURSDAY, June 1st</strong></td>
<td><strong>BRAND (NAME) STRATEGIES</strong>&lt;br&gt;<strong>Session Chair:</strong> Femke Van Horen&lt;br&gt;<strong>Vrije Universiteit Amsterdam</strong></td>
<td><strong>HAVE SOME FUN</strong>&lt;br&gt;<strong>Session Chair:</strong> Michel Tuan Pham&lt;br&gt;<strong>Columbia University</strong></td>
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<td>14:00-14:30</td>
<td>Deprivation of Control and the Phonetic Appeal of Brand Names&lt;br&gt;<strong>Jamel Khenfer</strong>, College of Business, Zayed University&lt;br&gt;<strong>Caroline Cuny</strong>, Grenoble Ecole de Management</td>
<td>Pleasure as an Ally Of Healthy Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing&lt;br&gt;<strong>Yann Cornil</strong>, Sauder School of Business, University of British Columbia&lt;br&gt;<strong>Pierre Chandon</strong>, INSEAD</td>
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<td>14:30-15:00</td>
<td>Out-Of-Category Brand Imitation: Product Categorization Determines Copycat Evaluation&lt;br&gt;<strong>Femke Van Horen</strong>, Vrije Universiteit Amsterdam&lt;br&gt;<strong>Rik Pieters</strong>, Tilburg University, The Netherlands</td>
<td>The Pleasure of Liking (And Disliking)&lt;br&gt;<strong>Michel Tuan Pham</strong>, Graduate School of Business, Columbia University&lt;br&gt;<strong>Shiri Melumad</strong>, Graduate School of Business, Columbia University&lt;br&gt;<strong>Daniel He</strong>, Graduate School of Business, Columbia University</td>
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<td>15:30-16:00</td>
<td>Power, General Self-Efficacy, And Preference for Anthropomorphized Brands</td>
<td>Jamel Khenfer, Zayed University, College of Business</td>
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<td>Steven Shepherd, Oklahoma State University, Spears School of Business</td>
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<td>Olivier Trendel, Grenoble Ecole de Management</td>
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<td>16:00-16:30</td>
<td>What if Diamonds Did Not Last Forever? Why Ephemeral Luxury Products Are Better</td>
<td>Perrine Desmichel, Faculty of Business and Economics (HEC), University of Lausanne</td>
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<td>Signals of Achievement Than Iconic Ones</td>
<td>Nailya Ordabayeva, Carroll School of Management, Boston College</td>
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<td>Bruno Kocher, Faculty of Business and Economics (HEC), University of Lausanne</td>
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<td>16:30-17:00</td>
<td>When Fashion-Designers Stop to Dictate Our Wardrobes: Is Self-</td>
<td>Silke Hieke, Vienna University of Economics and Business</td>
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<td>Customization the Future of Luxury?</td>
<td>C. Page Moreau, Wisconsin School of Business</td>
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<td>Martin Schreier, Vienna University of Economics and Business</td>
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<td>17:00– 19:30</td>
<td>Free Time</td>
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<td>19:30 – 22:00</td>
<td>Gala Aperitif and Dinner</td>
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Papers & Abstracts
Session 1.1. Wednesday, May 31st, 2017 8h30-10h00, Room 1

Food for Thought

Session Chair: Stephen S. Holden, Macquarie Graduate School of Management

CLOSURE ENHANCES ENJOYMENT OF INDULGENCES (BUT ONLY ONCE!)

Yangjie Gu, HEC Paris
Anne K. Klesse, Erasmus University Rotterdam
Simona Botti, London Business School
David Faro, London Business School

Individuals frequently face a choice between want options that are immediately rewarding but have long-term negative consequences (e.g., chocolate cake) and should options that are immediately less attractive but have long-term benefits (e.g., fruit salad). Although choosing want options from time to time may improve life satisfaction, even occasional indulgent experiences are often spoiled by regret. We predict that gaining a sense of closure with the choice of a want option reduces regret and enhances the enjoyment derived from this option. Three experiments demonstrate this effect with both self-reported and behavioral measures of enjoyment. We also examine a potential downstream consequence of the enhanced enjoyment derived from gaining closure with a want choice. A field experiment shows that closure on an initial indulgent choice quenches the desire to indulge again.

UNPACKING FOOD HEALTHINESS: A NATURALNESS-VALENCE CLASSIFICATION OF FRONT-OF-PACKAGE CLAIMS

Quentin Andre, INSEAD
Pierre Chandon, INSEAD
Kelly Haws, Owen Graduate School of Management, Vanderbilt University

Prior research has investigated consumers’ responses either to broad descriptions of food as healthy (vs. tasty) or to specific front-of-package claims like “low fat.” To better categorize such claims and predict consumer responses, we develop and test a theory-driven framework based on the claims’ naturalness (whether they invoke scientific or natural arguments) and valence (whether they focus on positive or negative aspects of the food). We find that food claims are most appropriately classified into the four types predicted by the framework: (1) science-based and negative-focused claims about “removing negatives”; (2) science-based and positive-focused claims about “adding positives”; (3) nature-based and negative-focused claims about “not adding negatives”; and (4) nature-based and positive-focused claims about “not removing positives.” We then show that this classification robustly predicts the taste, healthiness, and dieting inferences of both American and French consumers. Finally, we show that the four types of claims lead to different food choices depending on whether consumers’ primary consumption goal is hedonic eating, healthy eating, but also weight loss.

ON THE OVER-CONSUMPTION OF FOOD PORTIONS: IS THE PROBLEM IN THE SIZE OR THE NUMBER?

Jolien Vandenbroele, Ghent University
Natalina Zlatevska, University of Technology Sydney
Anneleen Van Kerckhove, Ghent University
Stephen S. Holden, Macquarie Graduate School of Management

While larger food portions lead to greater consumption, the effect appears to greater when the larger food portions are created by increasing the size of food units than when created by increasing the number of food units making up the portion. Study 1 shows consumer estimates of food quantities are more sensitive to unit-number information (i.e., the number of units) and less sensitive to unit-size information (i.e., the size of food units). Estimates of the food quantity presented in a portion size are larger when the portion is presented as many, smaller units than when presented as few, larger units. Study 2 demonstrates that participants tend to consume less when a portion is presented as more, smaller units vs. few, larger units. This result along with that of Study 1 suggest the portion-size effect on consumption is inversely related to the portion-size effect on quantity perceptions. When consumers are induced to focus on unit-size rather than unit-number (Study 3), quantity estimates can be made more sensitive to unit-size manipulations. Study 4 extends this finding to show that the portion-size effect on consumption is greatest when quantity estimation is insensitive to portion size change, and mitigated when information focus encourages processing of the relevant information.
ATTENTION ASYMMETRY: HOW JUDGMENTS OF WARMTH AND COMPETENCE DIRECT ATTENTION TO A PRODUCT’S COUNTRY OF ORIGIN

Johanna Palcu, University of Vienna
Andr Florack, University of Vienna
Adamantios Diamantopoulos, University of Vienna
Georgios Halkias, University of Vienna

Recent research has shown that consumers often judge brands similarly to how they judge humans and that warmth and competence are important dimensions in such anthropomorphized judgments. However, less is known about the factors that influence consumers’ warmth and competence judgments of products. We propose that, besides other factors, a product’s country of origin (COO) and the specific stereotypes that are associated with the respective country and its people can color consumers’ warmth and competence judgments of products that are otherwise unfamiliar to them. However, we suppose that the COO of a product and the stereotypes it conveys influence consumers’ judgments in an asymmetrical way with a stronger influence of the COO in competence compared with warmth judgments. We argue that the reason for this asymmetry lies in consumers’ increased tendency to attend to detailed attribute information when assessing competence (compared with warmth) which increases their likelihood to detect COO information in competence (compared with warmth) product judgments. The results of two eye-tracking studies support these assumptions. Consumers were more likely to attend to COO information when judging the competence compared with the warmth of a product and their stereotypes were reflected in their competence but not in their warmth judgments of products.

“TRENDY” OR “TIMELESS”? THE EFFECT OF NEED FOR UNIQUENESS AND PRESSURE ON CHOICE

Susan Danissa Calderón Urbina, IE Business School - IE University
Antonios Stamatogiannakis, IE Business School - IE University
Dilney A. Goncalves, IE Business School - IE University

How do consumers choose between products that provide uniqueness for longer (timeless) versus shorter (trendy) time? Three studies demonstrate that Need for Uniqueness (NFU; chronic or primed), and pressure (operationalized as time availability, time pressure, or product scarcity) interact to affect this choice. Choice of timeless versus trendy products increases under moderate (vs. low) pressure. This happens only for individuals motivated to pursue uniqueness (i.e., high-NFU), because moderate pressure increases the amount of effort that motivated consumers put into a decision (Kahneman, 2011). Accordingly, the third study shows that under pressure, high-NFU individuals put more effort (captured by an unobtrusive measure of time) into the choice between unique products, noticing the duration advantage of timeless products, and thus choosing them. However, under low pressure, high-NFU consumers think effortlessly, potentially making use of heuristics, especially in a direct comparison choice setting (Epley & Gilovich, 2006). Such a heuristic is that trendy products are unique. Thus, under low pressure high-NFU consumers would tend to choose trendy products. Theoretically, our research demonstrates that uniqueness seeking motivations are multidimensional, with duration of uniqueness playing an important role. Managerially, we provide insights for optimizing sales and promotion techniques of the providers of products offering uniqueness.

FEELING SLEEPY AND HOW IT AFFECTS CONSUMER VARIETY SEEKING

Zhongqiang (Tak) Huang, School of Business, University of Hong Kong
Yitian (Sky) Liang, The University of British Columbia
Charles B. Weinberg, Sauder School of Business, University of British Columbia
Gerald J. Gorn, Faculty of Business, The Hong Kong Polytechnic University

Lack of sleep is a widespread problem. An extensive amount of research has revealed the negative impact of sleep deprivation on health, but no research to date has investigated how it may influence consumer behavior. The present investigation fills this void by uncovering a novel impact of sleepiness on consumer variety-seeking behavior. Using various methods, we observed that consumers who felt sleepier tended to seek more variety. This effect was found to be driven by a desire for sensation to maintain wakefulness. The effect was diminished when sleepy consumers believed that being alert was no longer necessary, and when they were able to satisfy their need for sensation via other means. We consider the effect of sleepiness on variety seeking uncovered in this research to be somewhat non-intuitive, in the sense that, a priori, one might think that feeling sleepy would be more likely to decrease, rather than to increase, exploratory behavior. Implications of the findings for different research areas are discussed.
THE SATIATING EFFECT OF PRICING: THE INFLUENCE OF PRICE ON ENJOYMENT OVER TIME

Kelly L. Haws, Vanderbilt University
Brent McFerran, Simon Fraser University
Joseph P. Redden, University of Minnesota

Prices are typically critical to consumption decisions, but can the presence of price impact enjoyment over the course of an experience? We examine the effect of price on consumers’ satisfaction over the course of consumption. We find that, compared to when no pricing information is available, the presence of prices accelerates satiation (i.e., enjoyment declines faster). Preliminary evidence suggests price increases satiation by making the experience seem like less of a relaxing break and something to financially monitor. We rule out several alternative explanations for this effect and discuss important implications for marketers and consumer researchers.

THE DENOMINATION-SPENDING MATCHING EFFECT: WHEN THE DENOMINATION MATCHES THE SPENDING, IT IS LESS PAINFUL TO PAY

Yi Li, IÉSEG School of Management
Mario Pandelaere, Virginia Tech University

Labeled as denomination-spending matching effect, this study shows that paying with a denomination the size of which matches the amount of spending can reduce consumer’s pain of paying. Subsequently, this matching effect enhances consumers’ purchase satisfaction. A denomination fit account is proposed to explain the matching effect: when the denomination matches the value of the spending, consumers feel right about the purchase, which in turn makes the payment less painful. Four experiments demonstrate the “denomination-spending matching effect” and provide processing evidence in support of the denomination fit account.

WHICH SIDE IS RIGHT? VISUAL PRICE DOMINANCE UNDER LOW AND HIGH ENGAGEMENT

Rajneesh Suri, Drexel’s LeBow College of Business
Nancy M. Puccinelli, School of Management, University of Bath
Dhruv Grewal, Babson College
Anne L. Roggeveen, Babson College
Atahan Agrali, School of Biomedical Engineering, Science and Health Systems at Drexel University
Hasan Ayaz, School of Biomedical Engineering, Science and Health Systems at Drexel University
Kurtulus Izzetoglu, Drexel University
Banu Onaral, School of Biomedical Engineering, Science and Health Systems at Drexel University

The location of a product’s price, in the left or right visual field, can cause that price to be more visually dominant. Building on research in visual field effects and brain hemispheres, the authors predict that under low engagement, prices shown in the left visual field will be visually price dominant, whereas under high engagement, prices shown the right visual field should dominate. Four studies support this assertion. Study 1 demonstrates that in a retail field setting, consumers purchase more of a product when the price is not dominant. Study 2 uses a response time study to demonstrate visual dominance, and Study 3 confirms this evidence of visual dominance with a neuroimaging study. Finally, Study 4 examines the impact of visual price dominance on value perceptions.
A MATCH MADE IN HEAVEN: THE EFFECTIVENESS OF MATCHING PICTORIAL AND TEMPORAL HORIZONS IN ADVERTISING

Gudrun Roose, Ghent University  
Maggie Geuens, Ghent University  
Iris Vermeir, Ghent University

According to the Construal level theory (CLT), processing style becomes more abstract as psychological distance increases, whereas consumer processing becomes more concrete when psychological distance decreases. This paper provides evidence that also a panoramic photograph, which presents the horizon in the lower versus upper part of the frame, evokes a difference in processing style. Additionally, this paper shows that in order for panoramic photographs to be effective in an advertising setting, it is important to combine the photograph with advertising elements that evoke the same level of construal. When both visual (i.e., horizon height) and verbal (i.e., temporal reference of product benefits) advertising elements induce the same level of construal ad effectiveness increases, whereas the combination of advertising elements arousing a different level of construal decreases ad effectiveness.

THE EFFECT OF SELECTIVE ATTENTION ON PREFERENCES

Arnd Florack, University of Vienna  
Martin Egger, University of Vienna

Researchers have recently demonstrated that selective attention during an exposure phase can influence participants’ preference for products in a later choice situation. Currently, the underlying mechanisms of these processes are unclear. In two experiments, we tested (a) if responses to the products are learned in the exposure phase and retrieved in a subsequent choice situation, (b) if visual attention is learned during the exposure phase and influences attention in a subsequent choice situation, or (c) if selective attention causes a difference in subjective fluency. The results of Experiment 1 replicated previous effects of selective attention on preferences and ruled out the possibility that response retrieval and attention in the choice situation could explain the findings. The results of Experiment 2 indicated that selective attention influences subjective fluency and that subjective fluency might be involved in the effects of selective attention on preferences.

MAKING EACH UNIT COUNT: THE EFFECT OF DISCRETIZING UNITS ON MAGNITUDE PERCEPTIONS

Christophe Lembregts, Rotterdam School of Management  
Bram van den Bergh, Rotterdam School of Management

Expressing quantitative information in alternative units has important consequences for magnitude judgments. While prior research has examined the effects of the magnitude of the number component (e.g., a box of chocolates weighting 500 gram versus 0.5 kilogram), we turn attention to units that trigger a representation of a collection of individual elements. We propose that expressing quantitative information in a more discretizing unit (e.g., a box with 35 chocolates) increases the ability to discriminate between choice options relative to a less discretizing unit (e.g., a box of chocolates of 500 gram). We demonstrate that a more discretizing unit enhances the evaluable of quantitative information and increases the ability to discriminate between choice options.
GOING TO EXTREMES: WHY TRADITIONAL LIKERT ITEMS OUTPERFORM MOBILE FRIENDLY DROPDOWNS

Bert Weijters, Ghent University
Kobe Millet, Vrije Universiteit Amsterdam
Elke Cabooter, IESEG School of Management Lille

We provide initial evidence in secondary market survey data (N=5569) that people respond more extremely on survey questions when performing the survey on a mobile device than on a desktop or laptop. We posit that the automatic change from Likert (on desktop/laptop) to dropdown format (on a mobile device) may lead to this particular effect. Accordingly, in five experimental studies (N>2000) we provide evidence for the propositions that (a) people generally answer more extremely to survey items presented in dropdown versus Likert format and (b) differences in visual proximity of response categories (i.e. the spacing between these options) may elicit this effect. Options that are visually closer seem to be processed as being less extreme (regardless of the labels of the response categories). It turns out that dropdown scales decrease the quality of the responses compared to Likert scales, in that dropdown data contain more method variance. We discuss implications for the use of scale formats in online surveys, where researchers often use different scale formats rather flexibly and where the presentation of items designed in Likert format is sometimes automatically changed to a vertical dropdown format in function of screen size.

SWIPING IS THE NEW LIKING: HOW PRODUCT ORIENTATION SHAPES PRODUCT EVALUATIONS CONVEYED THROUGH SWIPING

Anneleen Van Kerckhove, Ghent University
Mario Pandelaere, Pamplin College of Business, Virginia Tech

Many new apps require consumers to evaluate products by swiping them, to the right or left. This work explores whether product orientation affects the product evaluations signaled by swiping movements, compared with those made by pressing onscreen buttons. Product orientations cue horizontal directions (left-to-right or right-to-left), which should facilitate a swipe movement in the congruent direction. Three studies indicate that when people use swiping movements to evaluate objects, their evaluations are influenced by the object’s orientation, whereas evaluations conveyed through button presses reveal no orientation effect. The orientation effect for swiping responses also disappears when the objects contain a direction cue that is incongruent with their orientation.

GOOD VIBRATIONS: CONSUMER RESPONSES TO TECHNOLOGY-MEDIATED HAPTIC FEEDBACK

Rhonda Hadi, University of Oxford
Ana Valenzuela, ESADE Business School

Individuals often experience device-delivered haptic feedback (e.g., vibrational alerts accompanying messages on mobile phones and wearables), yet almost no research has examined the psychological and behavioral implications of this technology-mediated touch on users. Drawing from theories in consumer psychology, computer science, and communications, we begin to address this gap by exploring how device-delivered haptic feedback can influence consumer responses. Across three studies, we find that haptic alerts accompanying messages can improve consumer performance on related tasks, and demonstrate that this effect is driven by an increased sense of “social presence” in what can otherwise feel like a distant technological exchange. These findings have applied value for mobile marketers and gadget designers, and have important implications for consumer compliance in health and fitness domains.
ARE ATTITUDES CONTAGIOUS? MERELY CONNECTING WITH OTHERS WITH DISSIMILAR OPINIONS CAUSES ATTITUDE POLARIZATION

Suresh Ramanathan, Mays Business School, Texas A&M University
Joan M. Phillips, Quinlan School of Business, Loyola University
Daniel Schill, School of Communication Studies, James Madison University
Rita Kirk, Meadows School of the Arts, Southern Methodist University

How does the mere presence of people with similar or dissimilar ideologies affect attitudes towards political candidates? We used a frequency domain analysis of real-time continuous ratings of the second 2008 U.S. Presidential debate between Senators Barack Obama and John McCain by members of a CNN panel of swing voters to examine this issue. Cross-spectral analyses of the time-series yielded the degree of entrainment in ratings, and whether these ratings were in-phase or out-of-phase with each other. Our data suggest that being seated next to people with similar or dissimilar opinions leads to greater entrainment of evaluations (in-phase for people who share similar views and out-of-phase for people with dissimilar views) compared to a statistical control group of dyads/triads with similar political profiles not sitting next to each other. Further, this entrainment of evaluations causes greater polarization in attitudes towards candidates, especially when people are flanked by neighbors with strongly opposing views.

THE FRIEND-NUMBER PARADOX

Kao Si, The Chinese University of Hong Kong
Xianchi Dai, The Chinese University of Hong Kong
Robert S. Wyer Jr., The Chinese University of Hong Kong

In this research, we propose the friend-number paradox, and show that a fundamental preference mismatch exists in social networking with regard to a target individual’s number of social ties. Individuals expect that others are more likely to network with them when they have a relatively large (rather than small) number of friends, and yet others exhibit a preference that is diametrically opposed to that intuitive expectation. People are actually more likely to network with others who have a relatively small number of friends. This paradox results from differences in concerns over relationship quality when people take different perspectives. The results of five studies provide converging evidence of the validity of our propositions. We discuss the implications of this research for marketing and for a better understanding of people’s preference in social networking.

RELIGIOUS SHOPPERS SPEND LESS MONEY

Didem Kurt, Questrom School of Business, Boston University
Jeffrey Inman, Katz Graduate School of Business, University of Pittsburgh
Francesca Gino, Harvard Business School

Although religion is a central aspect of life for many people across the globe, there is scant research on how religion affects one’s non-religious routines. In the present research, we identify a frequent consumption activity that is influenced by religiosity: grocery shopping. Using both field and laboratory data, we find across four studies that religiosity curbs the money and time people spend on their grocery purchases. Specifically, we find that people who live in more religious U.S. counties spend less money on groceries and spend less time shopping. Focusing on religiosity at the individual level yielded parallel results. That is, the more religious people are, the less willing they are to follow through on purchase opportunities that arise during their shopping trips. This effect is due to a belief that religiosity triggers: that it is better not to spend one’s money and time on material things. Many religions emphasize the value of being prudent with money. Our research suggests that this goal translates into real consumption behavior.
PRODUCT AESTHETICS PREFERENCE AMONG EXCLUDED CONSUMERS

Lei SU, Hong Kong Baptist University
Echo Wen WAN, The Hong Kong University
Yuwei JIANG, The Hong Kong Polytechnic University

This research examines the effects of social exclusion on consumers’ preference for visual density. Four studies were conducted, which revealed that consumers who perceive themselves as being temporarily excluded prefer more visual density patterns involved in product aesthetic design than their peers who do not feel socially excluded. This effect is mediated by a feeling of emptiness. That is, excluded people experience a feeling of emptiness, and visually denser images can provide a sense of filling-in that helps to alleviate the feeling of emptiness. We further demonstrate that the effect mitigates when consumers conduct behavioral filling-in acts. This research contributes to the growing psychological literature on the social exclusion by identifying feeling emptiness as a new psychological consequence followed social exclusion and linking it with consumers’ visual perception under the context of product aesthetic design. This research also contributes to prior research of visual marketing by investigating visual density as a separate construct and revealing social exclusion as a novel psychological cause that determines consumers’ preference for visual density.

I AM, THEREFORE I BUY. LOW SELF-ESTEEM AND THE PURSUIT OF SELF-VERIFYING CONSUMPTION

Anika Stuppy, Rotterdam School of Management, Erasmus University
Nicole L. Mead, Faculty of Business and Economics, University of Melbourne
Stijn M. J. Van Osselear, Samuel Curtis Johnson Graduate School of Management, Cornell University

This research examines how trait self-esteem shapes product choices. By integrating literature suggesting that a) products serve as self-signals and b) people are motivated to verify their self-views, the authors propose that low self-esteem fosters chronic and situational tendencies to choose miserable products. Four studies show that, relative to high self-esteem people, low self-esteem people preferred inferior products and services but only when those products signaled low self-regard. Supporting the favored self-verification theory, the propensity for consumers with low self-esteem to choose miserable products was evident after threat but disappeared after positive feedback.

UNDERMINING THE RESTORATIVE POTENTIAL OF COMPENSATORY CONSUMPTION: A PRODUCT’S EXPLICIT IDENTITY CONNECTION IMPEDES SELF-REPAIR

Nimish Rustagi, HEC Paris
L. J. Shrum, HEC Paris

When people experience threats to important aspects of their self-concept (e.g., power, intelligence, sociability), they often compensate by consuming products that symbolize mastery on the threatened self-domain. This research examines whether such compensatory consumption is effective in repairing the self-concept. Four experiments show that whether compensatory consumption is effective depends on the extent to which the connection between the compensatory products and the threatened domains is made explicit. When the connections are explicit (e.g., through product names and marketing slogans), self-repair is impeded, but when the connections are merely implicit, self-repair is successful. This research also shows that these differential effects of explicitness are mediated by rumination: explicit connections induce rumination about the self-threat, which undermines self-repair, whereas implicit connections cause no rumination, resulting in self-repair. These findings provide a potential reconciliation of conflicting findings on self-repair in previous research, and show that despite the differences in efficacy, consumer compensate regardless of whether product connections are implicit or explicit, which has implications for consumer well-being.
PAYING UP FOR FAIR PAY: CONSUMERS PREFER FIRMS WITH LOWER CEO-TO-WORKER PAY RATIOS

Bhavya Mohan, University of San Francisco
Tobias Schlager, University of St. Gallen
Rohit Deshpande, Harvard Business School
Michael I. Norton, Harvard Business School

Starting in 2018, public companies in the United States will be required to disclose their pay ratios: the ratio of the total compensation of the CEO to the average annual compensation of all other employees. While prior research examining consumer expectations of equity has primarily focused on perceptions of price fairness, we document a novel – and soon-to-be readily available – driver of consumer perceptions: wage fairness. Three experiments show that pay ratio disclosure affects product desirability via perceptions of wage fairness. Lower pay ratios improve product desirability for a range of products at different price points (Study 1). Next we explore a possible boundary conditions to the relative benefits of low pay ratio disclosure: alienating particular consumers on the basis of ideology (Study 2). Finally, in an incentive-compatible experiment, we show that firms can benefit by disclosing their lower pay ratios relative to their competitors (Study 3). Our results have practical implications for firms facing imminent mandated disclosure of pay ratios, and theoretical implications for our understanding of a facet of equity – wage fairness – that drives consumer behavior.

WHAT’S THE POINT OF POINTS? HOW CONSUMERS PERCEIVE, SAVE, AND SPEND LOYALTY POINTS

Shelle Santana, Harvard Business School
Priya Raghubir, New York University Stern School of Business

This paper examines consumers’ subjective perception of and spending patterns of loyalty points. Across three studies the authors show that consumers perceive loyalty points as a distinct form of payment—different from cash, debit cards, credit cards, and even airline miles. Consumers also perceive them to be a relatively frivolous (vs. serious) form of payment, which results in consumers using them to pay for relatively frivolous items. This money-matching tendency is robust even when redemption options are all objectively serious in nature. In these contexts, consumers use points to pay for the least serious expense. Finally, the authors show that redemption behavior is moderated by how concretely points are presented to consumers. When they are presented as a cash equivalent (more concrete), redemption likelihood declines but amount spent increases. Conversely, when they are presented as points (more abstract), redemption likelihood increases, but total amount spent declines, sometimes resulting in consumers making sub-optimal payment decisions.

WHEN SOCIAL COMPARISON IS NOT MOTIVATING FOR GOAL ACHIEVEMENT

Elaine Chan, Nanyang Technological University
Barbara Briers, Vlerick Business School

This research investigates people’s motivation when they compare with a superior other who has already completed the goal versus someone who is just ahead. Building on the literature on social comparison, and on competition in particular, we present a new perspective of people’s goal motivation in an interpersonal context. Specifically, people are less motivated when the superior other has attained the goal compared to when the superior other is just ahead, keeping the relative distance equal. This negative effect on motivation is evident even in situations where people can still attain the same goal as the superior other. We argue and demonstrate that this effect occurs because the other’s goal completion limits people’s prospect to compete and overtake the superior other. Four experimental studies show evidence for this effect in hypothetical loyalty-programs and real behavioral task completion. These findings offer a new contribution to social comparison in interpersonal goal completion which can have implications for marketing managers and public policy.
LOSING SELF-CONTROL BUT FINDING MYSELF: AUTHENTICITY AND CHOICE SATISFACTION IN SELF-CONTROL CONFLICTS

Michail D. Kokkoris, WU Vienna, Austria
Erik Hoelzl, University of Cologne
Carlos Alós-Ferrer, University of Cologne

We examined how resolving consumer self-control conflicts by making a high (vs. low) self-control choice may reduce choice satisfaction for some consumers through undermining authenticity (i.e., the subjective feeling that one behaves in line with one’s true self). We propose that individual differences in lay rationalism (i.e., the use of reason versus feelings to guide decisions) moderate the effect of low versus high self-control choices on choice satisfaction and that this interaction effect is mediated by authenticity. In three experiments with various methodologies and across consumer domains, we found that a low (vs. high) self-control choice made consumers whose decisions are driven more by feelings (low in lay rationalism) feel more authentic and more satisfied with their choice, but made consumers whose decisions are driven more by reason (high in lay rationalism) feel less authentic and less satisfied with their choice. Our research contributes to the literature on consumption and identity, self-control, and authenticity, and has practical implications for self-control interventions and current debates on nudges and choice architecture.

THE LAST ONE ON ROLL CALL AND UNPLANNED SHOPPING

Didem Kurt, Questrom School of Business, Boston University
Jeffrey Inman, Katz Graduate School of Business, University of Pittsburgh
Jennifer J. Argo, Alberta School of Business, University of Alberta

The extant literature on unplanned shopping focuses heavily on the role of situational factors in shoppers’ decision making. The current research proposes a novel, non-situational social factor—the shopper’s childhood last name initial—as a determinant of unplanned purchases. Three studies demonstrate that female grocery shoppers with last name initials later versus earlier in the alphabet report a lower number of planned items for their next shopping trip, have a larger in-store slack for unplanned purchases, and purchase more unplanned items. The results are robust after controlling for a large set of shopper and shopping trip characteristics. The authors draw from social learning theory (e.g., Bandura 1977) to propose that people with late (versus early) alphabet last name initials are less likely to be in a planned state because at various occasions throughout their childhood they were exposed to the alphabetical ordering system. This system consistently pitted them last and as such those individuals with late last name initials did not need to immediately prepare for an activity. The results support this view. Theoretical and practical implications are discussed.

WHEN AND WHY MANAGERS SHOULD NOT BRING THEIR WHOLE SELF TO WORK

Peter M. Fischer, University of St. Gallen
Anne-Laure Sellier, HEC Paris
Jasmin Eberharter, Lufthansa Group, Switzerland

Organizations encourage their managers to bring their whole selves to work, so as to give their very best. However, research has repeatedly highlighted managers’ difficulties in switching between nonwork and work identities. The present investigation supports these concerns by extensively showing that managers often decide against objective market research insights when they perceive this data as threatening to their nonwork identity. In three experiments, we find a nonwork identity bias deleteriously affecting sound decision-making. It is such that the more market research information conflicts with managers’ nonwork identity, the more managers decide against this information, causing them to make suboptimal decisions. We further find that a defensive mechanism triggers this bias. Following recent calls to minimize managerial decision biases at an organizational level, we further identify exchange relationships between managers and market research providers as a factor that can mitigate the bias, presumably because it helps managers to interpret market research insights less personally; in contrast, a communal relationship between managers and market research providers does not mitigate the bias. Implications of this last finding go counter to research celebrating the benefits of rapport, to resonate instead with emerging work on rapport’s potential to backfire.
PAYING PEANUTS TRIGGERS UNCERTAINTY: WHEN AND WHY MONETARY INCENTIVES AFFECT REVIEW GENERATION AND RECEPTION

Christilene Du Plessis, Rotterdam School of Management, Erasmus University
David Dubois, INSEAD

This research proposes that monetary incentives used to generate online product reviews can alter review writers' perceived legitimacy, increase their uncertainty and subsequently decrease product evaluations among review readers. Specifically, we suggest that review writers rely on the size of the reward received to infer their legitimacy as reviewers: receiving a small incentive decreases perceived legitimacy compared to receiving a large (i.e., social cues are adequate) or no (i.e., social cues are absent) monetary incentive (H1). Building on conceptual work linking legitimacy and uncertainty, we hypothesize that small (vs. large or no) monetary incentives increase review writers' uncertainty (H2) and that this effect is mediated by review writers’ shift in perceived legitimacy (H3). Further, we propose that reviews written for small (vs. large or no) monetary incentives yield lower product evaluations among review readers blind to incentive conditions (H4). This occurs because review readers infer increased review writer uncertainty from reviews generated with small (vs. large or no) monetary incentives, doubt product quality more and subsequently lower their product evaluations (H5). Three studies involving actual product experiences support these hypotheses.

MIND SUSPICIOUS MINDS! A MINDSET ACCOUNT FOR THE CARRYOVER EFFECTS OF SUSPICION ON UNRELATED PERSUASION ATTEMPTS

Tina Tessitore, IESEG School of Management
Maggie Geuens, Ghent University, Tweekerkenstraat
Mario Pandelaere, Pamplin College of Business, Virginia Tech
Elizabeth Cowley, University of Sydney

This research shows that suspicion is a mindset that spills over to subsequent unrelated persuasion attempts. However, the impact that this suspicious mindset has on unrelated persuasion depends on the stage of suspicion: is suspicion unresolved (i.e., ongoing) or is suspicion resolved (i.e., finished)? The first two studies provide evidence for the suspicious mindset account by demonstrating its carryover effects on subsequent unrelated judgments and advertisements. A third study shows that unresolved suspicion limits cognitive capacity in subsequent unrelated situations. A fourth study draws on these previous results to demonstrate counterintuitive consequences of suspicion for product placements. Specifically, people with unresolved (versus resolved) suspicion have less memory for product placements. This article realistically approaches suspicion by considering its dynamics (i.e., different stages of development). Practical implications for advertisements or product placements appearing after suspicious television/movie scenes are discussed.

ROUND NUMBERS PRODUCE UNWARRANTED SKEPTICISM

Claudiu V. Dimofte, San Diego State University
Christopher A. Janiszewski, University of Miami, School of Business

Despite their objectively lower frequency in the set of integers, round numbers (i.e., multiples of 5) are used more often than other, non-round numbers in communications, a fact that renders them more fluent. Several studies show that when used to quantify artificial (i.e., human-devised) categories, round numbers expectedly convey credibility and enhance preference. However, the same numbers are distrusted and avoided when associated with natural (i.e., random) categories, an effect labeled the illusion of lie. In marketing contexts, brand claims that involve round numbers are less credible that non-round number claims. What makes round numbers special is thus not just the fluency stemming from their common usage, but also their perceived inappropriateness for use in association with random events and marketing claims. Moderating variables for the effect, including cultural and language differences, are also addressed in discussed.
Keynote Address

“Enemies of Gratitude”

Thomas Gilovich
Irene Blecker Rosenfeld Professor of Psychology
Cornell University
DEVELOPING EFFECTIVE COUNTER MESSAGES TO FALSE MARKETPLACE INFORMATION

Claudiu V. Dimofte, San Diego State University
Richard F. Yalch, University of Washington

We evaluate several brand rumor quelling message strategies from a novel theoretical perspective that distinguishes between cognitive-oriented messages focusing on credibility-based judgments and affective-based messages focusing on feelings. In so doing, we identify the timing of the strategic response as a key moderator of the consumer response to each approach. Our proposition is that differences in how cognitive and affective information is processed determine the effectiveness of these strategies. Affective information tends to be processed implicitly and relatively quickly, whereas cognitive information tends to be processed more explicitly, more slowly, and with consideration of the logical validity of the implied associations. We show that affect-oriented messages aimed at improving the valence of the false news contaminant are more effective than cognitively-framed priming of alternative positive target thoughts when the response occurs soon after news exposure. Conversely, affect-based strategies become less effective when the response is delayed, whereas the cognitive-based ones become more effective.

DEPRIVATION OF CONTROL AND THE PHONETIC APPEAL OF BRAND NAMES

Jamel Khenfer, College of Business, Zayed University
Caroline Cuny, Grenoble Ecole de Management

Can the phonetic appeal of brand names compensate for loss of control? When people articulate plosive consonants (e.g., p, b), they produce a burst in sound requiring muscular contractions that provoke a sudden explosive release of air from the mouth. Based on the theory of embodied cognition, we propose that the pronunciation of plosive consonants—in comparison to fricatives (e.g., f, v)—requires facial movements that individuals metaphorically experience as one’s readiness for action. We propose, accordingly, that in the context of control deprivation, individuals are drawn to brand names containing plosive consonants as a way of reasserting control.

OUT-OF-CATEGORY BRAND IMITATION: PRODUCT CATEGORIZATION DETERMINES COPYCAT EVALUATION

Femke Van Horen, Vrije Universiteit Amsterdam
Rik Pieters, Tilburg University, The Netherlands

Copycat brands imitate the trade dress of other brands, such as their brand name, logo, and packaging design. Copycats typically operate in the core product category of the imitated brand, under the assumption that such “in-category imitation” is most effective. In contrast, four experiments demonstrate the benefits of out-of-category imitation for copycats. The benefits accrue because consumers appraise the familiarity and similarity between copycat and imitated brand more positively in another, related category than in the core category, independent of the perceived familiarity and similarity itself. This is due to the reduced salience of norms about imitation in the related category. The findings replicate across student and representative consumer samples, multiple product categories, and forms of brand imitation. They have implications for trademark law and consumer behavior theory.
PICKING FORBIDDEN FRUITS? BEHAVIORAL DISINHIBITION DRIVES BOTH LICENSING AND CONSISTENCY IN CONSUMER JUDGMENT AND CHOICE

Bob M. Fennis, University of Groningen
Justina Gineikienė, ISM University of Management and Economics

In three studies we show that behavioral disinhibition, a tendency for appetitive, approach oriented behavior toward potentially rewarding stimuli, drives both self-licensing (choosing an indulging option after a healthy one) and its antipode, consistency, in consumer judgment and choice. We forward and test the notion that exposure to a given health-related cue may activate two potentially conflicting motivations: to follow the health cue and pursue a health goal and the opposite, to enjoy and indulge. The former promotes consistency while the latter fosters licensing. Since the enjoyment goal usually requires inhibition, but the health goal does not, a tendency for disinhibition will foster self licensing, while inhibition will do the opposite and foster consistency. We show that disinhibition indeed predicted reward seeking (Study 1), affected the salience of an enjoyment vs. health goal (Study 2), and directly predicted licensing vs. consistency in choice following exposure to a healthy option (Study 3).

PLEASURE AS AN ALLY OF HEALTHY EATING? CONTRASTING VISCERAL AND EPICUREAN EATING PLEASURE AND THEIR ASSOCIATION WITH PORTION SIZE PREFERENCES AND WELLBEING

Yann Cornil, Sauder School of Business, University of British Columbia
Pierre Chandon, INSEAD

Research on overeating and self-regulation has associated eating pleasure with short-term visceral impulses triggered by hunger, external cues, or internal emotional urges. Drawing on research on the social and cultural dimensions of eating, we contrast this approach with what we call “Epicurean” eating pleasure, which is the enduring pleasure derived from the aesthetic appreciation of the sensory and symbolic value of the food. To contrast both approaches, we develop and test a scale measuring Epicurean eating pleasure tendencies and show that they are distinct from the tendency to experience visceral pleasure (measured using the external eating and emotional eating scales). We find that Epicurean eating pleasure is more prevalent among women than men but is independent of age, income and education. Unlike visceral eating pleasure tendencies, Epicurean eating tendencies are associated with a preference for smaller food portions and higher wellbeing, and not associated with higher BMI. Overall, we argue that the moralizing approach equating the pleasure of eating with ‘low-level’ visceral urges should give way to a more holistic approach which recognizes the positive role of “Epicurean” eating pleasure in healthy eating and wellbeing.

THE PLEASURE OF LIKING (AND DISLIKING)

Michel Tuan Pham, Graduate School of Business, Columbia University
Shiri Melumad, Graduate School of Business, Columbia University
Daniel He, Graduate School of Business, Columbia University

While consumer behavior theory mostly conceptualizes evaluation as instrumental to subsequent decisions, we propose that the mere process of evaluating one’s likes and dislikes is inherently pleasurable. Consistent with this proposition, we find across six experiments, four of which are reported here, that relative to comparable judgments, people find the process of evaluating what they like or dislike to be more enjoyable. Specifically, our results show that (1) consumers derive more pleasure from evaluating whether they like or dislike target objects than from making a variety of control judgments, different judgment paradigms, and different types of evaluation targets; (2) the phenomenon is driven in part by the self-expressive aspects of assessing and externalizing one’s personal preferences. Additional results show that (3) the inherent pleasure of assessing one’s likes and dislikes exists not only when the targets of evaluation are generally appealing, but also when the targets are less appealing: that is, people derive pleasure not just from evaluating what they like but also from evaluating what they dislike.
POWER, GENERAL SELF-EFFICACY, AND PREFERENCE FOR ANTHROPOMORPHIZED BRANDS

Jamel Khenfer, Zayed University, College of Business
Steven Shepherd, Oklahoma State University, Spears School of Business
Olivier Trendel, Grenoble Ecole de Management

Although recent research has shown that consumers’ response to the humanizing of brands depends on feelings of powerfulness, evidence for the causal relationship between power and preference for anthropomorphized brands is scarce. In this research, we propose that this relationship is true only when people feel confident in assuming a powerful role, that is, in coping with challenging situations (i.e., general self-efficacy). Across two studies, we found that high-power mind-set drove preference for anthropomorphized (vs. non-anthropomorphized) brands, when general self-efficacy was high but not when it was low. While people are likely to have experiences of feeling powerful in their daily lives, these findings are important in a context where marketers often appeal to people’s tendency to personify objects and non-human entities.

WHAT IF DIAMONDS DID NOT LAST FOREVER? WHY EPHEMERAL LUXURY PRODUCTS ARE BETTER SIGNALS OF ACHIEVEMENT THAN ICONIC ONES

Perrine Desmichel, Faculty of Business and Economics (HEC), University of Lausanne
Nailya Ordabayeva, Carroll School of Management, Boston College
Bruno Kocher, Faculty of Business and Economics (HEC), University of Lausanne

Luxury brands, in their collections, mix iconic pieces, which have historically made them famous and are maintained year after year, with ephemeral items, which bring novelty and are only available during a short period of time. In this paper we disentangle the symbolic meanings of ephemeral versus iconic products. We examine how individuals perceive the consumer of ephemeral versus iconic luxury products and find that ephemeral luxury products signal higher achieved status than iconic luxury products. We examine the roles of perceived innovativeness and human capital driving this effect, and the role of observers’ need for structure in moderating it. Our findings contribute to the literature on status signaling, achieved and ascribed status, and need for structure, and it should help luxury marketers better promote and position their different product lines.

WHEN FASHION-DESIGNERS STOP TO DICTATE OUR WARDROBES: IS SELF-CUSTOMIZATION THE FUTURE OF LUXURY?

Silke Hieke, Vienna University of Economics and Business, Austria
C. Page Moreau, Wisconsin School of Business
Martin Schreier, Vienna University of Economics and Business, Austria

In mass customization (MC) customers are enabled to design or personalize their own products, which the company then produces to order. Extant research posits various positive effects of mass customization in the non-luxury sector. However, there has been little research addressing the effects of mass customization for luxury fashion products. Designers of luxury fashion brands still seem to dictate what fashion really is. Consumers believe that designers have some kind of sixth sense about aesthetics and that designers transfer their essence and charisma to the products by designing them. This approach would rather recommend to refrain from customization in the luxury sector. In contrast, study 1 shows a clear preference for MC over designer designed products. In study 2, we find that an increase in design options in the customization process, resp. solution space (SS), results in higher purchase intent, even though the highly valued designer essence decreases with more SS. Study 3 documents an inverted U-shape effect of SS and thereby highlights the limits of customization in the luxury fashion brand context. Importantly, this inverted U-shape effect was mediated by the ratio between self- and designer essence, the essence-ratio. We find that an increase in this ratio increased consumers’ preference for MC products up to a specific range of SS. However, yet another increase in essence-ratio, through increased SS, was found to be detrimental to preference. Implications for the literature on MC and luxury fashion brands are discussed.
CONFERENCE VENUE MAP
LA LONDE CONFERENCE AND GALA DINNER MAP
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