Society for Consumer Research (Division 23) Conference Programming

American Psychological Association Convention

Washington DC - August 6 - 10

| Wednesday, August 6 | Welcome Reception |
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| 5:00 p.m 7:00 p.m. | Happy Science Hour |
| Renaissance Washington DC Hotel | APA Divisions 1, 3, 5, 6, 8, 23, 28, 38, 40, 50, and the Board of Scientific Affiars |
| Mount Vernon Square Room A and B | |

| Consumer Credit and DebtFraud Anxiety, Shared Debt, and Payoff Strategies | | |
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| Consumer Anxiety Concerning Credit/Debit Card Fraud | | |
| Manasvee Godbole | Nitesh Saxena, PhD | |
| Jun Yu J. Cai | David C. Schwebel, PhD | |
| Michael Georgescu | John J. Sloan III, PhD | |
| Oliver N. Harper | | |
| Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts | | |
| Jenny G. Olson, MA | Scott I. Rick, PhD | |
| Marketing Influences on Efficacy and Subsequent Behavior | | |
| Aggregating Potential Collective Action to Alleviate Drop-in-the-Bucket Despair | | |
| Richard P. Larrick, PhD | Adrian R. Camilleri, PhD | |
| A Self-Efficacy Mechanism to Explain the Backlash Effects of Negatively Framed Descriptive Norms | | |
| Mia Birau, MS | Corinne Faure, PhD | |
| Mental Imagery and Embodiment | | |
| Getting Transported Through Magical Thinking: The Role of Verisimilitude | | |
| Giulia Miniero, PhD | Francesco Ricotta, PhD | |
| Michela Addis, PhD | | |
| Implicit Energy Loss: Embodied Dryness Cues Influence Vitality and Depletion | | |
| Idit Shalev, PhD | | |
| Choosing Green Products? First- Versus Third-Person Imagery and High-Involvement Product Categories | | |
| Green Issues in Fine Jewelry Consumption: A Practice Theory Approach | | |
| Caroline Moraes, PhD | Carmela Bosangit, PhD | |
| Marylyn Carrigan, PhD | Michelle McGrath, PhD | |
| Imagine Going Green: When Does Mental Imagery Motivate Pro-Environmental Consumption? | | |
| | Roger Buehler, PhD | |
| | Consumer Anxiety Concerning Credit/Dee Manasvee Godbole Jun Yu J. Cai Michael Georgescu Oliver N. Harper Managing Debt and Managing Each Oth Jenny G. Olson, MA Marketing Influences on Efficacy and Sub Aggregating Potential Collective Action of Richard P. Larrick, PhD A Self-Efficacy Mechanism to Explain the Mia Birau, MS Mental Imagery and Embodiment Getting Transported Through Magical Tomation of Giulia Miniero, PhD Michela Addis, PhD Implicit Energy Loss: Embodied Dryness Idit Shalev, PhD Choosing Green Products? First- Versus Tomation of Green Issues in Fine Jewelry Consumption Caroline Moraes, PhD Marylyn Carrigan, PhD | |

| Friday, August 8 | Consumer Online SearchDifferences by Brand Attitudes and Consumer Goals | | |
|---------------------|--|--|--|
| 8:00 AM - 8:50 AM | Search Behavior of Opinion Leaders and Opinion Seekers | | |
| Room 301 | Vijay Viswanathan, PhD Mototaka Sakashita, PhD | | |
| | Effect of Online Browsing on Perceived Brand Parity: Clickstream Analysis of Japanese Brand Website | | |
| | Mototaka Sakashita, PhD | | |
| Friday, August 8 | Buying As Compulsion, Not Buying As CopingEffects of Locus of Control and Brand Similarity Stress | | |
| 9:00 AM - 9:50 AM | Brand Similarity, Stress, and Coping in a Retail Setting | | |
| Room 160 | Marion Brandstaetter, PhD Manfred Hammerl, MS, MA | | |
| | Thomas Foscht, PhD | | |
| | Compulsive Hoarding: Ethnicity and Consumer Locus of Control Differences | | |
| | Brittaney J. Benson-Townsend N. Clayton Silver, PhD | | |
| Friday, August 8 | Construal Level Effects on Product Evaluations and Willingness to PayHaptic and Licensing Effects | | |
| 10:00 AM - 10:50 AM | Enhancing Product Value Through Shifting Construal Level | | |
| East Salon D | Yupin Patara, PhD | | |
| | Effect of Advertisement Haptic Cues on Product Evaluation | | |
| | Taku Togawa, MA Jaewoo Park, PhD | | |
| | Hiroaki Ishii, MA | | |
| Friday, August 8 | Invited Guest Speaker: | | |
| 11:00 AM - 11:50 AM | Leveraging the Psychology of Decision Making in Public Policy | | |
| Room 101 | Maya Shankar, Ph.D. | | |
| | Senior Advisor to the Deputy Director | | |
| | White House Office of Science and Technology Policy Executive Office of the President | | |
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| Friday, August 8 | Personalized Products Cultural Satisfaction Differences and Effects on Relationships When Gifted | | |
| 5:00 PM - 5:50 PM | How Not to Make Friends: The Effects of Gift Customization on Relational Outcomes | | |
| East Salon D | Marta Pizzetti, MS Michael Gibbert, PhD | | |
| | From Global Rollout to Local Failure: Western Self-Design Systems and Eastern Information Processing | | |
| | Emanuel de Bellis, MS Andreas Herrmann, PhD | | |
| | Kenichi Ito, PhD Bernd Schmitt, PhD | | |
| | Christian Hildebrand, PhD | | |
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| Saturday, August 9 | Antecedents and Consequences of Consumer Identity | | |
|---------------------|---|---------------------------|--|
| 10:00 AM - 10:50 AM | Digital Consumption: Adolescents, Cell Phones, and the Unintended Creation of Tethered Identity | | |
| East Salon D | Robin L. Soster, PhD | Wendy A. Boland, PhD | |
| | Jenna M. Drenten, PhD | | |
| | Generation Y Hispanic Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal | | |
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| | Miguel A. Zuniga, PhD | Ivonne M. Torres, PhD | |
| Saturday, August 9 | A Blessing and a CurseConsumer Well-Being | | |
| 11:00 AM - 11:50 AM | Life on a Continuum: From Values to Well-Being | | |
| East Salon D | Lynn R. Kahle, PhD | Hu (Jeffrey) Xie, MBA | |
| | Eda Gurel-Atay, PhD, MBA | Christopher Lee, MBA | |
| | Consumer Well-Being and Environmental Well-Being: A Surprising Compatibility | | |
| | Miriam Tatzel, PhD | | |
| Saturday, August 9 | Consumer ObesityPrevention and Coping | | |
| 1:00 PM - 1:50 PM | Fighting the Adversaries of Acculturation: The Case of Immigrant Obesity | | |
| East Salon D | Alireza Golmohammadi, MSE | Behrouz Jahandideh, MBA | |
| | Fat Girls Are Fun! Counteracting Fat Stereotypes and Stigmatization Through | | |
| | Self-Making and Impression Management | | |
| | Caroline Moraes, PhD | Lara Spiteri Cornish, PhD | |

| Sunday, August 10 | Paying for NothingThe Siren Songs of Timesavings and Advice | | |
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| 10:00 AM - 10:50 AM | Pushing and Pulling the Future: The Role of Perceived Control on Feelings of Temporal Distance | | |
| East Salon D | Jerry Han, BS | Andrew D. Gershoff, PhD | |
| | Paying for Useless Advice to Resolve Information Overload | | |
| | Qizhang Sun, MS | Thomas Hills, PhD | |
| | Takao Noguchi, MS | Michael Gibbert, PhD | |
| Sunday, August 10 | Influences on Healthy Eating Decisions | | |
| 11:00 AM - 11:50 AM | Feelings of Safety Encourage Consumption of Unhealthy Foods | | |
| East Salon D | Anthony G. Salerno, BS | Chris Janiszewski, PhD | |
| | Juliano Laran, PhD | | |
| | Choice for My Health Versus Our Environment: Message Framing of Organic Foods Advertisements | | |
| | Vimviriya Limkangvanmongkol, MA | | |
| Sunday, August 10 | Compulsive Buying Emotions and Ethnicity, Irrational Beliefs and Gender | | |
| 1:00 PM - 1:50 PM | Predicting Compulsive Buying From Money Types: Ethnicity Differences | | |
| Room 148 | Brittaney J. Benson-Townsend | N. Clayton Silver, PhD | |
| | Gender Differences in Compulsive Buying: The Role of Irrational Beliefs | | |
| | Jennifer M. Phillips | Richard J. Harnish, PhD | |
| | Michael O. Daly | K. Robert Bridges, PhD | |