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Hot off the press: forthcoming articles in Journal of Consumer Psychology

Updates from SCP

Before you dive into the treasure trove of forthcoming articles from JCP, take a look at these important announcements from the Society:

- As you plan your courses for the next academic year, be sure to check out the [SCP/JCP Consumer Psychology PhD syllabus](#). A BIG thanks to Joe Goodman and Cait Lambertson for compiling the syllabus!
- Congratulations to the 2013-2014 **Journal of Consumer Psychology Outstanding Reviewers**: Chris Janiszewski, Ashwani Monga, and Joann Peck!
- SCP is **accepting nominations for its Advisory Panel**. The Advisory Panel's mission is to represent the collective "voice" of the SCP membership and advise the executive leadership of the Society on various matters such as preferences for conferences, research themes, and organizational priorities. The members will serve a two year-term, starting July 1, 2014 and ending June 30, 2016. Nominees should be active SCP members in good standing. Submit nominations to [Susan Broniarczyk](#) no later than June 16, 2014
- The Society for Consumer Psychology is pleased to announce the following **awards and distinctions for 2014**: Stijn M.J. van Osselaer, President-Elect; Vicki Morwitz and Sharon Shavitt, SCP Fellows; Jennifer Aaker, the Distinguished Scientific Contribution Award; Maria Galli and Gerald Gorn, the Park Outstanding Contributors to JCP Award; and Jesse Catlin and Yitong Wang, the Park JCP Young Contributor Award. (More details on the awards in the attachment.)
- SCP is now seeking [nominations](#) of qualified individuals for **SCP Fellow status for 2015**. Nominations should be sent to [Valerie Folkes](#) no later than June 30, 2014
- SCP also announces its **Annual Dissertation Proposal Competition**: In addition to the monetary award (\$1000), the recipient will present their research at the 2015 Society for Consumer Psychology Conference in Phoenix, Arizona. Send competition submissions to [Joann Peck](#) via an e-mail, MS Word attachment no later than July 1, 2014 - further details on [SCP website](#) and results of the 2013 competition on [the SCP blog](#)

Sneak peek into the JCP pipeline...

- Research articles on goals, product and advertising attitudes, luxury brands, embodiment, consumer imagination, food choice, regulatory focus, metacognitive judgments and green consumption, money and morality
- Research dialogue on using consumer psychology to fight obesity
- Research reports on product evaluation strategies, consumer response to stockouts and ideal advertising models, economic decision making, moral violations and retail therapy
- Research reviews on decision difficulty in the age of consumer empowerment, word of mouth and interpersonal communication, cultural influence, what consumer psychology can learn from the animal kingdom and regulatory fit.

Consumer psychology in the media

- Warm temperatures make people more likely to conform in their purchase decisions and view a product as more valuable ([Strategy Online, April 15th](#))
- Holding a drink makes you look dumb ([Boston Globe, April 14th](#))
- A round-up of research - including how moral violations reduce oral consumption, the effect of food toppings on calorie consumption and how mood influences food choice ([Research World Connect, May 21st](#))

Congratulations to all the authors! If your research has been featured in the media, don't forget to email us at elina@myscp.org and we'll post it on the [CP Buzz section](#) of the SCP website and promote it through Facebook and Twitter.

You can now find [all of SCP's social media in one place](#) - bookmark it to stay up to date with consumer psychology news!

And remember to join the **SCP mailing list**: it is open for members to post announcements and questions in. To join, please send an email to listserv@lists.apa.org with the following line in the BODY of the email (not the subject line): **SUB scp-apadiv23 Your Name**. The more members join, the more useful it will be for everyone!

Research articles

Attenuating depletion using goal priming

Darlene Walsh

This research examines how goal priming can attenuate the depletion effect. Using different self-control goals (i.e., savings and healthy eating) and different measures of self-control ability (i.e., willingness to buy and actual consumption), this study reveals that when people were primed with cues related to a self-control goal and then depleted, the effect of depletion on a subsequent self-control task (related to the primed goal) became attenuated. Also, depleted people, relative to nondepleted people, reported a lower level of commitment to a self-control goal; however, when cues related to a self-control goal were primed, their level of goal commitment increased, weakening the depletion effect. This research clarifies questions related to the process underlying depletion, while highlighting the importance of goal commitment (a measure of motivation) in understanding depletion.

<http://dx.doi.org/10.1016/j.jcps.2014.05.001>

Effects of product type and contextual cues on eliciting naive theories of popularity and exclusivity

Yael Steinhart, Michael Kamins, David Mazursky, Avraham Noye

This research shows in a series of studies that exposing consumers to functional products evokes the naive theory of popularity, whereas exposing them to self-expressive products induces belief in the naive theory of exclusivity. The research further demonstrates that when the naive theory elicited by product type is matched by the appropriate contextual purchasing cues regarding the interest of others, it results in greater purchase intentions than when those cues are mismatched. The research specifies that the matching effect for functional products is mediated by consumers' perceptions of product quality, whereas mediation for self-expressive products occurs through consumers' self-perceptions regarding the extent to which the product conveys uniqueness. Finally, the research illustrates that an explicit signal of product quality (e.g., a favorable rating in Consumer Reports) attenuates the effect associated with the contextual cues regarding the interest of others.

<http://dx.doi.org/10.1016/j.jcps.2014.04.004>

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

Nilüfer Z. Aydınoglu, Luca Cian

We suggest that a consideration of consumer self-evaluations is fundamental to understanding the conditions under which it is more advantageous to present person or product pictures in print advertisements. We build on the basic human motives of self-enhancement and self-verification to propose that the specific self-esteem level

of consumers, in the domain relevant for the category, differentially affects their responses to picture type. Specifically, for consumers with low (high) domain-specific self-esteem, depicting a product (person) in the advertisement enhances attitudes toward the advertisement more than depicting a person (product). In two studies, we demonstrate the proposed matching relationships using two different domains of consumer self-evaluation: appearance self-esteem and academic self-esteem. We also show that increased and more fluent generation of self-related mental imagery drives the observed improvement in attitudes toward the advertisement. Our findings suggest direct implications for advertising design.

<http://dx.doi.org/10.1016/j.jcps.2014.04.002>

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

Brent McFerran, Karl Aquino, Jessica L. Tracy

This paper documents the multifaceted nature of pride in consumer behavior. Drawing on recent psychological research on pride, we provide evidence for two separate facets of pride in consumption. In a series of studies, we propose a model wherein luxury brand consumption and pride are systematically interrelated. Whereas authentic (but not hubristic) pride leads to a heightened desire for luxury brands, hubristic (but not authentic) pride is the outcome of these purchases, and is the form of pride signaled to observers by these purchases. Further, we show that these effects are generally exacerbated for those low in narcissism. These findings shed new light on why consumers purchase luxury brands, highlighting a paradox: these purchases may be sought out of heightened feelings of accomplishment (and not arrogance), but they instead signal arrogance to others (rather than accomplishment).

<http://dx.doi.org/10.1016/j.jcps.2014.03.004>

The effects of goal progress cues: An implicit theory perspective

Pragya Mathur, Lauren Block, Ozge Yucel-Aybat

Consumers often encounter goods and services that provide cues to mark their progress. We define the term "goal progress cues" to reflect the diverse category of cues that highlight progress towards a goal. Across a series of three studies, we show that entity theorists, who rely on cues that highlight completion in order to signal their abilities to others, evaluate tasks that include these cues more favorably than those that lack these features. In contrast, incremental theorists, who focus on improving competence, are impacted only by progress cues that highlight learning. We demonstrate these findings across a variety of goal pursuit contexts that represent a mix of customer-centric (retail queues), service-oriented managerial (sales calls), and personal achievement consumer product (mazes) domains using both behavioral and self-reported measures. We conclude with a discussion about the theoretical and substantive implications of our findings.

<http://dx.doi.org/10.1016/j.jcps.2014.03.003>

A Meaningful Embrace: Contingent Effects of Embodied Cues of Affection

Rhonda Hadi, Ana Valenzuela

Can a mere gesture lead to intimate product bonding? In this research, we find that affectionate gestures (e.g. hugging, stroking) can serve as routes to object attachment. We suggest that the mere execution of an affectionate gesture can generate emotional attachment, which translates into enhanced product attitudes. However, this effect is contingent on the existence of facilitating conditions via the presence of humanlike characteristics in the target object of the affectionate gesture.

<http://dx.doi.org/10.1016/j.jcps.2014.02.001>

Revealing Obstacles to the Consumer Imagination

Nancy Spears, Atefeh Yazdanparast

The research proposes that the consumer imagination combines information about a current sensory stimulus (product) with triggered episodic memories to use as inputs in making product evaluations. Two studies reveal that the consumer imagination can be suppressed when preferred haptic sensory information is missing and when a situation is unambiguous, reducing the need for relying on episodic memory. The research findings support the general notion that the consumer imagination enhances purchase intentions compared to considering product attributes because the imagination enables consumers to integrate the information in a more efficient way. In both studies, perceived ownership mediates the effect. Contributions to theory

and practical implications are provided.

<http://dx.doi.org/10.1016/j.jcps.2014.01.003>

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

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

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

<http://dx.doi.org/10.1016/j.jcps.2014.01.002>

Regulatory focus as a predictor of attitudes toward partitioned and combined pricing

Kiljae Lee, Jungsil Choi, Yexin Jessica Li

Partitioned pricing is a widely used pricing strategy, but little is known about the buyer characteristics that influence its effectiveness. The current research contributes to the pricing literature by investigating the impact of regulatory focus on the perceived attractiveness of partitioned and combined pricing. In four studies, we hypothesized and found support for the idea that promotion focused individuals perceive partitioned prices to be more attractive than combined prices, while prevention focused individuals do not differentiate between the two pricing types. Our results also show that regulatory focus influences consumers' information processing style, which in turn leads to important differences in attitudes towards partitioned and combined pricing. Specifically, promotion focused consumers are more likely to engage in global processing and global processing is linked to preferences for partitioned (versus combined) prices.

<http://dx.doi.org/10.1016/j.jcps.2014.01.001>

Money, moral transgressions, and blame

Wenwen Xie, Boya Yu, Xinyue Zhou, Constantine Sedikides, Kathleen D. Vohs

Two experiments tested participants' attributions for others' immoral behaviors when conducted for more versus less money. We hypothesized and found that observers would blame wrongdoers more when seeing a transgression enacted for little rather than a lot of money, and that this would be evident in observers' hand-washing behavior. Experiment 1 used a cognitive dissonance paradigm. Participants (N = 160) observed a confederate lie in exchange for either a relatively large or a small monetary payment. Participants blamed the liar more in the small (versus large) money condition. Participants (N = 184) in Experiment 2 saw images of someone knocking over another to obtain a small, medium, or large monetary sum. In the small (versus large) money condition, participants blamed the perpetrator (money) more. Hence, participants assigned less blame to moral wrong-doers, if the latter enacted their deed to obtain relatively large sums of money. Small amounts of money accentuate the immorality of others' transgressions.

<http://dx.doi.org/10.1016/j.jcps.2013.12.002>

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

Kelly L. Haws, Karen Page Winterich, Rebecca Walker Naylor

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

stronger green consumption values increase preference for environmentally friendly products through more favorable evaluations of the non-environmental attributes of these products. These results have important implications for consumer responses to the growing number of environmentally friendly products.

<http://dx.doi.org/10.1016/j.jcps.2013.11.002>

Different routes to metacognitive judgments: The role of accuracy motivation

Se-Bum Park, Sung Joo Bae

The current research proposes that metacognitive difficulty affects product evaluation through two different routes—the feelings of ease-of-retrieval heuristic and the self-validation process. The findings across four laboratory experiments show that metacognitive difficulty can undermine product evaluation through the feelings of ease-of-retrieval heuristic among low-accuracy individuals, regardless of a perceived fit between expected and experienced difficulty. In contrast, the findings indicate that metacognitive difficulty can enhance (vs. undermine) product evaluation among high-accuracy individuals through the self-validation process when there is a perceived fit (vs. misfit) between expected and experienced difficulty. We suggest that individuals under high accuracy motivation are more likely than those under low accuracy motivation to draw less determined and more flexible interpretation of metacognitive difficulty in making their product evaluation.

<http://dx.doi.org/10.1016/j.jcps.2013.09.002>

Research dialogue

Editorial note: Using consumer psychology to fight obesity

Michel Tuan Pham

As I have noted recently (Pham, 2013), as a field consumer psychology needs to do a better job at addressing problems that are of genuine substantive or managerial significance. One of them is the massive epidemic of obesity that is affecting the United States and is threatening a growing number of other industrialized nations an epidemic that is largely due to poor and excessive food consumption. Brian Wansink's extensive program of research on the psychological and situational determinants of food consumption is a great example of consumer psychology research that addresses genuine substantive problems while remaining theoretically interesting and methodologically sound. In the past 20 years, Wansink and his co-authors, including Pierre Chandon, have documented numerous ways in which various psychological factors (e.g., health halos), and situational factors (e.g., food plate size) influence the quality and quantity of what consumers eat and drink. This research has had an enormous impact, both academically, in terms of scholarly awards and journal citations, and substantively, in terms of media attention, policy recommendations, and consumer interventions. Consumer psychology, as a field, would benefit from more research like Wansink and Chandon's.

Continue reading: <http://dx.doi.org/10.1016/j.jcps.2014.04.003>

Slim by design: Redirecting the accidental drivers of mindless overeating

Brian Wansink, Pierre Chandon

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

<http://dx.doi.org/10.1016/j.jcps.2014.03.006>

The need for public policies to promote healthier food consumption: A comment on Wansink and Chandon (2014)

Christina A. Roberto, Jennifer L. Pomeranz, Jennifer O. Fisher

Current approaches to addressing obesity have fallen short. This is largely due to the

many environmental forces that undermine people's self-regulatory capacity to be personally responsible for their food choices. Novel insights from the social sciences are needed to inform voluntary, health-promoting actions by companies, institutions, and citizens as well as the design of public health policies. Voluntary interventions that rely on nudges should complement traditional public health strategies such as taxation and restriction of child-targeted marketing in schools. In this commentary, we discuss four food policy issues that would benefit from consumer psychology research: (a) the restriction of food marketing to children, (b) provision of nutrition information through food labels, (c) improving school food environments, and (d) placing limits on portion sizes. Identifying effective solutions for obesity will require approaches that integrate psychological, public health, and legal perspectives and methods.

<http://dx.doi.org/10.1016/j.jcps.2014.03.001>

Models, monitoring, and the mind: Comments on Wansink and Chandon's "Slim by Design"

C. Peter Herman, Janet Polivy

Wansink and Chandon have examined the "mindlessness" that is often evident in everyday food intake. In this commentary, we focus on four issues raised by Wansink and Chandon's paper: (1) the distinction between food choice and food intake; (2) their model of food intake (and how it compares and contrasts with our own model of food intake); (3) the role of monitoring in the control of food intake; and (4) the meaning of "mindless" eating. In each case we find value in Wansink and Chandon's proposals but also an opportunity for further analysis and refinement.

<http://dx.doi.org/10.1016/j.jcps.2014.03.002>

Slim by Design or by willpower? Replies to Herman and Polivy and to Roberto, Pomeranz, and Fisher

Brian Wansink, Pierre Chandon

In their commentary of our "Slim by Design" article, Herman and Polivy offer a simple and powerful model of food intake which focuses on the mediating role of hunger, taste, and appropriateness. In their commentary, Roberto, Pomeranz, and Fisher review both new and classic interventions aimed at reducing obesity and raise the issue of whether they can be scalable and sustainable without regulatory oversight. In this rejoinder, we examine the few differences between the Chandon & Wansink and the Herman & Polivy frameworks to highlight critical areas for future research, including focusing on overeating vs. intake, refining the role of normative drivers, and studying lay theories of overeating. We then resolve the questions raised by Roberto, Pomeranz, and Fisher by providing concrete examples of low-cost design changes that are scalable and sustainable because they benefit both healthy eating and the overall sales and profitability of school and workplace cafeterias.

<http://dx.doi.org/10.1016/j.jcps.2014.04.005>

Research reports

Strategy Compatibility: The Time versus Money Effect on Product Evaluation Strategies

Lei Su, Leilei Gao

We show that time priming leads consumers to adopt an alternative-based evaluation strategy, whereas money priming elicits the use of an attribute-based evaluation strategy. In Experiment 1, we used process tracing in Mouselab to test this proposition, and the results suggested that the effect of time versus money priming on the choice of product-evaluation strategy was mediated by a holistic versus piecemeal information-processing. The results of Experiments 2A and 2B showed that the use of time versus money priming to trigger the choice of an alternative-based versus attribute-based evaluation strategy may result in systematic preference reversals. Specifically, when time (versus money) was primed, the participants were found to be more likely to choose a product dominating on a verbally described (versus numerically described) attribute (Experiment 2A), and one dominating on a non-alignable (versus alignable) attribute (Experiment 2B).

<http://dx.doi.org/10.1016/j.jcps.2014.04.006>

Yes, we have no bananas: Consumer responses to restoration of freedom

Sarah G. Moore, Gavan J. Fitzsimons

When stockouts restrict consumers' freedoms, two independent responses can occur: product desirability, or a reactance-based increase in the desire for the

unavailable option, and source negativity, or general frustration with the source of the restriction. In four studies, we provide a novel investigation of consumer responses to stockout-restoration and examine how these two forces combine to affect consumer responses after freedoms are restored. To do so, we investigate two moderators that influence the activation and strength of product desirability and source negativity, respectively: trait reactance and attributions. While all consumers experience source negativity in response to stockouts, only consumers high in reactance experience product desirability, leading to differential responses to stockout-restoration. Compared to an in-stock condition, high reactance consumers respond positively to stockout-restoration, while low reactance consumers respond negatively to stockout-restoration, in terms of store and product evaluations and store choice. However, when high reactants attribute a stockout to the store, thereby increasing source negativity relative to product desirability, they respond negatively to stockout-restoration.

<http://dx.doi.org/10.1016/j.jcps.2014.04.001>

“I’d like to be that attractive, but at least I’m smart”: How exposure to ideal advertising models motivates improved decision-making

Kamila Sobol, Peter R. Darke

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

<http://dx.doi.org/10.1016/j.jcps.2014.03.005>

What a feeling! Touching sexually laden stimuli makes women seek rewards

Anouk Festjens, Sabrina Bruyneel, Siegfried Dewitte

We argue that women's previously documented unresponsiveness to sexual primes when making economic decisions may be a consequence of the specific types of primes that have been used (i.e., visual primes). In three studies we show that presenting women with tactile sexual cues does influence their decisions about economic rewards. Similar to the effect found in men, the first study demonstrates that touching a pair of boxer shorts leads to a craving for monetary rewards in women. In the second study it is shown that touching a pair of boxers makes women less loss averse for both money and food. The third study explicitly focuses on the relative effectiveness of tactile versus visual sexual cues in altering women's economic decisions, and reveals that women's willingness-to-pay for economic rewards increases only when the sexual cue is tactile. We suggest that touching (vs. seeing) sexually laden stimuli prompts pre-programmed consummatory Pavlovian responses that promote approaching economic rewards.

<http://dx.doi.org/10.1016/j.jcps.2013.10.001>

Moral violations reduce oral consumption

Cindy Chan, Leaf Van Boven, Eduardo B. Andrade, Dan Ariely

Consumers frequently encounter moral violations in everyday life. They watch movies and television shows about crime and deception, hear news reports of corporate fraud and tax evasion, and hear gossip about cheaters and thieves. How does exposure to moral violations influence consumption? Because moral violations arouse disgust and because disgust is an evolutionarily important signal of contamination that should provoke a multi-modal response, we hypothesize that moral violations affect a key behavioral response to disgust: reduced oral consumption. In three experiments, compared with those in control conditions, people drank less water and chocolate milk while (a) watching a film portraying the moral violations of incest, (b) writing about moral violations of cheating or theft, and (c) listening to a report about fraud and manipulation. These findings imply that “moral disgust” influences consumption in ways similar to core disgust, and thus provide evidence for the associations between moral violations, emotions, and consumer behavior.

<http://dx.doi.org/10.1016/j.jcps.2013.12.003>

The benefits of retail therapy: Making purchase decisions reduces residual sadness

Scott I. Rick, Beatriz Pereira, Katherine A. Burson

People often shop when feeling sad, but whether and why shopping reduces residual (lingering) sadness remains an open question. Sadness is strongly associated with a sense that situational forces control the outcomes in one's life, and thus we theorized that the choices inherent in shopping may restore personal control over one's environment and reduce residual sadness. Three experiments provided support for our hypothesis. Making shopping choices helped to alleviate sadness whether they were hypothetical (Experiment 1) or real (Experiment 2). In addition, all experiments found support for the underlying mechanism of personal control restoration. Notably, the benefits of restored personal control over one's environment do not generalize to anger (Experiments 2 and 3), because anger is associated with a sense that other people (rather than situational forces) are likely to cause negative outcomes, and these appraisals are not ameliorated by restoring personal control over one's environment.

<http://dx.doi.org/10.1016/j.jcps.2013.12.004>

Research reviews

Decision Difficulty in the Age of Consumer Empowerment

Susan M. Broniarczyk, Jill G. Griffin

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

<http://dx.doi.org/10.1016/j.jcps.2014.05.003>

Word of Mouth and Interpersonal Communication: A Functional View

Jonah Berger

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

<http://dx.doi.org/10.1016/j.jcps.2014.05.002>

A Dynamic View of Cultural Influence: A Review

Donnel Briley, Robert S. Wyer Jr., En Li

Static models of culture's influence have given way to a dynamic view, which identifies not only differences across cultures in people's judgments and decisions, but also the situations and conditions in which these differences do or do not appear. Theory and evidence developed from a cognitive psychological perspective underlie this dynamic approach, including research emerging from the "dynamic constructivist" and "situated cognition" models. In the present review, we focus on findings that confirm the utility of this cognitively oriented approach, and briefly discuss the advantages and complementary nature of the "social collective" and neuroscience approaches to understanding culture.

<http://dx.doi.org/10.1016/j.jcps.2014.02.003>

Insights from the Animal Kingdom

Vicki G. Morwitz

Just as we have learned a great deal in consumer psychology by focusing on understanding how different sub-groups of humans think, this paper suggests that we can also learn from examining how different types of animals think. To that end, this manuscript offers a review of literature on topics in animal cognition that have also been investigated by consumer researchers. It first reviews research that has identified ways in which animals and humans are similar and then reviews research that has identified ways in which animals differ from humans, with a focus on ways in which some animals have been shown to outperform humans. The manuscript concludes with a discussion of opportunities for future research.

<http://dx.doi.org/10.1016/j.jcps.2014.01.004>

Regulatory fit: A meta-analytic synthesis

Scott Motyka, Dhruv Grewal, Nancy M. Puccinelli, Anne L. Roggeveen, Tamar Avnet, Ahmad Daryanto, Ko de Ruyter, Martin Wetzels

Regulatory fit, or the match between an individual's regulatory orientation and the strategy used to sustain it, offers a pervasive predictor of customer behavior. Merely reaching a decision in a certain way influences the value of a decision or an outcome. In this research, we conduct a meta-analysis to more fully articulate the role of important conceptual moderators and demonstrate their differential effects on evaluation, behavioral intention, and behavior. In particular, we look at the source of regulatory focus (self-prime, situation-prime, chronic), the orientation (prevention, promotion), how fit is created (sustaining, matching), how fit is constructed (action, observation), and the scope of fit (incidental, integral). We also shed light on the role of several contextual factors.

<http://dx.doi.org/10.1016/j.jcps.2013.11.004>



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