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- Research articles on flashbulb memory, hedonic deviations, radical innovations, dialectical thinking as well as the sleeper framing, compromise and misforecasted spoiler effect
- Research reports special consumption experiences and dichotomous thinking as well as a research review on partitioned pricing
- Research dialogue on mindsets and consumer behaviour

Updates from SCP

- The Journal of Consumer Psychology announces a **special issue on “Marketplace Morality”**, edited by Meg Campbell and Karen Winterich. The special issue seeks to advance our understanding of consumers’ morality in marketplace contexts, including emotional drivers and consequences, market economy mindsets, trade-offs, and immoral behaviors. Keep an eye out for the call for papers - coming out soon!
- There is still time to register for the [SCP Conference in St. Petersburg Beach, Florida](#) February 25-27, 2015 at the Tradewinds Island Grand is now open! Keynote speakers include George Loewenstein (Carnegie Mellon University) and Michael Platt (University of Pennsylvania), and an epic finale organized by co-chairs Lalin Anik (University of Virginia), Zoë Chance (Yale University), and Hal Hershfield (University of California Los Angeles) - remember to register for that, too!
- If you are a doctoral student, the conference will also include a **pre-conference Doctoral Consortium** co-chaired by Vicki Morwitz (New York University), Manoj Thomas (Cornell University), and Joowon Park (Cornell University). Doctoral students are invited to register for the Doctoral Consortium, which will be held on **Thursday, February 25**. This full day event will expose doctoral students to cutting-edge research and introduce them to many of the field’s most creative scholars: Simona Botti and Kristin Diehl will debate issues like replication and MTurk studies, editors of major journals will share their perspectives on publication process in their journal, hands-on advice from Michel Pham and Stephen Spiller on data analysis plus roundtables with over 40 professors from all around the world to give you advice on your research! **Register [here](#).**

Consumer psychology in the media

Some coverage of older articles this month:

- Some timely advice on the question-behaviour effect from JCP helped many to make better New Year's resolutions this year (e.g. [NBC](#), Jan 2; [ABC](#), Dec 31; ([Medical Daily](#), Dec 28; [Huffpost Science](#), Dec 31; [Pacific Standard](#), Jan 5; [Discovery](#), Jan 5; [Fast Company](#), Jan 14; [Forbes](#), Jan 22; [International Business Times](#), Dec 31; [Daily Mail](#), Dec 28; [Daily Telegraph](#), Dec 30; [Glamour](#), Dec 31; [Fox News](#), Jan 5; [Psych Central](#), Dec 30)
- Even some less recent research has made it back into the media: how repetitive lyrics increase a song's chance to be a success ([Care2.com](#), Jan 28), how dwelling on your mistakes makes you more likely to repeat them ([Lifehacker](#), Jan 28; [Gizmodo Espanol](#), Jan 28), reactions to ethical consumption ([NPR](#), Jan 7; [Yahoo](#), Jan 18) and how we consume differently on touchscreens and tablets ([Skyword](#), Jan 27).

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.

Editor's picks

An exploration of flashbulb memory

Michelle L. Roehm

Flashbulb memory (e.g., memory of one's personal situation in relation to an extraordinary event, such as a surprise marriage proposal) has yet to be closely studied by consumer researchers, and its underlying processes remain a subject of ongoing investigation. These memories can be vivid and confidently held for years after the inciting event, and when maintained as such, they appear to often include information about brands and products that were present during the original action. Maintenance of flashbulb memories depends on engagement in extensive rehearsal over time, and this is enabled by oral but not written sharing of the episode.

<http://dx.doi.org/10.1016/j.jcps.2015.06.004>

The benefits of behaving badly on occasion: Successful regulation by planned hedonic deviations

Rita Coelho do Vale, Rik Pieters, Marcel Zeelenberg

This research tests the idea that goal-pursuit that requires extended inhibition of desires, such as weight loss and financial saving, can benefit from including planned hedonic deviations in the goal-striving plan. Two controlled experiments (simulated and real dieting) demonstrate that including planned goal deviations during extended goal striving, compared with following a straight and rigid goal striving process, (1) helps regain self-regulatory resources, (2) helps maintain consumers' motivation to pursue with regulatory tasks, and (3) has a positive impact on affect experienced, which all contribute to facilitate long-term goal-adherence. A third study, conducted with current goal-strivers provides further evidence of the benefits of planned hedonic deviations for goal pursuit across a variety of goals. This reveals that it may be beneficial for long-term goal-success to occasionally be bad, as long it is planned.

<http://dx.doi.org/10.1016/j.jcps.2015.05.001>

The price does not include additional taxes, fees, and surcharges: A

review of research on partitioned pricing

Eric A. Greenleaf, Eric J. Johnson, Vicki G. Morwitz, Edith Shalev

In the past two decades, pricing research has paid increasing attention to instances where a product's price is divided into a base price and one or more mandatory surcharges, a practice termed partitioned pricing. Recently, partitioned pricing strategies in the marketplace have become more pervasive and complex, raising concerns that consumers do not always fully attend to or process all price information, and underestimate total prices, which in turn influences their purchasing behavior. Thus, understanding how partitioned prices affect consumers is of increasing interest to consumer researchers, public policy makers, and marketing managers. This paper reviews and organizes the academic literature on partitioned pricing and proposes an agenda for future research. We focus on the psychological processes underlying partitioned pricing, to help these three constituencies understand how partitioned pricing works, the mechanisms by which it exerts its impact, and the appropriate areas where the practice may need regulation to protect consumers.

<http://dx.doi.org/10.1016/j.jcps.2015.04.006>

Mindsets shape consumer behavior

Mary C. Murphy, Carol S. Dweck

Mindsets—or implicit theories—are the beliefs people have about the nature of human characteristics. This article applies mindset theory and research to the field of consumer behavior. Specifically, we suggest how a fixed or growth mindset may shape consumer product preferences, acceptance of brand extensions, trust recovery following product failures, as well as the effectiveness of advertising and marketing campaigns. We argue that people with a fixed mindset are more likely to seek products and brands in line with their goals to burnish their self-image and demonstrate their positive qualities, while people with a growth mindset seek products that help them pursue their goals to improve and learn new things. Thus, products and brands may serve important self-enhancement functions—encouraging consumers to reinforce or expand core aspects of their identity. We also suggest that brands and companies can project a fixed or growth mindset. In turn, these organizational mindsets should shape consumers' expectations of, and relationships with, products, brands, and companies.

<http://dx.doi.org/10.1016/j.jcps.2015.06.005>

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