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

What's new in consumer psychology?

Many of the forthcoming articles have been featured extensively in the popular press - take a look at this roundup:

- A whopping 17 media mentions for the benefits of retail therapy - including the [The Independent](#) and [Daily Mail](#) in the UK, [Huffington Post](#), [Harvard Business Review](#), [Bloomberg](#) and [Psychology Today](#)
- Why touching men's boxers may make us spend more ([CBS Philadelphia](#), [The Frisky](#) and [BPS Research Digest](#))
- Why we value things more highly in warm temperatures ([Harvard Business Review](#), [Salon](#) and [Pacific Standard](#))
- Why we love glossy things ([FastCoDesign](#))

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.

Other announcements

In case you missed it last month, SCP now has a mailing list that 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!

Final reminder for [registering for the annual conference](#) in Miami and especially the awesome closing party 50 floors up at the [FIFTY Miami Ultra Lounge at Viceroy](#). And don't forget to dance your way to the Zumba class on Fri March 7, 7AM!

Don't forget... it's not old news yet!

Editorial Regarding the New Submission Guidelines at the Journal of Consumer Psychology

Cornelia (Connie) Pechmann

In an effort to promote the quality, transparency, and reproducibility of the research conducted in the field of consumer psychology, the *Journal of Consumer Psychology* (JCP) has changed its submission guidelines as of January 1, 2014.

<http://dx.doi.org/10.1016/j.jcps.2013.10.002>

Research articles

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>

Incandescent affect: Turning on the hot emotional system with bright light

Alison Jing Xu, Aparna A. Labroo

We propose that turning on the light can turn on the hot emotional system. Across six studies we show that ambient brightness makes people feel warmer, which increases the intensity of their affective response, including sensation seeking from spicy-hot foods, perception of aggression and sexiness ("hotness") in others, and generating more extreme affective reactions toward positive and negative words and drinks. We suggest that these effects arise because light underlies perception of heat, and perception of heat can trigger the hot emotional system. Thus, turning down the light, effortless and unassuming as it may seem, can reduce emotionality in everyday decisions, most of which take place under bright light.

<http://dx.doi.org/10.1016/j.jcps.2013.12.007>

Taking a shine to it: How the preference for glossy stems from an innate need for water

Katrien Meert, Mario Pandelaere, Vanessa M. Patrick

Human beings are attracted to glossy objects. However, the investigation of whether this preference for glossy is a systematic bias, and the rationale for why, has received little or no attention. Drawing on an evolutionary psychology framework, we propose and test the hypothesis that the preference for glossy stems from an innate preference for fresh water as a valuable resource. In a set of six

studies we demonstrate the preference for glossy among both adults and young children (studies 1A, 1B and 2) ruling out a socialization explanation, investigate the hypothesis that the preference for glossy stems from an innate need for water as a resource (studies 3 and 5) and, in addition, rule out the more superficial account of glossy = pretty (study 4). The interplay between the different perspectives, implications of the findings and future research directions are discussed.

<http://dx.doi.org/10.1016/j.jcps.2013.12.005>

Sensory marketing, embodiment, and grounded cognition: A review and introduction

Aradhna Krishna, Norbert Schwarz

There has been a recent swell of interest in marketing as well as psychology pertaining to the role of sensory experiences in judgment and decision making. Within marketing, the field of sensory marketing has developed which explores the role of the senses in consumer behavior. In psychology, the dominant computer metaphor of information processing has been challenged by researchers demonstrating various manners in which mental activity is grounded in sensory experience. These findings are arduous to explain using the amodal model of the human mind. In this introduction, we first delineate key assumptions of the information processing paradigm and then discuss some of the key conceptual challenges posed by the research generally appearing under the titles of embodiment, grounded cognition, or sensory marketing. We then address the use of bodily feelings as a source of information; next, we turn to the role of context sensitive perception, imagery, and simulation in consumer behavior, and finally discuss the role of metaphors. Through this discourse, we note the contributions to the present special issue as applicable.

<http://dx.doi.org/10.1016/j.jcps.2013.12.006>

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>

When up brings you down: The effects of imagined vertical movements on motivation, performance, and consumer behavior

Massimiliano Ostinelli, David Luna, Torsten Ringberg

Previous embodied cognition research suggests that "up" is associated with positivity (e.g., good, divine), whereas "down" is associated with negativity (e.g., bad, evil). We focus on the effect of vertical movements on consumer behavior and go beyond investigating mere affective associations of verticality. In five studies, we provide evidence that the mental simulation of vertical movements has counterintuitive effects on behavior—that is, imagining moving up hampers motivation and performance by boosting self-worth. A pilot study shows that the imagination of vertical movements affects self-worth. Studies 1, 2 and 3 show that imagining upward movements (e.g., taking an elevator ride up or taking off in an airplane) diminishes motivation as well as performance. Studies 4 and 5 show that imagining moving upward (downward) makes people feel better (worse) about themselves which, in turn, decreases (increases) their motivation to succeed on a subsequent task, hence worsening (improving) performance. This occurs independently of respondents' mood.

<http://dx.doi.org/10.1016/j.jcps.2013.12.001>

The temperature premium: Warm temperatures increase product valuation

Yonat Zwebner, Leonard Lee, Jacob Goldenberg

A series of five field and laboratory studies reveal a temperature-premium effect: warm temperatures increase individuals' valuation of products. We demonstrate the effect across a variety of products using different approaches to measure or manipulate physical warmth and different assessments of product valuation. The studies suggest that exposure to physical warmth activates the concept of emotional warmth, eliciting positive reactions and increasing product valuation. Further supporting the causal role of emotional warmth, and following prior research relating greater positive feelings to reduced distance, we find that warm temperatures also reduce individuals' perceived distance from the target products.

<http://dx.doi.org/10.1016/j.jcps.2013.11.003>

Metaphors and creativity: Direct, moderating, and mediating effects

Alex Marin, Martin Reimann, Raquel Castaño

Through five experiments, this research advances knowledge about the influence of metaphors on creative cognition by showing that perceiving images that carry metaphoric meaning can alter consumers' creativity. While the results of Experiment 1 reveal that positive metaphors representing ideas like "Thinking outside the box" increase creative output, Experiment 2 uncovers that a negative metaphor conveying "I am burnt out" decreases it. Experiment 3 shows that the metaphor-creativity link is moderated by analogical reasoning skills, and Experiments 4a and 4b reveal the mediating role of creative intent. In addition to implying that marketers can use metaphors to enhance consumers' creative feedback in areas like new product development, this research also makes important theoretical contributions by showing (1) that metaphors that are visually conveyed (in addition to tangible objects or physical exercises) can not only raise but also lower creative output, (2) that a unique cognitive skill alters the metaphor-creativity link, and (3) that consumers' creative intent contributes to that relationship.

<http://dx.doi.org/10.1016/j.jcps.2013.11.001>

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>

Tablets, touchscreens, and touchpads: How varying touch interfaces trigger psychological ownership and endowment

S. Adam Brasel, James Gips

As mouse-driven desktop computers give way to touchpad laptops and touchscreen tablets, the role of touch in online consumer behavior has become increasingly important. This work presents initial explorations into the effects of varying touch-based interfaces on consumers, and argues that research into the interfaces used to access content can be as important as research into the content itself. Two laboratory studies using a variety of touch technologies explore how touchscreen interfaces can increase perceived psychological ownership, and this in turn magnifies the endowment effect. Touch interfaces also interact with importance of product haptics and actual interface ownership in their effects on perceived product

ownership, with stronger effects for products high in haptic importance and interfaces that are owned. Results highlight that perceptions of online products and marketing activities are filtered through the lens of the interfaces used to explore them, and touch-based devices like tablets can lead to higher product valuations when compared to traditional computers.

<http://dx.doi.org/10.1016/j.jcps.2013.10.003>

Implicit energy loss: Embodied dryness cues influence vitality and depletion

Idit Shalev

Consumers have long recognized that thirst motivates beverage consumption, however little is known of the consequences of dryness-related cues and experienced energy. Based on the embodied cognition view (Landau et al., 2010; Meier et al., 2012) and motivational perspective for energy (Clarkson, 2010; Inzlicht & Schmeichel, 2012), four studies examined the idea that activation of different levels of the dryness–thirst metaphor (e.g., semantic primes, visual images, or physical thirst) will influence perceived energy. In Study 1, participants primed with dryness-related concepts reported greater physical thirst and tiredness and lower subjective vitality. In Study 2, participants who were physically thirsty were less persistent in investing effort in an unsolvable anagram task. In Study 3, images of arid land influenced time preference regarding when to begin preparation to make a monetary investment. Finally, in Studies 4a and 4b, exposure to the names of dryness-related products influenced impressions of the vitality of a target person. Overall, the findings suggest that physical or conceptual dryness-related cues influence perceived energy and may have consequences on consumer behavior.

<http://dx.doi.org/10.1016/j.jcps.2013.09.011>

Detaching the ties of ownership: the effects of hand washing on the exchange of endowed products

Arnd Florack, Janet Kleber, Romy Busch, David Stöhr

Recent studies have demonstrated that the ownership of a product leads to a biased perception of its aspects. Based on research on embodied cognition, we argue that the physical action of hand washing can reset the cognitive system to a more neutral state by reducing the asymmetrical perception of owned and not owned products. In three studies, we examined the effects of hand washing on the endowment effect by asking owners of a product to exchange it for a similar one. As expected, in Experiment 1, we showed that hand washing doubled the percentage of participants who exchanged an owned product for an alternative product. In Experiment 2, we replicated this finding and showed that only the action of hand washing and not a prime of physical cleaning elicited this effect. In Experiment 3, we again replicated the hand washing effect on exchange rates and examined the effect of hand washing on product evaluations. The results of all experiments suggest that hand washing reduces decision preferences that are biased by ownership.

<http://dx.doi.org/10.1016/j.jcps.2013.09.010>

Warmth and conformity: The effects of ambient temperature on product preferences and financial decisions

Xun (Irene) Huang, Meng Zhang, Michael K. Hui, Robert S. Wyer Jr.

Comfortable ambient temperatures can influence consumer preferences for conformity. The results of three laboratory experiments suggest that warm (vs. cool) temperatures dispose consumers toward using others' opinions as the basis for product preferences, stock price forecasts, and betting. Warm temperatures increased the participants' perceptions of social closeness to other decision-makers, thus leading them to consider the opinions of those decision-makers to have greater validity. This enhanced validity, in turn, rendered them more likely to conform to the crowd. This effect was confirmed in an analysis of betting behavior at the racetrack over a three-year period. Bets were more likely to converge on the "favorite" (i.e., the majority-endorsed option) when the temperature at the track was warm.

<http://dx.doi.org/10.1016/j.jcps.2013.09.009>

Popcorn in the cinema: Oral interference sabotages advertising effects

Sascha Topolinski, Sandy Lindner, Anna Freudenberg

One important psychological mechanism of advertising is mere exposure inducing

positive attitudes towards brands. Recent basic research has shown that the underlying mechanism of mere exposure for words, in turn, is the training of subvocal pronunciation, which can be obstructed by oral motor-interference. Commercials for foreign brands were shown in cinema sessions while participants either ate popcorn, chewed gum (oral interference) or consumed a single sugar cube (control). Brand choice and brand attitudes were assessed one week later. While control participants more likely spent money (Experiment 1, N = 188) and exhibited higher preference and physiological responses (Experiment 2, N = 96) for advertised than for novel brands, participants who had consumed popcorn or gum during commercials showed no advertising effects. It is concluded that advertising might be futile under ecological situations involving oral interference, such as snacking or talking, which ironically is often the case.

<http://dx.doi.org/10.1016/j.jcps.2013.09.008>

The acuity of vice: Attitude ambivalence improves visual sensitivity to increasing portion sizes

Yann Cornil, Nailya Ordabayeva, Ulrike Kaiser, Bernd Weber, Pierre Chandon

A rapid increase in the size of food portions has underlined the importance of understanding consumers' ability to accurately perceive portion sizes. Drawing on research on motivated perception, we posit that attitude ambivalence (simultaneously desiring a food and perceiving it as unhealthy) enhances visual sensitivity to increasing portion sizes. We manipulate or measure attitude ambivalence in three experimental studies conducted among children and adults and find that visual sensitivity is driven not simply by desire but by the coexistence of desire and perceived unhealthiness of the food (e.g., for hedonic food and among restrained eaters). Our findings suggest that framing foods as vices improves the estimation of portion sizes among health-conscious people.

<http://dx.doi.org/10.1016/j.jcps.2013.09.007>

Embodied cognition and social consumption: Self-regulating temperature through social products and behaviors

Seung Hwan (Mark) Lee, Jeff D. Rotman, Andrew W. Perkins

Extant embodied cognition research suggests that individuals can reduce a perceived lack of interpersonal warmth by substituting physical warmth, and vice versa. We suggest that this behavior is self-regulatory in nature and that this self-regulation can be accomplished via consumptive behavior. Experiment 1 found that consumers perceived ambient temperature to be significantly lower when eating alone compared to eating with a partner. Experiment 2 found that consuming a cool (vs. warm) drink led individuals to generate more socially-oriented attributes for a hypothetical product. Experiment 3 found that physically cooler individuals desired a social consumption setting, whereas physically warmer individuals desired a lone consumption setting. We interpret these results within the context of self-regulation, such that perceived physical temperature deviations from a steady state unconsciously motivate the individual to find bodily balance in order to alleviate that deviation.

<http://dx.doi.org/10.1016/j.jcps.2013.09.006>

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>

Why the bride wears white: Grounding gender with brightness

Gün R. Semin, Tomás A. Palma

Two studies examine the grounding of gender by the alignment of the female–male with the bipolar dimension of light–dark (most likely due to sexual dimorphism in skin pigmentation). We hypothesized and showed that in a speeded classification task male names are processed faster when they are presented in a black typeface (Exp. 1) or a dark color (Exp. 2) than when they are presented in white or a light color, with the opposite pattern for female names. The applied relevance of these findings is investigated in study 3 where lightness and darkness of consumables are revealed to drive gender specific preferences for foods and drinks, with the lighter consumables being female and darker ones being male preferences. Study 4 shows that gender preferences for consumer goods are uniformly driven by whether the good is in black or white, the former being male and the latter being female preference. The implications of these findings are discussed for theory formation in relation to the grounding of abstract concepts and in terms of how to design targeted marketing of products.

<http://dx.doi.org/10.1016/j.jcps.2013.09.003>

Satiation from sensory simulation: Evaluating foods decreases enjoyment of similar foods

Jeffrey S. Larson, Joseph P. Redden, Ryan S. Elder

We demonstrate in two studies that people get more satiated on a food after repeatedly rating or choosing among similar foods shown in pictures. Repeated evaluations of food apparently have an effect similar to actual consumption—decreased enjoyment of foods that share a similar taste characteristic (i.e., sensory-specific satiety). We provide mediation evidence to show that satiation manifests because considering a food engenders spontaneous simulations of the taste of that food item, which by itself is enough to produce satiation. These findings establish sensory simulations as an important mechanism underlying satiation, and provide behavioral evidence that simple evaluations can produce sensory-specific satiety.

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Research reports

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

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.

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