

Journal website
SCP website
Guide for authors
Online issues
Most downloaded
Most cited articles
Media mentions

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 announcements from the Society:

- The new Thomson Reuters journal impact factors for 2013 were recently released. Click [here](#) to find out the Journal of Consumer Psychology's impact factor as well as recent, forthcoming, and most downloaded JCP articles.
- The Society for Consumer Psychology is pleased to announce the members of its 2014-15 Advisory Panel. The Advisory Panel was launched in 2012 with a mission to represent the collective voice of the SCP membership and advise the executive leadership of the Society on matters such as conferences, research themes, and organizational priorities. We would like to thank our inaugural panel representatives for their ongoing service through June 30, 2015 and welcome the new members of the panel appointed from July 1, 2014-June 30, 2016. (A full list of members is attached to this newsletter)

Sneak peek into the JCP pipeline...

- Research articles on the science of spending, resource deficiency, cross-cultural differences in brand-switching, individual differences in interpersonal touch and affect sensitivity, dual payoff scenarios, cause-related marketing campaigns, early adopter communication and impact of mortality salience on donation appeals
- Research report on effect of climactic interruption on behavior
- Research reviews on choice overload and gender differences

Consumer psychology in the media

- Research on why we are prone to emotional attachments with our vehicles. ([Citylab from The Atlantic, August 26th](#))
- Lots of international coverage for research on how consuming experiential products impacts our well-being (e.g. [The Atlantic, 1st August](#); [Big Think, 3rd August](#), [Daily Mail \(UK\), 14th August](#); [IGN.com \(Germany\), 5th September](#); [El Confidencial \(Spain\), 11th August](#); [ZH \(Brazil\), 14th August](#); [Vivalife \(Indonesia\), 1st September](#); [Kasulik \(Estonia\), 8th August](#))
- And more coverage for research on why we are more likely to recommend a brand face-to-face than on Facebook (applied to Pinterest)([Business2Community, 23rd August](#))

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!

Research articles

Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts

Ali Besharat, Sajeev Varki, Adam W. Craig

In our paper we contribute to the burgeoning literature in the psychology of debt repayment. Across three experiments, we explore the effects of the type (hedonic or utilitarian) and the timing of debt on consumers' debt repayment when managing multiple debt accounts. While prior literature has demonstrated that debtors who own multiple credit cards behave irrationally by paying down smaller balances rather than balances with higher interest rates, we find that debts incurred for hedonic purchases and in the distant past (versus proximal past) amplifies this effect. The anticipated impact of debt repayment on consumption enjoyment is found to mediate this effect.

<http://www.sciencedirect.com/science/article/pii/S1057740814000941>

Building a Science of Spending: Lessons from the Past and Directions for the Future

Elizabeth W. Dunn, Aaron C. Weidman

A decade of research suggests that people derive more happiness from buying

experiences (e.g., vacations, concert tickets) than from buying material things (e.g., shoes, televisions; see Gilovich, Kumar, & Jampol, 2014, for a review). This highly impactful program of research provides a valuable model to apply in building a broader "science of spending." By examining both the strengths and limitations of research comparing experiential and material consumption, we extract two lessons for researchers interested in studying how consumers can buy the most happiness with their money, and suggest two methodological improvements that could yield new insights into the happiness benefits of experiential and material purchases. In addition, moving beyond past research on the material/experiential distinction, we offer two fertile areas for future research in the science of spending.

<http://www.sciencedirect.com/science/article/pii/S1057740814000928>

Acts of Emptying Promote Self-Focus: A Perceived Resource Deficiency Perspective

Liat Levontin, Danit Ein-Gar, Angela Y. Lee

No one likes feeling empty. When people feel empty they seek replenishment, which usually takes the form of increased self-focused behaviors that provide value to the self and decreased other-focused behaviors that provide value to others. This research demonstrates how exposure to the concept of emptiness by simply performing or observing acts of emptying (vs. filling or control) of a glass vase, coat pockets, a glass jar, or a duffle bag triggers the cognitive metaphor of resource deficiency. The resource deficiency metaphor in turn leads people to engage in self-focused behaviors such as eating candy or planning a dream vacation and to disengage from other-focused behaviors such as donating to charities or helping others.

<http://www.sciencedirect.com/science/article/pii/S1057740814000904>

Sins of omission versus commission: Cross-cultural differences in brand-switching due to dissatisfaction induced by individual versus group action and inaction

Sharon Ng, Hakkyun Kim, Akshay R. Rao

We examine how brand-switching varies across cultures, depending on the drivers of a prior unsatisfactory consumption experience. We draw from the literature on regret, norm theory and cross-cultural psychology to predict that Westerners are more likely to switch brands when the unsatisfactory consumption experience is a consequence of their inaction relative to the inaction of a group to which they belong. In contrast, it is predicted that Easterners are more likely to switch brands when the unsatisfactory consumption experience is a consequence of inaction on the part of the group to which they belong relative to their own inaction. We discuss the relevance of our research for marketing theory, the need to account for cultural differences in consumer segments, and the implications for organizations targeting culturally distinct market segments, both domestically and internationally.

<http://www.sciencedirect.com/science/article/pii/S1057740814000886>

Individual differences in interpersonal touch: On the development, validation, and use of the "comfort with interpersonal touch" (CIT) scale

Andrea Webb, Joann Peck

This research details the development of the "comfort with interpersonal touch" (CIT) scale designed to measure individual differences in interpersonal touch tendencies and preferences. The CIT construct is defined as the degree to which an individual is comfortable with intentional interpersonal touch from or to another person. The scale incorporates the distinction between initiating touch, which is the act of touching someone else, and receiving touch, which is the act of being touched by someone else. Investigation of this construct includes scale development, measure purification, and validation. We situate CIT-initiating and CIT-receiving within an approach-avoidance framework and demonstrate that comfort with initiating touch is more related to approach tendencies such as assertiveness while comfort with receiving touch is more related to avoidant tendencies such as avoiding crowded spaces. While previous research generally finds positive effects of interpersonal touch, we find that these effects, at least in part, depend on an individual's comfort with interpersonal touch. We discuss theoretical and managerial implications as well as future research opportunities using the CIT scale.

<http://www.sciencedirect.com/science/article/pii/S1057740814000874>

"I can almost taste it:" Why people with strong positive emotions experience higher levels of food craving, salivation and eating intentions

David J. Moore, Sara Konrath

The goal of this paper is to examine whether individual differences in affect intensity predict people's responses to food advertisements. In doing so, we aim to uncover individual differences and situational factors that are associated with higher food cravings and other consumption-related responses. Studies 1 and 2 identified three mediators (emotional memories, weak impulse control, and the intensity of pleasure anticipation) which indirectly link affect intensity to food cravings and behavioral intentions. Studies 3 and 4 identified two moderators (vividness of advertisement, dieting status of participants) of the relationship between affect intensity and consumption-related outcomes. In Study 3 high affect intensity individuals reported

stronger food cravings only in response to vivid advertising appeals. In Study 4, respondents with high levels of positive affectivity, a sub-dimension of affect intensity, experienced increased salivation, but especially when they were dieters exposed to vivid food images. Implications for theory development and for marketing and public policy strategists are discussed.

<http://www.sciencedirect.com/science/article/pii/S1057740814000643>

Dual payoff scenario warnings on credit card statements elicit suboptimal payoff decisions

Hal E. Hershfield, Neal J. Roese

U.S. Federal regulation from 2009 requires credit card companies to convey information regarding payoff scenarios, i.e., details such as total amount paid and time to pay off when only a minimum payment is made (over time). Across seven studies, the present research shows that consumers who were given a dual payoff scenario (i.e., how much is paid in total based on the minimum payment and also based on a 3-year payoff window) on credit card statements recommended lower payments than those given a single payoff scenario (when the 3-year payment amount was less than what they would have paid otherwise), and were less likely to pay off the balance in full. The effect is driven by a tendency of consumers to infer that the 3-year payment amount is the most appropriate. The dual-scenario effect is minimized by an intervention that draws attention away from the 3-year payment amount. Theoretical and public policy implications are considered.

<http://www.sciencedirect.com/science/article/pii/S105774081400062X>

To have in order to do: Exploring the effects of consuming experiential products on well-being

Darwin A. Guevarra,, Ryan T. Howell

The experience recommendation – if you want to be happier, buy life experiences instead of material items – is supported in empirical research. However, this evidence is primarily based on the dichotomous comparison of material items and life experiences. The goal of this article is to examine the effects of consuming experiential products – purchases that fall between material items and life experiences – on well-being. Study 1 and Study 2 demonstrate that experiential products provide similar levels of well-being compared to life experiences and more well-being than material items. Study 3 replicates this finding for purchases that turn out well. In addition, Study 3 shows experiential products, when compared to life experiences, lead to more feelings of competence but less feelings of relatedness, which explains why these two purchases result in similar levels of well-being. We discuss why experiential products and life experiences lead to psychological need satisfaction and how our results support the Positive-Activity Model, Self-Determination Theory, and Holbrook and Hirschman's hedonic consumption framework.

<http://www.sciencedirect.com/science/article/pii/S1057740814000631>

The impact of perceptual congruence on the effectiveness of cause-related marketing campaigns

Andrew Kuo, Dan Hamilton Rice

In the cause-related marketing (CRM) literature, the degree of fit between a firm and cause has been shown to positively impact the effectiveness of CRM campaigns. Throughout the literature, however, firm-cause fit has been operationalized as the relatedness of conceptual attributes such as brand image and positioning (i.e., conceptual congruence). Across three studies, the authors demonstrate that the relatedness of perceptual attributes such as color (i.e., perceptual congruence) can also enhance the effectiveness of CRM campaigns. Study 1 shows that perceptual congruence between a firm and cause positively affects perceptions of overall fit and participation intentions. Study 2 provides evidence that perceptual congruence impacts CRM effectiveness through a fit-as-fluency mechanism. Finally, Study 3 demonstrates the moderating effect of elaboration on the relationship between fit type (perceptual vs. conceptual congruence) and participation intentions. Consistent with previous findings, elaboration positively affects participation intentions when the fit type is conceptual, but the results of Study 3 indicate that elaboration negatively impacts participation intentions when the fit type is perceptual.

<http://www.sciencedirect.com/science/article/pii/S1057740814000540>

"Share and scare": Solving the communication dilemma of early adopters with a high need for uniqueness

Sarit Moldovan, Yael Steinhart, Shlomit Ofen

Early adopters are considered essential to new product success due to their role in encouraging others to adopt. In this paper, we show that this may not always be true. Early adopters with a high need for uniqueness may experience a communication dilemma of whether or not to communicate about innovations they adopt. The dilemma derives from the clash between their need to flaunt the innovation they adopted and their desire to preserve their uniqueness by preventing imitation by others. We suggest that this dilemma might be resolved by a "share and scare" strategy, in which early adopters share information about their adoption with others yet scare them out of adopting it. In a series of four studies, we demonstrate early adopters' communication dilemma, the "share and scare" strategy, and three moderators that confirm our theory.

<http://www.sciencedirect.com/science/article/pii/S1057740814000539>

The impact of mortality salience on the relative effectiveness of donation appeals

Fengyan Cai, Robert S. Wyer Jr.

Some donation appeals emphasize the magnitude of the help that is needed. Other,

“bandwagon” appeals emphasize the fact that many others have already donated. The relative effectiveness of these appeals can depend on individuals' awareness of their mortality. Four experiments converge on the conclusion that need-focused appeals are effective when individuals are not conscious of their own mortality. When people's mortality is salient, however, bandwagon appeals have relatively greater influence. This is particularly true when others' donations have put the goal of the donation campaign within reach. These effects are evident when people have little a priori interest in the individuals being helped and sympathy does not play a major role in donation decisions.

<http://www.sciencedirect.com/science/article/pii/S1057740814000394>

Research reports

Can't finish what you started? The effect of climactic interruption on behavior

Daniella M. Kupor, Taly Reich, Baba Shiv

Individuals experience a greater frequency of interruptions than ever before. Interruptions by e-mails, phone calls, text messages and other sources of disruption are ubiquitous. We examine the important unanswered question of whether interruptions can increase the likelihood that individuals will choose closure-associated behaviors. Specifically, we explore the possibility that interruptions that occur during the climactic moments of a task or activity can produce a heightened need for psychological closure. When an interruption prevents individuals from achieving closure in the interrupted domain, we show that the resulting unsatisfied need for psychological closure can cause individuals to seek closure in totally unrelated domains. These findings have important implications for understanding how consumer decisions may be influenced by the dynamic—and often interrupted—course of daily events.

<http://www.sciencedirect.com/science/article/pii/S1057740814000400>

Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth

Andreas B. Eisingerich, HaeEun Helen Chun, Yeyi Liu, He (Michael) Jia, Simon J. Bell

We examine the conceptual difference between consumer electronic word-of-mouth on online social sites (sWOM) such as Facebook and traditional face-to-face word-of-mouth (WOM). We find that consumers are less willing to engage in sWOM than WOM. Such a difference in willingness to offer word-of-mouth can be explained by social risk associated with different communication modes. We show that the difference between people's desire to engage in sWOM and WOM is mediated by perceived social risk and amplified when social risk is made salient. Furthermore, we show that consumers' need to self-enhance mitigates the difference in willingness to offer sWOM versus WOM.

<http://www.sciencedirect.com/science/article/pii/S1057740814000382>

Research reviews

Choice Overload: A Conceptual Review and Meta-Analysis

Alexander Chernev, Ulf Böckenholt, Joseph Goodman

Despite the voluminous evidence in support of the paradoxical finding that providing individuals with more options can be detrimental to choice, the question of whether and when large assortments impede choice remains open. Even though extant research has identified a variety of antecedents and consequences of choice overload, the findings of the individual studies fail to come together into a cohesive understanding of when large assortments can benefit choice and when they can be detrimental to choice. In a meta-analysis of 99 observations ($N = 7,202$) reported by prior research, we identify four key factors—choice set complexity, decision task difficulty, preference uncertainty, and decision goal—that moderate the impact of assortment size on choice overload. We further show that each of these four factors has a reliable and significant impact on choice overload, whereby higher levels of decision task difficulty, greater choice set complexity, higher preference uncertainty, and a more prominent, effort-minimizing goal facilitate choice overload. We also find that four of the measures of choice overload used in prior research—satisfaction/confidence, regret, choice deferral, and switching likelihood—are equally powerful measures of choice overload and can be used interchangeably. Finally, we document that when moderating variables are taken into account the overall effect of assortment size on choice overload is significant—a finding counter to the data reported by prior meta-analytic research.

<http://www.sciencedirect.com/science/article/pii/S1057740814000916>

Revisiting gender differences: What we know and what lies ahead

Joan Meyers-Levy, Barbara Loken

Efforts to identify and understand gender differences have a long history that has sparked lively debate and generated much public interest. Although understanding gender differences is pivotal to consumer researchers and marketers, investigations into this issue by such individuals have been few in number, often weak in theory, and rather limited in progress made. This paper strives to reinvigorate such inquiry. We begin by describing four major theories of gender differences (socio-cultural, evolutionary, hormone-brain, and the selectivity hypothesis) and then assess relevant research from 2000 to 2013 in marketing, psychology, and biomedicine.

From this, five conclusions emerge: Males are more self-oriented, while females are more other-oriented; females are more cautious responders; females are more responsive to negative data; males process data more selectively and females more comprehensively; and females are more sensitive to differentiating conditions and factors. We conclude by identifying several areas of opportunity for advancing our understanding of gender differences.

<http://www.sciencedirect.com/science/article/pii/S1057740814000588>



SCP on [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Blog](#)