The La Londe Conference
42\textsuperscript{nd} International Research Conference in Marketing
Aix-Marseille Graduate School of Management - IAE

\textit{La Londe les Maures, France – June 2 – 5, 2015}

Marketing Communications
and
Consumer Behavior
2015
This is the 42\textsuperscript{nd} edition of the International Research Conference in Marketing organized by the Aix-Marseille Graduate School of Management (IAE Aix), Aix-Marseille University. The conference, better known as the “La Londe Conference”, is devoted on a biennial basis to Marketing Communications and Consumer Behavior.

The tradition is that the conference be chaired by a pair of outstanding researchers and we express our very sincere thanks to Professor Margaret C. Campbell, the Leeds School of Business, University of Colorado Boulder, and to Professor Elizabeth Cowley, the University of Sydney Business School, who honor us in accepting to chair the conference. They did a remarkable job at all levels of preparation of the conference, and especially concerning the evaluation and selection of the papers. Organizing a conference under their scientific leadership was a real pleasure.

Another tradition of the La Londe Conference is to invite an outstanding speaker for the keynote address. Many thanks to Professor Dan Ariely, James B. Duke Professor of Psychology and Behavioral Economics at the Fuqua School of Business, Duke University for having accepted our invitation. It is a real honor to hear Professor Ariely on “Some Experiments in Kenya”.

Very special thanks also to the members of the scientific committee who guaranteed the overall quality of the conference and to the ad-hoc reviewers who accepted to offer insightful and helpful comments enabling both selection of papers and paper improvements. 80 manuscripts were submitted this year and 40 were selected for presentation at the conference.

A selection of the conference papers will be published in a special issue of the Journal of Marketing Behavior, thanks to the support of Professor Klaus Wertenbroch, INSEAD, Editor-in-Chief of the Journal of Marketing Behavior (JMB).

An international meeting of this nature cannot take place without the financial support of the Aix-Marseille University, the Aix-Marseille Graduate School of Management, and the CERGAM Research Center. Many thanks for the support and contribution. Thanks to Jeanette Theokritoff, our dynamic administrative officer, to Lorène Bour for her assistance, and to Pierre Richaud for his help in all creation and printing tasks. Many thanks also to our student team members Mohamed Didi Alaoui, Fabien Pecot, and Ali Raza for their invaluable help with the conference proceedings and program as well as other organizational tasks.

Finally and very importantly, thanks to the participants, a good proportion of them loyal to the La Londe Conference. We appreciate this loyalty which results from the fact that emulation and exchange of ideas are the keywords in La Londe, alongside a positive and cool atmosphere, good wine, good food and the relaxed Mediterranean spirit.

Thanks to all for building a successful and exciting La Londe conference experience.

Dwight Merunka
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ORGANIZING COMMITTEE

CHAIRPERSONS:
Margaret C. Campbell Leeds School of Business, The University of Colorado at Boulder, USA
Elizabeth Cowley The University of Sydney Business School, Australia

COORDINATOR:
Dwight Merunka Aix-Marseille Graduate School of Management – IAE

ADMINISTRATIVE OFFICER:
Jeanette Theokritoff Aix-Marseille Graduate School of Management – IAE

SCIENTIFIC COMMITTEE

Søren Askegaard University of Southern Denmark, Odense
Rajeev Batra University of Michigan at Ann Arbor
Russell W. Belk York University
Elizabeth Cowley University of Sydney
Siegfried Dewitte Katholieke Universiteit Leuven
Curtis P. Haugtvedt Ohio State University
Wayne D. Hoyer The University of Texas at Austin
Chris A. Janiszewski University of Florida
Lynn R. Kahle University of Oregon
Michel Laroche Concordia University, Montreal
Gilles Laurent INSEEC, Paris
Siew Meng Leong National University of Singapore
Richard J. Lutz University of Florida
Hans Mühlbacher International University of Monaco
Robert A. Peterson The University of Texas at Austin
Rik Pieters Tilburg University
Don E. Schultz Northwestern University
M. Joseph Sirgy Virginia Polytechnic Institute & State University
Jan-Benedict Steenkamp University of North Carolina at Chapel Hill
Michel Tuan Pham Columbia University
Pierre Valette-Florence University of Grenoble, IAE
Stijn M. J. van Osselaer Cornell University
W. Fred van Raaij Tilburg University
Luk Warlop Katholieke Universiteit Leuven and BI Norwegian Business School
Judy Zaichkowsky Simon Fraser University
Elizabeth Cowley is a Professor of Marketing and Associate Dean (Research) at the University of Sydney Business School. Elizabeth has an MBA from McGill University and a PhD from the University of Toronto.

Elizabeth’s research investigates memory, decision making, and deception. Her memory research focuses on motivated memory reconstruction which occurs when people distort their memory to justify their future behaviour. She also investigates how misleading information changes memory and affects consumer’s decisions.

More recently, she has focused on how and when consumers remember the lies they have told themselves, other consumers, and marketers. Elizabeth's research is published in the Journal of Consumer Research, the Journal of Consumer Psychology, the International Journal of Research in Marketing, the Journal of the Academy of Marketing Science, the Journal of Advertising, and the Journal of Business Research. She is a member of the editorial board of the Journal of Consumer Research and the International Journal of Research in Marketing, as well as being an OzReader for the Australian Research Council.

Margaret C. (Meg) Campbell is professor of marketing at the Leeds School of Business, University of Colorado Boulder. She has an A.B. in psychology and economics, with honors, from Stanford University and a Ph.D. in marketing at the Stanford Graduate School of Business.

Professor Campbell’s research focuses on questions of consumer psychology. She examines social influence in the marketplace, how consumers interpret the marketplace, and how their interpretations influence their responses to companies and brands. Her research has been published in a variety of journals including the Journal of Consumer Research, the Journal of Marketing Research, and the Personality and Social Psychology Bulletin.

Professor Campbell’s most recent publication, with Caleb Warren, asks, “what makes things cool?” This research examines what leads consumers to perceive brands and people, such as celebrities, as “cool.” This research proposes and provides strong empirical support that inferences of appropriate autonomy are crucial to perceptions of a brand as cool. Another current area of research focuses on consumers' goals and how environmental factors impact consumers' interpretation of their goal pursuit. Her research shows that people (for adults) and characters (for kids) can influence consumers’ consumption behaviors. Additionally, her research examines potential biases that impact goal pursuit.

Professor Campbell currently serves as an Associate Editor at the Journal of Marketing Research and served as an Associate Editor for the Journal of Consumer Research from 2011 – 2014. She is a member of the editorial review boards of the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Retailing, and the International Journal of Research in Marketing. She has co-chaired conferences for the Association for Consumer Research and the Society for Consumer Psychology.
Professor Dan Ariely is James B. Duke Professor of Psychology and Behavioral Economics at the Fuqua School of Business, Duke University. In addition to appointments at the Fuqua School of Business, the Center for Cognitive Neuroscience, the Department of Economics, and the School of Medicine at Duke University, Dan is also a founding member of the Center for Advanced Hindsight, and the author of the New York Times bestsellers Predictably Irrational, The Upside of Irrationality, and The Honest Truth About Dishonesty.
PARTICIPANTS

Christina ANTHONY
The University of Sydney Business School, Australia

Dan ARIELY
Duke University, The Fuqua School of Business, U.S.A.

Bénédicte B. BEQUAERT
ISC Paris Business School, France

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McDonough School of Business, U.S.A.

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Ipsos, Australia

Nel BRUNEE
KU Leuven, Belgium

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INSEAD, France

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Gerald GORN
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University of Queensland, Australia

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Maastricht University, The Netherlands

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Indian Institute of Management, India

Nevena KOUKOVA
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Columbia University, U.S.A.

Hilke PLASSMANN
INSEAD, France

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Ghent University, Belgium

Ali RAZA
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Pernille RYDEN
Copenhagen Business School, Denmark

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L. J. SHRUM
HEC Paris, France

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Remi TRUDEL
Boston University, U.S.A.

Mirjam TUK
Imperial College, London

Bram VAN DEN BERGH
Rotterdam School of Management, The Netherlands

Arianne VAN DER WAL
VU University Amsterdam, The Netherlands

Willemijn VAN DOLEN
University of Amsterdam Business School, The Netherlands
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Isabelle VAN GEET</td>
<td>KU Leuven, Belgium</td>
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<tr>
<td>Dorian VON FREYHOLD</td>
<td>The University of Queensland, Australia</td>
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<tr>
<td>Joachim VOSGERAU</td>
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<td>Liesbeth VRANCKEN</td>
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<td>Tingting WANG</td>
<td>Hong Kong University of Science and Technology, Hong Kong</td>
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<td>Luk WARLOP</td>
<td>KU Leuven, Belgium and BI Norwegian Business School</td>
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<tr>
<td>Bert WEIJTERS</td>
<td>Ghent University, Belgium</td>
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<tr>
<td>Carolina WERLE</td>
<td>Grenoble Ecole de Management, France</td>
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<tr>
<td>Klaus WERTENBROCH</td>
<td>INSEAD France</td>
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<tr>
<td>Ricky WILKE</td>
<td>Copenhagen Business School, Denmark</td>
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<tr>
<td>Judith ZAICHKOWSKY</td>
<td>Simon Fraser University Vancouver, Canada</td>
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## Program Overview

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<td>9:00 am</td>
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<td>Session 1.1</td>
<td>Session 1.2</td>
<td>Session 5.1</td>
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<td>Reducing Food</td>
<td>Goals &amp; Motivations</td>
<td>Culture</td>
<td>Gift &amp; Gift-Giving</td>
<td>For participants who wish :</td>
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<td>Trip to the Porquerolles Island (lunchbox on the island)</td>
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<td>Luncheon</td>
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<td>Departure Boat : 11:00 am – 17:00 pm</td>
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<td>Session 4</td>
<td>Session 8.1</td>
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<td>18:30</td>
<td>Opening get-</td>
<td>Wine tasting</td>
<td>Free time</td>
<td>Dinner on your</td>
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<td>Conference Dinner</td>
<td>Gala Aperitif</td>
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<td>and Dinner</td>
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<td>Time</td>
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<td>Session 1.2.</td>
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<td>Session Chair: Anne-Laure Sellier, HEC Paris</td>
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<td>A Change of Pace. Goal Gradients in Locomotor Behavior</td>
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<td>Carolina Werle, Grenoble Ecole de Management</td>
<td>Bram Van den Bergh, Erasmus University</td>
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<td>Diogo Hildebrand, Grenoble Ecole de Management</td>
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<td>Mia Birau, Grenoble Ecole de Management</td>
<td>Gaby Schellekens, Radboud University Nijmegen</td>
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<td>Jennifer Coelho, University of British Columbia</td>
<td>Iris Vermeir, Ghent University</td>
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<td>09:00-09:30</td>
<td>Pleasure as a Substitute For Size: How Multisensory Imagery Can Make People Happier With Smaller Food Portions</td>
<td>Debt Repayment Strategy and Consumer Motivation to Repay Debt</td>
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<td>Yann Cornil, INSEAD</td>
<td>Keri Kettle, University of Miami</td>
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<td>What Prevents Us From Seizing Attractive Deals? Unplanned Consumption, the Clock, and Us</td>
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<td>Daniel Mochon, Tulane University</td>
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<td>Josiase Maroba, Discovery Health</td>
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<td>Deepak Patel, Discovery Health</td>
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<td>Mid-morning coffee break</td>
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<tr>
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<td>10:30-11:00</td>
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<td>The Effect of Gender on Willingness to Lend to Friends</td>
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<td>David Dubois, INSEAD</td>
<td>Simon Quaschning, Ghent University</td>
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<td>Ayalla Ruvio, Michigan State University</td>
<td>Mario Pandelaere, Ghent University</td>
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<td>11:00-11:30</td>
<td>The Tree is Mine, The Forest isn’t: Ownership as Psychological Distance</td>
<td>Physically Fit Frontline Employees Increase Male Conspicuous Consumption</td>
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<td>Bart Claus, IÉSEG School of Management</td>
<td>Tobias Otterbring, Karlstad University</td>
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<td>Wouter Vanhouche, Lessius University College</td>
<td>Nancy J. Srianni, Northeastern University</td>
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<td>Siegfried Dewitte, Katholieke Universiteit Leuven</td>
<td>Christine Ringler, Rutgers University</td>
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<td></td>
<td>Luk Warlop, Katholieke Universiteit Leuven &amp; BI Oslo</td>
<td>Anders Gustafsson, Karlstad University</td>
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<td>11:30-12:00</td>
<td>The Effect of Greed on Absolute and Relative Thinking</td>
<td>Gender Cues and their Impact on Brand’s Warmth and Competence Perception</td>
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<td>Goedele Krekels, Ghent University</td>
<td>Alexandra Hess, University of Waikato</td>
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<td></td>
<td>Mario Pandelaere, Ghent University</td>
<td>Valentyna Melnyk, Massey University</td>
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<td>12:00-13:30</td>
<td>Buffet Luncheon</td>
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*POWER & GREED*

*Session Chair:* Goedele Krekels  
_Ghent University_

*GENDER EFFECTS*

*Session Chair:* Alexandra Hess  
_University of Waikato_
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<td>WEDNESDAY</td>
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<td>June 3rd</td>
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<tr>
<td>13:30-14:00</td>
<td><strong>AFFECT</strong>&lt;br&gt;Session Chair: Ali Faraji-Rad&lt;br&gt;Nanyang Technological University</td>
<td><strong>INTERPERSONAL INFLUENCE</strong>&lt;br&gt;Session Chair: Mirjam Tuk&lt;br&gt;Imperial College Business School</td>
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<td></td>
<td>The Lure of Large Assortments in Feeling-based Decisions</td>
<td>Negative with Friends, Positive with Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence</td>
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<td>Aylin Aydinli, VU University Amsterdam&lt;br&gt;Yangjie Gu, Tilburg University&lt;br&gt;Michel Tuan Pham, Columbia University</td>
<td>David Dubois, INSEAD&lt;br&gt;Andrea Bonezzi, New York University&lt;br&gt;Matteo De Angelis, LUISS</td>
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<td>14:00-14:30</td>
<td><strong>When Numbers Are Frightening: Effects of Message Framing on Judgments of Risk and Behavioral Intentions</strong></td>
<td><strong>You call it ‘Self-Exuberance,’ I call it ‘Bragging.’ Miscalibrated Predictions of Emotional Responses to Self-Promotion</strong></td>
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<td>Nevena Koukova, Lehigh University&lt;br&gt;Joydeep Srivastava, The University of Maryland College Park</td>
<td>Irene Scopelliti, City University London&lt;br&gt;George Loewenstein, Carnegie Mellon University&lt;br&gt;Joachim Vosgerau, Tilburg University</td>
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<td>14:30-15:00</td>
<td><strong>States of Uncertainty Increase the Reliance on Affect in Decisions</strong></td>
<td><strong>The Informational Value of Dissimilarity in Interpersonal Influence</strong></td>
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<td>Ali Faraji-Rad, Nanyang Technological University&lt;br&gt;Michel Tuan Pham, Columbia University</td>
<td>Mirjam Tuk, Imperial College Business School&lt;br&gt;Peeter W.J. Verlegh, VU University Amsterdam&lt;br&gt;Ale Smidts, Erasmus University&lt;br&gt;Daniel Wigboldus, Radboud University Nijmegen</td>
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<td>15:00-15:30</td>
<td><strong>Mid-afternoon coffee break</strong></td>
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<td>15:30-16:00</td>
<td><strong>Affect as an Ordinal System of Utility Assessment</strong></td>
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<td>Michel Tuan <strong>Pham</strong>, Columbia University</td>
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<td>Ali <strong>Faraji-Rad</strong>, Nanyang Technological University</td>
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<td>Olivier <strong>Toubia</strong>, Columbia University</td>
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<td>Leonard <strong>Lee</strong>, National University of Singapore</td>
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<td>16:00-16:30</td>
<td><strong>Pain of Paying — A Metaphor Gone Literal: Evidence from Neural and Behavioral Science</strong></td>
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<td>Nina <strong>Mazar</strong>, University of Toronto</td>
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<td>Hilke <strong>Plaßmann</strong>, INSEAD, INSERM and Ecole Normale Supérieure</td>
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<td>Nicole <strong>Robitaille</strong>, Queen’s University</td>
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<td>Axel <strong>Lindner</strong>, Hertie Institute for Clinical Brain Research</td>
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<td>16:30-17:00</td>
<td><strong>Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence</strong></td>
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<td>Yann <strong>Cornil</strong>, INSEAD</td>
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<td>Pierre <strong>Chandon</strong>, INSEAD</td>
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<td>Aradhna <strong>Krishna</strong>, University of Michigan</td>
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<td>17:00-18:30</td>
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<td>18:30 – 19:30</td>
<td><strong>Wine Tasting Session</strong></td>
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<td>19:45 – 22:00</td>
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| 09:00-09:30 | Lifestyle Values of Global Age Cohorts: A Means of Market Segmentation?  
Kapil Khandeparkar, Indian Institute of Management  
Rajesh Nanarpuzha, Indian Institute of Management | Righting a Wrong: Apology Gifts and the Pursuit of Forgiveness  
Cristina Anthony, The University of Sydney Business School  
Elizabeth Cowley, The University of Sydney Business School  
Adam Duchachek, Indiana University |
| 09:30-10:00 | On Being Open and Perceiving Novelty: The Impact of Open-Mindedness on Evaluations of Culturally Novel Service Providers  
Dorian von Freyhold, University of Queensland  
Hean Tat Keh, Monash University  
Nicole Hartley, University of Queensland | Gifting from the Closet: A Peek Inside the Process and Thought (fullness or lessness?)  
Thyra Uth Thomsen, Copenhagen Business School  
Judith Lynne Zaichkowsky, Simon Fraser University |
<p>| 10:00-10:30 | Mid-morning coffee break                      |                                               |</p>
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<tr>
<td>10:30-12:00</td>
<td><strong>Keynote Address:</strong></td>
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<td>“Some Experiments in Kenya”</td>
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<td>Dan Ariely</td>
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<td>The Fuqua School of Business, Duke University</td>
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<td>12:00-13:30</td>
<td>Buffet Lunch</td>
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| 13:30-14:00| BEING GREEN   | **Getting Consumers to Recycle NOW!:** Positive Effects of Cuteness on Prosocial Behavior  
Tingting Wang, The Hong Kong University of S & T  
Anirban Mukhopadhyay, The Hong Kong University of S & T  
Vanessa Patrick, University of Houston | ADVERTISING EFFECTS  
SESSION Chair: Janet Schwartz  
*Tulane University* | **Nudging to Increase Organ DonorRegistrations**  
Nicole Robitaille, Queens University  
Nina Mazar, University of Toronto  
Claire I. Tsai, University of Toronto |
| 14:00-14:30| **The Influence of Identity on Consumer Recycling Behavior**  
Remi Trudel, Boston University  
Jennifer Argo, University of Alberta  
Matthew Meng, Boston University | **The Overestimated Role of Relationship between Age and Attractiveness**  
Bénédicte Bequaert, ISC Paris Business School |  |
| 14:30-15:00| **Tuning-in to our Competitive Nature: How Gamification Increases Sustainable Behavior**  
Arianne van der Wal, VU University Amsterdam  
Femke van Horen, VU University Amsterdam  
Amir Grinstein, Ben-Gurion University of the Negev and VU University Amsterdam | **How much is a like worth? A field experiment with Facebook pages**  
Daniel Mochon, Tulane University  
Janet Schwartz, Tulane University  
Karen Johnson, Discovery Health  
Dan Ariely, Duke University |  |
<p>| 15:00-15:30|  | <strong>Mid-afternoon coffee break</strong> |  |  |</p>
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<td>15:30-16:00</td>
<td>% Off Always Beats % More: Helping consumers evaluate nominally equivalent percentage changes in costs and benefits</td>
<td>Bhavya Mohan, Harvard Business School</td>
<td>Brand Logo Shapes and Consumer Judgments</td>
<td>Yuwei Jiang, Hong Kong Polytechnic University</td>
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<td>Pierre Chandon, INSEAD</td>
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<td>Gerald Gorn, Hong Kong Polytechnic University</td>
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<td>Jason Riis, University of Pennsylvania</td>
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<td>Maria Galli, Universitat Pompeu Fabra</td>
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<td>Amitava Chattopadhyay, INSEAD and Institute on Asian Consumer Insight</td>
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<td>16:00-16:30</td>
<td>Why cheap isn’t the same as not expensive: Generic price terms and their negations</td>
<td>Bert Weijters, Ghent University</td>
<td>The Undesired Discounting Effect of Budget Brands</td>
<td>Alexander Henkel, Maastricht University School of Business and Economics</td>
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<td>Elke Cabooter, Université Catholique de Lille, IÉSEG</td>
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<td>Johannes Bögershausen, University of British Columbia</td>
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<td>Hans Baumgartner, The Pennsylvania State University</td>
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<td>Jos Lemmink, Maastricht University School of Business and Economics</td>
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<td>Kristof Geskens, Vlerick Business School</td>
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<td>16:30-17:00</td>
<td>Evidence and correction of cognitive bias in stated choice experiments</td>
<td>Pascal Bourgeat, Ipsos Australia</td>
<td>Clustered Category Structures Resulting from Sequential Product Categorization Tasks</td>
<td>Joseph Lajos, University of Lausanne</td>
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<td>Zsolt Katona, University of California</td>
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<td>Perrine Desmichel, University of Lausanne</td>
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<td>Bruno Kocher, University of Lausanne</td>
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<td>17:00–19:30</td>
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<td>19:30-22:00</td>
<td>Gala Aperitif and Dinner</td>
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Papers & Abstracts
PLEASANT VIEW: WHEN APPETIZING FOOD ADVERTISEMENTS SATIATE PLEASURE GOALS AND REDUCE UNHEALTHY FOOD CONSUMPTION

Carolina Werle, Grenoble Ecole de Management
Diogo Hildebrand, Grenoble Ecole de Management
Mia Birau, Grenoble Ecole de Management
Jennifer Coelho, University of British Columbia

Contrary to common sense, recent evidence indicates that exposure to appetizing unhealthy food may decrease its consumption. The present manuscript complements this stream of research by proposing a complementary mechanism underlying this ironic effect. Four studies demonstrate that consumption imagery of tasty yet unhealthy food reduces unhealthy food consumption because it satiates consumers’ motivation to enjoy a tasty food, liberating them to pursue the often competing goal of being fit and healthy. It also shows that these effects occur particularly when people are concerned with what they eat and, therefore, focus more on the pleasant consumption related sensations elicited by the advertisement. Reported findings not only enhance current understanding of the effect of sensory imagery on unhealthy food consumption, but also raise opportunities for future research.

PLEASURE AS A SUBSTITUTE FOR SIZE: HOW MULTISENSORY IMAGERY CAN MAKE PEOPLE HAPPIER WITH SMALLER FOOD PORTIONS

Yann Cornil, INSEAD
Pierre Chandon, INSEAD

In today’s research on overeating, pleasure is seen as the enemy that consumers need to sacrifice for health’s sake. Contrary to this view, the authors show that sensory pleasure can make people prefer smaller food portions and be good for business. In four experiments, they asked American and French adults and children to imagine vividly the taste, smell and oro-haptic sensations of three hedonic foods, prior to choosing a portion size of another hedonic food. Compared to a control condition, this “multisensory imagery” intervention neutralized the effect of hunger or dieting tendencies, and led hungry non-dieters (but not dieting or sated people) to choose smaller portions, expect more eating enjoyment, and be willing to pay more for their (smaller) portion. This occurred because it made people evaluate portions based on expected sensory pleasure, which actually peaks at the first bite, rather than on expected hunger satiation or on health considerations. In contrast, health-based interventions led people to choose a smaller portion than the one they expected to enjoy most — a hedonic cost for them and an economic cost for food marketers.

GAIN WITHOUT PAIN: THE EXTENDED EFFECTS OF A BEHAVIORAL HEALTH INTERVENTION

Daniel Mochon, Tulane University
Janet Schwartz, Tulane University
Josiase Maroba, Discovery Health
Deepak Patel, Discovery Health
Dan Ariely, Duke University

We examine the extended effects of an incentive-based behavioral health intervention that targeted self-control at the supermarket. While the intervention was successful in motivating better nutrition behavior, many theories predict that healthier behavior in one domain could lead to less healthy behavior in another. Such balancing behaviors are rarely examined in field studies, but are critical to advancing knowledge in both theory and practice. During the intervention, treatment group participants showed no evidence of compensating for healthier shopping by exercising less or forgoing other preventative health behaviors. In addition, there was no evidence of rebound effects where participants were less healthy once the incentives were removed. These results highlight the importance of examining the extended effects of field interventions, and offer some reassurance that unintended negative consequences of some interventions may be overstated.
A CHANGE OF PACE. GOAL GRADIENTS IN LOCOMOTOR BEHAVIOR

Bram Van den Bergh, Erasmus University, Rotterdam School of Management
Nico Heuvinck, Université Catholique de Lille, IESEG School of Management
Gaby Schellekens, Radboud University Nijmegen
Iris Vermeir, Ghent University

A series of field and lab studies indicates that the number of markers placed along a walking path affects walking speed. Consistent with a goal gradient account, we show that people are more motivated (i.e., walk faster) to reach a goal (i.e., the end of walking path) when they perceive themselves to be close to the goal (i.e., when fewer markers are placed along the path). This effect is attenuated when people are further from the goal, diminishes when the markers are unrelated to the goal and reverses when rate of progress, rather than goal proximity, is salient. Implications for theory and practice are discussed.

DEBT REPAYMENT STRATEGY AND CONSUMER MOTIVATION TO REPAY DEBT

Keri Kettle, University of Miami, School of Business Administration
Remi Trudel, Boston University, Questrom School of Business
Simon J. Blanchard, Georgetown University, McDonough School of Business
Gerald Haubl, University of Alberta, School of Business

This research examines how consumers’ motivation to pursue an overarching goal is affected by their selective pursuit of non-ordered subgoals. We investigate this question in a context that affects many consumers – the repayment of multiple debt accounts. Our key hypothesis is that paying down debt accounts sequentially (concentrating repayments on one account at a time) rather than simultaneously (spreading repayments out evenly across multiple accounts) leads consumers to infer greater progress toward the repayment of their overall debt which, in turn, enhances their motivation to repay their remaining debt. A large-scale field study of more than 5,000 indebted consumers reveals that the use of a more sequential strategy increases subsequent debt repayment success, and a laboratory experiment provides further evidence of the optimality of sequential subgoal pursuit. We also show that partial repayment of any one debt account is sufficient for the sequential strategy to enhance the motivation of indebted consumers.


Anne-Laure Sellier, HEC Paris
Tamar Avnet, Yeshiva University

Individuals vary in the way they schedule their daily tasks, including consumption tasks. Past research documented two scheduling styles that most individuals adopt: clock-time (where tasks are organized by an external clock) and event-time (where tasks are organized by the order of their completion). The present research fleshes out implications for consumer buying behavior of adopting either scheduling style by illustrating how the reliance on clock- versus event-time can markedly shape consumers’ reactions to unplanned consumption opportunities. In particular, we find that clock-time consumers value unexpected opportunities offering flexibility as to when they should be seized, while event-time consumers value unexpected opportunities offering immediate rather than delayed consumption benefits. Consequently, our research demonstrates that clock-time (vs. event-time) consumers are willing to pay a higher premium for coupons that can be redeemed in the future (as compared to using free coupons only valid immediately); are less willing to seize last-minute opportunities such as a free vacation; and are less sensitive to product seasonality. We discuss the value of this work for consumer research.
Session 2.1  Power & Greed  
Session Chair: Goedele Krekels, Ghent University

WHEN DO CONSUMERS PREFER TO LOOK LIKE A KING VS. FEEL LIKE A KING? POWER-INDUCED PREFERENCES FOR EXPERIENTIAL VS. MATERIAL LUXURY

David Dubois, INSEAD  
Ayalla Ruvio, Michigan State University

This research explores how power-induced shifts in consumers’ aspirations affect preference for luxury goods. First, we propose and test that a state of high power increases one’s intrinsic aspirations when purchasing luxury, relative to baseline and low-power states. In contrast, we propose a state low power increases one’s extrinsic aspirations when purchasing luxury, relative to baseline and highpower states. Consequently, high-power consumers might focus on luxury’s experiential benefits, but low-power consumers might focus on luxury’s material benefits. Second, we propose that feelings of stability of one’s power position moderate this effect: because instability reinforces a power holder’s motivation to signal one’s authority, we expect that under instability, high-power consumers’ preference will reverse: they will prefer material luxury over experiential luxury. In contrast, as instability reduces the powerless’ need to engage in compensatory signalling by opening the possibility that they might move up the hierarchy, we expect that low power consumers’ preference for material luxury over experiential luxury will reduce under instability. Three experiments test these hypotheses, and implications for status, power and luxury are discussed.

THE TREE IS MINE, THE FOREST ISN’T: OWNERSHIP AS PSYCHOLOGICAL DISTANCE

Bart Claus, IÉSEG School of Management  
Wouter Vanhouche, Lessius University College  
Siegfried Dewitte, Katholieke Universiteit Leuven  
Luk Warlop, Katholieke Universiteit Leuven & BI Oslo

Existing definitions propose that psychological ownership is an association between a person and an object, which helps to understand many of the effects related to ownership. Nevertheless, these definitions do not provide much information on the nature of this association, nor on whether and how an object is mentally processed differently when it is a possession. Building on Construal Level Theory, we find that possessions are mentally processed at a low construal level, in a concrete, focused, and detailed way (1), that ownership is interrelated with known dimensions of psychological distance (2), and that processing objects at low construal leads to the experience of psychological ownership over those objects. These results provide a new perspective on some well-known effects related to ownership.

THE EFFECT OF GREED ON ABSOLUTE AND RELATIVE THINKING

Goedele Krekels, Ghent University  
Mario Pandelaere, Ghent University

In this paper, we focus on two specific thinking styles that explain choice behavior: absolute versus relative thinking. Research has mainly examined the overall prevalence of these thinking styles, showing that relative thinking often dominates absolute thinking in economic decision making. However less effort has been conducted to investigate what situational or personal influences trigger these different processing styles. In this paper we focus on dispositional greed as one type of individual difference variable that relates to thinking style. In three studies we show that greedy people exhibit a more absolute thinking style whereas non-greedy people display a more relative thinking style. Furthermore, this difference in thinking style is explained by a difference in diminishing utility. Finally, greedy people do not necessarily make better decisions; in fact, in certain situations their absolute thinking leads them to make suboptimal decisions compared to non-greedy relative thinkers.
THE EFFECT OF GENDER ON WILLINGNESS TO LEND TO FRIENDS

Simon Quaschning, Ghent University
Mario Pandelaere, Ghent University

When investigating the role of money in social relationships, gender is a very relevant factor. The current research investigates gender differences when people are lending money to friends. While there is a significant amount of research arguing that women are generally more helpful and altruistic, the findings of two experiments show that females are not necessarily more generous to their friends than males. Instead, drawing on the agency-communion theory, the current research shows that men and women are driven by different motivations. Women will lend out of a motivation for social harmony (communal goal), while men strive for status in a friendship (agentic goal). Consequently, consistent with communal concerns for fairness and responsibility, women lend more to their friends than men when the money is needed for a utilitarian and, hence, more important purpose (Experiment 1). Contrary, women lend less when a high risk of not getting the money back could hurt the friendship. Women’s concern for maintaining harmony in the friendship further supports our agentic versus communal goal explanation (Experiment 2).

GENDER CUES AND THEIR IMPACT ON BRAND’S WARMTH AND COMPETENCE PERCEPTION

Alexandra Hess, University of Waikato, Waikato Management School
Valentyna Melnyk, Massey University

Research shows that perceptions of warmth and competence of a brand lead to a positive deviation in consumer behavior. At the same time, consumers attempt to resist persuasion attempts which may influence their brand perceptions. Our research demonstrates, for the first time, how and why subtle gender cues influence a brand’s perceived warmth and competence and subsequent purchase likelihood. Across two studies we demonstrate that gender cues activate gender-stereotypical knowledge of warmth and competence, which spills over to the brand, and identify conditions for those gender cues to affect consumer perception. Namely, in the presence of a high competence cue, feminine gender cues enhance a brand’s perceived warmth and subsequent purchase likelihood; while masculine cues backfire by decreasing purchase likelihood, a finding that contradicts common management practice. In contrast, in the presence of a low competence cue, masculine gender cues enhance perceived brand competence and purchase likelihood, while feminine cues lower purchase likelihood. Given the amount of gender cues that people encounter in every day consumer situations, this research has significant implications for package design, advertising and branding.

PHYSICALLY FIT FRONTLINE EMPLOYEES INCREASE MALE CONSPICUOUS CONSUMPTION

Tobias Otterbring, Karlstad University, Service Research Center
Nancy J. Sirianni, Northeastern University
Christine Ringler, Rutgers University, Rutgers Business School
Anders Gustafsson, Karlstad University, Service Research Center

This research shows that physically dominant (athletic-looking, fit) male employees increase male conspicuous consumption. Study 1 illustrates that both men and women believe that such employees should have a stronger positive impact on female customers’ purchase behavior. Using customer receipt data, Study 2 demonstrates that this lay theory is directly contradictory to customers’ actual purchase behavior: The presence (versus absence) of a physically dominant male employee increases money spent in-store for male customers, but decreases the amount spent for female customers. This effect occurs despite significantly less positive affect among male customers and primarily influences the type, rather than the number, of products purchased; with male customers buying more expensive products. Study 3 shows that the effect is mitigated if the employee is physically non-dominant, and only occurs for conspicuous, but not inconspicuous, items. Study 4 rules out physical attractiveness as a competing explanation for the results. Finally, using eye tracking in an actual field setting, Study 5 shows that male customers pay significantly more visual attention compared with female customers toward the bodily appearance of a physically dominant male employee, thus providing process evidence justifying why male customers’ consumption patterns are more strongly influenced by such an employee.
THE LURE OF LARGE ASSORTMENTS IN FEELING-BASED DECISIONS

Aylin Aydinli, VU University Amsterdam
Yangjie Gu, Tilburg University
Michel Tuan Pham, Columbia University

A critical but complex decision that most marketers face is determining the optimal size of their product assortments. To help inform this decision, the present research probes more deeply into consumers’ generally assumed preference for larger assortments. We propose that the lure of larger assortments depends on the decision process that consumers are likely to follow. In particular, consumers’ attraction toward larger assortments is more pronounced when the purchase decision is likely to be based on feelings. Consistent with this proposition, results from four studies show that consumers’ relative attraction toward larger assortments is stronger for products that are rich in affective content rather than poor in affective content and when consumers have higher trust in their feelings rather than lower trust in their feelings. This effect, which transpires in both explicit and implicit measures of assortment evaluations, appears to be due to consumers adopting a more expansive, exploratory mindset in decisions guided by their feelings. The effect dissipates when the product is aversive. Marketing implications are discussed.

WHEN NUMBERS ARE FRIGHTENING: EFFECTS OF MESSAGE FRAMING ON JUDGMENTS OF RISK AND BEHAVIORAL INTENTIONS

Nevena Koukova, Lehigh University
Joydeep Srivastava, The University of Maryland College Park

In six studies we demonstrate that numerical framing may cause consumers to respond differentially to equivalent descriptions of the same of risk and performance information. Specifically, frequency presentations increase risk-reducing behaviors and decrease purchase intentions relative to equivalent percentage presentations for negatively framed attributes; however, the effect does not hold positively framed attributes. We investigate the underlying process and show that when the impact information is presented as a negative relative frequency respondents exhibit higher negative affect, resulting in higher perceived risk and lower likelihood to buy the product. We also demonstrate that the differential effect of negative relative frequency framing could be eliminated by displaying the impact information both numerically and graphically.

STATES OF UNCERTAINTY INCREASE THE RELIANCE ON AFFECT IN DECISIONS

Ali Faraji-Rad, Nanyang Technological University
Michel Tuan Pham, Columbia University

Although uncertainty is a pervasive aspect of consumers’ lives, consumer research has paid very little attention to how states of uncertainty affect consumers’ judgments and decisions. This research examines how incidental states of uncertainty determine the way consumers make decisions. We propose that incidental states of uncertainty tend to increase the reliance on affective feelings in decisions. Consistent with this proposition, across three studies we find that: (a) the priming of uncertainty increases people’s preference for options that are affectively superior over options that are functionally superior; (b) the priming of uncertainty increases the influence of momentary feelings on behavioral intentions; and (c) both positive and negative uncertainty increase the reliance on affect in decisions. Interestingly, people’s intuition about the effect of uncertainty on the reliance on affect is the opposite of what the studies show: people believe that situations of uncertainty would decrease their reliance on affect in decisions. Consistent with recent calls for more phenomena-based consumer research, our studies focus on documenting the phenomenon itself, rather than on demonstrating its precise process explanation. However, tentative explanations of the phenomenon are proposed. Implications for consumer decision research and research on affect and decision making are also discussed.
NEGATIVE WITH FRIENDS, POSITIVE WITH STRANGERS: HOW INTERPERSONAL CLOSENESS INFLUENCES WORD-OF-MOUTH VALENCE

David Dubois, INSEAD
Andrea Bonezzi, New York University, Stern School of Business
Matteo De Angelis, LUISS

This project examines how interpersonal closeness between consumers affects the sharing of valenced word-of-mouth (WOM). We propose that communicating to a close other fosters a tendency to share negative information, whereas communicating to a distant other fosters a tendency to share positive information. We argue these tendencies occur because communicating to a close other activates an interdependent self-construal, whereas communicating to a distant other activates an independent self-construal. In turn, an independent self-construal activates a motive to enhance the self that makes consumers more likely to share positive rather than negative information. In contrast, an interdependent self-construal activates a motive to protect others that makes consumers more likely to share negative rather than positive information. Four experiments provide systematic evidence for the basic effect as well as for the underlying role of self-construal. Implications for our understanding of how WOM spreads within social networks are discussed.

YOU CALL IT ‘SELF-EXUBERANCE,’ I CALL IT ‘BRAGGING.’ MISCALIBRATED PREDICTIONS OF EMOTIONAL RESPONSES TO SELF-PROMOTION

Irene Scopelliti, City University London, Cass Business School
George Loewenstein, Carnegie Mellon University
Joachim Vosgerau, Tilburg University

People engage in self-promotional behavior because they want others to hold favorable images of them. Self-promotion, however, entails a tradeoff between conveying one’s positive attributes and being seen as bragging. We propose that people get this tradeoff wrong because they erroneously project their own feelings onto their interaction partners. As a consequence, people overestimate the extent to which recipients of their self-promotion will feel proud of and happy for them, and underestimate the extent to which recipients will feel annoyed (Experiment 1 and 2). Because people tend to self-promote excessively when trying to make a favorable impression on others, such efforts often backfire, causing targets of the self-promoter as less likeable and as a braggart (Experiment 3).

THE INFORMATIONAL VALUE OF DISSIMILARITY IN INTERPERSONAL INFLUENCE

Mirjam Tuk, Imperial College Business School
Peeter W.J. Verlegh, VU University Amsterdam
Ale Smidts, Erasmus University, Rotterdam School of Management
Daniel Wigboldus, Radboud University Nijmegen

Previous research has extensively investigated the impact of similarity on persuasion effectiveness, but much less is known about the precise impact of dissimilarity. Contrary to the general assumption that opinions from dissimilar advisors are discounted, we argue that consumers may use dissimilarity on one dimension as information to infer more general dissimilarity on unrelated dimensions, including in the persuasion domain. Consequently, consumers contrast their opinions and choices away from those of dissimilar advisors. In three studies, we find that consumers are more inclined to choose the non-recommended rather than the recommended option and form more positive (negative) attitudes after a negative (positive) recommendation from a dissimilar advisor. We provide evidence for an information-based, cognitive process as the underlying mechanism and rule out alternative explanations based on more affective or motivational processes. Specifically, we show that the differentiation tendencies diminish when objective information is added to the recommendation and are more prevalent when consumers are in a rational (as compared to an intuitive) mindset. The current findings have important theoretical and practical implications for the persuasion domain, as the recommendations from dissimilar advisors are not less effective, but result in preferences and attitudes that are opposite from the recommendation.
AFFECT AS AN ORDINAL SYSTEM OF UTILITY ASSESSMENT

Michel Tuan Pham, Columbia University
Ali Faraji-Rad, Nanyang Technological University
Olivier Toubia, Columbia University
Leonard Lee, National University of Singapore, NUS Business School

Is the perceived value of things an absolute measurable quantity associated with each object, as in economists’ notion of “cardinal utility,” or a relative assessment of the various objects being evaluated, as in economists’ notion of “ordinal utility”? This paper suggests that the answer depends in part upon which judgment system underlies the evaluation. We propose that the affective system of judgment is inherently more ordinal (less cardinal) than the cognitive system. That is, the affective system is designed to perform evaluations in a manner that is inherently more comparative than the cognitive system, focusing more on the relative ranking of various alternatives rather than their assessment in absolute terms. The inherent ordinality of the affective system may be linked to its distant evolutionary roots. Results from three studies provide converging support for this general proposition, which helps explain a variety of findings in the judgment and decision-making literature.

PAIN OF PAYING — A METAPHOR GONE LITERAL: EVIDENCE FROM NEURAL AND BEHAVIORAL SCIENCE

Nina Mazar, University of Toronto, Rotman School of Management
Hilke Plassmann, INSEAD, INSERM and Ecole Normale Supérieure
Nicole Robitaille, Queen’s University, Queen’s School of Business
Axel Lindner, Hertie Institute for Clinical Brain Research, Department of Cognitive Neurology

How do individuals perceive paying for goods? Standard economic theories assume an analytical process in which consumers consider the opportunity costs of the purchase. However, recent behavioral economic theories of purchases suggest an additional hedonic process underlying the act of paying—that is, that individuals also experience an immediate displeasure of paying. We investigated this idea in three incentive-compatible experiments. First, we conducted a brain imaging study, which suggested that there exists a displeasure of paying akin to a higher-order, affective pain. Building on this result, we next facilitated the perception of affective pain through conceptual priming, which decreased subjects’ willingness to pay (WTP). Finally, misattributions of pain perception to placebo drugs increased versus decreased subjects’ WTP in case of affective pain enhancers versus pain relievers, respectively. In contrast, manipulations of somatosensory pain perception did not alter the WTP in the latter two experiments. Thus, the “pain of paying” is not just a metaphor or a mere analytical process as standard economic theories suggest; it is an actual affective experience.

EXPECTANCY EFFECTS OF MIXING ALCOHOL AND ENERGY DRINKS: HOW COCKTAIL LABELING IMPACTS SUBJECTIVE INTOXICATION, RISK-TAKING, SEXUAL AGGRESSIVENESS AND SELF-CONFIDENCE

Yann Cornil, INSEAD
Pierre Chandon, INSEAD
Aradhna Krishna, University of Michigan, The Ross School of Business

The increasing consumption of Alcohol Mixed with Energy Drinks (AMED) and its association with risky and aggressive behaviors raise major public health and safety concerns. While pharmacological evidence about the causal effects of AMED consumption is inconclusive, we investigate the role of expectancies. We show that young males feel drunker after consuming the same AMED drink when it is described as a “vodka-Red Bull cocktail” vs. an “exotic fruits cocktail”. Perceived intoxication in turn makes them take more risks in a gambling task and become more sexually aggressive and self-confident yet less likely to drink and drive. These expectancy effects are stronger among people with strong beliefs that energy drinks boost alcohol intoxication and with limited past intoxication experience. Our results contribute to consumer research on the sensory and behavioral responses to marketing expectations. They also suggest that public authorities should take into account the adverse effects of AMED consumption through expectancy effects generated by labels.
LIFESTYLE VALUES OF GLOBAL AGE COHORTS: A MEANS OF MARKET SEGMENTATION?

Kapil Khandeparkar, Indian Institute of Management
Rajesh Nanarpuzha, Indian Institute of Management

The importance of lifestyle values has been established in previous research. Lifestyle values have also found favour within the practitioner community in terms of their application. However, no study thus far has attempted to explore how lifestyle values map within and across age cohorts globally. In this study, the authors make use of the World Values Survey (WVS) data to study 13 lifestyle values across 48 different countries. At an aggregate level, this study provides support to the hypothesis that lifestyle values converge within global age cohorts and diverge across global age cohorts – a critical requirement for a valid segmentation variable. It is proposed, therefore, that a combination of age and lifestyle values could be a valid and useful segmentation variable for international marketers.

ON BEING OPEN AND PERCEIVING NOVELTY: THE IMPACT OF OPEN-MINDEDNESS ON EVALUATIONS OF CULTURALLY NOVEL SERVICE PROVIDERS

Dorian von Freyhold, University of Queensland, UQ Business School
Hean Tat Keh, Monash University, Faculty of Business and Economics
Nicole Hartley, University of Queensland, UQ Business School

Given the inexorable forces of globalization and multiculturalism, it has become common place for individuals to master cultural art forms that are not part of their own cultural background. Surprisingly, the literature has not examined how consumers perceive such culturally ‘novel’ service providers. This research investigates consumer responses to culturally novel providers through the lens of the Big Five personality trait of Openness to Experience (OTE). We found that, all else being equal, individuals who are experientially open prefer culturally novel service providers (e.g. Chinese teacher of Spanish language), whilst those who are experientially closed prefer culturally congruent service providers (e.g. Spanish teacher of Spanish language).
RIGHTING A WRONG: APOLOGY GIFTS AND THE PURSUIT OF FORGIVENESS

Cristina Anthony, The University of Sydney Business School
Elizabeth Cowley, The University of Sydney Business School
Adam Duchachek, Indiana University, The Kelley School of Business

Consumers often offer gifts when apologizing for an interpersonal transgression. However, little is currently known about whether certain types of apology gifts may be more effective in facilitating the victim’s efforts to cope with the transgression and, ultimately, promoting forgiveness. For example, are flowers the best way to say sorry as common practice might suggest? Or could such gifts negatively impact the chances of repairing the relationship? Across a series of experimental studies, the results reveal that because victims with an approach-based coping strategy require time to reflect on the situation to prevent its future reoccurrence, they prefer to postpone apology gift consumption and favor apology gifts offering delayed consumption benefits. In which case, flowers may impede the forgiveness process. In contrast, victims with an avoidance-based coping strategy prefer to immediately consume a gift and favor apology gifts offering instant consumption benefits as this serves as an effective temporary distraction to forget about the incident. This work offers new insights on the interplay of coping and forgiveness, and provides the first evidence that a temporal match between the victims coping strategy and the consumption benefits of the apology gift is essential to satisfying relationship repair goals.

GIFTING FROM THE CLOSET: A PEEK INSIDE THE PROCESS AND THOUGHT (FULLNESS OR LESSNESS?)

Thyra Uth Thomsen, Copenhagen Business School
Judith Lynne Zaichkowsky, Simon Fraser University, Beedie School of Business

This study is an exploratory investigation of an under-researched behavior that may precede gift giving; that is gift storage. Traditionally, gift giving models rest on the premise that gift givers buy gifts for certain recipients on certain occasions. Our journey into gift storage, however, allows us to study gift giving practices that are initially acquisition-less, recipient-less, and/or occasion-less. Based on a convenience sample with 111 completed responses, the main functions and motivations for gift storage are described. Moreover, based on a free elicitation process of gift closet attributes, we give a first account of the symbolic meanings that gift storage is embedded in. According to gift closet owners, the main purpose of gift closets are convenience, thrift and to have a place for surplus or shopping items. While it makes sense to some consumers to prepare for future gift giving occasions by stockpiling items in gift closets, our results also indicate that it may affect the symbolic value of the gift and, ultimately, the development of social ties.
“Some Experiments in Kenya”

Dan Ariely,
The Fuqua School of Business
Duke University
Thursday, June 4th, 2015 (13h30-15h00)
Room 1
Session 7.1 Being Green
Session Chair: Arianne van der Wal, VU University Amsterdam

GETTING CONSUMERS TO RECYCLE NOW!: POSITIVE EFFECTS OF CUTENESS ON PROSOCIAL BEHAVIOR

Tingting Wang, The Hong Kong University of Science and Technology
Anirban Mukhopadhyay, The Hong Kong University of Science and Technology
Vanessa Patrick, University of Houston, Bauer College of Business

Cuteness is widely prevalent in conservation appeals. For example, the World Wide Fund for Nature frequently uses images of cute animals in its fundraising campaigns. Yet there is little empirical support that cuteness as a solicitation strategy actually does enhance prosocial motivation, and no research that has investigated the mechanism. Moreover, it is unclear what donor profiles are most likely to be responsive to such solicitation strategies. This research investigates whether, and why, cuteness elicits prosocial behaviors, and identifies a specific personality characteristic that regulates these responses. We propose and find that individual differences in approach motivational orientation (i.e., BAS, Carver & White, 1994) moderate the prosocial motivations elicited by cuteness. In a large-scale field study conducted over three months at multiple locations, we find that people recycle more at bins that feature cute visuals and active (high-BAS) messages, compared to bins featuring cute visuals with passive (low-BAS) messages. A lab experiment then demonstrates that consumers high (vs. low) in BAS react more favorably to charitable appeals featuring cuteness, and this effect is mediated by the elicited tenderness. These findings contribute to the understanding of cuteness, human motivation, and emotion in consumer behavior.

THE INFLUENCE OF IDENTITY ON CONSUMER RECYCLING BEHAVIOR

Remi Trudel, Boston University, Questrom School of Business
Jennifer Argo, University of Alberta
Matthew Meng, Boston University, Questrom School of Business

To date, the majority of research that has investigated consumer disposal decisions and recycling behaviour has primarily focused on the influence of individual-related characteristics and the efficacy of different promotional-related strategies. The present research explores the role of product meaning and identity in disposal decisions. More specifically, across five studies that use various social identities and product categories we find that a product is more likely to be recycled (as compared to thrown in the trash) when it is linked to a relevant consumer identity as compared to irrelevant or no identity. Further, we demonstrate that the extent to which a product possesses an aspect of a consumer’s social identity influences how much consumers value the product and the degree to which throwing the product in the trash represents a threat to the consumer’s self.

TUNING-IN TO OUR COMPETITIVE NATURE: HOW GAMIFICATION INCREASES SUSTAINABLE BEHAVIOR

Arianne van der Wal, VU University Amsterdam
Femke van Horen, VU University Amsterdam
Amir Grinstein, Ben-Gurion University of the Negev and VU University Amsterdam

The need to enhance people’s environmental behavior is of paramount importance nowadays. Still, prior research consistently reveals a gap between people’s intentions to act sustainably and their actual behavior. By applying an evolutionary theory perspective and focusing on people’s innate and instinctive motivations, the current research shows that tuning-in to humans’ competitive nature can help increase sustainable behavior. Across a preliminary field study and three experiments, we investigate the usefulness of gamification—a form of competitive behavior—as a sustainable marketing strategy to promote sustainable behavior. In addition, we look into the moderating role of social value orientation (SVO) that distinguishes between pro-socials and pro-selves. Results show that using gamification as a sustainable marketing strategy is beneficial to enhance sustainable behavior (study 1). Additionally, both pro-socials and pro-selves respond positively to a sustainable game, whereas only pro-selves respond positively to a non-sustainable, self-interest (leadership) game (experimental study 2). Hence, gamification for a social cause is more effective than for a self-interest cause. Moreover, the motivation of pro-selves is driven by relative status benefits, whereas prosocials’ motivation is driven by environmental benefits (experimental study 3). Overall, the findings provide implications for governments and organizations that wish to promote sustainable (consumer) behavior.
NUDGING TO INCREASE ORGAN DONOR REGISTRATIONS

Nicole Robitaille, Queens University, Queen’s School of Business
Nina Mazar, University of Toronto, Rotman School of Management
Claire I. Tsai, University of Toronto, Rotman School of Management

Current statistics on organ and tissue donation in North America point to an ever-increasing demand yet inadequate supply of available organ and tissue donors, with the gap only continuing to widen. One way to address this growing demand for transplantable organs is to increase the number of individuals who register their consent to become a donor. In this paper the authors report on a field experiment with over 10,000 observations in which they apply behavioral science to nudge individuals to register their consent as organ and tissue donors by examining three simple and low-cost interventions: simplification, information, and nudge statements. Their results contribute to our understanding of how to motivate individuals to act for the greater good by demonstrating that: 1) providing more information to satisfy the due diligence heuristic and 2) promoting cognitive perspective taking both significantly increased organ and tissue donor registrations, each more than doubling an individual’s likelihood of registering. The manuscript concludes with a discussion of the theoretical contributions and the practical implications of the presented findings.

THE OVERESTIMATED ROLE OF RELATIONSHIP BETWEEN AGE AND ATTRACTIVENESS

Bénédicte Bequaert, ISC Paris Business School

Consumer brands are reluctant to use older advertising models to address senior consumers because they are worried about the negative effects on their other targets. Research confirms the existence of such a risk, emphasizing the negative relationship between the age of advertising models and assessment of their attractiveness. This paper specifically focuses on the effects of advertisements using older models on the evaluation of brands by consumers who are not targeted by the advertising message. An experiment conducted on 195 young women for two product categories (food and cosmetics) shows, firstly, that the relationship between the age and attractiveness of the model is not fixed and, secondly, that it has no negative effect on the assessment of the brand. These findings are directly usable by advertising agencies and by consumer brands seeking solutions for addressing seniors.

HOW MUCH IS A LIKE WORTH? A FIELD EXPERIMENT WITH FACEBOOK PAGES

Daniel Mochon, Tulane University
Janet Schwartz, Tulane University
Karen Johnson, Discovery Health
Dan Ariely, Duke University

Despite the tremendous resources devoted to marketing on Facebook, little is known about its impact on actual consumer behavior. Do Facebook ‘likes’ translate into more valuable customers, or does Facebook have little effect on behavior, in spite of its popularity among marketers? This question has been difficult to answer because of the selection involved in who likes a company’s Facebook page. Here, we present a simple method for measuring the value of Facebook likes and apply it to one company’s Facebook page. We find that likes are easy to acquire, and that these can influence real world consumer choices. However, our results also suggest that because of Facebook’s strict content filter, it is often necessary to pay to reach enough followers to have a measurable effect on behavior. Thus, while Facebook likes are valuable, their impact is not free.
Session 8.1  
**Price Perception**  
Session Chair: Pascal Bourgeat, Ipsos Australia

"% OFF" ALWAYS BEATS "% MORE": HELPING CONSUMERS EVALUATE NOMINALLY EQUIVALENT PERCENTAGE CHANGES IN COSTS AND BENEFITS

Bhavya Mohan, Harvard Business School  
Pierre Chandon, INSEAD  
Jason Riis, University of Pennsylvania, Wharton School

Marketing offers that are framed as a —percentage change in consumer cost vs. benefit can have highly non-linear impacts in terms of actual value for consumers. Even though two offers might appear identical, we show that consumers are better off choosing the offer framed as a percentage cost change over one framed as the opposite percentage benefit change, regardless of whether the net result is a gain (e.g., 50% less cost is better than 50% more benefit) or a loss (e.g., 50% less benefit is worse than 50% more cost) and regardless of whether costs or benefits are in the nominator or denominator of the standard rate (cost/benefit or benefit/cost). Three lab studies and one field experiment show that a majority of consumers (and particularly those with low numeracy) fail to accurately recognize the superiority of percentage cost changes over percentage benefit changes across various tasks and contexts. Even highly numerate consumers are prone to error. However, the provision of salient standard rates can reduce consumer error.

WHY CHEAP ISN'T THE SAME AS NOT EXPENSIVE: GENERIC PRICE TERMS AND THEIR NEGATIONS

Bert Weijters, Ghent University  
Elke Cabooter, Université Catholique de Lille, IÉSEG  
Hans Baumgartner, The Pennsylvania State University  
Kristof Geskens, Vlerick Business School

Generic price terms such as cheap, not expensive, not cheap, and expensive are used frequently in marketing, but little is known about how consumers interpret them. In this research we demonstrate that, in general, not cheap is equivalent to expensive, whereas not expensive is associated with higher prices than cheap. This asymmetry is due to the fact that consumers generally desire lower prices and that the negation of a positive adjective (i.e. not cheap) has negative valence, whereas the negation of a negative adjective (i.e. not expensive) is more neutral in valence. However, when higher prices are desired, the asymmetry is reversed and not expensive is equivalent to cheap, whereas not cheap is associated with a lower price than expensive. We also present evidence that cheap has additional associations with lower quality, which may counter the positive effect of lower price perceptions linked to the term cheap.

EVIDENCE AND CORRECTION OF COGNITIVE BIAS IN STATED CHOICE EXPERIMENTS

Pascal Bourgeat, Ipsos Australia

Experiments such as stated preference/choice experiments using multiple choice tasks per subject from factorial or ‘conjoint’ designs may impact the behavior that they are intended to capture. These experiments may create their own cognitive biases and effects, distort parameter estimates of utility functions and lead to poor external validity when confronted to the behavior of agents in real-life market or public policy environments. This paper highlights four biases and effects (attention effect, status quo bias, focusing effect and reference-point effect) encountered in stated choice experiment studies conducted in consumer product and service markets. In particular, the paper highlights the conditions under which these effects arise, and how they can be controlled for or adjusted.
BRAND LOGO SHAPES AND CONSUMER JUDGMENTS

Yuwei Jia, Hong Kong Polytechnic University
Gerald Gorn, Hong Kong Polytechnic University
Maria Galli, Universitat Pompeu Fabra, Barcelona School of Management
Amitava Chattopadhyay, INSEAD and Institute on Asian Consumer Insight

A brand logo is an important component of a company’s identity. Four experiments document that the mere circularity and angularity of a brand logo is powerful enough to affect perceptions of the physical characteristics of a product - in this research, a shoe's perceived comfortableness and durability. Support is obtained for the underlying mechanism being one of people mentally simulating interacting with the product that they are exposed to in an ad. We show that if the capacity to simulate is limited by either visual working memory being constrained by irrelevant visual imagery, or longterm memory associations being insufficient because of a lack of familiarity with the product domain, there are no logo shape effects on brand attribute perceptions. Finally, an examination of the relationship between logo shape inferences and product positioning in an ad finds that logo shape inferences induce more favorable attitudes, and a greater willingness to pay, if they match vs. don’t match the way the product is positioned in the ad.

THE UNDESIRED DISCOUNTING EFFECT OF BUDGET BRANDS

Alexander Henkel, Maastricht University School of Business and Economics
Johannes Bögershausen, University of British Columbia
Jos Lemmink, Maastricht University School of Business and Economics

Brands define consumers’ lives. No matter what consumption decision they take, consumers are exposed to brands that exert their influence on consumer behavior in conscious and subconscious ways. We suggest that the fundamental brand positioning decision of low-cost versus differentiation primes consumers to dehumanize employees associated with that brand. Such dehumanization can negatively unfold in customer-employee interactions through denying the denying social behavior and encouraging uncivil behavior. The underlying process we propose is the activation of a market pricing mindset which leads consumers to perceive a budget brand’s employee as merely another element in the input-output equation, rather than a human being. In two experimental studies (N=388) we show that consumers primed with a budget brand are more likely to dehumanize a person presented as an employee of that brand versus the same person presented as an employee of an up-market brand versus that person presented as a civilian.

CLUSTERED CATEGORY STRUCTURES RESULTING FROM SEQUENTIAL PRODUCT CATEGORIZATION TASKS

Joseph Lajos, University of Lausanne, HEC
Zsolt Katona, University of California, Haas School of Business
Perrine Desmichel, University of Lausanne, HEC
Bruno Kocher, University of Lausanne, HEC

We study sequential categorization processes and test hypotheses about the overall form of the category structures that emerge from these processes. We find that when consumers develop category structures sequentially, as they typically do when adding each new product that they encounter to an existing structure, these structures tend to have a non-uniform, clustered shape with characteristics that have been regularly observed in mathematical research on non-random networks. We argue that by recognizing the regularities in this process marketing managers can better understand how their new products are likely to fit within consumers’ existing category structures and craft marketing strategies that will optimize their performance within this context.
CONFERENCE VENUE MAP
LOCATION LA LONDE

(5 minutes walking distance to the Mediterranean Sea)
The Aix-Marseille Graduate School of Management – IAE, a key element within AMU, maintains its leading position, as the top French Graduate School of Management in the public university system. Founded in 1955, accredited by EQUIS and AMBA, the IAE Aix-Marseille is the only French public institution ranked in the prestigious Financial Times.

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