



CBSIG 24

PROFESSIONAL PROGRAM

July 1-3 | Vienna



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Welcome to AMA CBSIG 2024 in Vienna

WU Vienna and the AMA CBSIG are thrilled to host you for the second boutique CBSIG conference in Vienna!

The Consumer Behavior Special Interest Group of the American Marketing Association (AMA CBSIG) provides opportunities for professional knowledge development, community building, and thought leadership by examining and educating on topics relevant to issues faced by today's practicing marketers.

We have crafted an extraordinary program that not only fosters the exchange of cutting-edge research but also delivers the unparalleled experience of Vienna, crowned as the most magnificent city in the world!

We are very much looking forward to your research talks, vibrant discussions, and an amazing time together!

Your

Organizing Team



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WU Vienna



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Conference Theme

The “Why” Matters: The Imperative to Understand Consumer Behavior in a Data-Driven World

In an increasingly data-driven world that prioritizes predictive and generative models, it has become more crucial than ever to focus on and to understand the psychological mechanisms that explain and drive consumer behavior. Indeed, consumers today are routinely exposed to individualized recommendations generated by predictive models – e.g., which product to buy, which advertisement to click on, or which social media post to like. Furthermore, technologies such as ChatGPT have brought the collective knowledge of the entire internet to our fingertips. These technological advances provide novel ways to collect, analyze, and visualize data to generate consumer insights.

However, despite the apparent benefits of these technologies for companies and researchers, large generative and predictive models remain black boxes, and their outputs (what most likely happens) do not necessarily translate into a true understanding of consumer behavior (why it happens). The contribution of consumer research to these challenges ought to be not only documenting what consumers do, but also understanding why consumers behave the way they do and why this matters for marketing managers. Therefore, there is a clear imperative to better understand consumer behavior in today’s data-driven world.

To this end, we welcome diverse discussions focusing on practically and managerially relevant insights on consumer behavior.

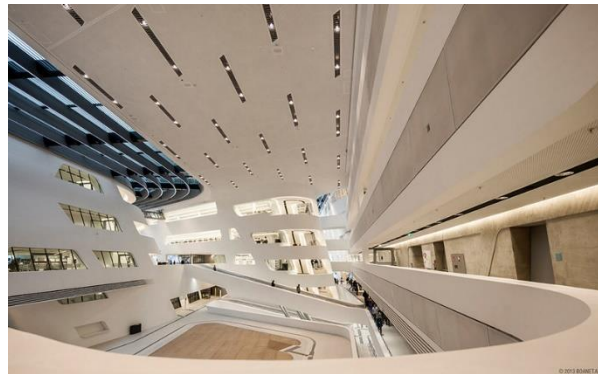
Program at a Glance

MONDAY, JULY 1	
Time	
6:00 pm - 9:30 pm	Welcome Reception and Opening Remarks Rooftop of the Justice Palace, Schmerlingplatz 10, 1010 Vienna

TUESDAY, JULY 2							
Time	WU Campus Learning Center (LC), Welthandelsplatz 1, 1020 Vienna						
	Track 1: Festsaal 1		Track 2: Festsaal 2			Track 3: Galerie	
8:30 am - 9:00 am	Morning Coffee						
9:00 am - 10:30 am	Session A1	Communication: "Where" and "What" Matters		Session A2	Firms and Brands: Navigating the Bad and Ugly		Session A3 Vulnerable Consumers and Helping Others
10:30 am - 11:00 am	Coffee break						
11:00 am - 12:30 pm	Session F1	Flash Talks		Session F2	Flash Talks		Session F3 Flash Talks
12:30 pm - 2:00 pm	Lunch						
2:00 pm - 3:30 pm	Session A4	Communication: "How" and "Who" Matters		Session A5	Making Sense of Products and their Characteristics		Session A6 When Consumers Judge, Decide and Strategize
3:30 pm - 5:00 pm	Viennese Coffee and Cake						
From 5:00 pm, July 1-3	Free Evening (Optional Tours)						

WEDNESDAY, JULY 3								
	WU Campus Learning Center (LC), Welthandelsplatz 1, 1020 Vienna							
Time	Track 1: Festsaal 1		Track 2: Festsaal 2			Track 3: Galerie		
8:30 am - 9:00 am	Morning Coffee							
9:00 am - 10:30 am	Plenary Session "Why Consumer Behavior Research Matters in a Data-Driven World" Festsaal 1							
10:30 am - 11:00 am	Coffee break							
11:00 am - 12:30 pm	Session A7	Constructs and Methods		Session A8	Ratings and Reviews		Session A9	Social Matters
12:30 pm - 2:00 pm	Lunch							
2:00 pm - 3:30 pm	Session F4	Flash Talks		Session F5	Flash Talks		Session F6	Flash Talks
3:30 pm - 4:00 pm	Coffee break							
4:00 pm - 5:30 pm	Session A10	Consent and Disclosure		Session A11	Money Matters		Session A12	Time Matters
5:30 pm - 7:00 pm	Break							
From 7:00 pm	Gala Dinner and Award Ceremony at Salonplafond Stubenring 5, 1010 Vienna							

Main Venue WU Campus



The main conference venue is the new university campus of WU Vienna. Its architecture reflects WU's vision for a modern university – diversity, open-mindedness, social responsibility, and innovation. The resulting architecture is a stunning mix of styles that has gained the campus a place in most architectural and tourist guides within a mere year of its creation. Photographers and painters are a frequent sight on a campus that comprises 5 restaurants, a bakery, and a supermarket.

The main venue for the conference will be the iconic **Library & Learning Center (LC)** at the heart of the university campus, designed by renowned Iraqi-British architect Zaha Hadid. The building's cantilevered roof with its striking glass monitor facing the Prater Park is visible from afar. Some call it "the Spaceship". If you see it, you will know why.



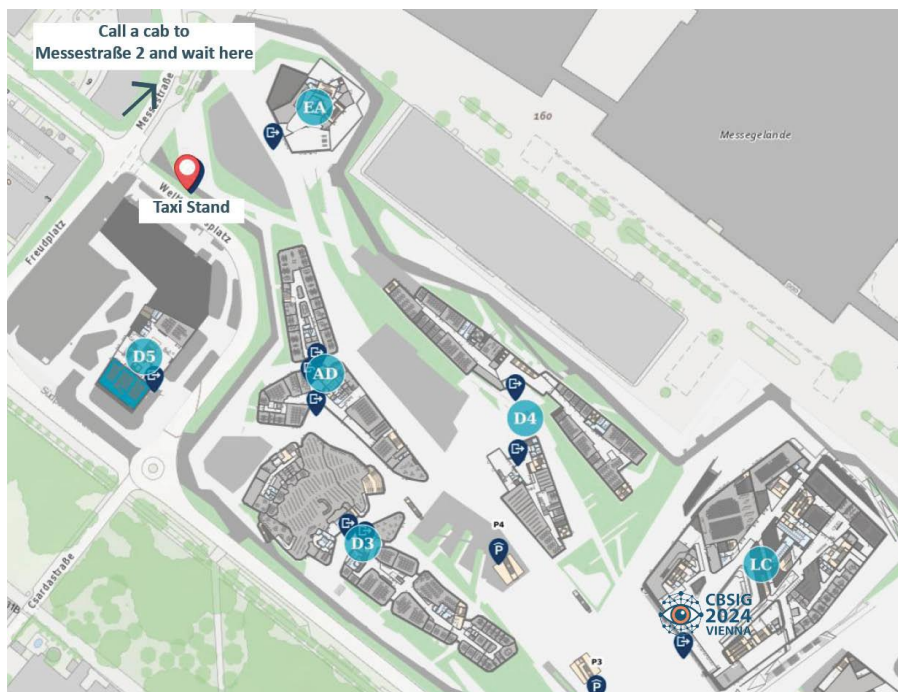
Address of the WU Campus

The conference takes place at WU Campus, located in the second district of Vienna. The address is Welthandelsplatz 1, 1020 Vienna. Click the link to find it on Google maps.

Directions to the WU Campus by...

...car: The car is the slowest option to get around in Vienna. Anyways, if you are coming by car, you can park in the underground parking garage located under the main boulevard running through the campus (cost is 2,20€/hour). The entrance to the garage is on Trabrennstrasse.

...cab: A Taxi stand is close by the University where all available cabs are waiting (see map below) Alternatively, you can call +43 1 40100 or use Uber. At best, wait in front of the Bassena Hotel when calling and share this address: "Messestraße 2"



...bike/scooter: It is easy to spontaneously rent a bike in Vienna with the [WienMobil bicycle rental](#) that you can find across the city. The WienMobil bike sharing stations are located at the south entrance of WU Campus and at the subway stations Messe-Prater and Krieau. Of course, you can also rent a scooter from one of the many providers available in the city.

...public transport:

Vienna has a well-developed and very safe public transport network. Buses, trains, trams and underground lines will take you almost anywhere in the city in no time at all.

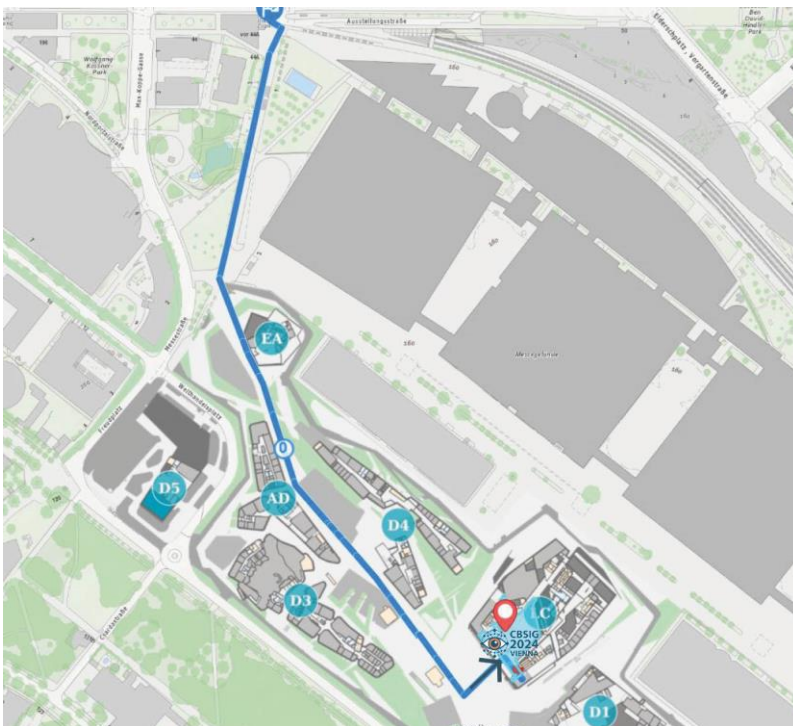
You can buy single tickets (2.40 EUR per ride) or 24, 48, or 72 hours tickets for your stay. You can most easily buy the ticket in the WienMobil [online ticket shop](#) or via the WienMobil ticket app. The tickets are also available at ticket machines in the subway.

If you are travelling with a paper ticket from a ticket machine, do not forget to validate the ticket. You need to stamp it in order to validate it in the blue ticket stampers before boarding. You find the blue ticket stampers onboard of trams and busses and at the barriers before entering the underground railway.

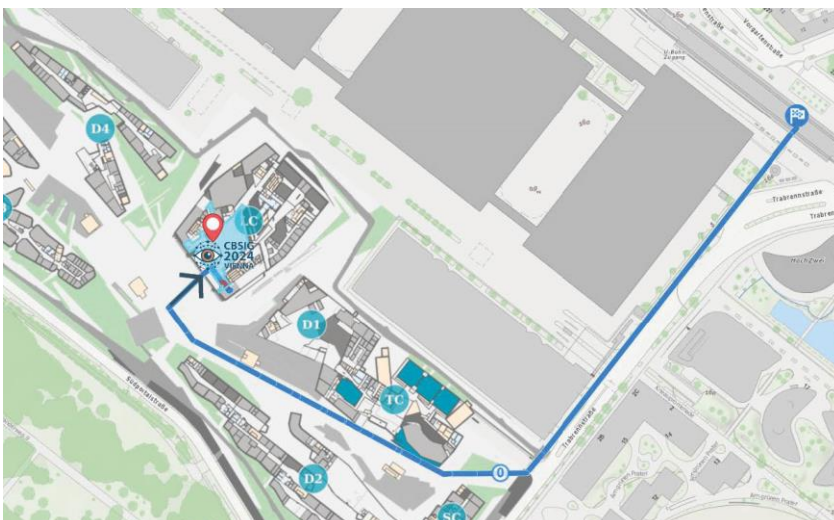
WU Campus is located between the two U2 subway stations “Messe-Prater” and “Krieau”. The Library & Learning Center (LC) is roughly the same distance from each of the two subway stations (5–10 minutes).

Bus line 82A (3 stops around the campus: Trabrennstraße, Südportalstraße, Welthandelsplatz) and streetcar line 1 (stop Prater Hauptallee) also stop close to WU Campus.

If you are coming from Subway Stop “Krieau”, this is your way to the Conference Venue:



If you are coming from Subway Stop “Messe Prater”, this is your way to the Conference Venue:



Rooms of the Session Tracks

All track sessions will be held in rooms located on the ground floor of the LC Building. The Catering area is situated in the Forum, the entrance hall of the LC Building, providing direct access to all three conference rooms. Additionally, an outdoor area has been reserved for your convenience, where you can relax, enjoy the campus environment, and have your lunch.

- 1 Forum (Catering area, Information Desk)
- 2 Festsaal 1(Track 1)
- 3 Festsaal 2 (Track 2)
- 4 Galerie (Track 3)
- 5 Outdoor Area (with tables and benches)



WIFI

There is a guest WIFI for our conference as follows:

WIFI name: wu-conference

Username: wu0070

Password: CBSIG24@wuvienna

Alternatively, participants from European universities can also use their eduroam password.

Information Desk

For any inquiries regarding the conference or other matters, please feel free to visit the Information Desk, where a member of our organization team will be readily available to assist you. The Information Desk also serves as the registration desk for those unable to attend the Opening session on July 1. The desk is conveniently located in the Forum of the LC Building. Additionally, nearby the Information Desk, you will find facilities for luggage storage and coat check.

Work and Meeting Spaces

We have reserved meeting rooms for your convenience, should you require a workspace, or wish to meet with colleagues. These rooms are accessible from 8:00 am to 6:00 pm on the second floor of the main conference venue, the LC Building. For ease of access, please use the elevator located next to the registration desk.

Additionally, our expansive campus offers a variety of seating areas, both indoors and outdoors, with an open-door policy. Feel free to make yourself comfortable wherever you prefer. Should you have any specific needs, please do not hesitate to ask our team for assistance.

Sustainability

In 2019, WU's campus became Austria's first climate neutral university campus. WU promotes environmental awareness among its employees and students, supports environmentally friendly and sustainable activities, and encourages students, faculty, and staff to actively deal with sustainability-related issues.

In this spirit, our organization, particularly the welcome package, is designed to provide maximum value and enjoyment for participants by focusing on essential and meaningful items and welcome gifts, and eliminating redundant traditional elements. However, should you require an additional pen or a classic conference bag, these items are available at the Registration Desk.

Further, we have prioritized local products in our catering options to provide an authentic Austrian experience, minimized the use of plastic materials, and encourage participants to utilize public transport.

Emergency Contacts

In general, you can call the following emergency lines:

- 122 to call the fire department
- 133 to call the police
- 144 to call an ambulance

On campus, you can also reach +43 1 31336 6745 (Yana) or +43 1 31336 4006 (Katarina) as emergency contacts from the Organizing Committee.

Venue Welcome Reception

The conference opening event will be held on Monday evening, July 1, from 6 pm – 9:30 pm at a historic venue—the Palace of Justice—located in the heart of Vienna.

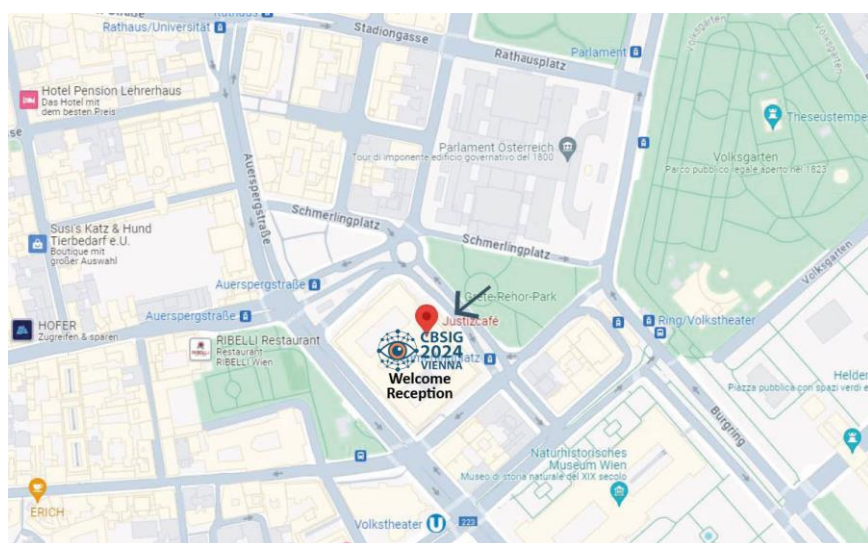


Directions to the Welcome Reception

The venue is situated at Schmerlingplatz 10, 1010 Vienna. The Justizcafé, where the reception will take place, is on the 5th floor of the Palace of Justice. Please enter through the main entrance. For security reasons, all attendees must pass through a brief security check, although you will not be required to hand in your bags.

Members of the Organizing Team will be available at three designated **meeting points to escort you from your hotels to the Welcome Reception**. The details for pick-up points and times are as follows:

- 5:15 pm Hampton by Hilton Vienna Messe, Perspektivstrasse 10, 1020 Wien (30 min by subway and streetcar)
- 5:45 pm Meeting point from Flemings Selection Hotel Wien-City, Josefstädter Straße 10-12, 1080 Wien, (7 min walk)
- 5:45 pm Meeting point from Hotel Sans Souci Wien, Burggasse 2, 1070 Wien (4 min walk)



Venue Gala Dinner and Award Ceremony

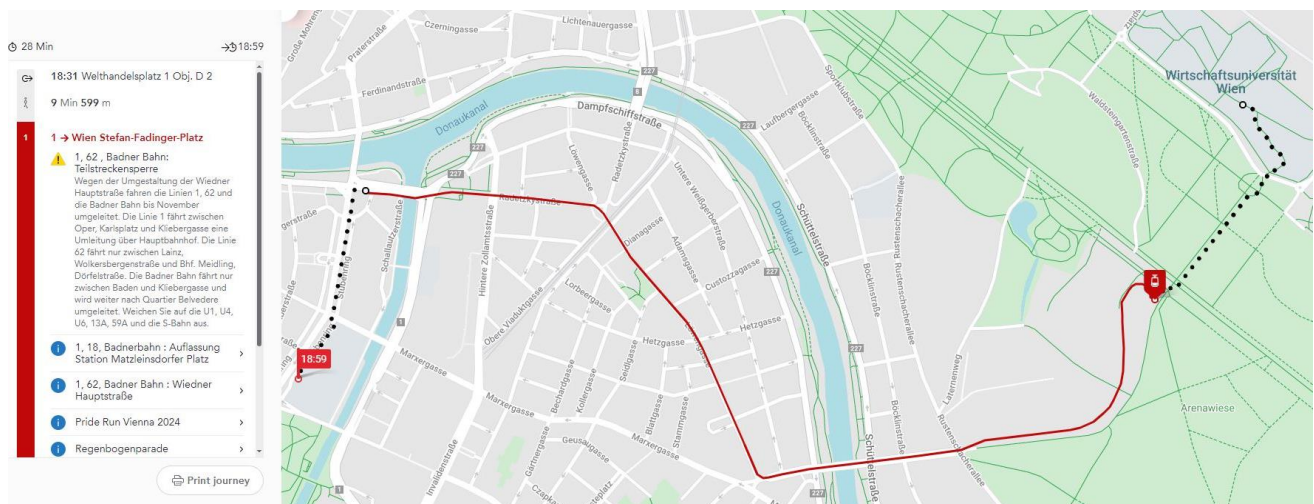
The gala dinner and award ceremony will be held on Wednesday evening, July 3 at a historic venue—the Salonplafond, the restaurant of Vienna's Museum of Applied Arts—located in the heart of Vienna. The official start will be at 7 pm. We are ready to welcome you with an aperitivo from 6:30 pm.



Directions to the Gala Dinner Venue

The venue is situated at Stubenring 5, 1010 Vienna. We recommend utilizing public transportation or a cab/Uber to reach the location.

From the WU Campus, the most convenient route is to take tram number 1 and then a short walk. The total travel time is approximately 30 minutes.

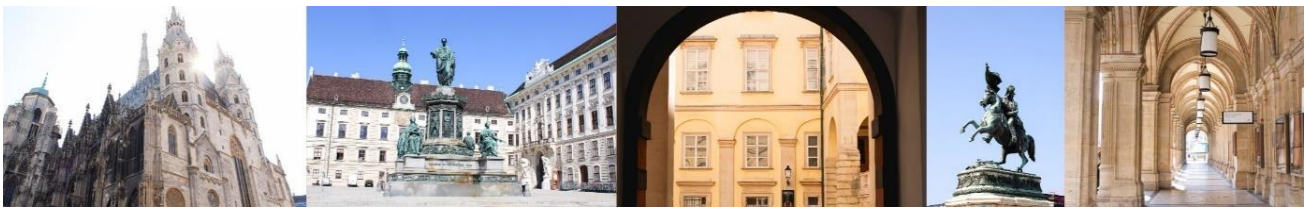


Optional Sightseeing Tours

Tour 1: “First Date with Vienna”

If you have selected and paid for this tour during the registration, here is all the information you need:

Join us for a two-hour guided walking tour covering all the postcard locations and must-see sites, from St. Stephen's Cathedral to the Hofburg Palace and the State Opera. Our guides, Basti and Gabi from Rebel tours, will lead the tour through the heart of the city.



Meeting Point and Time if Departing from WU Campus

Members of the Organizing Team will escort you from the WU Campus to your tour via public transport.

Meeting Point: Registration Desk; look for the sign with your tour name.

Meeting Time: Tuesday, July 2, 4:30 PM

Meeting Point and Time for Individual Journey to the Tour

Meeting Point: Opera House, at the Fountain (Opernring 2, 1010 Vienna). When facing the Opera House, the Fountain is on the right side.

Meeting Time: Tuesday, July 2, 5:30 PM. If you encounter any issues locating the meeting point, please contact the guides at +43 664 221 28 15.

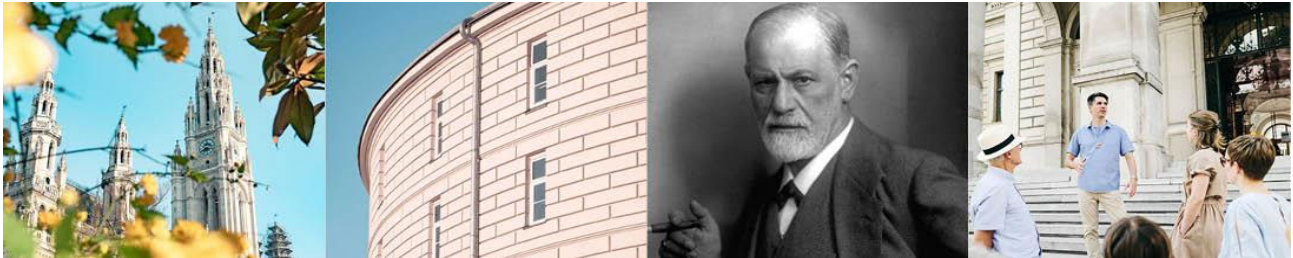
Additional Tour for Spouses and Family

Note that we have also organized an additional tour for your spouses and families for July 3 10 am. If you want to participate, please visit the registration desk on July 2 to sign up (25 spots available).

Tour 2: “Sigmund Freud Tour”

If you have selected and paid for this tour during the registration, here is all the information you need:

Join us for a 2.5-hour guided walking tour that explores Vienna through the life and work of Sigmund Freud. This tour will take you to the significant locations that influenced Freud's groundbreaking contributions to psychology.



Meeting Point and Time if Departing from WU Campus

Members of the Organizing Team will escort you from the WU Campus to your tour via public transport.

Meeting Point: Registration Desk; look for the sign with your tour name.

Meeting Time: Tuesday, July 2, 4:30 PM

Meeting Point and Time for Individual Journey to the Tour

Meeting Point: Main entrance of the University of Vienna (Universitätsring 1, 1010 Vienna)

Meeting Time: Tuesday, July 2, 5:30 PM. If you encounter any issues locating the meeting point, please contact Jasha from Hidden Tours at +43 699 126 20 817.

Session Details

Information for presenters

Here are the refined details regarding the presentation formats and guidelines:

Advanced Talks (A1 – A12)

- **Total Duration:** 18 minutes per slot
- **Presentation Time:** 15 minutes
- **Discussion Time:** 3 minutes

Flash Talks (F1 – F6)

- **Total Duration:** 10 minutes per slot
- **Presentation Time:** 8 minutes
- **Discussion Time:** 2 minutes

Additional Instructions:

- **Session Chairs:** Designated session chairs will be responsible for timekeeping and facilitating the session.
- **Arrival:** Presenters are requested to arrive early during the break prior to their session to upload their presentations onto the workstation computer.
- **Technical Assistance:** A member of the organizing team will be on hand to assist with the setup of presentations.

We appreciate your cooperation in adhering to the allotted time limits and making use of the available support to ensure the smooth running of each session.

Session A1 | Communication: “Where” & “What” Matters | Festsaal 1 Tuesday, July 2, 9:00 am – 10:30 am

Session Chair: Meyrav Shoham (Tel Aviv University)

Where You Say It Matters: How Firms Convey Public Stances on Social Media Impacts Their Perceived Commitment to Political Advocacy

Freeman Wu (Vanderbilt University); Lauren Grewal (Dartmouth College); Helen Van Der Sluis (University of South Carolina); Aradhna Krishna (University of Michigan)*

When firms convey their stance on sociopolitical issues using temporary (vs. permanent) mediums, consumers infer that this communication reflects lower accountability for the posted content and weaker commitment to the cause, in turn impacting various downstream consequences. Notably, this effect is amplified among consumers who find the issue less self-relevant.

When and Why Brief Perception Glitches Undermine Virtual Communication

Jacqueline Rifkin (Cornell University); Melanie Brucks (Columbia University); Jeff Johnson (University of Missouri-Kansas City)*

Widespread adoption of videoconferencing (in healthcare, socializing, sales) introduces a novel communication issue: minor perceptual “glitches”. Although consumers and managers believe that these interruptions do not affect judgments, six studies suggest that minor video-call glitches create a feeling of “uncanniness” leading to unexpected negative effects on post-communication outcomes.

Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays

David Sprott (Claremont Graduate University); Katie Spangenberg (Seattle University); Sandor Czellar (University of Lausanne); Eric Spangenberg (University of California Irvine); Elizabeth Cowley (The University of Sydney)*

Consumers often display brand elements to express brand loyalty and indicate greater commitment, but little is known about how and why consumers react to permanent bodily brand displays (e.g., brand tattoos). Three experiments find that consumer reactions are influenced by general level of brand engagement, commitment salience, and social cues.

Impressive Insults: How Do Consumers Respond to Self-Deprecating Advertisements?

Vaishnavi Kale (IE University); Eda Sayin (IE University)*

Most advertisements communicate positive product aspects to impress consumers, and this self-promotion reduces consumers’ brand trust. Across three studies, we find that self-deprecating advertisements enhance brand trust by increasing the brand’s social attractiveness and reducing consumer skepticism. This effect only persists when consumers perceive the self-deprecated attribute as less important.

The Credibility Premium in Online Following Decisions

Edith Shalev (The Open University of Israel); Meyrav Shoham (Tel Aviv University); Coby Morvinski (Ben-Gurion University); Ellie Kyung (Babson College)*

What determines whether consumers will privilege credibility when deciding whom to follow online? Three experiments and analyses of four large datasets reveal that more goal-directed content consumption (typical of review platforms) is associated with greater emphasis communicator credibility compared to more experiential content consumption (typical of social media).

Session A2 | Firms and Brands: Navigating the Bad and Ugly | Festsaal 2 Tuesday, July 2, 9:00 am – 10:30 am

Session Chair: Aaron Brough (Utah State University)

When Is It OK for Firms to Say No? Consumer Responses to Ideologically-Driven Customer Denial

Maximilian Gaerth* (University of Pennsylvania); Cait Lambertson (University of Pennsylvania)

The paper explores ideologically-driven customer denial, where businesses refuse goods or services based on political or social beliefs. Across four experiments, the study investigates the acceptability of such denials and finds that the identity expressiveness of the denied product or service influences consumer perceptions.

Offshoring, Automation, and the Legitimacy of Efficiency: A Social Contract Account of Consumer Reactions to Collective Layoffs

Armin Granulo* (Technical University Munich); Anne-Madeleine Kranzbühler (Brand University of Applied Sciences); Christoph Fuchs (University of Vienna); Stefano Puntoni (University of Pennsylvania)

Thirteen studies, using both field and experimental data, consistently demonstrate more negative consumer responses when firms lay off workers due to offshoring than due to other efficiency-driven reasons such as automation or outsourcing, and that these responses and their antecedences can be understood with a social contract account.

Amplifying and Buffering: Understanding Consumer-Brand Relationships in the Face of Negative Events - A Meta-Analytical Study

Andrea Giuffredi Kaehr* (University of Zurich); Bettina Nyffenegger (University of Bern); Mansur Khamitov (Indiana University); Wayne Hoyer (University of Texas at Austin); Harley Krohmer (University of Bern)

Why do strongly connected customers tolerate a negative brand-related event in some cases but oppose it in others? Our meta-analysis covering various negative events and consumer-brand relationship (CBR) constructs demonstrates that the interplay of self-brand distance and type of negative event determines whether a CBR buffers or amplifies consumers' responses.

Understanding Consumer Responses to Product Recalls: The Role of a Brand's Warmth and Competence

Niklas Schroeder* (Goethe University Frankfurt); Dominik Hettich (Goethe University Frankfurt); Torsten Bornemann (Goethe University Frankfurt)

Previous research suggested that product recalls elicit negative consumer responses. Analyzing the sentiment of consumer reactions on social media, we find that negative electronic word-of-mouth after recalls increases with consumers' perceptions of a brand's competence and decreases with warmth. However, for brands perceived as warm, increased competence mitigates negative reactions.

Burn Nike and Smash Keurig: When Brand Transgressions Lead to Product Destruction

Aaron Brough* (Utah State University); Mathew Isaac (Seattle University)

When brands violate ethical norms, angry consumers may destroy related products. Seven studies show that the effect intensifies for products strongly linked to brands that intentionally commit severe transgressions. Consumers typically avoid waste, so this response is surprising and has important implications for consumer welfare, societal welfare, and the environment.

Session A3 | Vulnerable Consumers and Helping Others | Galerie Tuesday, July 2, 9:00 am – 10:30 am

Session Chair: Pascal Güntürkün (WU Vienna)

Limiting Accessibility: How Target Market Characteristics Constrain Acceptable Prices for Innovations

Musa Essa (University of Bologna); Johannes Boegershausen (Erasmus University); Gabriele Paolacci (Erasmus University)*

Why are there so few products that serve the special needs of people with disability? Nine studies provide a novel, customer-based explanation for the inaccessibility of many marketplaces: premium prices for innovations are perceived as less acceptable if products are targeted at customers with disabilities (vs. the mass market).

The Disability Preference Stereotype

Helen Van Der Sluis (University of South Carolina); Adriana Samper (Arizona State University); Kirk Kristofferson (Western University); Terri Hlava (Arizona State University)*

Disabled consumers maintain their preferences remain ignored by policymakers and brands. We suggest this occurs from stereotyped inferences about preferences. We propose consumers interpret physical disability as a belief that disabled (vs. nondisabled) consumers prefer utilitarian products more and hedonic products less. We term this bias the disability preference stereotype.

Room for Error: The Effect of Minority Ownership Awareness on Brand Evaluations

Esther Uduehi (University of Washington); Aaron Barnes (University of Louisville)*

Prior research suggests that after a brand failure, minority ownership awareness might compound previously held negative stereotypes. In contrast, the current research suggests that minority ownership awareness may make consumers recognize the structural discrimination minority owners face, leading to less negative brand evaluations and greater willingness to pay.

Helping a Boy or a Girl? The Effect of Recipient's Gender and Donor's Culture on Donation Decisions

Liat Levontin (Technion); Danit Ein-Gar (Tel Aviv University); Jingjing Ma (Peking University); Tehila Kogut (Ben-Gurion University)*

We explore donors' gender preferences across cultures when choosing between aiding a girl or a boy. In Western culture, a preference for girls aligns with stereotypes of women's greater neediness. In Eastern culture, a preference for boys reflects favoritism towards men. When donors choose between helping one child or an organization, gender no longer serves as a cultural justification for choice.

Negative Spillover Effects Undermine Effectiveness of Opt-Out Defaults

Pascal Güntürkün (WU Vienna); Sinika Studte (Hamburg School of Business Administration); Eva-Maria Merz (Sanquin); Michel Clement (University of Hamburg); Jonathan H. W. Tan (Nanyang Technological University); Daniel Winkler (WU Vienna); Elisabeth Huis in 't Veld (Tilburg University); Eamonn Ferguson (University of Nottingham)*

While opt-out defaults are highly effective in improving a targeted behavioral outcome, this research shows that they can have negative spillover effects on related behaviors thereby undermining total effectiveness. We show that these negative spillover effects occur because they increase the perception that supply for the public good is sufficient to meet demand.

Session F1 | Flash Talks | Festsaal 1 Tuesday, July 2, 11:00 am – 12:30 pm

Session Chair: Matthias Glaser (University of Salzburg)

Consumers Trust AI as Moral Enforcers

Abraham Hito (University of Melbourne); Gergely Nyilasy (University of Melbourne); Jennifer Overbeck (University of Melbourne); Brock Bastian (University of Melbourne)*

We introduce the concept of moral enforcement, which reduces consumers' aversion to AI in moral domains. Consumers' perception of AI's lack of ulterior motives becomes an advantage in upholding norms. This perspective can shift the dialogue from seeing AI as a moral threat to as a force for good.

Understanding the Effectiveness of Multimodal Messages on Consumer Social Media Behavior

Cristoforo Losito (University of Bologna); Stefania Farace (University of Bologna); Annamaria Tuan (University of Bologna); Elisa Montaguti (University of Bologna)*

Combining visuo-verbal and audial cues in sustainable social media messages can increase engagement. We analyzed 387 videos on TikTok by top European companies and find that: 1) consumers prefer concrete examples of sustainability (energy, mobility) rather than abstract topics (educational), and 2) influencers are less likely to increase engagement of sustainable message.

Does AI Reduce the Worth of Art?

Cheng, Li-Keng (National Taipei University of Education)*

This study explores how AI affects consumers' perceptions of art through three experiments, investigating emotional connections with AI-created artwork. Results show diminished emotional engagement with AI art, leading to lower evaluations. Sharing the art's creation story boosts AI art's appeal. Thus, Art companies should prioritize human-based creation or AI-assisted methods.

How Do Consumers Visually Process and Perceive Origin Claims, Eco-Labels, Background Colors, and Logo Shapes in Web Stores?

David Bourdin (FH Wien der WKW University of Applied Sciences); Lisa Greslehner (FH Wien der WKW University of Applied Sciences); Ilona Pezenka (FH Wien der WKW University of Applied Sciences)*

To examine how online shoppers process "green" cues and perceive the product and retailer, we conducted an eye tracking experiment on the role of two explicit product attributes and two implicit design elements. Origin country and website color play a role, while eco-labels and brand logo shapes do not.

Racial Features in Robot Design: A Trade-Off Between Perceived Brand Inclusivity and Robot Acceptance?

Andrea Weihrauch (University of Amsterdam); Martina Cossu (University of Amsterdam); Szu-chi Huang (Stanford University)*

Service robots are on the rise and robot producers diversify by introducing robots with "Black" features (i.e., Hansen Robotic's BINA48). In six pre-registered studies, we show that using Black (vs. White Caucasian) robots increases brand inclusivity, but decreases perceptions of warmth/competence, and willingness to accept.

Harmony in the Heterogeneous: Do Consumers Recognize Advantages of Human-AI Complementarity?

Moritz Joerling (EMLYON Business School); Ye Li (University of California, Riverside); Meng Zhu (Virginia Tech)*
Hybrid human-AI teams often outperform pure human or pure AI teams due to complementarity, leveraging each other's strengths and weaknesses. However, consumers may overlook these benefits, focusing on AI errors in subjectively easy tasks rather than their superior performance in subjectively challenging tasks, leading to complementarity neglect.

Visual Influences on Quantity Perception in Online Grocery Retailing

Wanyi Zheng (Hong Kong Baptist University); He (Michael) Jia (University of Hong Kong); Echo Wen Wan (University of Hong Kong)*

Consumers often choose among smaller-quantity packs and larger-quantity packs, for which the presentation formats could vary across online retailing platforms. This research suggesting using visual aids, supplementing numerical information with visual icons, to promote packs containing more individual units because visual aids increase the perceived quantitative difference between two packs.

Construal Level Theory and Its Role in Shaping Negative Affective Expectations: An Extension from the Rosy View Phenomenon

Aleksandar Blecic (University of Mannheim); Sabine Kuester (University of Mannheim)*

This study proposes Construal Level Theory (CLT) as a parsimonious explanation for the rosy view effect and tests this notion with a longitudinal survey. Additionally, using a scenario experiment and automated text analysis, the study investigates whether CLT operates similarly for consumer experiences with positive and negative affective expectations.

The Stories That Anchor Our Experience: Cultural Narratives Uniting and Marginalizing Experiences of Heritage Consumption in South Korea

Matthias Glaser (University of Salzburg)*

Heritage sites embody cultural memory and are subject to cultural narratives. Media convey a narrative about a site that is uniform. However, such narratives are also contested in society. This study illustrates the positive, negative, and marginalizing effects of cultural narratives on consumer experiences at a heritage site in Korea.

Session F2 | Flash Talks | Festsaal 2 Tuesday, July 2, 11:00 am – 12:30 pm

Session Chair: Marie Brand (WU Vienna)

Temporal Discrepancy in Multi-Stage Consumer Waiting

Yingting Wen (Emlyon Business School); Ayse Onculer (ESSEC Business School)*

This paper examines temporal discrepancy (i.e., inconsistency between perceived and actual waiting time) in multi-stage waiting. One field study and three experiments show that temporal discrepancy only persists at the start of multi-stage waits. Whether temporal discrepancy persists at later stages depends on lay rationalism and belief in temporal continuity.

Overly Positive Online Ratings – Uncovering Consumer Decision Patterns

Dominik Hettich (Goethe University Frankfurt); Jochen Reiner (Aalborg University); Daniel Kostyra (Goethe University Frankfurt)*

We explore the impact of overly positive online ratings on decision-making. Despite common belief in rating guidance, we reveal that consumers adopt a binary approach: products above a certain threshold (4.2 stars) prompt consideration, with no discernible difference up to higher ratings. Alternative rating designs fail to alter this behavior.

How Human Desire for Belonging and State of Low vs. High Power Influence Masstige Luxury Consumption

Shayan Shaikh (University of Southampton); Michaela Gummerum (University of Warwick)*

Three empirical studies show that there is a positive association between consumers' need for belonging and evaluation of masstige luxury brands and that consumers' power state acts in a way that it bolsters or creates an impediment towards masstige luxury consumption. This research concludes with implications for luxury brand managers.

Numbers or Feelings? The Effect of Different Types of Self-Tracking on Motivation to Control Weight

Malaurie Fauré (Université Toulouse Capitole); Sandra Laporte (Toulouse School of Management)*

We compared two types of self-tracking feedback (quantified data vs affective data) regarding motivation for weight control. Our two experimental studies revealed that quantified feedback increases the motivation to control weight because the feedback is perceived as more competent.

The Pioneering Advantage of Brand Activism in Support of Marginalized Groups

Maximilian Gerrath (University of Leeds); Kshitij Bhoumik (Leeds University); Aulona Ulqinaku (University of Leeds); Alessandro Biraglia (University of Leeds); Giampaolo Viglia (University of Portsmouth)*

Brands increasingly express LGBT+ support, but division persists. Hesitant, many delay activism. Research on early versus late LGBT+ stances reveals early brands prompt more positive responses. Mediated by brand effort and perceived inclusion, the effect is moderated by a brand's resources. Results highlight a pioneering advantage, not the bandwagon effect.

The Art of Understanding Consumers: Using Consumers' Sustainability Understanding to Foster Sustainable Consumption

Malin Pimper (University of Zurich); Andrea Giuffredi Kaehr (University of Zurich)*

Despite consumers' sustainable intentions, sustainable products' market share remains low. Data from a European retailer revealed that conventional eco-label communication did not drive sustainable consumption. However, product-specific sustainability claims increased sustainable purchases. Crucially, in distracting retail environments, only specific eco-claims (without eco-labels) enhanced sustainability, offering insights for effective sustainability communication.

Getting in (Visual) Touch with Consumers: Effect of Visual Texture on Image Perception and Engagement

Olesia Nikulina (Maastricht University); Dhruv Grewal (Babson College); Allard Van Riel (Hasselt University); Jos Lemmink (Maastricht University); Martin Wetzels (EDHEC Business School)*

Through multimethod studies, the authors establish the impact of visual texture— an essential visual perception component— on digital consumer behavior. Social media posts with more textured images receive enhanced engagement and brand evaluations. Furthermore, the use of consistent visual texture in a brand's social media imagery leads to more liking and commenting.

Lack of Autonomy and Recovery from Hedonic Adaptation

Kao Si (University of Macau); Jing Hu (University of Macau); Xianchi Dai (Chinese University of Hong Kong)*

In this research, we propose that people perceiving a loss of autonomy will recover more slowly from hedonic adaptation. Four studies examined this effect and its underlying mechanism.

Downstream Consequences of Product Repair: How Product Repair Encourages Sustainable Consumer Behavior

Marie Brand (WU Vienna); Ulrike Kaiser (WU Vienna); Martin Schreier (WU Vienna)*

As repairing instead of disposing is becoming popular again, this research explores how repair influences product value and purchase intention for new products. We provide empirical evidence that repair mitigates product disposal, reducing waste and prolonging product life and can serve as an intervention to reduce acquisition of new products.

Session F3 | Flash Talks | Galerie

Tuesday, July 2, 11:00 am – 12:30 pm

Session Chair: Martin Paul Fritze (Zeppelin University)

Mindsets and Prosociality: Unveiling the Surprising Relationship Between a Growth Mindset and Prosocial Behavior

Kim Penias (Technion); Stav Siton (Technion); Liat Levontin (Technion)*

In many different domains, a growth mindset is often advantageous over a fixed mindset. Interestingly, the relationship between a growth mindset and prosocial behavior is far from trivial. In two meta-analyses, we show that this relationship is, although positive, relatively weak to non-existent.

An Order Effect in Identity-Related Consumption Decision Abstract

Yael Podkamien (College of Management Academic Studies); Dikla Perez (Bar-Ilan University); Minah Jung (New York University)*

We demonstrate that the order in which identities are considered influences consumption decisions. When products feature both social and personal identities, people prefer them when their social identity is presented before their personal identity. This effect is explained by perceived consumer-product identification and moderated by integration between identities.

AI Advocating Virtues: When AI-Based Voice Assistants Speak Up Against Abusive Consumers

Alexander Mueller (University of Mannheim); Elisa Konya-Baumbach (Bern University of Applied Sciences); Sabine Kuester (University of Mannheim)*

This study investigates AI advocating morality in abusive service interactions. Our research advances AI's role as a moral agent and contributes a new angle on morality of AI-based voice assistants. We demonstrate AI's ability to shape consumer morality in human-AI service interactions, offering guidance for managing verbally abusive consumers.

Challenging the Common Good Phenomenon: Explaining Competitive Advantages for Unhealthy vs. Healthy Food Products

Marion Garaus (Modul University Vienna); Arnd Florack (University of Vienna)*

The current research demonstrates that in the product category of soft drinks, individuals share more negative attributes (experiment 1) and have more negative than positive attributes (experiment 2). Findings support the claim of an asymmetric distribution of positive and negative information and challenge the widely established common good phenomenon.

Repeated Exposure to Images Increases Their Perceived Truth Ratings

Farhana Tabassum (IESEG School of Management); Klemens Knoeferle (BI Norwegian Business School); Luk Warlop (BI Norwegian Business School)*

Findings from 5 experiments establish a novel effect, i.e., repeatedly seen photographic images are perceived as more truthful than unseen or new images, irrespective of being edited or not. A reliance on potentially false photographic stimuli may lead to disinformation, and sub-optimal decision-making, causing harmful consequences to consumers and society.

The Effect of Augmented Reality (AR) Menu on Food Delivery Decision Confidence: A Construal-Level Theory Approach

Gaukhar Chekembayeva (Modul University Vienna)*

The study examines the impact of an AR menu on decision confidence. It reveals that the AR menu is more effective in stimulating mental imagery, particularly the sense of taste. This is explained by the perception of AR as a more concrete stimulus, which is congruent with a psychologically closer sense of taste.

Promoting Sustainable Consumption: Consumer Response to Earth Day Sales Promotions

He Ru Chen (National Chung Hsing University); Wen-Hsien Huang (National Chung Hsing University)*

This research will help businesses understand the effective use of discount strategies during international special days, fostering greater consumer participation, while aligning with events advocated by international special days, (e.g., promoting environmental sustainability on Earth Day), thereby achieving a mutually beneficial outcome for all stakeholders (Consumers, businesses, and international organizations).

The Effect of Emotional Tone in Disinformation Across News Contexts

Lam An (University of Winnipeg); Fabrizio Di Muro (University of Winnipeg)*

Using both secondary dataset and experimental design, our research aims to better understand the effect of emotional tone in disinformation across political and financial contexts, their influence on consumer behaviors, and to propose a solution to combat disinformation.

Consumer Responses to Freedom Appeals

Martin Paul Fritze (Zeppelin University); Stefano Puntoni (University of Pennsylvania); Simona Botti (London Business School)*

We conceptualize the freedom construct in the context of marketing communications and broaden its definitions by two different perspectives, namely “freedom from” and “freedom to”. Using a multi-method approach, we demonstrate the relevance of freedom appeals in marketing practice and the importance of considering the two freedom perspectives.

Session A4 | Communication: “How” and “Who” Matters | Festsaal 1 Tuesday, July 2, 2:00 pm – 3:30 pm

Session Chair: Roland Schroll (University of Innsbruck)

When Linguistic Perspective Dilutes Photo Helpfulness

Gizem Ceylan (Yale University); Kristin Diehl (University of Southern California)*

We examine how photos and linguistic characteristics jointly affect review helpfulness. We find that whereas photos increase helpfulness of a review written from the reader’s (you-) perspective, they reduce helpfulness of a review written from the writer’s (I-) perspective. The research sheds light on visual storytelling effectiveness in user-generated content.

Passive Voice and Consumer Complaints

Amir Sepehri (ESSEC Business School); Jonah Berger (University of Pennsylvania)*

A multi-method investigation examines the role of passive voice in responses to negative service experiences. Experiments, and textual analysis of 150,000 complaints, demonstrate that passive voice is more likely to lead to behaviors like negative word of mouth and complaint escalation. The studies demonstrate the underlying role of fault attribution.

The King's Voice: The Influences of Acoustic Pitch on Consumer's Perceived Brand Status

Chun-Ming Yang (Soochow University, Taiwan)*

This study argues that marketing stimuli characterized by lower-pitched tones can result in consumers perceiving a heightened brand status. This phenomenon is mediated by brand dominance and brand competence. Results of three experiments employing different auditory stimuli and product categories provide evidence supporting the hypotheses advanced in this research.

The Impact of Accent on Anthropomorphism and Downstream User Engagement with Chatbots

Mohammadhesam Hajighasemi (ESSEC Business School); Amir Sepehri (ESSEC Business School); Cait Lambertson (University of Pennsylvania)*

Our research introduces a unique anthropomorphizing technique for voicebots, adding non-native accents. This surpasses traditional methods, enhancing consumer engagement. We emphasize the positive impact of non-native accents in customer-voicebot interactions, providing insights for companies. Our study contribute to accentism literature in non-human entities, showing nonstandard accents in voicebots are positively perceived.

Consumer Responses to Algorithmic Versus Human Content Creators

Roland Schroll (University of Innsbruck); Stijn Van Osselaer (Cornell University); Dhruv Grewal (Babson College)*

Algorithms are increasingly able to create content that is indistinguishable from that of their human counterparts. The current research investigates how consumers respond to human versus algorithmic content creators. Across several experiments, we detail consumers’ diverse reactions and uncover what processes drive consumers’ reactions.

Session A5 | Making Sense of Products and their Characteristics | Festsaal 2 Tuesday, July 2, 2:00 pm – 3:30 pm

Session Chair: Matthias Fuchs (EHL Hospitality Business School Lausanne)

Easy to Process Is Easy to Use: Fluency Effects on Perceived Functionality and Ease of Use of Interactive Products

Fabian Rürger (Goethe University Frankfurt); Lisa Eckmann (Goethe University Frankfurt); Jan Landwehr (Goethe University Frankfurt)*

Consumers form opinions about various product characteristics including functional dimensions merely by visually inspecting a product's design. The present research investigates how processing fluency influences a product's perceived functionality and ease of use. We demonstrate that fluent perceptual processing negatively affects functionality perceptions and positively affects ease of use perceptions.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption

Dafna Goor (London Business School); Yonat Zwebner (Reichman University)*

This research shows that effort lowers consumers' preference for environmentally friendly products, producing the effortlessly green phenomenon. Five studies, combining company proprietary data, field and lab experiments, demonstrate this effect across consumption contexts and consumer populations. This behavior arises because effort increases feelings-of-deservingness, which in turn make consumers selffocused.

Oh That's Creative, But No Thanks: How Creative Product Transformations Lead to Negative Product Perceptions

Lidan Xu (University of North Texas); Sarah Whitley (University of Georgia)*

This research explores consumers' responses to creative product displays that transform the product to portray it as serving a novel function (i.e., creative portrayal). While these creative displays can benefit the brand, they do so at the expense of the product being displayed, by diminishing product quality perceptions.

When Aesthetic Uniqueness Makes Products Less (vs. More) Attractive to Consumers

Matthias Fuchs (EHL Hospitality Business School Lausanne); Martin Schreier (WU Vienna)*

Common wisdom suggests that unique product designs appeal more to consumers. Recent research indicates that the effect might also be negative. We suggest that the impact of aesthetic uniqueness is negative, particularly when bought for usage. However, when purchased as investments, the effect of aesthetic uniqueness reverts to be positive.

Buyer, Beware: Augmented Reality Product Display Increases Consumer Preferences for Inferior But Not for Superior Products

David Finken (ETH Zurich); Thomas Scheurer (University of Lucerne); Leif Brandes (University of Lucerne); Reto Hofstetter (University of Lucerne)*

We demonstrate that AR product displays increase preferences for products with objectively inferior performance more than for products with superior performance. The reason is that AR induces psychological ownership for products fostering associations between products and the self. Six studies provide evidence and offer insights for managers and policy-makers.

Session A6 | When Consumers Judge, Decide and Strategize | Galerie Tuesday, July 2, 2:00 pm – 3:30 pm

Session Chair: Ignazio Ziano (University of Geneva)

When Goods Were Odds: Do People Perceive the Same Option Differently If It Was Previously Uncertain?

Beidi Hu (University of Pennsylvania); Siyuan Yin (University of Pennsylvania); Alice Moon (Georgetown University)*

Much of the uncertainty consumers face is eventually resolved. How do people evaluate options that result from uncertainty (e.g., lotteries)? Five studies provide evidence that people tend to hold onto goods that were previously uncertain (versus always certain). We find this arises because people perceive having “won” previously uncertain goods.

Quid Pro Quo: How Consumers Leverage Brand Loyalty to Increase Access to Scarce Products

Katina Kulow (University of Louisville); Kara Bentley (Portland State University); Priyali Rajagopal (University of North Texas)*

This research examines how consumers respond to product scarcity cues to increase the likelihood of acquiring the scarce product. We propose that consumers attempt to control their ability to acquire scarce products by leveraging expectations of reciprocity associated with brand loyalty (e.g., preferential treatment). A series of experiments shows that consumers increase their brand loyalty, thereby enhancing beliefs of product acquisition, resulting in greater purchase intentions when scarcity cues related to the brand, but not the industry, are salient. These effects are heightened among consumers who possess a strong locus of control and attenuated when perceptions of individual control are relinquished.

How Consumers Use Rank Position and List Length in Product Evaluations

Uri Barnea (Bocconi University); Alice Moon (Georgetown University); Jackie Silverman (University of Delaware)*

Nine studies demonstrate a preference for products ranked within shorter over longer lists (e.g., 2nd of 8 over 4th of 16), despite having comparable relative ranking. We propose this effect is driven by greater reliance on products’ distance from the best (rather than worst) product on a list.

Strategic Indulgence: Preference of Shorter Decision Time to Ease Indulgent Choices

Yi Li (Macquarie University), Mario Pandelaere (Virginia Tech), Nico Heuvinck (IESEG School of Management)*

This research documents a novel consumer lay belief such that indulgent choices are easier to make when the decision time is limited. This is because choice conflict and regret in these decisions are a result of the deliberation process. Consumers apply this lay belief strategically when they prefer to indulge.

Choosing More Food for Others

Peggy Liu (University of Pittsburgh); Ignazio Ziano (University of Geneva); Theresa Kwon (University of Pittsburgh)*

A series of studies (lab, online, field; with American and British participants) shows that consumers choose larger portion sizes of food for others, compared to how much they choose for the self, how much others want, and how much others will eat.

Plenary Session | Festsaal 1 Wednesday, July 3, 9:00 am – 10:30 am

"Why Consumer Behavior Research Matters in a Data-Driven World"

In this plenary session, leading consumer behavior scholars will reflect on how consumer behavior research has changed in the recent past and is likely to evolve in the near future.

Discussion will center on: (1) the impact of emergent technologies and tools (e.g., generative AI, synthetic market research, machine learning, large language models) on the questions that consumer researchers attempt to answer and the practice of conducting consumer research, (2) new avenues for consumer researchers to collaborate with and impact management practice and public policy decisions, and (3) important challenges academic researchers may face when attempting to conduct and publish relevant, replicable, yet theoretically-rich research.

We look forward to an interactive discussion between the panelists and the audience.

Discussants:

Martin Schreier (WU Vienna)
June Cotte (Western University)
Keith Wilcox (Texas A&M University)
Christoph Fuchs (University of Vienna)

Moderators:

Christina Schamp (WU Vienna)
Melanie Clegg (WU Vienna)

Session A7 | Constructs and Methods | Festsaal 1 Wednesday, July 3, 11:00 am – 12:30 pm

Session Chair: Lucia Malär (University of Bern)

Response Satisficing Effects Across Five Online Data Sources: Demonstrating the Vast Differences in Results in Consumer Behavior Experiments Due to Sampling Variability

Scot Burton* (University of Arkansas); Chris Berry (Colorado State University); Jeremy Kees (Villanova University)

In a series of studies, we examine diverse sources of online data and how high response satisficing can completely undermine experimental findings. Results show how results diverge between high and low satisficers; significant main and interaction effects for low satisficers are reduced to full non-significance for high response satisficers.

Financial Mindfulness

Emily Garbinsky* (Cornell University); Simon Blanchard (Georgetown University); Lena Kim (Cornell University)

The concept of mindfulness has enjoyed much resonance among researchers. Despite this important past work, we argue there is a need for a domain-specific conceptualization and measure of financial mindfulness. We first define financial mindfulness (FM) and second, develop and validate an 8-item scale to measure individual differences in FM.

Hindsight Is Not 20/20: Recovering Consumer Perceptions in the Past Using Longitudinal Text Analysis

Vincent Chen* (University of California, Berkeley); Ming Hsu (University of California, Berkeley); Zhihao Zhang (University of Virginia)

The evolution of consumer perception is important for understanding many brand constructs. Consumer retrospection is one of the few ways to study it. Using a longitudinal consumer dataset, we show that consumer retrospection suffers from recency bias. We then demonstrate how diachronic word embedding can achieve retrospection without recency bias. By constraining the text information available to the diachronic word embedding model, we show that over-reliance on current perception could be one contributing mechanism of biases in consumer retrospection.

Standards for Scale Development in Marketing: Elevating the Role of Theory

John Hulland (University of Georgia); Kevin Sample* (University of Rhode Island); Mark Houston (Texas Christian University)

Consumer behavior scholars consistently employ multiple measurement items (i.e., scales) to capture the inherent richness of constructs. Yet, a review of scale development recommendations and emergent scale papers over two decades reveals a disconnect between procedures and theory. Consequently, we provide recommendations for bolstering sound measurement practices, ensuring theoretical integrity.

The Dark Triad of Brand Personality: Brand Narcissism, Machiavellianism, and Psychopathy

Lucia Malär* (University of Bern); Andrea Giuffredi Kaehr (University of Zurich); Mansur Khamitov (Indiana University)

This research introduces the Dark Triad of Brand Personality (DTBP), encompassing brand narcissism, Machiavellianism, and psychopathy. Through a comprehensive multiphase scale development process, a reliable and valid scale for DTBP assessment is created, influenced by factors like greenwashing and scandals, affecting brand trust, contingent on self-congruence.

Session A8 | Ratings and Reviews | Festsaal 2 Wednesday, July 3, 11:00 am – 12:30 pm

Session Chair: Andreas Bayerl (Erasmus University)

Navigating Base Rate Neglect and Mental Construal in Online Consumer Reviews

Caner Cesmeci (Istanbul Beykent University); Sebnem Burnaz (Istanbul Technical University)*

Despite a product's high overall rating, a single negative review can undermine and even alter consumers' otherwise favorable decisions. This study reveals that when faced with conflicting cues in the eWOM context, consumers' reliance on overall product ratings (OPR) versus a single textual review (STR) depends on their mental construal.

Ratings Positivity Bias in Peer-to-Peer Sharing Economy Businesses: Causes and Solutions

Michael Moorhouse (Wilfrid Laurier University); June Cotte (Western University); Matthew Meister (University of San Francisco)*

In six studies, using a combination of methods (surveys, secondary datasets, online and field experiments) we investigate the inflated ratings bias in the peer-to-peer sharing economy by demonstrating the process underlying it, and offering clear and actionable solutions for platform marketers to improve their ratings systems to overcome these problems.

The Effect of Inconsistent Reviews on Consumer Memory

Alican Mecit (SKEMA Business School), Ana Scekcic (Erasmus University), Aradhna Krishna (University of Michigan)*

Across five studies, we show that individual reviews that are inconsistent with products' overall rating distort consumers' memory of the overall rating and the subsequent choice. This happens because inconsistent reviews receive heightened attention, biasing the storage and retrieval of overall product ratings in the direction of the inconsistent reviews.

Is a Product Review Written in Passive Voice More Helpful Than One in Active Voice?

Amir Sepehri (ESSEC Business School), Vivek Astvansh (McGill University), Sarah Moore (University of Alberta)*

Two field studies and five lab experiments provide counter-intuitive evidence that a product review written in passive (versus active) voice is more helpful for readers. The experiments also demonstrate that a passive-voice review focuses on the product (versus the reviewer), which boosts readers' perceived objectivity, thereby enhancing perceived helpfulness.

Gender Rating Gap in Online Reviews

Andreas Bayerl (Erasmus University); Yaniv Dover (Hebrew University of Jerusalem); Hila Riemer (Ben-Gurion University); Daniel Shapira (Ben-Gurion University)*

Thanks to name-based demographic inference tools and Computer Vision, are we equipped with methods that allow us to extract gender from UGC. Leveraging this, we show that women's ratings are more favorable in both secondary data (1.2 billion online reviews covering different contexts) and two lab studies.

Session A9 | Social Matters | Galerie

Wednesday, July 3, 11:00 am – 12:30 pm

Session Chair: Andrea Bublitz (University of Zurich)

Starting Positive: The Impact of Self-Presentation Concerns on Consumer Reviews

Elisa Solinas (IE University); Francesca Valsesia (University of Washington); Joseph Nunes (University of Southern California); Andrea Ordanini (Bocconi University)*

In this research we identify a negative trend in ratings for individual reviewers across products. We propose reviewers are reluctant to post lower ratings earlier in their review history because they fear it would reflect negatively on how they are perceived, and start posting them later on.

Status Signaling of Product Maintenance and Purchase Decisions

Nidhi Agrawal (University of Washington); Aruna Tatavarthy (NHH Norwegian School of Economics)*

Prior research has shown that individuals engage in pro-environmental purchases, such as buying 'green' products when they are particularly motivated to be seen as altruistic. The current research looks at status-signals of product-maintenance and offers actionable ways in which product-repair can be made more aspirational and socially desirable.

Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals

Yuechen Wu (Oklahoma State University); Jared Watson (New York University); Ali Faraji-Raad (University of Maryland)*

Product rentals are a growing part of the economy, but little is known about the antecedents to preferences for renting. This work establishes the construct of perceived relationship status stability and demonstrates its robust impact on driving rental (vs. purchase) preferences across a multitude of domains.

The Mere Sharing Effect: Sharing Ambiguous Information Increases Truth Ratings

Andrea Bublitz (University of Zurich); Eli Sugerman (Columbia University); Gergely Nyilasy (University of Melbourne); Gita Johar (Columbia University)*

Sharing information online offers new information opportunities but also increases consumers' susceptibility to misinformation. This research uncovers that ambiguous information is perceived to be more true after sharing. Motivated by the need to perceive oneself as truthful, the effect persists when sharing anonymously or only intending to share.

To Encourage Sustainable Behavior Make It Fun

Lukas Maier (WU Vienna); Johanna Palcu (WU Vienna); Martin Schreier (WU Vienna)*

This research presents a novel way to encourage sustainable consumer behavior: injecting sustainable actions with fun. Two large-scale field experiments ($n = 306,493$), two behavioral follow-up experiments ($n = 1,800$), and one field study ($n = 4,184$) show that presenting sustainable actions as a challenge promotes sustainable behavior through fun.

Session F4 | Flash Talks | Festsaal 1 Wednesday, July 3, 2:00 pm – 3:30 pm

Session Chair: Leif Brandes (University of Lucerne)

Focused on Functionality: How Caregivers Choose Products for Vulnerable Others

Anika Schumacher (Grenoble Ecole de Management); Kristen Lane (Columbia University); Jared Watson (New York University)*

Caregivers prioritize more (over less) utilitarian attributes when choosing products for vulnerable (vs. non-vulnerable) care-receiving others. A perceived injunctive norm that caregivers should prioritize functionality over desirability drives the effect. The effect attenuates in the context of gift-giving, where the injunctive norm is to choose products with desirable attributes.

Optimizing the "Aesthetics" of Online Product Ratings: The Role of Visual Orientation in Product Rating Distributions

Lin Ge (Hong Kong Metropolitan University); He (Michael) Jia (University of Hong Kong); Kyu Kim (Yonsei University)*

This research argues that the default horizontal-bar layout of product rating jeopardizes consumers' perception of the product's functional performance and decreases purchase intention. Four pre-registered experiments demonstrate the effectiveness of vertical-bar layout of product rating in improving perceived structure stability, perceived functional performance, and purchase intention.

Impact of Visual Entropy on Consumer Reactions to Digital Food Images

Ze Wang (University of Central Florida); Juncai Jiang (University of Central Florida); Ganga Hewage (University of Memphis); Mackenzie Bland (University of Central Florida); Surendra Singh (University of Kansas)*

The popularity of digital food photography has surged significantly in recent times. This research investigates the role of visual entropy, or the level of disorderliness, in images on consumers' food evaluations. Through one large-scale field study and three experiments, we demonstrate that visual entropy not only enhances the perceived tastiness of food but also positively influences consumers' intentions regarding food consumption. Furthermore, we establish that the impact of visual entropy is contingent on individual's visual learning styles and the prototypicality of food appearance. Our research also delves into the practical implications of these findings.

Gendered Perceptions: Unraveling Stereotypes in Pro-Environmental Ascriptions

Bianca Weber (Seeburg Castle University); Magdalena Bekk (Seeburg Castle University); Matthias Spörrle (Seeburg Castle University)*

This research explores the impact of gender attributes on pro-environmental perceptions across diverse stimuli (i.e., brands, countries, political parties, and individuals). Findings from eight studies reveal a consistent trend: entities with strong female attributes are perceived as more environmentally friendly. This effect can be explained through higher perceptions of warmth.

Consumer Complaints and Responses: A Critical Synthesis and Research Agenda

Zhiying Ben (University of Surrey); Paurav Shukla (University of Southampton); Martin Kunc (University of Southampton)*

This article reviews the literature on consumer complaining and response processes across three realms: complainer, responder, and bystander. It proposes an integrative framework that provides a holistic view and novel insights. Future research directions identify emerging challenges and their practical contributions to marketing and consumer behavior in a data-driven world.

Death Reminders and Desire to Compete: The Influence of Mortality Salience on the Evaluation of Limited-Edition Exclusive Luxuries

Nabanita Talukdar (Hult International Business School, San Francisco); Shubin Yu (BI Norwegian Business School); Esterina Nervino (City University of Hong Kong)*

Using terror management theory, we explore the effects of mortality salience on evaluation of exclusive luxuries from a consumer's cultural orientation perspective. Our research answers future research calls on perspectives of COVID-19. The closure of physical stores during COVID-19 due to restrictions made luxury brands go through periods of digital acceleration. Therefore, we conducted text and sentiment analyses of Instagram posts and comments, for exclusive and generic luxuries from three luxury brands for the years 2019 and 2020 in study 1. Two online experiments (study 2 and study 3) were conducted to examine the effect of mortality salience during COVID on consumer evaluations of exclusive luxury products. The results show that mortality salience has a positive effect on attitude toward exclusive luxury products. For individuals with high vertical individualism, mortality salience due to COVID-19 results in a positive effect on attitude toward exclusive luxury products versus generic luxury products.

Disengaging from Polarized Debates: Promises and Pitfalls of Expressing Receptiveness on Social Media

Yvan Norotte (HEC Paris)*

Acts of receptiveness can reduce social media platform disengagement during polarized debates by fostering reciprocal receptiveness. However, the presence of trolls in the online environment negates this positive effect. Four studies demonstrate how experienced receptiveness prevents disengagement, highlighting the importance of considering digital social dynamics to promote open dialogues online.

Reviewing the New and Improved: Consumers Fail to Update Online Opinions for New Product Versions

Thomas Scheurer (University of Lucerne); Leif Brandes (University of Lucerne); Egon Franck (University of Zurich); Rosa Cacabelos (University of Zurich)*

Companies frequently modify their products without changing a product's name, such as updates to software applications or restaurants with a new head chef. We study how product modifications affect online reviews and demonstrate that online reviews for previous quality levels systematically bias the content of reviews for the modified product.

Session F5 | Flash Talks | Festsaal 2 Wednesday, July 3, 2:00 pm – 3:30 pm

Session Chair: Susanne Ruckelshausen (WU Vienna)

Greed in Cryptocurrencies: How Other People's Motives Influence Financial Decision-Making

Konstantin Pikal (LUISS Guido Carli University); Francisco Villarroel Ordenes (LUISS Guido Carli University); Deniz Lefkeli (LUISS Guido Carli University)*

Despite their high volatility, cryptocurrencies are diffusing fast. We explore whether greed expressions in social media drive diffusion. In a field study with 20 cryptocurrencies and over 300,000 Tweets, we identify greedy motives in social media chatter and find that they are a driver for diffusion of cryptocurrencies.

When Generosity Softens the Sting: Pain-of-Payment Is Lower When Purchasing Products as Gifts

Farnoush Reshadi (Worcester Polytechnic Institute); Yuna Choe (Baylor University); Julian Givi (West Virginia University)*

In three studies, we demonstrate that consumers experience less pain-of-payment when purchasing a product as a gift versus for their own consumption. Consequently, they have a higher willingness to spend when buying a product as a gift (vs. for their own consumption). We further demonstrate the mechanism behind this effect.

When Worlds Collide: Luxury Brand Positioning in Social Media

Kristina Kleinlercher (MCI); Tim Böttger (Stern Stewart & Co.)*

Luxury brands' exclusive image collides with the personal communication norms of social media. This paper proposes that the way in which brands communicate, their communication style, is an important but neglected parameter that luxury brands can use to market in social media while still conveying a social distance.

The Perils of Making Many Small Steps to Save Money

Ga-Eun (Grace) Oh (Lingnan University)*

This research examines whether the number of steps made for a finance goal progress influences goal disengagement. Specifically, we demonstrate that when the same level of goal progress is achieved by many (vs. a few) number of steps, consumers show a higher impulsive purchase intention to the increased perceived progress.

The Impact of Input and Process Control on the Acceptance of Algorithmic Advice

Christoph Ungemach (Technical University Munich); Martijn Willemsen (Eindhoven University of Technology)*
Consumers are often slow to adopt algorithmic advice, especially in areas where they could greatly benefit from machine learning and AI. We present three experiments showing that control over algorithm generation and input processes can increase adoption, mediated by increased emotional trust. This also holds for recommendations for others.

I, Me, Mine: Consumer Sharing Behaviors When "Their" Music is Used by Brands

Zoe Godfrey (Indiana University)*

Companies often seek creative ways to signal certain brand identities or endear themselves to consumers. One common method is incorporating well-known music into brand messaging. Though using well-known music is a common, it remains misunderstood. Consumers form different, often stronger, attachments with music than with other types of artistic stimuli (e.g. colors), with the phrase, "that's my song" frequently used. We investigate how psychological ownership of music, or the feeling that certain music is "mine" or an extension of the self, impacts word-of-mouth (WOM) about that music. Further, we investigate how the relationship between psychological ownership and WOM is influenced by brand use, and brand change, of the music.

In-Group Heroes and Out-Group Antagonists? The Role of Social Identity and Ideology in Sustainable Consumer Behavior

Eric Klebeck (University of Mannheim); Sabine Kuester (University of Mannheim); Aleksandar Blecic (University of Mannheim)*

This research applies social identity theory to investigate political ideology's impact on the preference for sustainable products. Our findings suggest that sustainable consumption is stereotyped as liberal, making it an in-group behavior for liberals and out-group behavior for conservatives. These insights inform eco-friendly marketing, presenting new venues for consumer research.

Moral Complexities of Interdependent Privacy: How we Neutralize Sharing Others' Data

Vince Mitchell (University of Sydney); Bernadette Kamleitner (WU Vienna); Susanne Ruckelshausen (WU Vienna)*

In this research, we investigate how people justify the giving away of others data and whether these justifications vary depending on whether they adopt a victim or offender perspective. Our findings suggest that social norms about the sharing of others' data are unclear, although personal norms mostly condemn the practice.

Session F6 | Flash Talks | Galerie

Wednesday, July 3, 2:00 pm – 3:30 pm

Session Chair: Meike Zehnle (University of St. Gallen)

The "We" versus "I" – The Negative Effect of Collective Action Framing on Pro-Social Consumer Behavior

Sarah Kiska (Seeburg Castle University); Tobias Hinze (University of Cologne); Magdalena Bekk (Seeburg Castle University)*

Marketing communication for pro-social causes oftentimes uses a collective action framing addressing, for example, all citizens of one country. Our results indicate that using an individual action framing, addressing each individual instead of a group, is more effective as it leads to more pro-social behavior, like donation.

Online Opinions from Minorities – Who Gets Heard Online?

Ann-Kathrin Polenz (University of Mannheim); Andreas Bayerl (Erasmus University); Florian Kraus (University of Mannheim); Asael Sklar (Reichman University)*

Using secondary data, we show that online opinions provided by members from minority groups are more appreciated (i.e., receive more upvotes), which increases their impact. We employ a context-dependent minority definition through name-based inference tools and Computer Vision to extract user demographics from UGC.

Exploring the Dark Side of Motherhood: An In-Depth Analysis of Consumer Hate Phenomenon Among Young Children's Mothers in Social Media

Marta Grybś-Kabocik (University of Economics in Katowice); Agnieszka Tetla (University of Economics in Katowice)*

Our research examines hate targeting mothers of young children on social media. We explore its prevalence, impact on maternal well-being, parenting choices, and implications for brands. Through observational analysis and focus groups, we aim to advocate for a safer online environment and offer insights for brands navigating consumer behavior complexities.

Meaning Motivates Consumers to Forego Spending

Lawrence Williams (University of Colorado); Nicole Mead (York University); Mahdiyeh Amozegar (University of Colorado Boulder)*

Saving is critically important yet difficult. We examine how the pursuit and experience of meaning relates to saving via foregoing spending. Across naturalistic and experimental contexts, meaning is associated with spending less, foregoing options, and gravitating to a-la-carte pricing, suggesting that meaning may help consumers save more by spending less.

Saving the Environment Through Individual or Collective Action? – An Implicit Mindset Perspective

Oden Groth (Fairleigh Dickinson University); Pragya Mathur (Baruch College, CUNY); Kristin Lindrud (Baruch College, CUNY)*

In the current research, we heed the call to better understand the effectiveness of individual versus institutional actions that lead to pro-environment actions. In particular, we examine whether individuals' mindsets influence their beliefs about the effectiveness of individual and institutional actions and the underlying reasons for the observed difference.

Transcending Influences of Consumers' EU Identity: Exploring Domestic/Foreign Products and EU/Non-EU Immigrants

Katerina Makri (University of Vienna), Selma Saracevic (Copenhagen Business School); Georgios Halkias (Copenhagen Business School)*

Consumers carry a set of identities that are important for their self-view and implicitly influence their buying behavior. In this study, we explore the simultaneous impact of multiple location-based identities, focusing on the role of the EU identity in predicting preferences for domestic and foreign products.

Money Illusion for Others

Rajarshi Majumder (Grenoble Ecole de Management), Ignazio Ziano (University of Geneva), Robert Mai (Grenoble Ecole de Management)*

We explored the extent to which people are affected by money illusion and to which extent they perceive others to be affected by it in buying and selling decisions. We found that consumers are more affected by money illusion than they perceive as compared to others.

The Age of Artificial Friends: How Do AI-Based Social Companions Affect Human-Human Interactions?

David Finken (ETH Zurich); Meike Zehnle (University of St. Gallen); Martin Mende (Florida State University)*

AI social companions should help overcome loneliness yet pose uncertainty regarding human-to-human connections. Utilizing social exchange theories, this research reveals people are less inclined to interact if their counterparts engage with AI companions. This is attributed to a perceived deficiency in social skills, with interaction purpose influencing the effect.

Session A10 | Consent and Disclosure | Festsaal 1 Wednesday, July 3, 4:00 pm – 5:30 pm

Session Chair: Ana Scekic (Erasmus University)

Why Presumed-Consent Language Encourages Health Behaviors

Romain Cadario (Erasmus University); Jenny Zimmermann (University of St. Gallen); Bram Van Den Bergh (Erasmus University)*

Six studies demonstrate that presumed-consent (e.g., “a vaccine has been reserved for you”) compared to explicit-consent language (e.g., “you can get a vaccine”) promotes health behaviors because people interpret it as an implicit recommendation. This effect is moderated by the decision makers’ pre-existing attitudes and choice architects’ legitimacy.

Persuasion Knowledge or Sympathy? Entrepreneurs' Health Self-Disclosures in Crowdfunding and Halo Effects of Disease Onset Controllability

Chethana Achar (Northwestern University); Der-Wei Huang (The Chinese University of Hong Kong, Shenzhen); Nidhi Agrawal (University of Washington); Adam Duhachek (University of Illinois-Chicago)*

We examine self-disclosures of private health information by entrepreneurs in crowdfunding contexts and find conflicting mechanisms that drive the effect of disclosures on crowdfunding. Depending on onset attribution for the disclosed health issue, self-disclosures could evoke sympathy, leading to increased crowdfunding, or activate suspicion, leading to reduced support.

Consumers' Compliance with the Privacy Notices: A Decision Difficulty Account

Deniz Lefkeli (LUISS Guido Carli University); Zeynep Gurhan-Canli (Koc University)*

We show that consumers are reluctant to comply with privacy notices, since responding to a privacy notice is a difficult decision for them. This aversion can be mitigated by reducing the perceived difficulty associated with responding to them or decreasing uncertainty linked to data collection.

Allow or Deny: The Impact of Information Access Mode on Willingness to Share Personal Information

Ana Scekic (Erasmus University); Tatiana Sokolova (Tilburg University); Aradhna Krishna (University of Michigan)*

We study how different modes of providing access to personal information influence consumers’ willingness to share personal information. We show, across social network, phone application and website contexts, that the willingness to share is higher when people select who to allow versus who to deny access to their personal information.

Session A11 | Money Matters | Festsaal 2 Wednesday, July 3, 4:00 pm – 5:30 pm

Session Chair: Erick Mas (Indiana University)

Leaving Money on Their Smartphones: Comparing Uses of Promotional Codes Between Mobile and PC Shoppers

Rebecca Jen-Hui Wang (Lehigh University); Mathew Isaac (Seattle University)*

This multimethod research explores how customers vary their coupon code redemptions while shopping online. Analyses of a secondary dataset and two experiments show consistent findings: customers are less likely to redeem on smartphones (versus PCs) because they perceive search and cognitive effort to be higher while operating on smaller screens.

Pricing in Resale Markets: Why Lower-Priced Goods Tend to Retain More Value

Minjeong Ko (University of Southern California); Elisa Solinas (IE University); Joseph Nunes (University of Southern California)*

When selling products on the secondhand market, how much of the original selling price can sellers expect to recoup? Across five real world data and lab studies, we observe that low-priced goods retain more value and perceived cost estimates as a percentage of the original selling price explains this effect.

Lay Theories About Wealth Creation Are Associated With Allocations to Retirement Accounts

Jorge Pena Marin (Michigan State University); Mathew Isaac (Seattle University); Simon Blanchard (Georgetown University)*

People hold two distinct lay theories about how wealth is created: an income (expense) lay theory [i.e., earning more money (spending less money) is the major driver of wealth]. When the expense lay theory is more accessible people are likely to allocate more money to retirement accounts.

Payday Mayday! How Objective SES-Subjective Social Class Misalignment Increases Use of Predatory Lending

Erick Mas (Indiana University); Joshua Dorsey (Florida International University)*

Predatory lenders disproportionately target vulnerable consumers. Across three studies, we demonstrate that objectively lower socioeconomic status (SES) consumers are more likely to fall prey to these services. Counterintuitively, so too are those who feel subjectively higher in social class. Thus, objective-subjective misaligned consumers are most likely to seek predatory lenders.

Session A12 | Time Matters | Galerie Wednesday, July 3, 4:00 pm – 5:30 pm

Session Chair: Isabelle Engeler (University of Lausanne)

The "Fast Meal = Fast-Food" Intuition: The Effect of Consumption Time Pressure on Fast-Food Choice

Nico Heuvinck (IESEG School of Management); Yi Li (Macquarie University); Mario Pandelaere (Virginia Tech)*

Past research established a negative correlation between lack of time and unhealthy diet. However, causal evidence is lacking, and the underlying mechanism seems inconclusive. Five studies show that consumers under consumption time pressure are more prone to choose fast-food which is driven by a “fast meal = fast-food” intuition.

Human Nature: How Time and Human Agency Shape Value

Kate Christensen (Indiana University); Ed O'Brien (University of Chicago)*

To better understand our future, this research looks back to the past, asking how social connection across time can shift consumer value in the present.

Global Evidence on the Motives for Sustainable Behaviors

Antonia Krefeld-Schwalb (Erasmus University), Shuangyuan Wie (Erasmus University), Sebastian Gabel (Erasmus University)*

Behavioral change is integral to climate change mitigation and adaptation. However, interventions are often inefficient because people act sustainably for various reasons. We use a large language model to identify these reasons in multinational survey data (United States, China, and Europe), predictors for the reasons and striking cultural similarities.

When The Unexpected Happens: How People Respond to Unbudgeted Time Savings

Maria Giulia Trupia (University of California, Los Angeles); Isabelle Engeler (University of Lausanne)*

How happy do people feel when gaining time unexpectedly? Six pre-registered studies show that while finishing a task later than planned strongly decreases people's happiness, finishing it earlier does not substantially increase happiness. This numbness to windfalls is specific to time and due to people failing to reinvest it.