



**CREATIVE**

**DESTRUCTION**

**SCP VIENNA 2015**

**2ND INTERNATIONAL CONFERENCE, JUNE 25 – JUNE 27**

# PROGRAM OVERVIEW

8:00 – 9:30 am Registration **LC**  
9:30 – 10:00 am Welcome from Co-Chairs **LC**  
10:00 – 12:00 am Plenary Symposium **LC**  
12:00 – 01:45 pm Lunch at Mensa **M**  
01:45 – 03:15 pm Session 2 **TC**  
03:15 – 03:45 pm Break  
03:45 – 05:15 pm Session 3 **TC**  
Start 05:30 pm Departure to Dinner in the Wine Yards  
Meet at busstop **B**

THURSDAY 25TH

9:00 – 10:30 am Session 4 **TC**  
10:30 – 11:00 am Break  
11:00 – 12:30 pm Session 5 **TC**  
12:30 – 02:15 pm Lunch at Mensa **M**  
02:15 – 03:45 pm Session 6 **TC**  
Start 04:00 pm Sweet Viennese Afternoon **S**

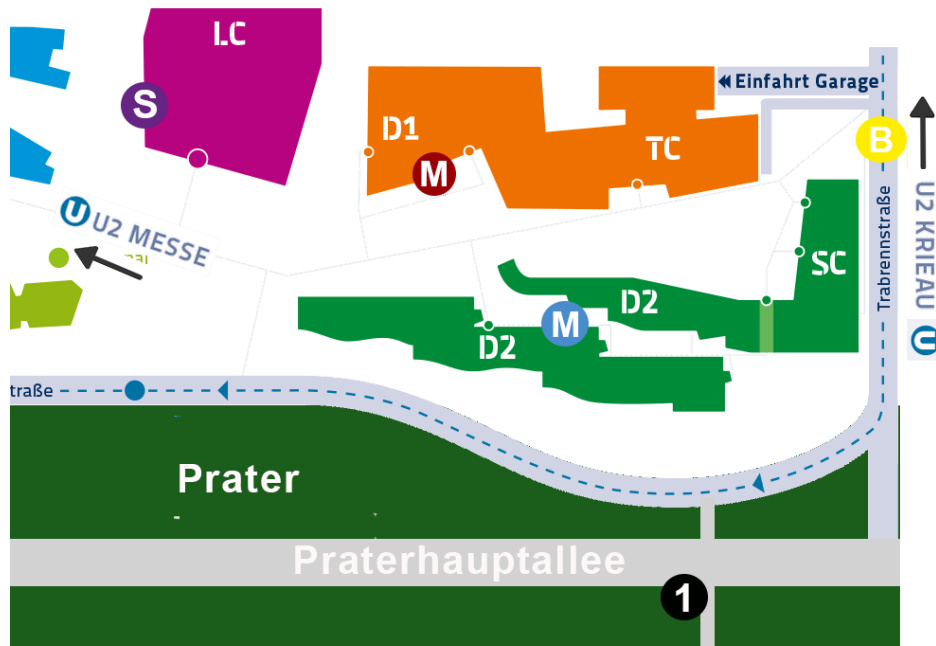
FRIDAY 26TH

9:00 – 10:30 am Session 7 **TC**  
10:30 – 11:00 am Break  
11:00 – 12:30 pm Session 8 **TC**  
12:30 – 02:15 pm Brown Bag Lunch  
02:15 – 03:45 pm Session 9 **TC**  
03:45 – 04:15 pm Break  
04:15 – 05:45 pm Session 10 **TC**  
Start 07:30 pm Gala Dinner (Österreicher in MAK)

SATURDAY 27TH

# CAMPUS PLAN

- M** Mensa
- B** Bus Stop
- U** Subway (U2)
- 1** Tram (1)
- LC** Registration & Opening
- TC** Sessions & Helpdesk
- M** Marketing Department
- S** Sweet Viennese Afternoon



EMERGENCY NUMBER: +43 1 31336 4184

# THURSDAY PLENARY SESSION

## 10:00-12:00 AM

### CREATIVE DESTRUCTION

*The Austrian Economist Joseph A. Schumpeter used the term "Creative Destruction" to describe how radical innovations are the disruptive force that bring the sustainable economic growth central to the functioning of capitalism.*

For SCP Vienna 2015, we wish to use the term as a metaphor for the types of papers we are most interested in: "innovative" papers which challenge the status-quo, depart from the known paradigms, and thus potentially "disrupt" our current thinking.

The plenary symposium opening the conference is the starting point for our joint Creative Destruction Journey. Starting point: the present. Destination: the future.

**FUTURE CONSUMER WORLDS: HOW THE INTERNET OF THINGS, AVATARS, ROBOTS, CYBORGS, AND HUMAN ENHANCEMENT TECHNOLOGIES MAY CHANGE THE FACE OF CONSUMER PSYCHOLOGY- AND OUR CONCEPT OF WHAT IT MEANS TO BE "HUMAN".** (Chair: B. Schmitt)

Get your parachutes, teleporters, Fiakers and DeLoreans ready. The journey begins. Bernd Schmitt, as Symposium Chair and Travel Guide, leads us to futuristic technologies that have thus far been neglected in consumer research. We will travel through Donna Hoffman's and Thomas P. Novak's land of The Internet of Things, have a brief encounter with Russ Belk amidst Avatars, Robots, and Cyborgs and land at the planes of Human Enhancement Technologies brought to us by Noah Castelo, Miklos Sarvary, and Bernd Schmitt.

# THURSDAY SESSION 2

## 01:45 – 03:15 PM

### **THREATS AND CONSUMPTION: CAUSES, CURES, AND COSTS** (Chair: P. Williams)

**That's Now How I Should Feel: Emotion Profile-Inconsistent Emotions and Identity Threats**  
(N. Coleman, P. Williams) 

**Disgust and the Construction of Group Identities**  
(E. Wu, A. Morales, G. Fitzsimons, T. Chartrand) 

**Connecting with Celebrities: Consumer Use of Celebrity Meaning in Identity Construction** (J. Escalas, J. Bettman)

TC 2.01  
Symposium

### **CONSUMER NEUROSCIENCE APPLYING NEUROSCIENTIFIC METHODS TO DESTRUCT THE OLD, CHALLENGE THE PRESENT AND CREATE THE NEW IN CONSUMER PSYCHOLOGY** (Chair: M. Koller)

**The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments**  
(N. Mazar, H. Plassmann, N. Robitaille, A. Linder) 


**The "Boomerang effect" and its Relationship to Trait Anxiety in a Charitable Giving Context** (G. Nave, C. Prevost, J. Cousin, D. Mobbs, P. Vuilleumier) 

**Common Sense in Choices: Effects of Modality on Value**  
(Z. Lewin, A. Shuster, D. Levy)

TC 2.02  
Symposium

### **THINKING UNDER SCARCITY** (Chair: C. Roux, M. Zhu)

**Thinking About Scarcity** (A. Shah, E. Shafir, S. Mullainathan) 

**Reminders of Resource Scarcity Promote Abstract Thinking** (C. Roux, K. Goldsmith) 

**The Urgency Bias** (M. Zhu, Y. Yang, C. Hsee)

TC 2.03  
Symposium

**EGO DEPLETION V2.0? NEW PERSPECTIVES ON THE**

**WHAT, WHEN, AND WHY OF EGO DEPLETION** (Chair: N. Mead)

**Ego Depletion: A Feeling-as-Information Perspective**

(K. Wilcox, C. Chen)



**Deriving Vitality from Intrinsically and Extrinsically Motivated Tasks** (W. Jang, C. Janiszewski, J. Laran)



**A Change is as Good as Rest: Changing Contexts Offsets Ego Depletion** (N. Mead, J. Levav)

TC 2.01  
Symposium

**USING NEUROIMAGING TO PREDICT POPULATION-LEVEL CONSUMER BEHAVIOR**

(Chair: M. Boksem, V. Venkatraman)

**Brain Responses to Movie-Trailers Predict Individual Preferences for Movies and their Population-Wide Commercial Success** (V. Schoots, A. Sanfey, A. Smidts, M. Boksem)



**Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling** (V. Venkatraman, K. Vo, A. Dimoka, R. Winer)



**Neural Activity Predicts Crowdfunding Decisions** (A. Genevsky, C. Yoon, B. Knutson)

TC 2.02  
Symposium

**EXPERIENTIAL OR MATERIAL THAT IS THE QUESTION: ANTECEDENTS TO PREFERENCES FOR EXPERIENTIAL CONSUMPTION** (Chair: S. Roche)

**A New Look at Compensatory Consumption: Power-Induced Preferences for Experiential vs. Material Luxury** (D. Dubois, A. Ruvio)



**Beyond the Couch. Reciprocities and Processes of Value Creation in Shared Experiences in CouchSurfing**

(K. Hellwig, F. Morhart)



**Experiential or Material? A Life History Theory Perspective on Purchase Type Preferences**

(S. Roche, J. Sundie)

TC 2.03  
Symposium

FRIDAY SESSION 4  
9:00 – 10:30 AM

**MAKING SENSE OF IT ALL: CONSUMER RESPONSES TO  
MULTISENSORY INPUTS** (Chair: N. Puccinelli)

**Sense and Sensibility: Multi-Sensory Input and the Moral  
Judgment Process** (M. Morrin, V. Maille, G. Nenkov, M. Lwin) 

**Virtual Touch: How Computer Interfaces Impact Consumer  
Choice** (H. Shen, M. Zhang, A. Krishna) 

**Boost the Brightness, But Turn Down the Volume: Cross-modal Com-  
pensation for Meta- Sensory Homeostasis**  
(R. Hadi, L. Block, S. Ramanathan)

TC 2.01  
Symposium

**POSSESSIONS, EXPERIENCES, AND CONTEXT EFFECTS** (Chair: B. Kamleitner)


**Children's Happiness with Experiences: A Developmental Investigation**  
(L. Chaplin, T. Lowrey, A. Ruvio, L. J. Shrum) 

**The Tree is Mine, the Forrest Isn't: The Construal Level of Possessions**  
(B. Claus, W. Vanhouche, S. Dewitte, L. Warlop) 

**The Prominence Detraction Hypothesis: Context Effects as a Function of Attribute  
Prominence** (I. Evangelidis, J. Levav, I. Simonson)

TC 2.02  
Comp. Papers

**SELF-CONTROL** (Chair: S. Broniarczyk)

**Financial Disincentives and Evaluative Labels Influence Demand  
for Unhealthy Products** (A. Shah, J. Bettman, P. Ubel, J. Edell, A. Keller) 

**Defeating Depletion** (U. Khan) 

**Feeling Like a Machine: The Effect of Mechanistic  
Dehumanization on Self-Control Goals**


(A. Weihrauch, S. Huang)

TC 2.03  
Symposium

FRIDAY SESSION 5  
11:00 – 12:30 AM

**SOCIOECONOMIC INFLUENCES ON PROSOCIAL BEHAVIOR** (Chair: D. Gal)

**Diversity and its Discontents: The Effect of Perceived Demographic Diversity on Prosocial Behavior** (D. Gal, D. Rucker) 

**On the Consequences of a Scarcity Mindset: Why Thoughts of Having Less Can Lead to Taking (and Giving) More**  
(C. Roux, K. Goldsmith, A. Bonezzi) 

**When Do Incentives Help Charitable Giving and When Do They Hurt?** (G. Newman, J. Savary, C. Li, A. Samek)

TC 2.01  
Symposium

**AESTHETICS** (Chair: P. Moreau)

**The Effect of Stylistic Product information on Consumers' Aesthetic Responses**  
(B. Schnurr, N. Stokburger-Sauer) 

**Chroma Looms Large: Color Saturation Increases Attention and Size Perceptions**  
(H. Hagtvedt, S. Basel) 

**Seeing is Believing: The Effect of Packaging Transparency on Product Preference**  
(D. Billeter, M. Zhu, J. Inman)

TC 2.02  
Comp. Papers

**AFFECT AND EMOTION** (Chair: S. Puntoni)

**Mental Thermoregulation: Affective and Cognitive Pathways for Temperature Regulation** (D. King, R. Hadi, L. Block) 


**Affective Experience over Time: The Role of Segregation and Counting Direction** (C. Tsai, M. Zhao) 


**Affect as an Ordinal System of Utility Assessment**  
(A. Faraji-Rad, M. Pham, O. Toubia, L. Lee) **TC 2.03**

Comp. Papers



**TICKING AWAY THE MOMENT** (Chair: J. Goodman)

**Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness** (B. Dalton, J. Goodman, S. Malkoc) 

**Will I Buy What I Chose Recently? The Effect of a Product Choice-Purchase Decision Delay on Likelihood of Purchase** (G. Tonietto, S. Malkoc, S. Nowlis) 

**Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past** (E. Williams, R. LeBoeuf)

TC 2.01  
Symposium

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**CHALLENGING EXISTING METHODS** (Chair: P. Raghurir)

**Leveraging Projection to Increase the Predictive Validity of Self-Reports** (I. Engeler, P. Raghurir) 

**Blinding Us to the Obvious: The Effect of Statistical Training on the Evaluation of Evidence** (B. McShane, D. Gal) 

**Pathways or Serendipity: How Consumers Shop and Buy in an Interactive Marketplace** (D. Schultz, M. Block, V. Viswanathan)

TC 2.02  
Comp. Papers

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**ENHANCING AND SUPPRESSING PROSOCIAL BEHAVIOR** (Chair: M. Wänke)

**Doing Well By Doing Good: The Benevolent Halo of Social Goodwill** (A. Chernev, S. Blair) 

**Voting for Money: How Reminders of Money Lead to Right-Wing Party Preferences** (J. Schuler, I. Ivanav, M. Wänke) 

**Avoiding Overhead Aversion in Charity** (U. Gneezy, E. Keenan, A. Gneezy)

TC 2.03  
Comp. Papers

SATURDAY SESSION 7

9:00 – 10:30 AM

**KEEPING GRIP: CONSUMER DECISION-MAKING IN  
AN UNCERTAIN AND UNPREDICTABLE WORLD**

(Chair: F. van Horen, K. Millet)

**Unpredictable Childhood Environments Promote Eating  
in the Absence of Energy Need**

(S. Hill, M. Prokosch, D. DelPriore, V. Griskevicius, A. Kramer) 

**Washing Away Your Threats** (K. Millet, A. van der Wal, A. Grinstein) 

**The Appeal of Concreteness under Uncertainty**

(F. van Horen, M. Wänke, T. Mussweiler)

TC 2.01  
Symposium

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**PARADOXICAL CHOICE AND PREFERENCES** (Chair: S. Botti)

**Give Me Yourself: Gifts are Liked More When they Match the Giver's Characteristics**

(G. Paolacci, L. Straeter, I. de Hooge) 


**The Power of Uncertainty** (L. Shen, C. Hsee) 

**Making Sense of Paradoxical Consumption Choices: The Case of Akratic Spending  
Behavior** (M. Belkhir, J. Jallais, F. Akrouf)

TC 2.02  
Comp. Papers

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**CREATIVITY** (Chair: M. Schreier)

**Using the Past to Construct the Future: How Episodic Future Simulation  
influences Preferences over Time** (S. Hingston, T. Noseworthy) 

**Thinking Creatively through Hands** (M. Youn, J. Lee) 

**Olfaction induced Episodic Memories, Consumer Creativity,  
and Evaluation of Innovations**

(N. Ibrahim, T. Noseworthy, T. Islam)

TC 2.03  
Comp. Papers

**CONSUMPTION AND EVALUATION OF HEALTHY AND UNHEALTHY FOODS** (Chair: M. Poor)

**Foodstagram for Thought: How Consumer Generated Images in the Food Domain Influence Post Consumption Attitudes and Evaluations** (S. Coary, M. Poor) 

**The Influence of Pictures and Text on Food Consumption: A Construal Level Perspective** (D. Buhray, A. Chen) 

**Nudging Healthful Eating and Pro-Environmental Energy Consumption through the Use of Ambient Scent**  
(S. Lefebvre, D. Biswas, J. Inman)

TC 2.01  
Symposium

**PROCESSING FLUENCY AND EXPLORATION** (Chair: Y. Gu)


**Spatial Attention Affects Evaluation and Memory of Brands**  
(Z. Estes, D. Guest, M. Gibbert, D. Mazursky) 

**The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency**  
(J. Nunes, A. Ordanini, F. Valsesia) 

**The Lure of Large Assortments in Feeling-Based Decisions**  
(A. Aydinli, Y. Gu, M. Pham)

TC 2.02  
Comp. Papers

**INTERPERSONAL INFLUENCE** (Chair: C. Fuchs)

**Recruiting Regulatory Support: Examining When and How Individuals Seek Or Discourage the involvement of Others in Affect Regulation**  
(C. Anthony, A. Fedorikhin) 

**Deliver Warmth with Your Hand: Customers' Responses to Handwriting versus Print Messages** (L. Xia, X. Ren, J. Du) 

**Absinth + Brandy = Champagne: How Dyads Overcome Choice Overload**

(N. Lopes, E. Reutskaja, M. Capizzani)

TC 2.03  
Comp. Papers

**THE BEHAVIORAL SCIENCE OF EATING** (Chair: D. Biswas)

**The Halo Effect of Product Color Brightness on Hedonic Food Consumption**

(A. Madzharov, S. Ramanathan, L. Block) 

**Saying “No” to Cake or “Yes” to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals** (M. David, K. Haws) 

**Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Food Choices** (D. Biswas, J. Held)

TC 2.01  
Symposium

**BODY PERCEPTION: SHORT, CURVY & BEAUTIFUL** (Chair: D. Dahl)

**Feeling Physically Short Triggers Compensatory Behaviors**

(G. Paolacci, N. Ordabayeva, A. Stuppy) 

**Product Curvature or Angularity Preferences: A Theory of Self-Concept**

(T. Ghoshal, P. Boatright, R. Batra) 

**Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards** (H. Yang, L. Lee)

TC 2.02  
Comp. Papers

**SOCIAL INFLUENCE** (Chair: S. van Osselaer)

**What Shall I Call Thee? The Impact of Brand Warmth and Competence on Consumer Response to Formal and Informal Address**

(A. Lenoir, S. Puntoni, S. van Osselaer) 

**Financial Deprivation, Socioeconomic Status and Social Influence: Responses of Financially Deprived People to Social Influence Depend on Childhood Environments** (A. Stamos, S. Bruyneel, S. Dewitte) 


**Marketing Exclusion: When Loyalty Programs Make Customers Feel Like “Outsiders”**

(D. Tevet, S. Danziger, I. Nitzan)

TC 2.03  
Comp. Papers

### BIASES IN PREDICTIONS (Chair: S. Puntoni)

#### **The Relativity of Productivity**

(S. Puntoni, B. de Langhe) 

#### **Predicting the Attitudes, Interests, and Opinions of the Average American Consumer: Has Anything Changed in the Last Quarter Century?**

(S. Santana, V. Morwitz, D. Dzyabura) 

#### **Knowing About an Undesirable Future Hurts the Present**

(S. Botti, I. Friedman, S. Iyengar, E. Gavazi)

TC 2.01  
Symposium

### MOTIVATIONS AND GOALS (Chair: J. Nunes)

#### **A Change of Pace: Goal Gradients in Locomotor Behavior**

(B. Van den Bergh, N. Heuvinck, G. Schellekens, I. Vermeir) 

#### **The Negative Effects of Visualization on Consumer Motivation** (K. Sobol, P. Darke)

#### **The Uniqueness Heuristic: A Preference for Unique Options for a Single Goal**


(L. Shen, A. Fishbach)

TC 2.02  
Comp. Papers

### COPING STRATEGIES (Chair: L.J. Shrum)

#### **Escaping Envy: Envy Increases Psychological Social Distancing and Preference for Unique Products** (J. Chung, L. Lee)

#### **Measuring Materialistic Mindsets: Development of an Implicit Measure of Materialism**

(C. Martin, P. Furchheim, L.J. Shrum, K. Hellwig) 

#### **Strategies of Counterdominance: When Luxury Doesn't Give You Power** (R. Kreuzbauer, B. Cheon)

TC 2.03  
Comp. Papers

# SATURDAY GALA DINNER STARTING AT 7:30 PM

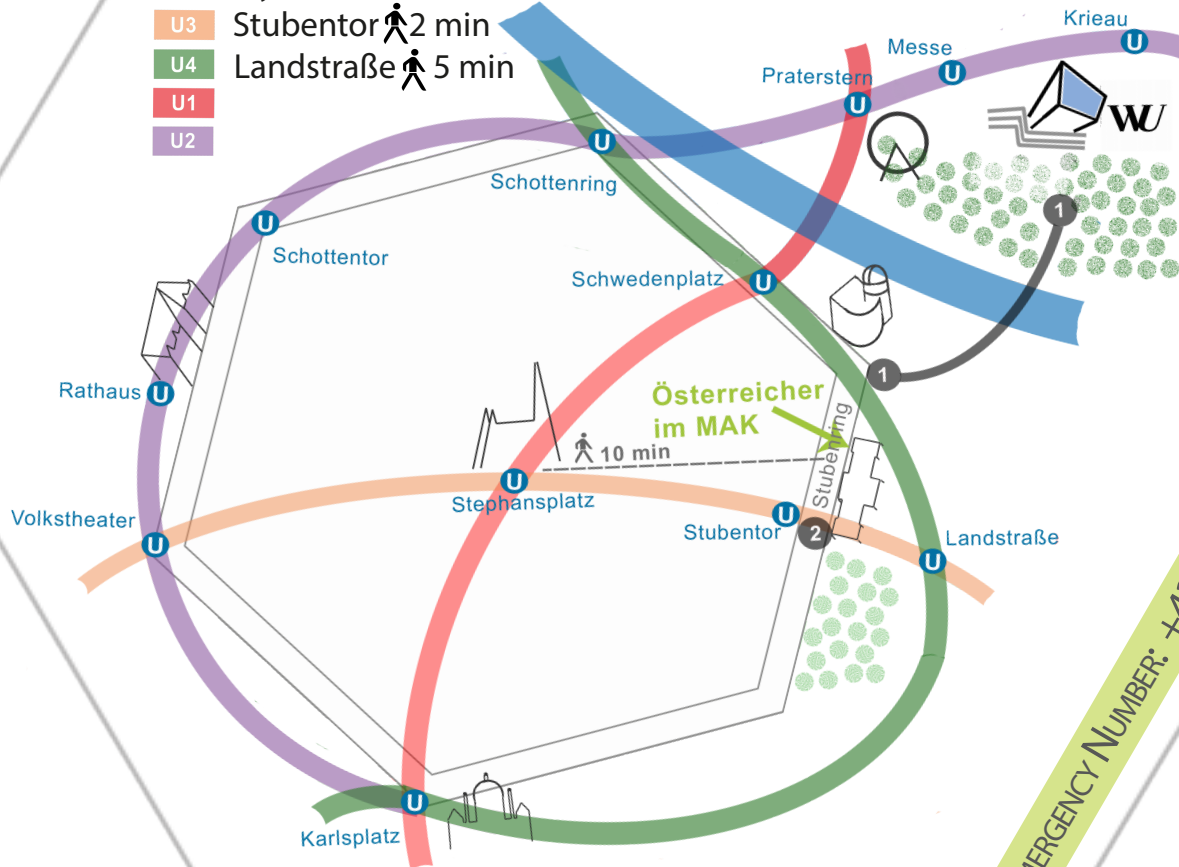
## DIRECTIONS TO THE GALA DINNER AT ÖSTERREICHER IM MAK (Stubenring 5, 1010 Vienna)

### Tram

- 2 Stubentor 1 min
- 1 Julius Raab-Platz 6 min

### Subway

- U3 Stubentor 2 min
- U4 Landstraße 5 min
- U1
- U2



EMERGENCY NUMBER: +43 1 31336 4184