2017 Marketing and Public Policy Conference Awards

Best Conference Paper
An Egocentric Bias in Judging Social Assistance Recipients
Steven Shepherd, Oklahoma State University
Troy H. Campbell, University of Oregon

Brenda M. Derby Memorial Award
The Brenda M. Derby Memorial Award is presented nationally to an outstanding doctoral student who demonstrates excellence as an emerging policy researcher. The award honors a strong advocate of the public policy and marketing subdiscipline and is supported through the generosity of the Center for Marketing and Public Policy Research at Villanova University.

The Role of Incidental Emotion in Disposal Decisions
Sarah Whitley, Boston University
Remi Trudel, Boston University
Weston Baxter, Imperial College London
# Table of Contents

**Preface** .............................................................................................................................................................................................. ix
**List of Reviewers** ................................................................................................................................................................................ x

## Religion, Branding, and Ethics

The Combined Impact of Religiosity and Materialism on Life Satisfaction ................................................................. 1  
*Aronte Bennett, Villanova University*  
*K. Gabriel, Villanova University*

Religion, Message Appeals, and Ethical Behavior: An Exploratory Investigation ............................................. 3  
*R. Bret Leary, University of Nevada, Reno*  
*Elizabeth A. Minton, University of Wyoming*  
*Shikha Upadhyaya, California State University, Los Angeles*

Source Confusion Among Consumers: Identifying “Known Conservative” Versions of the Eveready Method ................. 4  
*Eric DeRosia, Brigham Young University*

Mindful Marketing: Using Branding to Encourage Ethical Marketing ................................................................. 5  
*David Hagenbuch, Messiah College*  
*Laureen Mgrdichian, Biola University*

## Advertising and Communication

Increasing the Effectiveness of PSAs: The Role of Fear and Perceived Creativity ................................................... 7  
*Ilgim Dara Benoit, Appalachian State University*  
*Elizabeth Gelfand Miller, University of Massachusetts Amherst*

New Insights on the Efficacy of Pro-Environmental Public Service Advertising Using Humor Versus Threat Appeals: The Role of Environmental Context ............................................................... 9  
*Leila Elgaaied-Gambier, University of Cergy-Pontoise*

How Risk and Language Proficiency Influence Intentions to Use a Service Offered in a Nonnative Language ................. 10  
*Meghan E. Pierce, La Salle University*  
*Todd Pezzuti, Universidad de Chile*

Parental Mediation in the Digital Era: Increasing Children’s Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors ................................................................. 12  
*Marie Louise Radanielina-Hita, HEC-Montreal*  
*Ioannis Kareklas, University at Albany, State University of New York*  
*Bruce E. Pinkleton, Washington State University*

## Saving and Spending Decisions

Debiasing Inaction Inertia to Encourage Retirement Savings ......................................................................................... 13  
*Ruth Pogacar, University of Cincinnati*  
*Frank Kardes, University of Cincinnati*  
*Mary Steffel, Northeastern University*
Consumer Use of the New Mortgage Loan Estimate: Some Insights from an Eye-Tracking Study ................................................................. 15
Jodie L. Ferguson, Virginia Commonwealth University
Pam Scholder Ellen, Georgia State University

The Influence of Power on Consumer Tipping Behavior .......................................................... 17
Jeonggyu Lee, Drexel University
Hoori Rafieian, Drexel University
Anubhav Aggarwal, Drexel University
Daniel Korschun, Drexel University

Consumers’ Concerns About Corruption and Trust: A Multilevel Analysis ....................................................... 19
Sadrac Cénophat, Europa-Universität Viadrina; GGS

Promoting Inclusion Among Vulnerable Populations in Transformative Consumer Research
“There Will Always Be Someone Who Will Need It”: Exploring the Discourses and Practices Underlying the Transnational Circulation of Second-Hand Objects by Sub-Saharan African Diasporas Living in France ................................................................. 20
Valérie Guillard, Université Paris-Dauphine
Guillaume Johnson, CNRS–Université Paris-Dauphine

An Egocentric Bias in Judging Social Assistance Recipients .................................................................................. 22
Steven Shepherd, Oklahoma State University
Troy H. Campbell, University of Oregon

Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Society in a Socially Responsible Business Model ................................................................. 23
Allyn White, University of Mississippi
Alexandra Abney, University of Alabama at Birmingham
William B. Locander, Loyola University New Orleans
Kevin Shanahan, Mississippi State University

Can Mystery Shopping Change America? .......................................................................................... 25
Stella Adams, National Community Reinvestment Coalition
Anneliese Lederer, National Community Reinvestment Coalition

Unintended Consequences of Race Primes on Service Applications: Does Asking About Race Really Matter? .................................................................................. 26
Francisco A. Espinoza, Instituto Tecnológico de Monterrey
César J. Sepúlveda, Instituto Tecnológico de Monterrey
Sterling A. Bone, Utah State University

Consumer Health and Well-Being
One Toke over the Line Sweet Jesus: Public Policy and Marketing Implications of Medical and Recreational Marijuana .......... 27
Michelle Venables, Villanova University
Ronald Paul Hill, Villanova University

A Social Identity Perspective on the Legalization of Marijuana in the United States: The Relative Importance of Status Insecurity and Group Membership ................................................................. 28
Stephanie Geiger-Oneto, University of Wyoming
Travis Simkins, University of Wyoming

Wandering in the Insurance Desert: Consumer Implications of Lack of Choice on State Health Insurance Exchanges .......... 29
Emily Tanner, Oklahoma State University
Evaluating the Motivation Potential Scale: Medication Adherence for Diabetic and Hypertension Patients ................................................................. 30
Richard J. Vann, Penn State Behrend
José Antonio Rosa, Iowa State University
Kem P. Krueger, University of Wyoming

**Sustainability and Green Marketing I**

Designing Problem Recognition Ads to Educate About Climate Change .................................................................................................................. 32
William D. Diamond, University of Massachusetts Amherst
Smriti Kumar, University of Massachusetts Amherst

From Cloud Computing to Clouds of Pollution. The Environmental Impact of Internet Use: An Analysis of Consumers’ Self-Attribution of Responsibility .................................................................................................................. 34
Leïla Elgaaied-Gambier, University of Cergy-Pontoise
Laurent Bertrandias, University of Toulouse
Yohan Bernard, University of Franche-Comté

Juggling an Eco-Social Orientation: The Effects of Dueling Firm-Level Values on Frontline Employees ........................................................................... 36
Colin Gabler, Ohio University
V. Myles Landers, Rochester Institute of Technology

**Motives and Policies Influencing Consumption, Disposal, and Waste**

The Role of Incidental Emotion in Disposal Decisions ................................................................................................................................. 37
Remi Trudel, Boston University
Sarah Whitley, Boston University
Weston Baxter, Imperial College London

How Online and In-Store Grocery Purchase Channels Affect Consumers’ Food Waste Behavior ........................................................................... 39
Veronika Ilyuk, Hofstra University

Impression Management and Restaurant Leftovers: Strategies for Reducing Food Waste ......................................................................................... 40
Eric J. Hamerman, Iona College
Fredrica Rudell, Iona College
Chrissy M. Martins, Iona College

Consumption’s Final Act: What Policy Makers Can Learn About Waste Diversion by Understanding the Consumer Temporal Perspective and Mental Simulation .................................................................................................................. 42
Nichole R. Clifford, Pacific Lutheran University
Mark R. Mulder, Pacific Lutheran University
Richie Liu, Oklahoma State University
Consumer Health and Well-Being

**The Role of Symbols and Labels on Packages to Influence Behavior**

Polysemy, Marketing Communication, and Public Policy: Use of the Heart Symbol in the Food and Beverage Sector ................................................. 43
Rumaila Abbas, University of Guelph
Timothy Dewhirst, University of Guelph

Direct and Indirect Processing Effects of Front-of-Package Labels ................................................................................................................................. 45
Laurel Aynne Cook, West Virginia University
Elvira Kizilova, West Virginia University

Marketing and Public Policy Conference Proceedings/2017
Estimating the Effects of Novel On-Pack Warnings on Young Adult Smokers and Susceptible Non-Smokers

Philip Gendall, University of Otago
Christine Eckert, University of Technology Sydney
Janet Hoek, University of Otago
Jordan Louviere, University of South Australia

“Wishful Recycling”: How Pro-Environmental Receptacle Labeling Can Increase Recycling Contamination

Jesse R. Catlin, California State University, Sacramento
Yitong Wang, University of Technology Sydney
Rommel J. Manuel, California State University, Sacramento

**Threat, Ownership, and Privacy Policies**

Humanized Ads and Perceived Intrusiveness in Social Contexts

Anne Hamby, Hofstra University
Veronika Ilyuk, Hofstra University

The Ironic Impact of Privacy Policies on Perceived Security and Purchase Intent

Aaron Brough, Utah State University
Leslie John, Harvard University

The Influence of Threat Perception on Home Country Bias

Terence Motsi, Earlham College

**Sustainability and Green Marketing II**

Antecedents and Consequences of Environmental Beliefs: A Meta-Analysis

Xianfang Zeng, University of Calgary
Scott Radford, University of Calgary
Mehdi Mourali, University of Calgary

Beliefs Leading to a Greener World: A Cross-Country Exploration of the Effect of Religiosity on Green Consumption Behavior

Begum Kaplan-Oz, University of Massachusetts Amherst
Easwar S. Iyer, University of Massachusetts Amherst

Concepts of God and Support for Sustainability Policies

Kathryn A. Johnson, Arizona State University
Richie Liu, Oklahoma State University
Elizabeth A. Minton, University of Wyoming
Darrell Bartholomew, Penn State Harrisburg
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Adam B. Cohen, Arizona State University
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Green Living and Well-Being: A Longitudinal Study of Values, Environmental Attitudes, and Sustainable Consumption

J. Ian Norris, Berea College
Judith Weckman, Berea College
Joan Pauly, Berea College
David Guggenheim, Berea College
Trust, Corporate Social Responsibility, and Ethics

The Effect of Holbrook’s Framework in Perception of Corporate Social Responsibility .......................................................... 62
  Sarah Alhouti, Providence College
  Giles D’Souza, University of Alabama

Building Trustworthy Green Services: A Relook .................................................................................................................. 63
  Abhishek Mishra, Indian Institute of Management
  Ajay Sharma, Indian Institute of Management

Fit in Cause-Related Marketing: The Roles of Similarity, Trust, and Regulatory Focus in Assessing Skepticism...................... 64
  Monica Mendini, Università della Svizzera Italiana
  Paula C. Peter, San Diego State University
  Michael Gibbert, Università della Svizzera Italiana

A General Framework for Regulatory Arbitrage .................................................................................................................. 66
  Alexi Gloukhovtsev, Aalto University
  John Schouten, Aalto University
  Pekka Mattila, Aalto University

Consumption, Materialism, Social Comparison, and Self-Control

Naturally Ugly: Consumer Perceptions of Misshapen Produce ............................................................................................ 68
  Mia M. Birau, Grenoble École de Management
  Corrine Faure, Grenoble École de Management

Emotional Drivers of Materialism: The Role of Awe in Materialistic Tendencies ................................................................. 70
  Begum Kaplan-Oz, University of Massachusetts Amherst
  Elizabeth G. Miller, University of Massachusetts Amherst

One of These Things Is Not Like the Other: The Relationship Between Social Comparison and Weight Identity................... 72
  Cassandra Davis, Utah State University

Self-Control and Controlling Consumption Practices: A Cross-Cultural Study ............................................................... 73
  Thuy D. Nguyen, Midwestern State University
  Charlene Dadzie, University of South Alabama
  Himadri Roy Chaudhuri, IMI-Kolkata
Preface

The theme of this year’s Marketing and Public Policy Conference (MPPC) is “Promoting Solutions for Quality of Life and Consumer Well-Being.” This theme highlights the ability of marketing and public policy researchers to promote solutions to protect consumers from the real dangers and disparities of today’s world and correct institutional and marketplace practices accordingly. It also recognizes the broad and lasting impact that marketing and public policy research can make to promote consumer well-being. While the 2017 conference program follows in the tradition of past conferences by addressing significant issues at the intersection of marketing and public policy, it also offers rich opportunities for the discussion and debate of solutions to problems, new and old, affecting consumers. This forum is intended as a space for discussion and healthy debate on the value of stimulating social change through research, business practices, public policy, and community efforts.

A preview of this year’s conference program and proceedings shows a wide array of topics, including social justice, health behaviors, marijuana legalization, anti-smoking efforts, nutrition, obesity, diversity, poverty, sustainability, corporate social responsibility, recycling, financial decision making, advertising claims, privacy, health care-related issues, and many more. We hope that the program will challenge and inspire you.

We are thankful to the members of our Program Planning Committee and to conference reviewers for their willingness and responsiveness in helping us process submissions. We also appreciate those who submitted proposals for special sessions and roundtables. Reviewers and special session organizers are to be commended; without them, we would not have such a high-quality, thought-provoking conference. We also recognize and thank all those who submitted their research work; their research is the primary reason we convene this conference.

We gratefully acknowledge Florida State University, Rutgers University, and Utah State University for their support in bringing in our keynote luncheon speaker, Mr. Bob Woodward. We also thank Oklahoma State University for their support of the pre-conference workshop.

Finally, we thank all those involved in MPPC and its planning for entrusting this year’s conference to us and helping us develop it successfully. Enjoy!

Sterling Bone, Maura Scott, and Jerome D. Williams, Conference Co-chairs

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Extended Abstracts
The Combined Impact of Religiosity and Materialism on Life Satisfaction

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K. Gabriel, Villanova University

Keywords: religiosity, materialism, life satisfaction, well-being

EXTENDED ABSTRACT

Background
Various literatures in marketing, consumer behavior, psychology and ethics have examined relationships among religious beliefs, material values, and life satisfaction. Contemporary research debates a variety of issues associated with these constructs, including definitions and measurements extending to the nature of complex relationships among them. Scholars generally agree that the two former constructs impact the latter, though they are equivocal on the nature of the relationships.

Purpose
Over the years, there has been a continuing interest in interactions of religiosity, materialism, and life satisfaction (Baker et al. 2013; Swinyard, Kau, and Phua 2001), but these studies have produced mostly disparate results that leave scholars without a complete understanding. Consequently, the purpose of our investigation is to take a novel look at the religiosity-materialism-life satisfaction model, exploring the impact that materialism has on the relationship between religiosity and life satisfaction. We utilize a deconstructed religiosity scale with intrinsic and extrinsic factors to examine the fuller character of this concept and its relationship with the materialism and life satisfaction. Specifically, we posit and investigate a multiple moderation model that captures the direct independent and dependent impacts of materialism and aspects of religiosity on life satisfaction.

H1A: Intrinsic religiosity will have a positive association with life satisfaction.
H1B: Extrinsic religiosity will have a negative association with life satisfaction.
H2: Materialism will have a negative association with life satisfaction.
H3A: Materialism will have a negative moderating impact on the relationship between intrinsic religiosity and life satisfaction.
H3B: Materialism will have a positive moderating impact on the relationship between extrinsic religiosity and life satisfaction.

Study
Methodology. Three hundred and fifty-eight residents of the United States completed an online questionnaire. Qualtrics, a research software company, was employed for participant recruitment and survey administration. Participants were recruited from a nationally representative panel based on census estimates from 2012. Respondents completed scales that measured religiosity, materialism, and life satisfaction. Religiosity was measured using Allport and Ross's (1967) Religious Orientation Scale (ROS). Materialism was measured using the abbreviated version of the Material Values Scale (Richins and Dawson 1992) validated by Richins (2004). Life Satisfaction was measured using Diener's (1985) Satisfaction with Life Scale (SWLS).

Findings. Results indicate that the moderation model is significant (adj. R² = .18, F(9, 347) = 8.33, p < .001). There are marginal positive direct effects of both religiosity orientations on life satisfaction (βinternal = .09, t(1,347) = 1.69, p = .09; βextrinsic = .13, t(1,347) = 1.64, p = .10). However, there is no significant, direct effect of materialism on life satisfaction (β = -.07, t(1,347) = -.94, p = .34). The relationship between these variables and life satisfaction is qualified by an interaction that relies on shared external focus of extrinsic religion and materialism. The impact of intrinsic religiosity on life satisfaction is consistent without regard to levels of materialism. Conversely,
the impact of extrinsic religiosity is qualified by an interaction with materialism. Findings indicate that life satisfaction is bolstered when respondents have an external religious orientation and value material possessions.

IMPLICATIONS

Our results indicate that without regard to the specific motivation behind religious practice, those who value religious practice experience greater subjective well-being. In a surprising twist of the data, materialism seems to have no direct effect on life satisfaction. Moreover, results show that contrary to religious teaching across many denominations, materialism and religiosity are not incompatible or antithetical. In fact, when considered in combination, they can work together to provide feelings of a satisfied life. The results presented herein spark a suggestion that marketers should take a broader view of the role they play in the lives of consumers; ensuring that selling efforts are a positive force that work in combination with other lifestyle orientations.

References are available on request.
Religion, Message Appeals, and Ethical Behavior: An Exploratory Investigation

R. Bret Leary, University of Nevada, Reno
Elizabeth A. Minton, University of Wyoming
Shikha Upadhyaya, California State University, Los Angeles

Keywords: fair trade, religion, ethics, message appeals

EXTENDED ABSTRACT

Research Questions
1. To explore the relationship between religion and appeal types used to encourage ethical consumption
2. To determine any differences arising among Western, Eastern, and non-religious consumers for ethical consumption intention
3. To use Fair Trade as an ethical consumption context

Method and Data
1. 2 studies utilizing experimental surveys
   Study 1: 2 (religion: Western, none) × 2 (appeal type: moral, justice)
   Study 2: 2 (religion: Western, Eastern) × 2 (appeal type: moral, justice)
2. MTurk and Qualtrics panels

Summary of Findings
1. Western consumers are more likely to have positive attitudes and purchase intentions and are willing to pay more for Fair Trade products when the product is partnered with a moral appeal rather than a justice appeal.
2. Non-religious consumers are motivated to have positive attitudes and purchase intentions and are willing to pay more for Fair Trade products when the product is partnered with a justice appeal rather than a moral appeal.
3. No significant differences arose between Western and Eastern religious consumers, as they are more likely to score high on the outcome variables when a moral appeal is used. This is against the expectation that Eastern religious consumers would respond more to justice appeals.

Key Contributions
1. First known study to explore the differences of religious/non-religious consumers on their likelihood to engage in ethical (i.e., Fair Trade) consumption intention.
2. Provides direction for encouraging ethical consumption in today’s religiously fragmented society by providing understanding of the type of appeal most likely to work with different religious groups.

References are available on request.

For further information contact: R. Bret Leary, Assistant Professor of Marketing, University of Nevada, Reno (leary@unr.edu).
Source Confusion Among Consumers: Identifying “Known Conservative” Versions of the Eveready Method

Eric DeRosia, Brigham Young University

Keywords: trademark, confusion, consumer, experiment

ABSTRACT

In legal disputes over trademarks, the “Eveready” method is commonly used by experts (usually marketing professors) in surveys to measure source confusion among consumers. This research identifies different versions of the Eveready method that have been submitted as evidence to federal courts by prominent experts, and it tests whether these different versions of the Eveready method yield consistently higher or lower estimates of confusion. This paper reports the results of four empirical studies that test and compare different versions of the Eveready method. To yield a set of robust empirical tests, a variety of different stimuli were used and a total of 1,800 consumers participated in the four studies. Survey experts who are conducting studies to be submitted as evidence to federal courts can use the improved version of the Eveready method we report here to proffer to the courts better and more convincing evidence.

The improved Eveready method described here will help the courts recognize the most trustworthy survey methods. More generally, this paper proposes and demonstrates an approach to testimony from survey experts called the “known conservative method” that can help solve the well-known “battle of the experts” problem that courts often endure. The findings demonstrate that small changes in the way Eveready questions have been used in federal court yield a large and consistent influence on the results of consumer surveys. The effect of question wording is so large that it can sway a study to yield levels of confusion that are above or below the court’s traditional threshold for infringement, thereby making a dispositive difference in a trademark dispute.

References are available on request.
Mindful Marketing: Using Branding to Encourage Ethical Marketing

David Hagenbuch, Messiah College
Laureen Mgrdichian, Biola University

Keywords: marketing ethics, branding, societal values, stakeholder value, morality

EXTENDED ABSTRACT

Research Question
Every year Gallup asks people to rate the “honesty and ethical standards” of about twenty different occupations. Each year marketing-related occupations like advertising practitioner, car salesperson, and telemarketer rank near the very bottom of the list. Marketing’s reputation as an unscrupulous discipline is unlikely to change unless marketers approach ethical issues more thoughtfully and unless they more often act in ways that both create stakeholder value and uphold societal values. Mindful Marketing uses the power of branding, content creation, and social media, among other tools, to reposition ethical considerations to the forefront of marketers’ strategic decision-making. It will be no small task, but if enough marketing students and practitioners embrace the idea of Mindful Marketing, the discipline could experience a moral transformation over time. As such, Mindful Marketing endeavors to answer the research question: How can branding concepts be used to encourage ethical marketing?

Method and Data
This paper is primarily a conceptual piece; however, faculty members at two different colleges employed the Mindful Marketing concept with several classes during two different terms. At the end of each course, students took an online survey that included both direct and indirect measures of the efficacy of the Mindful Marketing “treatment.” A total of 88 students completed the survey, yielding a response rate of 90.7%. The faculty then conducted basic analysis of the data using summary statistics. They also collected and summarized qualitative responses.

Summary of Findings
The quantitative survey results reflected very favorably on the use of Mindful Marketing for discussing ethical issues in marketing. For instance, 84% of students were able to correctly identify Mindful Marketing’s mission/theme. One hundred percent and 95.5% of respondents correctly identified the Mindful Marketing and Mindless Marketing components of the Mindful Matrix, respectively. On a scale of 1–5, where 5 was “very helpful,” Mindful Marketing garnered a mean score of 4.12 for “Analyzing ethical issues in marketing,” and 4.38 for “Analyzing organization’s advertising.” On a scale of 1–5 where 5 was “Very likely,” students gave Mindful Marketing an average score of 4.14 when asked whether they would “Welcome the use of Mindful Marketing if you were to take another marketing class.” Students also offered very favorable responses to the survey’s open-ended questions, for example: “I love how accessible and interesting it was. It made all of the concepts in class much easier to relate to, as it showed a real-life application of those concepts. I also liked having a simple model to work from; I will definitely be thinking of the matrix in the future whenever I see ads!”

Key Contributions
The current approach to marketing ethics seems to be rather limited and largely unstructured treatment in undergraduate and graduate programs. Then, after students graduate and enter the field of marketing, there is virtually no meaningful discussion of ethical issues. Mindful Marketing remedies these perennial problems by introducing students to a practical and memorable...
paradigm for evaluating moral challenges. It’s also a model that they can easily take with them into their marketing careers and use to discuss ethical issues with colleagues who, over time, hopefully will have exposure to the same Mindful Marketing concepts. Likewise, specific Mindful Marketing components, like the Mindful Matters blog and Speak Your Mind Forum, enable marketers from around the world to interact with each other in real-time about significant, current issues in the field.

In sum, like any good branding, Mindful Marketing helps make marketing ethics relevant and keep them top-of-mind. Here are links to some of Mindful Marketing’s web presence, including social media:

Website: [http://www.mindfulmarketing.org](http://www.mindfulmarketing.org)
Facebook: [https://www.facebook.com/MindfulMktg](https://www.facebook.com/MindfulMktg)
Twitter: [https://twitter.com/MindfulMktg](https://twitter.com/MindfulMktg)

References are available on request.
Increasing the Effectiveness of PSAs: The Role of Fear and Perceived Creativity

Ilgim Dara Benoit, Appalachian State University
Elizabeth Gelfand Miller, University of Massachusetts Amherst

Keywords: PSAs, creativity, fear, advertising effectiveness

EXTENDED ABSTRACT

Research Question
Public service announcements (PSAs) are frequently employed to address societal problems such as drinking, smoking, texting and driving, global warming, world hunger, etc. Yet, many of these campaigns fail to successfully engage consumers or to change attitudes and behavior. For example, despite laws in almost every state banning texting and driving (GHSA 2016) and numerous brands and institutions (e.g., automotive companies, mobile phone providers, police departments, educational/traffic/governmental bodies) spending millions of dollars on PSAs, texting and driving continues to account for a significant proportion of accidents each year (Andrews 2013, NSC 2015). As such, new approaches to fighting such crises are needed. In this paper, we argue that one route towards improving the effectiveness of PSAs may be through increasing their perceived creativity and we identify a new factor, fear, which positively influences perceived creativity and advertising effectiveness. Specifically, our paper addresses the following research questions: (1) Can fear influence the perceived creativity of advertisements? and (2) Does increased perception of creativity increase advertising effectiveness within a PSA context?

Method and Data
We conducted two studies to test our main hypotheses: (1) Fear increases the perception of creativity; (2) Fear increases the perception of creativity through enhanced engagement; (3) Creativity perception has a positive effect on behavioral intention through its impact on attitudes; and (4) Fear has a positive impact on behavioral intention through serial mediation of engagement, creativity perception, and attitudes.

In our first study, we collected 162 real advertisements about texting and driving. Respondents were recruited from Amazon Mechanical Turk (N = 682) and each respondent viewed 3 advertisements randomly selected from the full set. For each ad, respondents rated their attitude toward the issue, attitude toward the ad, perceived ad effectiveness, perceived creativity, emotional content, and behavioral intention (e.g., refraining from texting and driving).

Our second study employed a 2 (ad context: commercial ad/cookies, PSA/alleviating hunger) × 4 (emotion: neutral, fear, disgust, sadness) between-subjects design (N = 372 students). Emotions were manipulated within the advertisement itself using images from the International Affective Picture System (IAPS; Lang, Bradley, and Cuthbert 2008). Participants viewed one of the advertisements (depending on the condition) and then answered questions related to perceived creativity, attitude toward the ad, behavioral intentions (donation or purchase likelihood), engagement, and emotions.

Summary of Findings
In Study 1, a regression with discrete emotions (fear, disgust, sadness, anger) as independent variables and perceived creativity as the dependent variable revealed only a positive effect of fear (β = .45, p < .001; other β’s non-significant or negative) on creativity perception of the ad (H1). Additional regressions and bootstrapping mediation analyses supported that creativity perception positively influenced attitudes, and in turn, behavioral intentions (H3). A path analysis supported our overall framework, showing that fear has a positive impact on behavioral intention through serial mediation of creativity perception and attitudes.

In Study 2, ANOVA revealed a significant main effect of emotion (F(3, 287) = 6.98, p < .001); as expected (H1), perceived creativity was highest for the fear advertisement (M_fear = 4.5, ...
$M_{\text{neutral}} = 3.4, M_{\text{disgust}} = 3.9, M_{\text{sadness}} = 4.0$, fear vs. others: $p$’s < .05). The main effect of ad context ($F(1, 287) = 1.83, p > .1$) and the ad context × emotion interaction ($F < 1$) were not significant, suggesting that the impact of emotions on creativity perception does not vary by ad context. Additional analyses confirmed the role of engagement as mediator (H2), as well as our overall framework (H3-H4); fear led people to be more engaged with the advertisement, leading to higher creativity perceptions, which in turn, led to more positive attitudes toward that ad and higher behavioral intentions.

**Key Contributions**

Our findings provide insight for policy makers and managers, while contributing to the literatures on PSAs, advertising creativity, and discrete emotions. Across two studies, we demonstrate the positive impact of creativity on PSA effectiveness, and show that using fear appeals can positively impact perceived creativity, leading to increased advertising effectiveness.

Further, this paper focuses on a factor influencing creativity perception, rather than creativity generation. It is the first to study a factor (fear) that is not part of the creativity construct, yet has a positive impact on the ad’s perceived creativity. It also provides additional evidence to support the contention that emotions of the same valence can have differential impacts on consumer behavior. Fear, but not other negative discrete emotions (disgust, sadness, anger), nor neutral emotion, had a positive impact on perceived creativity, attitudes, and behavioral intentions. Methodologically, the paper adds new dependent variables to the creativity literature: attitude toward the issue and behavioral intentions for quitting an undesirable action and for charitable donations.

*References are available on request.*
New Insights on the Efficacy of Pro-Environmental Public Service Advertising Using Humor Versus Threat Appeals: The Role of Environmental Context

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Keywords: public service advertising, humor appeals, pro-environmental behavior, context valence, overpackaging

EXTENDED ABSTRACT

Research Question
This research provides new insights on how public policy makers should communicate in order to promote green behavior optimally. In particular, is humor a relevant strategy for public service advertising promoting sustainability? What are the persuasion mechanisms of humor appeals in this specific context?

Method and Data
Three quantitative studies were conducted online among diversified samples of the French population. Experimental designs enabled to test the effect of humor vs. threat appeals and environmental context valence (optimistic vs. pessimistic). All three studies focus on a specific type of pro-environmental behaviour, namely purchasing of non-overpackaged products.

Summary of Findings
Our first study emphasizes the ambivalent impact of the use of humor in pro-environmental PSA. On the one hand humor improves attitude toward the ad but on the other hand it decreases ad credibility and reduces the perceived severity of the environmental threat. Study 2 confirms the mediating role of affective reactions. However, only negative affective reactions appear to influence intention to adopt green behavior and perceived severity of the environmental threat. Study 3 shows that consumers’ responses to emotional appeals in pro-environmental PSAs depend both on individual characteristics and contextual factors. In particular, consumers respond more favorably to humor when the general environmental context is optimistic.

Key Contributions
This research contributes to both the literature on emotional appeals in advertising and the literature on pro-environmental behavior. It provides new insights on the efficiency of humor appeals through the specific case of public service advertising promoting environmentally friendly behavior. Testing the effect of humor and threat appeals in this specific case is one of the contributions of this research. Another major contribution is related to the examination of the effects of the general environmental context in which the communication occurs. While many studies on the persuasion mechanisms of humor appeals assessed the effects of a list of execution techniques as well as the role of individual predispositions, contextual factors have not attracted significant attention. Finally, our research also highlights an interaction between individual and contextual factors. Our findings suggest indeed that both aspects result in combinatory effects and should be apprehended concurrently.

Implications for public policy makers are discussed.

References are available on request.

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How Risk and Language Proficiency Influence Intentions to Use a Service Offered in a Nonnative Language

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Keywords: service marketing, language, foreign consumers, risk

EXTENDED ABSTRACT

Research Question

Foreigners living abroad represent a significant yet understudied segment of consumers. Often consumers in this segment may speak a first language other than the official language of the country they are living in, creating an interesting landscape for service encounters. Our research examines how the language of the service provider influences whether these consumers will use a service. This research question is of particular interest to researchers studying consumer well-being and quality of life, as language concerns affect everyday marketplace interactions. Public policy makers, who can set forth language policy for consumers, will also find interesting implications for higher risk service encounters, much like what occurs in government-consumer and healthcare interactions.

Previous research has primarily focused on the effect of language during and after a service encounter. For instance, Van Vaerenbergh and Holmqvist (2013) report that receiving a service in one’s nonnative language results in reduced tipping behavior. Despite these advances, less is known about how consumers respond to the language of service providers before the actual encounter begins. We address this gap in the literature by examining the process of selecting a service provider and the conditions in which language may, or may not, influence the selection of a service.

Method and Data

This paper utilizes experimental design, specifically using a between-subjects 2 (language: bilingual, Spanish only) × 2 (context: lower risk, higher risk) full-factorial design. Participants read one of the four descriptions of services. For instance, participants read that the service provider speaks Spanish and English (bilingual condition) or Spanish only (Spanish only condition), depending on random assignment. Service risk was manipulated through the type of service that was described. In the lower risk condition, the service that was described was a service to repair electronics. In the higher risk condition, the service was a medical doctor. 100 bilingual consumers participated in this experiment.

Summary of Findings

Our results show that language can affect service choice, but that the relationship between the language of the service provider and willingness to use a service depends on the level of risk associated with the service. For services that involve higher risk, consumers expect to be less satisfied with services that have fewer language options, decreasing the likelihood that consumers will use the service. In addition to risk, language proficiency also influences how consumers respond to the language of service providers.

Key Contributions

Our research also contributes to the literature by studying a unique segment of consumers: nonnative language speakers living in a foreign, monolingual country. Previous research on language and service encounters has focused on consumers in bilingual
countries, such as Belgium, Finland, and Canada. The situation of immigrants and expatriates with a first language that is different than the official language of the country they are living in is different than consumers born and living in bilingual countries. One difference is that there are likely to be much fewer services available in one’s first language when a person’s first language is different from one of the country’s official languages. With fewer options, foreign consumers with a different first language may respond differently to the language of a service provider. We therefore study how language affects intentions to use a service in this context; specifically, foreigners living in Chile, a monolingual country with Spanish as its official language.

References are available on request.
Parental Mediation in the Digital Era: Increasing Children’s Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors

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Keywords: alcohol advertising, social media, health communication, critical thinking, media literacy

ABSTRACT

We demonstrate in two empirical studies conducted in the U.S. and Quebec that discussion-based parental mediation may successfully decrease the negative effects of pro-alcohol digital marketing efforts on young people’s attitudes and alcohol-related behaviors through prior effects on critical thinking. In Studies 1 and 2, a clear pattern was found with positive mediation leading to healthier outcomes and negative mediation predicting healthier behaviors. Consumers whose parents critiqued media messages reported more critical thinking skills, which predicted less interaction with alcohol brands on social media and fewer expectancies toward alcohol. This in turn decreased youth’s alcohol use and their propensity toward drinking and driving. On the other hand, youth whose parents endorsed media portrayals of drinking reported fewer critical thinking skills and were thus more likely to interact with alcohol brands on social media.

References are available on request.

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Debiasing Inaction Inertia to Encourage Retirement Savings

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Keywords: inaction inertia, query theory, reference dependence, debias, retirement savings

EXTENDED ABSTRACT

Research Question
Is inaction inertia driven by reference dependence and can it be debiased to encourage retirement savings? Inaction inertia is the tendency for individuals to forego a deal because they failed to take advantage of a previous, superior deal. For instance, people who have missed an opportunity to sign up for retirement benefits at a significantly better rate than currently available are likely to continue passing up critical savings due inaction inertia. Research suggests that inaction inertia occurs because people are motivated to reduce feelings of regret from passing up the initial, superior offer (Tykocinski & Pittman, 1998) or because they devalue subsequent offers (Zeelenberg et al., 2006). We propose that the missed deal functions as a reference point, so when a person is confronted with a similar but less desirable offer, reference dependence leads to biased execution of mental queries favoring the status quo (Johnson et al., 2007)—that is, favoring inaction. Specifically, Query Theory predicts that memory will be more likely to produce reasons for maintaining the status quo, i.e., continuing to forego the current deal, and against the alternative. We explore three methods of debiasing inaction inertia by helping people reframe the reference point for their decisions.

Method and Data
In Study 1 we test the proposition that having missed a significantly better deal leads people to treat the initial deal as a reference point to which current deals are compared, thus making them less likely to take advantage of a current deal. We present participants with a classic inaction inertia scenario and ask them to list their thoughts and code them as either for or against taking advantage of a current deal. In study 2 we attempt to debias inaction inertia by asking participants to articulate their preferences before they make a choice. In study 3, we attempt to debias inaction inertia by showing participants checklists of choice-relevant considerations before they make a choice, varying the order in which checklists are shown: a pros checklist in favor of taking advantage of a deal, followed by a cons checklist; a cons checklist followed by a pros checklist; or balanced checklists of interspersed considerations. In Study 4 we examine a product with significant implications for consumer welfare—401k retirement savings plans—and try to debias inaction inertia by reframing the choice in terms of the current opportunity rather than the foregone loss.

Summary of Findings
In Study 1 we find that missing a significantly better deal leads to biased thoughts because people treat the missed deal as a reference point to which the current, less desirable deal is unfavorably compared, as shown by an indirect effect of foregone deal on likelihood of current purchase through thoughts listed (Hayes Process Model 4 with 5,000 bootstrapped resamples, 95% CI = .14, .44). In Study 2, participants who articulated their preferences before choosing were more likely to take advantage of a current deal than those who did not ($F(1,199) = 6.25, p = .01$), regardless of having missed a superior deal. In Study 3, viewing a checklist of pros to taking advantage of the current deal before a checklist of cons eliminated inaction inertia by increasing action regardless of having missed a superior deal ($F(1,89) = .04, p = .84$); the reverse order also eliminated inaction inertia but reduced action regardless of missed deal ($F(1,107) = .12, p = .28$); mixed checklists did not affect inaction inertia ($F(1,110) = .88, p = .004$). In Study 4 reframing the choice as a current opportunity rather than a foregone loss eliminated inaction inertia ($F(1,40) = 2.87, p = .10$).

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**Key Contributions**

We find that inaction inertia is a reference dependent bias, driven by the imbalanced retrieval of thoughts in support of a focal option from memory. In other words, when people fail to act on an initial, superior deal, inaction becomes the status quo, and subsequent, less appealing deals are devalued because people are more likely to generate thoughts supporting the status quo. Hence, a foregone deal can lead to biased mental queries, which lead to biased choices. One debiasing technique—prompting people to articulate their preferences by writing their reasons for wanting or not wanting to make a purchase before choosing—reduces inaction inertia. Another technique—showing people a checklist of choice-relevant considerations in favor of taking action, first, and a checklist of cons, second—can eliminate inaction inertia. However, the least intrusive intervention is reframing the choice as an opportunity rather than a foregone loss. This allows people to consider the current deal on its own merits, rather than focusing on the foregone reference point, thus circumventing loss aversion. Opportunity framing can be easily and inexpensively implemented by marketers and policy makers to increase 401(k) participation, and requires no effort on consumers’ part.

*References are available on request.*
Consumer Use of the New Mortgage Loan Estimate: Some Insights from an Eye-Tracking Study

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Keywords: loan estimate, consumer disclosures, heuristics, eye-tracking

EXTENDED ABSTRACT

Research Question
The mortgage buying process is a complex, multivariate decision for consumers. There is a lot of information—not to mention a lot of paperwork—to process. Consumers might be stressed, time constrained, and overwhelmed with making this huge commitment. Given the pressures of completing the home purchase process, shopping for the mortgage may just be the means to the end, and not viewed separately as a major life purchase. In addition, consumers may not always get the information they need nor understand the information they get to allow them to make optimal mortgage decisions.

The Consumer Financial Protection Bureau (CFPB), directed by the Dodd-Frank Wall Street Reform and Consumer Protection Act, issued a rule on November 20, 2013, that changed the information that all consumers who request a closed-end consumer mortgage loan estimate and consumer mortgage loan closing must receive. One of the resulting mandatory disclosure forms, the TILA-RESPA Loan Estimate, replaced the previous Good Faith Estimate in October of 2015. This research explores how consumers view and respond to the new Loan Estimate, including attention to simple heuristics (e.g., interest rate and monthly payment) compared to the finer details of the Loan Estimate.

Method and Data
Twenty-seven adult consumers were recruited for an eye-tracking study through a university’s faculty and staff email newsletter. A requirement for participating in the study was some experience shopping for a home mortgage. Participants were then asked to imagine they found a house they were interested in and that they were about to see a mortgage offer from an imaginary bank. They were presented with a fixed interest mortgage TILA RESPA Loan Estimate for a $180,000 home from the CFPB website and their eye movements recorded using Tobii X2-60 eye-tracking equipment.

Summary of Findings
Ninety-three percent of participants said they owned a mortgage. The average age for participants was 37, with a range of 24 years. Seventy-two percent of the sample was white, forty-nine percent had at least one child, sixty-six percent had at least a graduate degree.

Ten areas of interest (AOIs) (e.g., Townsend and Kahn 2014) were identified within the first page of the Loan Estimate, including the interest rate and monthly payment, two points of information identified by previous research as potential heuristics used by consumers in evaluating a mortgage offer (Elliehausen 2010). The other eight AOIs contained more details of the loan: sale price and applicant information; loan amount and interest; terms of the loan; principal and interest payment; penalty and balloon payment; payment breakdown; taxes; insurance and assessments; and closing costs. Time spent and counts fixating within the AOIs provide some indication of respondents’ interest in—or avoidance of—the different areas of information presented on the Loan Estimate.

The time viewing and fixating on interest rate and monthly payment (i.e., heuristics) was smaller compared to other areas.

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on the Loan Estimate. The smaller amount of attention on the heuristics may be because these AOIs took up smaller physical space, but may also be due to the high levels of education, income, and mortgage expertise of the sample. The payment breakdown had the largest fixation count size and total visit duration on the Loan Estimate. The payment breakdown AOI was the largest area on the Loan Estimate, but it was also an area that included math. Consumers may be viewing payment breakdown to see what the information is, but may also be checking the addition.

Key Contributions

Mandatory consumer disclosures are widely used and intended to help uninformed consumers become informed, but there has been limited empirical examination of the effect of disclosures on consumer understanding of mortgage costs, mortgage shopping, or mortgage choice (Lacko and Pappalardo 2010). Understanding how consumers use the new Loan Estimate and effects on consumer responses is critical for marketing academics and practitioners. For the population examined (e.g., high income, highly educated, mortgage experience), there was reassurance that some consumers do designate attention on multiple areas of the Loan Estimate—not just simple heuristics such as interest rate—in evaluating a mortgage loan offer. However, the results of this study may not be generalizable to the population as a whole, presenting an opportunity for future research. Additionally, future research should consider antecedents that would moderate information usage, such as financial literacy and motivation.

References are available on request.
The Influence of Power on Consumer Tipping Behavior

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Keywords: tipping, power, self-presentation, meta-stereotyping, embarrassment

EXTENDED ABSTRACT

Research Question
Consumers may change their behavior when it takes place in public (Schlenker, Britt, and Pennington, 1996) because they are likely to manage their impressions to others when they are perceived to be judged by beholders in public (Leary and Kowalski 1990). In this research, we propose that when people’s behavior is scrutinized by the public, they employ different impression management strategies depending on their perceived level of power. We argue that low-power individuals are more likely than high-power individuals to think about how their choice is perceived by others, which makes them to be concerned of others associating their action with lack of power. Indeed, low power people seek to avoid situations that may threaten their public images (Keltner et al. 2003). One possible underlying reason to manage the public image is to avoid feeling of embarrassment (Suls and Green 2003). In this research, we argue that low-power consumers, relative to high-power consumers, are more likely to protect their social images to avoid embarrassment. Therefore, we test our predictions in two major public consumption settings such as tipping at restaurants and a payment under Pay What You Want (PWYW) policy.

Method and Data
In Study 1, we provided evidence that low-power consumers leave higher tips than high-power consumers in a dinnig setting. Participants in the high (low) power condition were asked to recall an incident in which they (someone else) had power over someone else (them). Next, the participants were asked to imagine having dinner at a restaurant in which the quality of food and service was just as they expected. Then, participants received a mock receipt on which they indicated a tip amount and submitted the receipt to an experimenter. In Study 2, we manipulated service quality. The same procedure used in Study 1 was also employed except for service quality. Participants were told that they had a dinner with a high- or a low-quality service. Finally, in Study 3, we extended Study 1’s finding by manipulating consumption visibility in a PWYW context. For the manipulation of power, participants are asked to imagine being promoted or demoted at work. Then they read a scenario about visiting a museum using a PWYW pricing method. In the high (low) visibility condition, participants imagined paying to a cashier at the ticket counter (leaving the amount they were willing to pay in a box).

Summary of Findings
In Study 1, as we predicted, low-power participants tipped more ($M_{high-power} = 19.28\%$, $M_{low-power} = 21.88\%; p = .06$) than those with high-power did. Further, the mediation analysis showed that anticipated embarrassment mediated the relationship between power and tip size (indirect effect = -1.04, SE = 1.34, 95% CI = [-2.67, -.16]). The results indicated that low-power individuals are likely to pay higher voluntary amounts in a public consumption context. In Study 2, we showed that low-power participants were less sensitive to the service quality. Actually, there was no significant difference between tip amounts left by low-powers in the high- and low-quality conditions ($M_{high-quality} = 19.4\%, M_{low-quality} = 17.5\%; NS$). However, high-powers tipped more when they received a high-quality service ($M_{high-quality} =$
21.5%, \( M_{\text{low-quality}} = 13.3\%, p < .001 \). In Study 3, compared to those with high power, participants with low power paid significantly more in the high visibility condition (\( M_{\text{high-visibility}} = $14.0, M_{\text{low-visibility}} = $11.8; t(59) = -1.912, p = .06 \)). The opposite pattern emerged for high-powers, although the difference was not significant (\( M_{\text{high-visibility}} = $9.0, M_{\text{low-visibility}} = $11.1; t(55) = 1.51, \text{NS} \)).

**Key Contributions**

This research contributes to the literature in a number of ways. First, we extend tipping research by integrating with power. Prior research has largely overlooked power as a potential factor affects tipping behavior in public settings. By empirically testing the effect of power when tipping is visible, we explain why some consumers still pay higher tips even in the low service quality condition. Second, we contribute to the previous works on embarrassment by showing that low-power consumers are more likely to anticipate feelings of embarrassment in social consumption settings. Because they are more likely to be conscious of the way they are perceived by others, therefore, they more readily anticipate feelings of embarrassment as a result of not protecting their images in public.

*References are available on request.*
Consumers’ Concerns About Corruption and Trust: A Multilevel Analysis

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Keywords: multilevel analysis, corruption, trust, corruption perception index

EXTENDED ABSTRACT

Research Question
Morgan and Hunt (1994) approach trust as the confidence one party has in an exchange partner’s integrity. This confidence results from the consumer’s perception of businesses’ fairness and honesty. It has been largely agreed that incidences of corruption undermine the integrity necessary for businesses to build trust within their relationship with consumers. Román (2003) argues that corruption practices in businesses negatively influence trust. Drawing on institutional theory, Ekici and Peterson (2009) argued that “consumers will trust market-related public and private institutions as long as they perceive these institutions as effective in… having integrity” (p. 58).

While previous research has considerably contributed to this literature, studies have overlooked the implications of contextual variables that have the potential to alter the relationship between concerns about corruption and trust. Tom et al. (1999) argue that contextual analysis in social sciences is crucial because it enables researchers to tap into the effect of the social context on individual behavior. Therefore, this article develops a multilevel model that attempts to bring answers to the following questions:

• Are consumers’ concerns about corruption related to their distrust of multinationals?
• What are the implications of country-specific characteristics?
• Do countries vary significantly in consumers’ distrust?

Method and Data
To provide a rich perspective of the impact of consumers’ concerns about corruption on their distrust of multinational companies, the current study uses data from 12 countries. The dataset was divided into two levels. The first level consists of one independent (IV) and one dependent (DV) variables: Concerns about corruption (IV) and distrust (DV). Concerns about corruption is a dummy variable (Concerns) that is equal to 1 when the respondent worries about corruption, and to 0 otherwise. Consumer’s distrust of multinational companies was measured with a 4-point Likert scale (i.e. 1 = Trust a lot; 2 = Trust to a degree; 3 = Don’t really trust; 4 = Don’t trust at all). The second level includes the corruption perception index of each country. Data on corruption perception index were collected from the Transparency International (2005).

Summary of Findings
The null model had no independent variables (Finch et al. 2014). This model provides an understanding of the data structure. The findings show that countries vary significantly in their mean ‘distrust of multinational’. By adding concerns about corruption in the model, the study found that consumers who are concerned about corruption distrust foreign companies. To determine whether the impact of concerns about corruption on distrust was contingent upon the country, we performed a cross-level interaction by including corruption perception index in the model. The results show that concerns about corruption was no longer significantly related to distrust of multinationals. However, we found that corruption perception index has a positive relationship with consumers’ distrust. It is important to mention that the data did not reveal any significant relationship between consumers’ concerns about corruption and corruption perception index of the focal country.

Key Contributions
The contribution of this study is two-fold. First, the multilevel modelling provides a richer perspective of consumers’ concerns about corruption and their distrust of multinationals. Second, the paper advises policy makers to take the contextual factors into consideration when analyzing the impact of concerns about corruption on businesses, and on the economy as a whole. These results also show marketers that both consumers worry about corruption and country corruption perception index are crucial to predict trust.

References are available on request.

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“There Will Always Be Someone Who Will Need It”: Exploring the Discourses and Practices Underlying the Transnational Circulation of Second-Hand Objects by Sub-Saharan African Diasporas Living in France

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Keywords: diaspora, second-hand objects, globalization from below, circular economy, transnational transfers, sub-Saharan Africa

EXTENDED ABSTRACT

Research Question

In the context of tense political debates on international migration, this paper focuses on the transfer of resources from diasporans to their countries of origin. More particularly, while such transfers are traditionally thought of in monetary terms (in certain cases of greater value than the development aid funds from international donors, see Bodomo 2013), this project addresses an aspect which is more difficult to quantify, yet substantial: the transfer of second-hand objects, namely durable goods that have already been used such as clothing, cars, spare parts, appliances, and computers (Charly and Feld 2008). Understanding this kind of transfer is crucial from a marketing and public policy standpoint because the items sent may play a key role in the recipient countries, especially if the latter suffer from a chronic shortage of consumer goods. As a result, these transfers have been promoted as possible solutions for improving the quality of life and the well-being of consumers in these countries. The aim of this study is to understand this claim through the dynamics associated with the transnational transfers of second-hand objects by sub-Saharan African diasporas living in France.

Method and Data

The effort to comprehend these dynamics is based on a two-stage qualitative work (both stages were carried out in parallel). The first was implemented in Lomé, Togo, and involved interviewing households, shopkeepers and government officials with a view to understanding the discourses and practices pertaining to second-hand goods, along with the social economic, cultural, environmental and political dimensions in which these practices are embedded.

The second collection took place in France: twelve interviews with members of sub-Saharan African diasporas in France revealed the factors that induce them to send (or not send) second-hand items to their countries of origin. As well as the traditional interview, we also used the photo-elicitation method (Harper, 2002). Showing photos of accumulated objects, second-hand markets facilitated and fueled discussion of the topic, and helped understand the informants’ practices and the discourses framing their action or inaction. The paper presents the preliminary results of this research project, focusing mostly on the second stage.

Summary of Findings

Analysis of the data shows that the circulation of second-hand goods by sub-Saharan diasporas living in France is punctuated by a four-step process:

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• Questioning – or not – about sending second-hand items. Some people are constrained by cultural, political and social factors that result in them sending nothing, while others will send anything at all;
• Collecting items from other people and/or items accumulated/waiting at home;
• Dispatching the items, either by taking them in suitcases when visiting the country, or entrusting them to others, or using a network of informal entrepreneurs;
• Distributing the items in the country concerned, irrespective of the mode of delivery, a process that may very much involve issues of symbolic domination and identity.

**Key Contributions**

*A contribution on the concept of globalization from below.* We highlight the environmental issues of such globalization. The dispatch of used goods is often accompanied by an anti-waste discourse, in which the items sent are presented as that much less waste in the dispatching country. On the other hand, the issue of the ecological impact of the item in the recipient country rarely arises. Our data put this issue in perspective.

*A contribution on immigration, culture and ethnicity.* Studies have essentially approached the phenomenon of migration as a one-way process in which someone leaves his/her country of origin for a host country. Drawing on globalization from below, we show that migration phenomena as well as questions of assimilation and acculturation should be understood as multi-directional processes.

*A contribution in terms of public policies.* Our findings question the relevance of transnational regulation of waste/items. While regulating the circulation of objects can reduce the volume of waste and thus improve the quality of life of local consumers, regulation can also limit their access to certain consumer goods in markets that may suffer from chronic shortages. Our results

*References are available on request.*
An Egocentric Bias in Judging Social Assistance Recipients

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Keywords: egocentrism, social judgment, welfare, policy attitudes

EXTENDED ABSTRACT

Research Question

It is everyday fact of life that consumers choose differently than one another. Imagine a consumer buys regular potato chips and sees a consumer receiving social assistance (e.g., “food stamps”) purchase a bag of Sriracha flavored chips that they themselves would never choose. How might the social assistance recipient be judged, and how might those judgments affect views on welfare recipients more generally? The current research explores consumers’ judgments of other’s purchases (JOPs); specifically, the tendency to egocentrically judge another’s purchase decisions based on one’s own personal preferences and tastes. We explore this in the context of egocentrically judging and stereotyping social assistance recipients for merely making purchases that deviate from one’s own preferences and tastes.

Method and Data

All studies are experimental designs involving t-tests, ANOVAs, and mediation analyses. Data is collected from online participant pools. Sample size across 4 studies is 1667.

Summary of Findings

We leverage the egocentrism and naïve realism literatures to show that despite the common idea that “in matters of taste, there can be no disputes,” and that personal tastes can be easily defended (Kramer et al. 2012; Savani et al. 2008; Stigler and Becker 1997), people nevertheless easily judge other’s for their purchases that merely vary based on taste and personal preference. Results show that these judgments are often negative (i.e., the person is bad at money management), and can include increased endorsement of stereotypes about the target (i.e., that welfare recipients make poor use of tax payer funds, are impulsive, and frivolously spend on sin purchases like alcohol and cigarettes) which in turn impact welfare attitudes more broadly. These egocentric judgments emerge i) when the target’s purchases are inconsistent (vs. consistent) with the participants’ chronic preferences, and ii) when participant’s current shopping goal (i.e., their situational preferences) are incongruent (vs. congruent) with the target’s. Perceiving the target as buying items that are personally undesired mediates the effect of purchase type on negative judgments. Finally, the effect is robust to de-biasing efforts. Implications for attitudes toward welfare recipients and policy are discussed.

Key Contributions

Past work has emphasized the relative ease of defending one’s preferences by appealing to personal taste (Kramer et al. 2012) and the hesitancy to project one’s preferences onto others when considering matters of taste (Spiller and Belogolova 2016). The maxim “in matters of taste, there can be no disputes” speaks to this (Stigler and Becker 1997). It would seem odd for someone to egocentrically judge others’ purchases based on one’s own tastes and preferences, yet we find evidence of this. The current research also sheds light on the experience of low-income consumers and the stigma associated with welfare, contributing to the growing interest in and need for research understanding vulnerable consumers (Mick 2006) and how income inequality (Norton and Ariely 2011) shapes experiences in the marketplace. Relatedly, the current research furthers our understanding of how we understand and stereotype disadvantaged groups and their consumption. The findings highlight the extent to which consumers may frequently form judgments of others’ purchases with relative ease, extrapolate from those judgments to broader character judgments, and the resiliency of this bias.

References are available on request.

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Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Society in a Socially Responsible Business Model

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Keywords: sensory disabled consumers, socially responsible businesses, public policy for employment of vulnerable populations, mainstream-minority interactions

EXTENDED ABSTRACT

Research Question
Public policy makers view business operations as a critical mechanism for facilitating enhanced societal welfare for at-risk populations (Pechmann et al. 2011). One segment receiving heightened public policy maker attention is the disabled population (Stephens and Bergman 1995; United Nations 2006). Sensory disabled segments—including individuals with hearing/sight limitations—experience consumption constraints about which previous research has sought to enlighten businesses and public policy makers alike (Baker 2006, 2009; Baker, Stephens, and Hill 2001; Kaufman-Scarborough and Childers 2009). Despite various economic incentives for hiring disabled employees (e.g., tax credits on first-year employee wages; Baker et al. 2001; Internal Revenue Service; Ontario Ministry of Finance 2014; Stephens and Bergman 1995), existing research lacks a long-term understanding toward transforming vulnerable consumer lives, begging an important question: how do socially responsible business efforts viably integrate sensory disabled individuals into the mainstream marketplace? In this vein, the current research explores what Rangan and colleagues (2015, pg. 43) designate as “Theater 3” of corporate social responsibility, in which new business models are developed with the express purpose of creating shared value between economic and societal stakeholders. Termed here as “voluntary immersion” models, these service providers invite mainstream customers to interact with sensory disabled minority employees.

Method and Data
The studies presented here took place in two separately owned and managed North American restaurants employing deaf and blind employees (hereinafter “deaf restaurant” and “blind restaurant,” respectively). Given the limited current understanding of voluntary immersion, the authors utilized a grounded theory approach (Beverland et al. 2010; Glaser and Strauss 1967; Strauss and Corbin 1994) and conducted two qualitative studies—one with employees (Study 1) and another with customers (Study 2) from both restaurants.

Depth interviews were conducted with 13 and 6 employees from the deaf and blind restaurants, respectively. Because the deaf respondents rely on sign language for communication, interviews involved the lead researcher, the interviewee, and a certified American Sign Language (ASL) interpreter to ensure clear and accurate communication. Each interview followed a semi-structured protocol including questions about interviewees’ experiences in their employee roles, and the opportunity to probe upon the emergence of a unique insight. For Study
2, open-ended depth interviews were conducted to understand more fully the nature of voluntary immersion from the customer perspective. Twenty-three first-time customers between the ages of 23 and 56 participated in depth interviews within two weeks after their respective restaurant visit.

**Summary of Findings**

Data analysis followed a constant comparative protocol, through which three employee themes emerged: 1) Being a Legitimate Value Proposition, (2) Doing with People Like Us, and (3) Building Cultural Bridges. In summary, sensory disabled employees can harbor concerns about being targeted for inauthentic roles in these organizations, but realize the opportunity for life quality enhancement in a work environment as a collective, as opposed to individually in isolated positions. Additionally, minority employees embrace their desire to bridge the majority-minority gap and proving their capabilities in a traditionally mainstream service encounter.

Study 2 analysis produced four customer themes: (1) Coping with the Anxious Unknown, (2) Exceeded Expectations, (3) Recommend over Repatronize, and (4) Benign Intent. Customers express initial discomfort regarding the interaction. Consequently, employees’ recognition of patron anxiety creates a critical foundation for achieving satisfactory customer experiences. Recognition of this effort seemingly elevates customer evaluations. Indeed, customers were pleasantly surprised regarding traditional service aspects. However, while these sentiments may lead to recommendations to others, they do not necessarily promise repatronage. Importantly, although reportedly admirable of the business endeavor, interviewees did not report heightened interest in deeper interactions with the minority community.

**Key Contributions**

Voluntary immersion requires a deep understanding in order to develop policies that not only incentivize socially responsible ventures, but also consider the dynamics in sustaining operations for the mutual benefit of business and society. For public policy makers, socially responsible business models like this one also represent a most hopeful means for positive change of a substantial magnitude. A long-term, comprehensive perspective can minimize the obstacles challenging such efforts. Initiatives in this arena should emphasize and monitor quality training for sensory disabled employees, with a broader goal for employment positions across industries. This shift in focus suggests that incentivizing initial hiring and accommodation, as is largely the current case, is necessary, but not sufficient, toward substantial progress.

Customer insights suggest public policy makers in this arena should consider the likely possibility that Theater 3 endeavors involving heightened customer-employee interaction may face a longer road to making a sustained impact on society. Voluntary immersion providers must work with public policy makers to develop supplemental motivations (e.g., sales tax exemptions) for stimulating more persistent mainstream patronage. Incentives must balance economic and altruistic appeal to stimulate customers’ enduring participation in socially responsible endeavors (Energy Tax Incentives 2016; Strahilevitz and Myers 1998).

*References are available on request.*
Can Mystery Shopping Change America?

Stella Adams, National Community Reinvestment Coalition
Anneliese Lederer, National Community Reinvestment Coalition

ABSTRACT

Mystery shopping has been used to change policies within companies but can it really change America? The National Community Reinvestment Coalition (NCRC) has been testing – also called mystery shopping – the pre-application process of financial and housing providers for over twenty years. NCRC has used the information gathered from these tests to help change the market and work towards financial inclusion of members of vulnerable populations. NCRC’s Stella Adams and Ali Lederer will discuss different ways that pre-application testing has changed America.

References are available on request.

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Unintended Consequences of Race Primes on Service Applications: Does Asking About Race Really Matter?

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ABSTRACT

For many decades, the common practice in service industries has been to ask about race and ethnicity on customer applications for services (e.g., loan applications, university applications, medical forms). While there are strategic business (e.g., market segmentation) and public policy (e.g., affirmative action) arguments for doing so, we investigate the psychological effects of asking a consumer about their race on their individual well-being. Based on experimental data collected in the U.S. and in Mexico, we demonstrate how priming individuals about their race as part of an application creates unique and important patterns of customer self-questioning and attributions. We describe ideas how business leaders and public policy makers may promote solutions to address the psychological effects of priming individuals on their race and ethnicity.

References are available on request.
One Toke over the Line Sweet Jesus: Public Policy and Marketing Implications of Medical and Recreational Marijuana

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Keywords: marijuana, public policy, channel of distribution, entrepreneurship

EXTENDED ABSTRACT

Research Question
We examine current and future markets for marijuana in its various forms and potencies, followed by a look at what it is and how science believes it impacts the body and the mind.

Method and Data
Case study involving states in the Union that allow medical and/or recreational marijuana to be sold, with an emphasis on Colorado.

Summary of Findings
There are several policy issues/challenges that have arisen in the complex market for marijuana. For instance, states that legalize both medical and recreational forms often maintain different standards for their usage. Another concern is the diverse set of laws and their enforcement at the local, statewide, and federal levels. Thus, people in one part of a state may be allowed to smoke, but not if they take the product into a different locality. Additionally, implementation of many recreational forms of cannabis often fail to consider the fuller impact of its consumption. Alcohol and THC are metabolized differently, and detection, of the latter, especially at the scene of an accident or police investigation of intoxication, can be problematic. A final issue considers the impact of legalization on the illicit drug industry that has led to mass incarceration in the U.S. and significant criminal activity below southern borders. Advocates for change suggest that a holistic and comprehensive approach across nations will have the greatest positive impact on the production and distribution of illegal drugs, driving the cartels out of business and replacing them with a licit system that is monitored and regulated across governments.

Key Contributions
Clearly, issues about legalization of marijuana in its various forms and for diverse uses will not be resolved by this paper alone. What we are hoping to accomplish is opening of a conversation that could benefit from public policy and marketing research on production, distribution, and regulation of goods and services. The many questions for the future have similarities with both alcohol and tobacco usage; products that are legal but controlled. In this case, regulators need to make important decisions about who can have what, how much can be consumed, and consequences of violating legislative standards. However, as with many public policy issues, decisions cannot be made in a vacuum. Unintended consequences of legalization should always be considered, even if there is little baseline data that is directly related. Beyond compliance, regulators should also consider how changes in usage patterns influence a variety of social goals from levels of criminality to productivity to mental and physical health.

References are available on request.

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A Social Identity Perspective on the Legalization of Marijuana in the United States: The Relative Importance of Status Insecurity and Group Membership

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Keywords: social identity theory, public policy, marijuana, voting

EXTENDED ABSTRACT

Research Question
(1) What are the motivations for supporting the legalization of medical and recreational marijuana if not for the personal consumption of the goods offered? (2) How does individuals’ group membership and relative status influence their level of support (opposition) for a transitioning stigmatized market? (3) How does an individual’s group membership influence their political behavior to oppose/promote the transition of a market? (4) What role, if any, does status insecurity have on an individual’s political behavior?

Method and Data
A total of 432 subjects (average age 49) were recruited using a national online Qualtrics panel. Respondents completed an online questionnaire, which asked about their opinions on the legalization of marijuana, overall attitude towards marijuana use, current marijuana usage (if applicable) and demographics. Sixty-seven percent of the respondents were females (33% male). In terms of race and/or ethnicity, 83.1% of the respondents were Caucasian, 6.9% African-American, 4.4% Hispanic, 3.2% Asian and 2.4% reported their race/ethnicity as “other.” Eighty-eight percent of respondents were registered to vote in their state. In terms of marijuana usage, 47.4% of respondents reported that they currently use recreational marijuana (2.8% currently use medical marijuana).

Key Contributions
Although the topic of legalizing marijuana has received a great deal of attention in the media, academic research on the topic remains sparse. Therefore, the present study hopes to contribute in a number of ways. First, this study adds to our limited knowledge of the motivations for legalizing marijuana. Next, this study investigates differences between users of recreational and medical marijuana in terms of their participation the political process. Furthermore, this study investigates the role and influence of status insecurity with respect to supporting/opposing a transitioning marketing. Finally, utilizing a macro level sociological theory (Social Identity Theory), allows researchers to better understand the complex relationship between one’s identity, at both an individual and group level, and their support or opposition for contentious political issues.

Summary of Findings
Results indicate that that: (1) marijuana users reported a higher level of support for the legalization of recreational marijuana than non-users; (2) marijuana users perceive the legalization of marijuana as being more beneficial to themselves and/or their community than non-users, and these perceptions lead to higher levels of support for legalization; (3) marijuana users are more likely to engage in non-normative behaviors than non-users; (4) engaging in non-normative behaviors is predicted by one’s level of status insecurity resulting from membership in a low status group; and (5) participation in non-normative behaviors leads to greater support for the legalization of recreational marijuana.

References are available on request.
Wandering in the Insurance Desert: Consumer Implications of Lack of Choice on State Health Insurance Exchanges

Emily Tanner, Oklahoma State University

EXTENDED ABSTRACT

Approximately 20% of participants will have one or no insurers available through the exchange, thus limiting their assortment of insurance plans available to purchase (Cox and Semanskee 2016). This research begins to explore the relational consequences of lack of choice in a marketplace. Drawing from marketing systems and relationship marketing literature, we argue that lack of choice among insurance providers will increase the likelihood of dissatisfaction and poor relationship quality between a consumer and insurer.

Research Question

How does the lack of choice of insurer impact the other relationships consumers have in the health care system? What are the ultimate health well-being outcomes as a result?

Key Contributions

The research proposed introduces the concept of insurance deserts and begins the discourse the impact these deserts have on consumers. Additionally, we expand the marketing systems and relationship marketing literature by examining the interaction between lack of choice and relationships. Important to understanding system constraints and the impact on participants in the system is examining the influences the constraints have on the relationships that exist within the system. These relationships drive the marketing system and so the marketing system should function in a way that fosters strong relationships, especially when consumer health is the focus.

Public policy pertaining to health insurance should recognize that having access to insurance is not necessarily the golden goose to achieving positive health outcomes for all. Consumers desire choice, and even though the best option is not always picked, having choice in and of itself can lead to positive outcomes. Physicians and health care providers should also recognize the constraints that exist in the health system and understand how those constraints impact the relationships they are able to build. If providers know that a patient was constrained in choosing their insurance, they can try to mitigate the effects through empathy or other relationship-building tactics.

Summary of Findings

We propose several research propositions:

Proposition 1: Lack of choice will negatively influence relationship between perceived benefits and relationship satisfaction thus leading to lower relationship quality.

Proposition 2: Low relationship satisfaction and relationship quality with insurance provider will negatively impact the relationship with the physician.

Proposition 3: As relationship quality decreases, the patient will be less likely to be willing to acquiesce or cooperate with the physician.

Proposition 4: Poor levels of cooperation and acquiescence will negatively impact consumer health and well-being.

References are available on request.

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Evaluating the Motivation Potential Scale: Medication Adherence for Diabetic and Hypertension Patients

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Keywords: motivation, health behavior, hypertension, diabetes, medication adherence

EXTENDED ABSTRACT

Research Question
The motivation potential (MP) scale measures health seekers’ motivation for following through on directions provided by their health care providers. The prediction of health behaviors, especially medication adherence, remains a challenge for health care researchers and clinicians. Many existing measures fall short of offering consistent, parsimonious prediction of health behavior. Composed of two three-item subscales (desirability motivation potential; feasibility motivation potential), the MP scale seeks to remedy these clinical challenges by offering a concise, powerful predictor of health behavior. While prior work offered preliminary evidence of the MP scale’s sound measurement properties, the present work assesses whether the scale offers improved prediction of medication adherence, an important health behavior, across chronic disease contexts of diabetes and hypertension.

Method and Data
The two studies assessed the motivation potential (MP) scale’s effectiveness as predictor of medication adherence across two different chronic medical conditions. The first study (n = 407) investigated medication adherence for diabetic patients. The second study (n = 299) evaluated the MP scale as a predictor of medication adherence for hypertension (high blood pressure) patients. Both studies included two measures of medication adherence (MARS and SRMA) to promote generalizability (Menckeberg et al. 2008; Morisky et al. 2008). Finally, adaptations for measures of self-efficacy (Skaff et al. 2003) and anxiety (Marteau and Bekker 1992) were included to further benchmark the predictive validity of the two MP subscales. The samples for both studies were matched to US chronic disease prevalence across age groups.

Summary of Findings
Through comparisons with contemporary socio-cognitive predictors including the beliefs about medicines questionnaire (Horne et al. 1999), self-efficacy (Skaff et al. 2003), and medication-related anxiety (Marteau and Bekker 1992), the MP scale, driven largely by its feasibility subscale, compares favorably to existing measures in its prediction of medication adherence. Across diabetes and hypertension patients, the MP scale, driven largely by the motivation potential feasibility subscale, explains nearly 30% of the variance in self-reported medication adherence across chronic conditions. In the present two studies, these results outpace the performance of other best-in-class contemporary predictors involving beliefs and affect. Importantly, the results from both studies also suggest that the feasibility subscale accounts for unique variance beyond these other predictors. Indeed, in many cases, the inclusion of the feasibility scale dropped these other predictors to non-significance in the full HLR model.

Key Contributions
Offering evidence of predictive ability, these two studies serve as a starting point in demonstrating the rigor and practicality of
the motivation potential (MP) scale across chronic disease contexts. The two MP subscales combined offer an improvement in overall prediction and brevity that reduces response burden for patients while still providing guidance to clinicians on the form of interventions required (e.g., feasibility or desirability-related). With initial evidence now established that the motivation potential scale delivers improved prediction across chronic disease contexts, future research should push forward to generalize the effectiveness of the MP scale in predicting medication adherence across a wider array of chronic and acute medical conditions.

Moreover, studies of the MP scale for non-medication related health behaviors such as sticking with a medically-initiated diet, exercising, or extinguishing a health-detrimental habit share a place in exploring the generalizability of the scale and determining its performance across contexts. Connecting consumer insight and behavioral medicine, the MP scale offers an opportunity for promoting prediction and intervention for health behaviors that directly impact quality of care and patient wellbeing.

*References are available on request.*
Designing Problem Recognition Ads to Educate About Climate Change

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Keywords: climate change, persuasive communication, branding, attitude change

EXTENDED ABSTRACT

Research Questions

Fluency and directiveness in problem recognition advertising. A friend gave one of the authors a card listing the signs of stroke. Subsequently, at dinner, his mother-in-law suddenly started speaking strangely. Reading the card, the course of action seemed unambiguous and he called 911.

Problem recognition advertising uses relatively short advertisements warning of medical, psychological, or related problems. Sometimes, the first letter of symptoms or signals spell out a short word. For instance, the “Signs of Stroke” card spells out the word FAST. We argue that an acronym, like “FAST,” increases the fluency (Alter and Oppenheimer 2009) of the ad.

Problem recognition ads are sometimes very directive (Searle 1976). For instance, the “Signs of Stroke” ad directs the reader to call 911 immediately. Other ads are much less directive and simply list the signs. This paper is tests whether two characteristics of problem recognition ads, fluency and directiveness, increase the effectiveness of the ads.

Persuading people about climate change. Cultural cognition research by Kahan and his colleagues has demonstrated the difficulty of persuading people of the threat and seriousness of climate change. Myers and her colleagues (2013) conclude that education strategies could help people experience the link between weather conditions and climate change. Our hope is that problem recognition ads will help people to persuade themselves.

Method and Data

Study 1: a simple fluency manipulation in problem recognition ad (FAST). One hundred twenty one participants, recruited through Amazon Mechanical Turk, participated in the study. After extensive screening, data from 98 participants were analyzed.

Participants viewed one of two versions of a simple problem recognition ad to teach people what to do when confronted with a person who might be having a stroke. In the high fluency condition, the header of the ad stated: Learn the sudden warning signs of stroke so you can recognize and respond to stroke FAST.” The warning signs and instructions started with highlighted letters in the order F, A, S, T. In the control condition, the warning signs were not highlighted and presented in an order that did not spell “FAST.” Three 5-point scales measured aspects of fluency.

Study 2: problem recognition ads for increasing awareness of climate change. Two hundred forty participants, recruited through Amazon Mechanical Turk, participated in the study. After extensive screening, data from 170 participants were analyzed.

Fluency. In the high fluency condition, the signs of climate change (Storms, Hotter Weather, Odd Weather, and Wet or dry weather) were presented in the order S,H,O,W. Pictures representing these signs were included. In the low fluency condition, the ad stated that “Climate Change will show itself to you.” The signs of climate change were presented in the order O,H,S,W.

Directiveness. The low-directive version of the ad began with, “It’s a Fact!”, so the entire headline read, “It’s a Fact! Climate Change will SHOW (show) itself to you!” The high-directive version of the ad began with, “Look out the Window!” so the entire headline read, “Look out the Window! Climate Change will SHOW (show) itself to you!”
The headline in a control condition simply stated, “Climate Change will SHOW (show) itself to you. Instead of pictures of descriptions of the signs of climate change, the control condition included a general statement “The signs of climate change are everywhere.”

The dependent variables included fluency ratings, directiveness ratings, personal efficacy ratings, self-reported learning from global and local signs of climate change, and a cognitive response variable. The latter asked participants to list any signs of climate change they had seen.

**Summary of Findings**

*Study 1.* Multivariate and univariate tests indicated that the high fluency condition (where “FAST” was explicitly spelled out) significantly differed from the low fluency condition.

*Study 2.* The manipulations significantly affected fluency and directiveness. As well, both the fluency and directiveness manipulations affected perceived efficacy with respect to understanding the signs of climate change. However, measured fluency (but not measured directiveness) mediated this effect.

Other outcomes (such as learning global and local signs of climate change and number of signs listed) were affected by the manipulations. Perceived efficacy mediated these effects.

**Key Contributions**

These two studies address an understudied area of marketing—the improvement of problem recognition advertisements used to help people recognize and respond to symptoms of diseases, psychological problems, or similar issues. Fluency and directiveness increase the effectiveness of these ads. Problem recognition advertising also made people feel that they were personally capable of assessing the signs of climate change.

**Implications**

These studies demonstrate that the effectiveness of problem recognition advertising can be improved by the use of simple devices such as acronyms. These ads can help people to experience the local symptoms of climate change.

*References are available on request.*
From Cloud Computing to Clouds of Pollution. The Environmental Impact of Internet Use: An Analysis of Consumers’ Self-Attribution of Responsibility

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Keywords: green computing, green IT, online pro-environmental behavior, self-attribution of responsibility, environmental skepticism

EXTENDED ABSTRACT

Research Question
Today, information and communication technologies account for nearly 10% of the world’s energy consumption. Given the unprecedented volume of data exchanged on the Internet every day, our online practices require increasing amounts of energy and generate pollution. Are consumers aware of this impact? How do they apprehend it? Are they willing to adopt greener online behavior? More precisely, our main research question is the follow: when web users are informed of the environmental problems generated by their online behavior and that pro-environmental solutions are presented to them, what are the determinants of their self-ascription of responsibility?

Method and Data
Given the emerging nature of the subject, we first conducted an exploratory qualitative study to identify consumers’ reactions regarding the environmental impact of Internet usage. Face to face semi directive in-depth interviews were conducted among 17 respondents. A quantitative study was then conducted in order to better understand the forces that motivate or hinder self-ascription of responsibility to adopt greener online behavior by using an environmentally friendly search engine. To this end, an explanatory model of consumers’ self- ascription of responsibility was developed and tested. A survey was conducted online by a professional market research company among a quasi-representative sample of the French population (n = 250). SEM was employed to test the conceptual model.

Summary of Findings
Overall, the results from the qualitative study highlight a low level of awareness and, even though respondents did not seem indifferent about the subject, a low level of self- attribution of responsibility to undertake individual action. The results from the quantitative study show that, when they become aware of the environmental impact of their online practices and of the existence of pro-environmental alternatives, Internet users may express skepticism and question the reality of the environmental problem. These reactions may be interpreted in terms of cognitive dissonance; on the one hand web users do not want to harm the environment, but on the other hand they do not want to change their online behavior either, as this would involve a significant sacrifice. This phenomenon is all the stronger as consumers are highly satisfied with current (less environmental-friendly) solutions.

Key Contributions
This research contributes to the emerging literature on the environmental impact of information and communication technol-
ogies by providing new insights from the perspective of consumers. Endorsement of responsibility is positively influenced by awareness of the environmental impact of current online behaviors and negatively influenced by perceived sacrifice associated with an alternative solution. Both effects are mediated by skepticism toward the solution.

Given the lack of consumer knowledge regarding the environmental impact of their Internet usage, stakeholders (public policy makers, environmental organizations, companies involved in green computing activities etc.) must communicate in order to increase awareness of this problem.

Internet users have high expectations regarding companies’ ability to develop new solutions that are less environmentally harmful but equally functional.

As consumers are calling for more governmental regulation on the subject and given the criticisms formulated against systematic data storage practices, public policy makers may consider implementing new measures to control the storage of personal data by companies. This would not only solve the ethical issues related to privacy and the right to be forgotten, but it would also significantly reduce the environmental impact of information gathering and storage.

References are available on request.
Juggling an Eco-Social Orientation: The Effects of Dueling Firm-Level Values on Frontline Employees

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Keywords: pro-social identity, environmental orientation, role responses, jobs demands-resource theory, performance outcomes

EXTENDED ABSTRACT

Research Question
What are the impacts of firm-level orientations on salesperson outcomes? Specifically, how does an eco-social orientation impact: a) sales performance and perceptions of product quality b) role response behaviors of effort and turnover intent, c) role response attitudes of trust in the company and job satisfaction?

Method and Data
We collect survey data from 224 salespeople across 9 industries and use Response Surface Analysis and Polynomial Regression to test our hypotheses.

Summary of Findings
We find that salespeople achieve higher sales performance when the discrepancy between Environmental Orientation and Pro-Social Organizational Identity is greatest. When this discrepancy is in favor of the latter (i.e., Pro-Social Organizational Identity is higher), three things occur: 1) turnover intent is lower, 2) employee trust in the company is higher, and 3) the employees perceive their products to be of higher quality. Finally, we examine additive effects to show that both effort and job satisfaction are highest when both orientations are simultaneously high.

Key Contributions
As the boundary-spanning employee of a firm, salespeople are the face of an organization. As such, they are expected to juggle multiple stakeholders simultaneously—not just their customers and managers but social and environmental stakeholders as well. However, salespeople have limited resources from which to draw upon to complete multiple tasks. By testing this juggling act, we make two specific contributions. First, some outcomes are highest when a firm attempts to achieve both a social and environmental orientation. Specifically, employees put more effort into—and garner more satisfaction out of—their job when maintaining a dual focus. However, these dueling demands can have a tapering effect on crucial firm outcomes. As firms try to ‘do too much’ from an eco-social perspective, salespeople may not have the resources to satisfy multiple demands. Our second contribution is showing that outcomes like sales performance, turnover intent, and trustworthiness were all optimized when there was a discrepancy between the orientations. The takeaway is that managers must understand their employees have limited time and energy to distribute across tasks. Placing too many demands upon limited resources may limit the salesperson’s ability to successfully meet them.

References are available on request.

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The Role of Incidental Emotion in Disposal Decisions

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Keywords: recycling, sustainability, moods, disposal decisions, categorization

EXTENDED ABSTRACT

Research Question

The manufacturing, distribution, use, and disposal of products all result in emissions of greenhouse gases that lead to global warming. The U.S. Environmental Protection Agency has concluded that recycling provides a real way to help address climate change. Unfortunately, much of what ends up in our landfills could have been recycled (U.S. EPA 2014). Prior research has found that people’s disposal decisions are subject to many influences including a product’s tangible characteristics; people are less likely to recycle products that depart from their prototypical size, form, or function, such as when paper is torn, cut into smaller pieces or crumpled, and when aluminum cans are dented (Trudel and Argo 2013). The evidence suggests that as well-known recyclable products deviate from their prototypical form they are often erroneously categorized as trash because they have become peripheral to the recycling category and more central to the trash category (Trudel and Argo 2013; Trudel et al. 2016). In this work, we identify an important psychological factor that helps to explain inconsistency in people’s disposal behavior. Specifically, our findings suggest that people’s moods ominously impact their propensity to recycle by influencing higher level cognitions, attention, and resulting categorization.

Method and Data

We test our thesis with two field studies exploring the effects of naturally occurring mood states and three laboratory studies using experimentally induced or measured moods. In study 1, we capture the effect of incidental mood on recycling behavior by comparing campus recycling amounts against collegiate basketball game results. Daily campus-wide recycling amounts (in tons) from 2012-2016 were collected from four American universities ranked in the top 30 of the NCAA 2016 basketball rankings. Study 2 examines the effect that ambient weather (precipitation) has on recycling behavior for a borough of London from April 1st 2015 to March 31st 2016. Studies 3, 4, and 5 measured or manipulated mood in a behavioral lab and observed subsequent participant disposal decisions. Study 3 measured current mood using 10 affect items (6 positive, 4 negative) and subsequent disposal behavior was observed. Study 4 induced participants into a positive, negative, or neutral mood and observed participants’ subsequent disposal decisions. Lastly, study 5 induced participants into a positive, negative, or neutral mood and measured participants’ resulting categorization of a small piece of paper as more or less like “trash.”

Summary of Findings

Across five studies we show that mood, whether experimentally manipulated, measured, or resulting from macro-level events (ambient weather and sports results) influences recycling behavior. Collegiate basketball wins were shown to have a positive effect on campus recycling amounts (N = 390; β = 1,101.14, SE = 524.06, t = 2.10, p = .036). Precipitation has a negative effect on London recycling collections (N = 2,842; β = -.003, SE = .001, t = -3.005, p = .003). Laboratory participants currently in a good mood recycled more than participants in a bad mood (recycle = 1; N = 74; β = .86, χ²(1) = 4.41; p = .036). Participants induced into a positive mood recycled more than participants induced into a negative mood (44.9%; β = .86, p = .017) or neutral mood (21.7%; β = 1.08, p = .004).

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Lastly, we offer process evidence that this greater propensity to recycle versus trash an item when in a good mood results from a lower tendency to categorize items as trash when in a positive mood ($M = 2.59, SD = 1.33$) versus a negative mood ($M = 3.27, SD = 1.18; p = .003$) or neutral mood ($M = 3.04, SD = 1.02; p = .048$).

**Key Contributions**

Billions of tons of greenhouse producing waste ends up in our landfills each year, a significant portion of which should have been recycled. An understanding of the factors influencing peoples choices to trash versus recycle is therefore an important endeavor and one with substantive environmental implications. Prior research has found that people’s disposal decisions are subject to a variety of influences including cost (Jenkins et al. 2003), market incentives (Reschovsky and Stone 1994), convenience (Halvorsen 2008), social norms (Goldstein et al. 2008), and marketing promotions (White et al. 2011). Our research uncovers a new variable and that reliably affects disposal decisions: mood. More specifically, being in a positive mood results in a greater propensity to recycle because people in positive moods are more flexible and inclusive in their cognitive categorization, and thus make fewer categorization errors that identify certain objects as trash.

*References are available on request.*
How Online and In-Store Grocery Purchase Channels Affect Consumers’ Food Waste Behavior

Veronika Ilyuk, Hofstra University

Keywords: food waste, food well-being, online shopping, effort, psychological ownership

EXTENDED ABSTRACT

Research Question
What effect, if any, do grocery purchase channels (i.e., online versus in-store) have on consumers’ likelihood of throwing away (vs. using/consuming) food items?

Method and Data
Three studies were conducted on Amazon Mechanical Turk. Participants were asked to consider making food purchases either in-store or online. They were faced with negative food-related outcomes (e.g., the purchased product fell below expectations in terms of taste, texture, appearance, or general quality) and asked, among other measures, to indicate how likely they would be to discard of (vs. consume) the purchased food items. Study 1 tested the main hypothesis that waste likelihood would be higher (vs. lower) when grocery purchases were made through an online (vs. in-store) channel. Study 2 and study 3 incorporated other experimental conditions (e.g., purchasing pre-packaged produce in-store; putting a lot of effort into an online purchase) to explore whether, as hypothesized, different effort perceptions underlie waste likelihood. Indeed, one of the main dimensions on which in-store and online grocery channels fundamentally differ is convenience: the online channel offers consumers value through effort savings (i.e., of time, physical energy, and mental energy). Study 3 explicitly tested the proposed sequential process (i.e., why purchase channels affect waste behavior) by measuring and incorporating both effort perceptions and psychological ownership (operationalized as the assumption of responsibility for the outcome and attachment to the product) in mediation analysis.

Summary of Findings
The present research demonstrates that waste likelihood is higher (vs. lower) when consumers purchase food items online (vs. in-store). Results indicate that this effect is driven by lower effort perceptions associated with online grocery purchases, which in turn decrease experiences of psychological ownership and, ultimately, increase food waste likelihood.

Specifically, study 1 shows that online (vs. in-store) food purchases systematically increase consumers’ waste likelihood. Study 2 shows that decreasing effort in physical grocery channels (via purchasing already pre-packaged produce rather than hand-selecting individual items) can attenuate the focal effect. Study 3 demonstrates that increasing consumer effort in online purchase channels can also mute the focal effect, providing further support for the role of effort in driving waste propensities in the previous studies. Importantly, study 3 provides evidence for the proposed sequential process (namely for the hypothesized route through which purchase channels affect waste behavior).

Key Contributions
First, the present research introduces a previously unexplored antecedent to consumer food waste: grocery purchase channels (i.e., online vs. in-store). Second, it uniquely demonstrates that two experiences—feelings of effort and psychological ownership—differentially emanate from these purchase channels and account for consumers’ propensities to discard of food items. Thus, in addition to filling a gap in the online food shopping literature by identifying potential behavioral consequences of (versus antecedents to) online food purchases, this research contributes to the burgeoning literature on the catalysts of consumer and household food waste—which is important, both theoretically and practically.

References are available on request.
Impression Management and Restaurant Leftovers: Strategies for Reducing Food Waste

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Keywords: food waste, impression management, social norms

EXTENDED ABSTRACT

Research Question
Uneaten or leftover food at restaurants (i.e., “plate waste”) has become an increasingly problematic issue for society. Due to the dire consequences of unchecked food waste, it is important for marketers to investigate factors that determine whether or not consumers will take home their uneaten leftovers from restaurants so that an intervention can be prescribed. Given that dining at restaurants is a social experience driven largely by self-presentation and impression management, an important but relatively unstudied question that arises is whether the social environment also influences consumers’ willingness to take home leftovers after the meal has been completed. The current research examines how two factors, namely social situation (the people with whom the consumers are dining) and initiating behavior (whether the customer initiates the request for leftovers or responds to a server offering to wrap up the leftovers), can affect consumers’ likelihood of taking home leftovers when dining out, thereby reducing food waste.

Method and Data
In Study 1, participants were asked to envision dining with one of two groups: people who they are comfortable with, or people who they want to impress. At the end of the meal, the server was described as either asking or not asking whether they wanted to take home leftovers. Participants were asked to rate their perceived likelihood of taking home the leftovers, quality of the food, customer service, and concern for the environment. In Study 2, participants were asked to envision going to dinner with one of the same two groups of people as in Study 1: those who they want to impress, or those they are comfortable with.

All participants were asked to imagine two initiating behaviors: asking the server to wrap up the leftovers, or responding to the server’s initial offer to wrap up the leftovers. Participants then rated their perceptions of each of these behaviors on various dimensions of social desirability.

Summary of Findings
Consistent with our predictions, participants rated themselves as significantly more likely a) to take home leftovers in front of people with whom they are comfortable than those whom they want to impress, and b) to take home leftovers when the server proactively offered (vs. did not offer) to wrap up the leftovers. There was a significant interaction between these factors. Among dining companions whom one wants to impress—but not with people with whom one is comfortable—perceived likelihood of taking home leftovers was greater when the server offered to wrap up the leftovers versus when the customer had to initiate the request. This result was driven by a desire to avoid embarrassment by complying with social norms. Respondents perceived that taking leftovers would violate social norms and create embarrassment to a greater extent when dining with people they wanted to impress (vs. those with whom they were comfortable). Additionally, customer service was rated significantly higher when the server was said to proactively offer to wrap up the leftovers.

Key Contributions
In conclusion, our research shows that the likelihood of taking leftovers from a restaurant is determined by the interaction be-
tween social situation and initiating behavior. This appears to be motivated by an attempt to conform to social norms and avoid embarrassment. From a theoretical perspective, this work adds to the literature on food waste by exploring how the social situation can influence the likelihood that consumers take food home. Additionally, this work lends insight for industry by highlighting steps that can be taken by food retailers and managers to reduce food waste. Specifically, these findings suggest that servers offering to wrap up leftover food will reduce the amount of food waste, while also improving the perception of customer service.

References are available on request.
Consumption’s Final Act: What Policy Makers Can Learn About Waste Diversion by Understanding the Consumer Temporal Perspective and Mental Simulation

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Keywords: construal-level theory, mental simulation, disposal, recycling

EXTENDED ABSTRACT

Research Question
When considering recycling behaviors for potentially hazardous items, how does construal level theory and mental simulation impact consumer decision making?

Method and Data
This study explored the effect of temporal distance on recommending to others to recycle single use batteries (H₁) as well as tested the moderating influence of mental simulation (H₂). The methodology presented participants with an experimental scenario followed by the completion of various measures and demographics in an online setting.

Summary of Findings
Participants’ intent to recommend recycling batteries to others was tested with a 2 [temporal distance: concrete (today) vs. abstract (1 year)] × 2 [mental simulation: absent vs. present], and found a significant main effect for mental simulation on recommending recycling batteries to others, such that participants experiencing mental simulation reported a significantly higher intent to recommend recycling of batteries than those in the absence of the mental simulation.

Key Contributions
In the present research, mental simulation increases the intention for consumers to move from their own decision, to an intention to share the preferred behavior of recycling with others, regardless of whether they were in a proximal (i.e., whether to recycle now) or distant (i.e., whether to recycle in a year) orientation. Thus, one way to get consumers to become potential advocates in preferred recycling behaviors could be through mental simulation, something of interest to marketers and policy makers.

References are available on request.

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Polysemy, Marketing Communication, and Public Policy: Use of the Heart Symbol in the Food and Beverage Sector

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Keywords: polysemy, public policy, semiotics, rhetoric, symbolic communication, heart symbol, POM Wonderful, Becel

EXTENDED ABSTRACT

Research Question

We explore the historical and cultural evolution of the heart symbol and its multiple meanings and connotations. Using the heart symbol for demonstrative purposes, we examine whether purposeful polysemy is a marketing strategy used within the food and beverage sector. We explore whether there is motive for marketers to avoid use of direct assertions and if the ambiguity in the symbol’s meaning can be used to circumvent policy or evade regulatory scrutiny. We aim to examine the meaning of POM Wonderful and Becel marketing communication that includes the depiction of a heart symbol.

Method and Data

Using an interpretive approach based on semiotics and a rhetorical analysis, we examine print ads from POM Wonderful and Becel, which are brands where the heart symbol is central to their brand communication (i.e., the heart is a part of the brand mark). Semiotics refers to the theory of signs: signs and their meanings can be classified into “the signifier,” which is the tangible dimension, and “the signified,” which is the abstract concept of the sign. Penn (2000) provides a step-by-step approach to undertake a semiological analysis that starts with choosing material, such as brand communication, relevant to the context of research based on factors such as availability and the level at which it is open to analysis. Next, the elements within the material, such as images and copy, must be identified and listed along with their literal or denotational meaning. This step is followed by recognizing connotative elements (extended meanings) in the material. Acknowledgment of polysemy is central to this step of the analysis as visual and copy elements must be classified as “first level,” based on simple linguistic knowledge, and “second level,” based on interpretation from a social and cultural context. Hence, the analyst(s) must recognize and report the implied meaning of the elements that may exist. The final step involves reporting the findings and results of the analysis.

Rhetoric, meanwhile, is seen as the discipline of argumentation (Eves and Tom 1999) or the art of persuasion (Edgar and Sedgwick 1999), whereas rhetorical figures are devices that frequently appear in advertising and regarded as artful deviations from expectation (McQuarrie and Mick 1996). McQuarrie and Mick (1996) developed a three level taxonomy of rhetorical figures that are commonly used within advertising. While the taxonomy adequately captures verbal figures, Phillips and McQuarrie’s typology divides the use of rhetorical figures into two categories: visual structure and meaning operations. Advertisers can select from various pictorial elements to generate preferable consumer responses and the heart symbol is one such element. Phillips and McQuarrie’s typology divides the use of rhetorical figures into two categories: visual structure and meaning operations. The latter category of meaning operations holds particular interest for our purposes as elements are based on the polysemy or ambiguity they produce.

Key Contributions

Purposeful polysemy can be strategically used in advertising to fulfill a number of functions (Eisenberg 1984; Puntoni et al. 2004).
2010; Puntoni et al. 2011; Warlaumont 1995), but the extant literature has been largely silent about its potential for circumventing policy or evading regulatory scrutiny. Moreover, much of the brand relationship literature to date has generated insight that aims to help marketers (e.g., enhancing profits or loyalty), but our paper is situated in the context of contributing to the practice of transformative consumer research by informing policy that improves well-being at a consumer and societal level.

**Summary of Findings**

Strategic polysemy is a prevalent and powerful tool to deliver health messages within the food and beverage sector. Using POM Wonderful and Becel marketing communication as case illustrations, we highlight the use and reliance on the heart symbol’s multiple meanings. Being an inherent symbol of life and wellness, we show that the heart can be used to promote symbolic messages of health, in addition to communicating love for a product and encouraging consumer-brand relationships. Use of the heart symbol facilitates brands avoiding excess regulatory scrutiny that they would likely face for any direct health claim assertions. The polysemic nature of the heart symbol enables brands to build dominant health associations while retaining secondary connotations that can be pointed to if facing allegations of defying regulatory policies. In other words, the heart symbol can provide health cues that are important to a brand’s positioning while its polysemic meanings become a powerful alibi for firms facing regulatory scrutiny.

*References are available on request.*
Direct and Indirect Processing Effects of Front-of-Package Labels

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Keywords: front-of-package labeling, information processing

EXTENDED ABSTRACT

Research Question
In a complex retail environment, shopping for healthful food products can appear complicated and effortful. Differences between products in a similar category are not easily and consistently identifiable. In response, the labeling environment became regulated to ensure that consumers have regular access to a product’s nutrient profile. Front of pack (FOP) labels transformed this information and presented important highlights in a simplified format. With the marketplace variance in FOP label types (e.g., evaluative), much research has examined the effects of labeling format on consumers’ product evaluations and choices. However, most studies examine differences in a noncomparative setting. Moreover, while much analysis has been performed to review and quantify the general effectiveness of FOP labels, less research has focused on the relationship between at-risk consumer segments (e.g., people with certain types of diet-related diseases) and when FOP information is processed. In response, we are interested in addressing the following four research questions: (1) In a comparative setting, under which condition (label type) will consumers identify the healthiest product more easily? (2) What are the effects of the FOP labels when they are processed directly (vs. indirectly)? (3) Will improvements in processing fluency positively influence choice confidence and satisfaction? (4) How do effects differ for those consumers with the greatest risk (i.e., those with diet-related diseases)?

Method and Data
The online study was a 2 [FOP Label Modality: evaluative (symbol-based) or objective (text-based)] × 3 [Information Processing: immediate (control), elaboration (to test ELM), or distraction (to test UTT)] between-subjects design. In all conditions, participants were shown a grocery shelf with four cans of beef stew. The symbol-based (evaluative) label was presented with the IOM’s specific nutrient standards to assign a star level, known as Guiding Stars®. When the text-based (objective) label was present, the “Facts Up Front” joint labeling design from the Grocery Manufacturers Association and the Food Marketing Institute was employed. For the Information-Processing experimental conditions, participants were given a recall measure at various times after the stimulus was shown. In the immediate condition, participants were asked to answer recall questions immediately after the stimulus was shown. In the elaboration condition, participants were asked to spend the next five minutes writing a short paragraph with respect to the significance of nutrition information as food products are selected. In the distraction condition, participants were told they would be asked to recall the most important aspects of the products they were just shown, but a different task needed to be completed first. The dependent measures were given after the distractor task had been performed for five minutes. Participants were 311 adult American consumers obtained employing Amazon’s Mechanical Turk (mTurk). Cell sizes ranged between 49 and 54.

Summary of Findings
Results demonstrate that the evaluative (stars) label helps consumers with diet-related diseases identify the healthiest product more often (50%) than when a decision is made immediately (versus 43%). Alternatively, the value of the objective (facts-up-front) label for these same consumers is more evident under conditions of distraction. For instance, when distracted, the majority (79%) of these consumers are able to make the correct identification (out of four products) with...
the objective label. There was no difference in identification under conditions of elaboration between consumers with and without diet-related diseases. Additionally, a disordinal interaction between label modality and processing conditions reveal how perceptions of choice difficulty vary in favor of the evaluative (stars) label during elaboration. The opposite effect occurs when the objective (facts-up-front) label is used during distraction. Perceptions become more favorable (i.e., are reduced) when consumers elaborate on the importance of nutrition information and the evaluative label is present. Results suggest that, when consumers consciously articulate the importance of nutrition information, a symbol-based (stars) label helps consumers choose a product in a comparative setting. When consumers are given the same amount of time to process product information, but are distracted, the subconscious can interpret the complex objective label with less effort, and perceptions of choice difficulty are improved. Finally, mediation results illustrate how FOP labels positively influence consumer perceptions by making the FOP information easier to understand.

Key Contributions

Much nutrition labeling research examines differences in front-of-package information processing in a non-comparative (single product) setting. Our study uses a more realistic comparative setting to measure differences in label formats (evaluative vs. objective) between four products. Furthermore, we are not aware of any research in this context that has specifically considered differences in label formats across processing routes (immediate, direct, and indirect). Moreover, results show improvements in choice, fluency, and perceptions that are most notable for consumers for whom calorie and nutrient information is especially critical (i.e., for consumers with diet-related diseases).

References are available on request.
Estimating the Effects of Novel On-Pack Warnings on Young Adult Smokers and Susceptible Non-Smokers

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Keywords: standardized tobacco packaging, on-pack warnings, temporal construal, choice modeling

EXTENDED ABSTRACT

Research Question
Young adult smokers often view smoking as a temporary phenomenon, believe they will quit before they become addicted, and dismiss the health risks of smoking as irrelevant. Their propensity to make decisions based on emotion rather than reason suggests warnings that call on them to forgo physiological pleasure and potential peer approval in the hope of living longer, may lack compulsion.

Focussing on more proximal social effects could shape how young adults assess the gains and losses of smoking, and more effectively deter initiation and promote cessation. Warnings showing smoking’s effects on others, particularly children, babies, and companion animals, may also create tensions between the choices young adults wish to assert for themselves and the risks they will impose on others. We developed and tested novel warnings that illustrated smoking’s effects on others, challenged temporal perspectives, foregrounded adverse social outcomes, exposed industry practices, and presented new health themes, and then tested these with young adult smokers and susceptible non-smokers.

Method and Data
We conducted a behavioural likelihood experiment and a choice modelling experiment in which 474 smokers and 476 susceptible non-smokers aged between 16 and 30 evaluated 12 novel warnings, which we categorised into five groups: graphic health effects, smoking’s effect on others, loss of physical or social attractiveness, tobacco industry manipulation, and the economic consequences.

We developed two sets of warnings (for smokers and non-smokers) comprising ten images, of which seven were identical. Each respondent saw ten warning images (nine test images and the status quo) featuring one of three message themes (factual, social or question). Smokers chose the pack they would be most/least likely to buy while susceptible non-smokers chose the pack most likely to encourage someone like them to turn down a cigarette. We expected smokers to choose the least dissuasive images and susceptible non-smokers to choose the most dissuasive images. Respondents also used the Juster Scale to estimate how the warning labels could affect their behaviour. Data were analysed using independent sample t-tests and by estimating sequential best worst scale adjusted latent class models.

Summary of Findings
The Juster Scale estimates showed warnings featuring the effect of smoking on others, graphic health outcomes, and loss of physical attractiveness, were between 25% and 50% more likely to prompt smokers to consider quitting, reduce their tobacco consumption, or seek quit advice, than the other warnings. Warnings showing graphic health harms elicited the strongest responses from susceptible non-smokers.
The choice analyses used the images with the lowest probability scores as references (a wallet, showing economic costs, for smokers; a perfume bottle, showing social effects, for susceptible non-smokers). Three warnings were particularly dissuasive for both smokers and non-smokers; these featured a dying smoker, a tracheotomy scar, and cigarettes being tested on dogs. Smokers were also significantly less likely to choose a pack showing a stillborn foetus or a baby exposed to second hand smoke. Susceptible non-smokers were significantly more responsive to two further warnings showing graphic health risks.

Smokers were around 20 times more likely to choose the status quo than a pack featuring a stillborn foetus warning. The magnitude of effects was smaller for susceptible non-smokers; their odds of turning down a cigarette package picturing a dying smoker were nearly five times higher than for the status quo.

Key Contributions

Young adult smokers and susceptible non-smokers reacted most strongly to warnings featuring graphic health outcomes, harm to others, and external effects of harm. These findings are consistent across the two methods employed, and add confidence to our conclusion that more diverse themes could enhance the overall impact of on-pack warnings.

New warnings that performed strongly in our study could complement the standard approach: health warnings using informational approaches. More diverse warnings that evoke both health and other risks may be particularly effective in reaching different segments within the wider smoker and susceptible non-smoker populations. In addition to graphic health warnings, policy makers should develop warnings that feature harm to innocent parties and tobacco industry practices could resonate with groups less responsive to health messages. An ongoing work programme is also required to identify, test and then evaluate novel warnings, so these reflect current evidence and concerns.

References are available on request.
"Wishful Recycling": How Pro-Environmental Receptacle Labeling Can Increase Recycling Contamination

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Keywords: recycling, receptacle labeling, field experiment, contamination

EXTENDED ABSTRACT

Research Question
How does pro-environmental signage at the point-of-disposal impact consumer disposal choices? Does this signage have the unintended consequence of increasing the rate of recycling contamination by (unintentionally) encouraging incorrect placement of unrecyclable items in recycle bins? We refer to this potential effect as “wishful recycling.”

Method and Data
The results of a series of field and online experiments supported the proposed “wishful recycling” effect. In study 1, we conducted a field study measuring actual disposal behavior and found that labeling a garbage receptacle with the term “landfill” (vs. “trash”) lead to increased recycling of an unrecyclable item (foam beverage cups). Study 2 found that labeling a garbage receptacle as “landfill” instead of “trash” lead to a wishful recycling effect for a variety of items and the items most subject to this effect were those for which there was less certainty about their recyclability. Study 3 was another field study that showed additional variants of pro-environmental receptacle labeling (“Don’t Destroy the Earth, Trash Less” and “Save the Earth, Recycle More”) both lead to increased recycling of an unrecyclable item. Study 4 was a field study that provided preliminary evidence that the addition of pictorial guides illustrating accurate item disposal may help counteract the wishful recycling effect observed in the previous studies.

Summary of Findings
Our findings suggest that interventions encouraging environmentally responsible disposal, such as using the label “landfill” instead of “trash” on garbage receptacles, may have the unintended consequence of “wishful recycling” or the improper disposal of unrecyclable materials in recycling receptacles. This effect appears to be especially prevalent for products about which there is ambiguity in terms of their perceived recyclability and was observed in both field and online studies. Furthermore, for the items included in our studies, we did not observe that the inclusion of the pro-environmental labels led to any improvement in the rate of correct recycling of recyclable items. Finally, we found that including pictorial guides illustrating appropriate product disposal on bins may help reduce the wishful recycling effect.

Key Contributions
The key contribution of this research is the finding that common pro-environmental waste receptacle labeling could have unintended impacts on disposal behavior. Specifically, efforts to encourage environmentally friendly disposal behavior that do not inform consumers about accurate recycling practices could lead to “wishful recycling” of unrecyclable products, thereby increasing recycling contamination. Our findings suggest that such pro-environmental labeling may need to also include educational information, (e.g., pictorial guides) to educate consumers about how to dispose of products accurately.

References are available on request.
Humanized Ads and Perceived Intrusiveness in Social Contexts

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Keywords: advertising intrusiveness, humanized advertisements, behavioral targeting

EXTENDED ABSTRACT

Research Question
Past work has shown that behavioral targeting can evoke both positive and negative responses from consumers. Do aspects of behaviorally targeted ads interact with aspects of the web context in which they are embedded to influence whether the ad is perceived as intrusive? We proposed that behaviorally targeted, humanized ads are perceived as more intrusive than behaviorally targeted, non-humanized ads when embedded in a social website context. Further, the perception that the ad is talking directly to the consumer mediates the influence of a behaviorally targeted, humanized ad on perceived intrusiveness.

Method and Data
We conducted four experiments with both online subjects (through mTurk) as well as student subjects to test our hypotheses. In each study we used a scenario-based approach such that participants were asked to imagine that they had browsed the internet earlier in the day (providing the basis to suggest that subsequently encountered ads were behaviorally targeted), then logged back on later in the day. Participants then viewed mock websites containing an ad (which differed based on the manipulations in each study). After viewing the stimuli, participants completed measures of perceived intrusiveness, attitude toward the ad, and manipulation check measures.

Summary of Findings
In study 1a, we demonstrate that humanized ads are more likely to be perceived as intrusive in a social context when they are targeted (versus nontargeted). In study 1b, we demonstrate that humanized ads are perceived as more intrusive when embedded in a social (versus nonsocial) setting: humanized ads embedded in a nonsocial setting should be less likely to evoke reactions of invasiveness because the context is less private, and human communication from an ad is less interfering in this context. Study 2 demonstrates that the heightened intrusiveness of behaviorally-targeted ads occurs in a social (versus nonsocial) context, replicating study 1B with different stimuli, as well as demonstrating the robustness of this effect across different types of products. Study 2 also demonstrates that this effect occurs specifically for humanized (versus non-humanized) ads, and that perceived intrusiveness mediates the influence of the ad exposure on consumer attitude toward the ad. Study 3 demonstrates that humanized ads enhance perceptions of intrusiveness in social contents due to their communication in human voice, and that this is less likely to occur for non-humanized ads.

Key Contributions
Past research has demonstrated a primarily positive influence of marketing communications or stimuli that are humanized; companies often adopt conversational human voice in their communications because consumers find it more natural and engaging, as if they were speaking to another human. However, ads featuring humanized properties are disruptive when presented in the context of real human communication (i.e., on social networks and in forum settings). The current work also contributes to the growing literature on ad intrusiveness, confirming the unequivocally negative effects. Further, intrusiveness judgments are not necessarily based on properties of the stimulus alone as has been the focus of much literature examining ad intrusiveness but may be due to a complex interplay between the context and properties of the stimulus. Finally, we contribute to the nascent literature on the effects of behaviorally targeted ads. We identify conditions under which such ads elicit a negative response, helping to unravel the personalization paradox in which behavioral targeting can lead to both positive and negative responses by consumers, depending on the context.

References are available on request.
The Ironic Impact of Privacy Policies on Perceived Security and Purchase Intent

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Keywords: privacy, assurances, warnings, perceived security, persuasion, consumer decision making

EXTENDED ABSTRACT

Consumers regularly encounter privacy policies explaining if and how their personal information will be collected, stored, used, and shared. Consumer advocacy groups and regulators who argue for the provision of such assurances typically assume that consumers prefer transparency in data practices. Indeed, past research supports the notion that most consumers favor restrictions on the gathering and use of personal information (Nowak and Phelps 1992) and that when such protections are not communicated via a strong privacy assurance, consumers may respond defensively (Lwin, Wirtz, and Williams 2007). In fact, a recent study reports that 9 in 10 Americans avoid companies they do not believe protect their privacy (National CyberSecurity Alliance, 2016).

In an effort to comply with these demands and build consumer trust, organizations regularly provide assurances to consumers about data management practices in the form of privacy policies. In this paper, we document an ironic effect of privacy policies on consumer behavior: although privacy policies are often intended to assure consumers that a firm’s use of their personal data will be legitimate, they can instead raise the salience of privacy concerns and paradoxically decrease rather than increase perceived security. Specifically, we propose that due to these decreased perceptions of security, consumers often react to these assurances as if they were warnings, leading to lower purchase intent in the presence (vs. absence) of a privacy policy.

In a series of experiments, we examine how the presence (vs. absence) of a privacy policy affects consumers’ perceptions of the security of their personal data and their interest in purchasing a product. Study 1 aimed to show that despite the opposite outcomes they are designed to produce, both assurances and warnings can decrease consumer interest in a product. We predicted that instead of promoting a sense of confidence that personal data will not be misused, a privacy policy would ironically decrease perceived security and purchase intent (relative to a condition in which no privacy policy is provided). Data for this study were collected from participants recruited on Amazon Mechanical Turk (AMT) who were randomly assigned to one of six conditions in a 2 (Privacy Policy: Absent vs. Present) × 3 (Prime: Warning, Neutral, No Prime) between-participants design. As a test of the effect of a warning on perceived security and purchase intent, participants in the Warning Prime condition read an article warning them of the potential abuses of geolocation data. As a control condition, participants in the Neutral Prime condition read an article discussing innovative technology in cars. As an alternate version of the control condition, participants in the No Prime condition did not read an article. Following the prime manipulation, all participants were asked to imagine that they were considering a new technology system for their car and shown a description of a new product (called ViewTech), followed by detailed descriptions of various product features. As a test of the effect of a privacy policy on perceived security and purchase intent, participants in the “Privacy Policy Present” condition viewed a privacy policy immediately before the feature descriptions, whereas participants in the “Privacy Policy Absent” condition did not view a privacy policy at all. The privacy policy was designed to make explicit information that was already more subtly conveyed through the description of product features. For example, the privacy policy stated that the exact location of car and mobile devices will be collected and stored. This information may be reasonably and easily inferred from the product features, which include the ability to pinpoint your car’s exact location and retrace routes, to stream real-time route data to any mobile device for a live-updating map, and to receive directions to your parked car on your mobile device. Next, purchase intent was measured by asking participants to indicate their level of interest in purchasing the product using a sliding scale (0=Not

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retail prices; these did not differ regardless of whether the pri-
ses. Importantly, our manipulation did not affect expected
of the privacy policy on consumers’ interest in purchasing the
saw a privacy policy. Perceived security mediated the effect
pants who did not see a privacy policy than among those who
of interest in purchasing the prod-
measures, they were collapsed into a single condition in the
as in study 1. Since no significant difference between the be-
the feature descriptions, immediately after the
features, both before and after the feature descriptions,
or at all. Participants then indicated their purchase
was identical as in study 1, as was the privacy policy.
their condition, participants viewed the privacy policy
first condition, participants were asked to imagine that
they needed to buy some new clothes and had found some
items they liked on the website of a retailer with whom they
previously were unfamiliar. Participants were then asked to
ting the product, they were shown the privacy policy on the
screen. Participants in the third condition were told to imagine
they had found items they liked on the websites of two
online retailers that they were not previously familiar with,
and that before proceeding to check-out, they had noticed a privacy
policy on one site, but could not find a privacy policy on the
other site. They were then shown the same privacy policy as
participants in the separate evaluation condition. After view-
ing the privacy policy, participants completed the same set of
dependent measures as in the separate evaluation conditions,
except that they completed one set while thinking about the
retailer with the privacy policy and the second set while think-
ing about the retailer without the privacy policy. Consistent
with our predictions, the effect observed in our previous studies
was replicated in separate evaluation, but attenuated in joint
evaluation. Specifically, interest in purchasing from a retailer
with a privacy policy was lower in separate evaluation than in
joint evaluation. This boundary condition to the effect
observed in earlier studies illustrates how organizations might
present a privacy policy without losing consumer trust.

From a theoretical standpoint, our research contributes to the
literature on persuasion by highlighting parallels between the
unintended ways in which consumers react to warnings and
assurances and showing that although most consumers claim
to want transparency in privacy practices, they may react
negatively to it. By documenting how consumers respond to
privacy assurances, we complement prior research that has
focused on how consumers respond to warnings (Stewart and
Martin 1994), including advertisement disclaimers (Barlow
and Wogalter 1993; Herbst et al. 2011; Johar and Simmons 2000), disclosures of conflict of interest (Cain, Loewenstein, and Moore 2010), and product warning labels (Argo and Main 2004).

Our findings have important implications for how companies’ transparency in data practices can affect consumer trust. Specifically, they suggest that the observed preference to transact with organizations that lack privacy policies is not likely driven by an active aversion to assurances, but rather by a passive ignorance of potential risk when privacy concerns are not made salient. This interpretation is consistent with the notion that privacy concerns (and the lack thereof) are context-dependent (Acquisti, Brandimarte, and Loewenstein 2015; Acquisti, John, and Loewenstein 2013, John, Acquisti, and Loewenstein 2011) and often remain dormant until consumers are prompted to think about them (Marreiros et al. 2016).

References are available on request.
The Influence of Threat Perception on Home Country Bias

Terence Motsi, Earlham College

Keywords: ethnocentrism, threat, bias, COO

EXTENDED ABSTRACT

Research Question
How does the type of threat perception (symbolic vs realistic) impact the preference for domestic products over foreign products?

Method and Data
Data were collected from undergraduates and analyzed using MANOVA.

Summary of Findings
Purchase intention for American products was enhanced when consumers perceived both a high level of symbolic threat as well as realistic threat. The effect on product evaluation was different to that of purchase intention, at high levels of symbolic threat perception low realistic threat perception led to a greater product evaluation instead of high realistic threat perception. The effect on product evaluation and purchase intention was not significant for the Chinese made DVD. Symbolic threat as expected, led to a higher evaluation of the American made DVD. Symbolic threat plays a bigger role on consumer decisions than previously shown in the extant research.

Key Contributions
Home country bias and ethnocentrism is driven by value and goal conflict as it is by economic concerns. Ethnocentrism and economic based threat perception alone does not drive the proclivity to buy domestic. Buy domestic campaigns emphasizing economic motives alone may not be successful. From a practical perspective, MNEs from countries that are perceived to have the same values as the host countries can be insulated from buy domestic campaigns.

References are available on request.

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Antecedents and Consequences of Environmental Beliefs: A Meta-Analysis

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Keywords: meta-analysis, environmental beliefs, New Ecological Paradigm Scale, value–belief–norm theory, theory of planned behavior

EXTENDED ABSTRACT

Research Question
When deciding to engage in certain behaviors, consumers typically evaluate the costs and benefits. However, they may not easily apply a cost-benefit analysis, when performing pro-environmental behaviors. These types of behaviors provide long-term collective benefits, but generate immediate costs (e.g., high price for green products) for individuals. To some extent, individuals’ pro-environmental behaviors may be driven by their environmental beliefs. In this sense, investigation into such beliefs is of importance to fundamentally understand pro-environmental behaviors. There is a consistent agreement that values are one of the important factors that affect environmental beliefs (see Groot and Steg 2007; Fukukawa, Shafer, and Lee 2007; Stern 2000). Prior research has identified some value-related factors affecting environmental beliefs, such as materialism (Kilbourne and Pickett 2008), and individualism and collectivism (McCarty and Shrum 2001). However, there is a lack of a systematic theoretical framework. The present research provides a meta-analytic review of the value-related antecedents and consequences of environmental beliefs, which are measured by Dunlap et al.’s (2000) New Ecological Paradigm Scale. This research draws on the value–belief–norm (VBN) theory (Stern 2000; Stern et al. 1999) and the theory of planned behavior (TPB; Fishbein and Ajzen 1975; Ajzen and Fishbein 1980).

Method and Data
The present research employed a meta-analysis of 30 studies which provide the r metric or provide findings that can be converted to this metric. Following the procedure of Hunter and Schmidt (1990), this research computed weighted effect sizes. Explorations into environmental beliefs involved a broad search in the fields of psychology, sociology, and business management. We identified relevant studies through PsycINFO, ProQuest, JSTOR, SpringerLink, Wiley Online Library, SAGE eReference and ISI Web of Science, using “environmental beliefs,” “new environmental paradigm (NEP),” “new ecological paradigm,” “value belief norm theory,” “environmental/green attitude,” “environmental/green intention,” and “environmental/green behavior” as keyword search terms.

Summary of Findings
Altruistic values were positively correlated with environmental beliefs, and a positive correlation was also found between biospheric values and environmental beliefs. Conversely, egoistic values negatively correlated with environmental beliefs. Notably, both the correlation between altruistic values and environmental beliefs and that between egoistic values and environmental beliefs were relatively low. This finding may imply some situations whereby altruistic and egoistic values are less predictive of environmental beliefs. These situations may involve different types of green behaviors, such as recycling, waste handling, resource conservation, pro-environmental consumption, and ecotourism behavior. The current research also found that environmental beliefs positively correlated with a series of outcome variables, including awareness of consequences, ascription of responsibility, personal norms, and pro-environmental attitudes, intentions, and behaviors. Interestingly,
the correlation between environmental beliefs and pro-environmental intentions is lower than that between environmental beliefs and pro-environmental behaviors. This finding is contrary to the TPB-based prediction that the correlation of attitudes to behavioral intention is higher than to behavior. Future research needs to investigate the reasons for such a contradiction.

Key Contributions
Due to the pressing environmental issues, policy makers have launched numerous campaigns to encourage people to engage in pro-environmental behavior. On a fundamental level, environmental beliefs guide people to interpret themselves and the environment around them. These beliefs can act as reference systems, as individuals perceive the world (Harvey 1997). Thus, successful promotional campaigns are inseparable from people’s fundamental pro-environmental beliefs. The current research offers insights for marketing and public policy. It suggests that pro-environmental campaigns should remind people of long-term consequences of damaging the environment, and of their ascribed responsibilities. To facilitate these communication efforts, marketers and policy makers should cultivate and promote consumers’ altruistic and biospheric values. Given the finding that egoistic values were weakly negatively related to environmental beliefs, chances may remain for policy makers to emphasize egoistic values to boost environmental beliefs.

References are available on request.
Beliefs Leading to a Greener World: A Cross-Country Exploration of the Effect of Religiosity on Green Consumption Behavior

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Keywords: United States, cross-cultural, religiosity, green consumption behavior, Turkey

EXTENDED ABSTRACT

Research Question
We used a qualitative approach to understand the role of religiosity in green consumption behavior in a cross-cultural context. Interviews were conducted from two different countries—U.S. and Turkey—with the aim of comparing two different cultures and two major world religions—Christianity and Islam. In this research, our main purpose is to demonstrate that culture and religion play an important role in shaping individuals’ levels of religiosity and their practice of green consumption behavior. We adopt Hofstede’s framework and focus on two dimensions to explain differences in religiosity and green consumption behavior, i.e., collectivist vs individualistic orientation and long-term vs short-term orientation between these two countries.

Method and Data
Qualitative research techniques are best suited to gain a deep insight in understanding the relation between religiosity and green consumption. Since religiosity could be considered as an abstract and a sensitive concept for many (Benda and Corwyn 1997; Hopkins 2007), in-depth interviews were helpful in building trust and enabling a deeper exploration of this topic (Kvale 1996). Convenience and snowball sampling techniques were used during the participants’ selection processes (Creswell 1998). Ten participants from each country were interviewed. Each interview lasted 45–60 minutes. During the interviews, ‘mapping technique’ was used. Mapping technique is particularly useful since it gives researchers the ability to get rich information from participants without imposing a structured interview (Cassell and Symon 2004). Mapping also allows researchers to visualize participants’ inner world views (Zweifel and Wezemael 2012). In using this technique, we found participants to be more involved in the interviews. They also understood the core idea of our research and that their ideas were really important to us. Following this technique, we asked participants to brainstorm about the two focal constructs: religiosity and green consumption.

Summary of Findings
Short-term vs long-term orientation. Majority of the Turkish participants believed that both green consumption and religiosity are collective and long-term processes that have a significant influence on many aspects of their daily lives. However, participants in the U.S. viewed it differently. American culture being short-term oriented and individualistic, they tended to value short-term benefits or consequences of green consumption more.

Environmental stewardship. The concept of ‘stewardship’ emerged from some participants of both countries. However, Turkish participants talked about it as their daily practices whereas some U.S. participants mentioned it only as an idea they had heard about but never saw someone who practiced it.

Rules and religious sayings. Many of the Turkish participants mentioned the importance of laws/regulations and religious sayings in their consumption practices and behaviors. However, we did not notice any emphasis on religious sayings from U.S participants. The number of Americans identifying themselves as Christians is decreasing (Pew Research Center 2016). This may be one reason why Turkish participants referred to mentioned religious sayings more than their American counterparts.

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Key Contributions

This study provides insights both to marketers and scholars about the role of religiosity in green consumption behavior in two different cultural contexts. First of all, marketers, government agencies and scholars should take into account the potential decrease in the role of religion in the U.S. Most U.S. participants mostly talked about their spiritual beliefs rather than religiosity. Some of them mentioned other religions such as Buddhism, Taoism or Hinduism and their influence on pro-environmental beliefs (Gardner and Stern 1996) Interestingly, none of them stated that Christianity encourage the idea of taking care of the earth suggesting to those identifying themselves as Christians are less able to make connections between their religiosity and green consumption. However, most Turkish participants noted the significant role of religiosity, its importance in their lives, and its influence on their green consumption behavior. Therefore, aiming to encourage green behavior specifically for collectivist and long-term oriented cultures, both the government and the media should focus on religiosity and use religious themes in their initiatives for promoting green behavior.

References are available on request.
Concepts of God and Support for Sustainability Policies

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Keywords: representations of God, concepts of God, sustainability policies, sustainability

EXTENDED ABSTRACT

Research Question
This study proposes that religious and spiritual beliefs—regarded by researchers as representations of God—play an influential role in individuals’ cognitive processing of 1) the importance of pro-environmental policies, and 2) the willingness to vote for pro-environmental policies. Across two studies, this research investigated the role of three representations of God: 1) God as an authoritarian personified-being, 2) God as a benevolent personified-being, and 3) God as a mystical cosmic force.

H1: Views of God as a mystical, cosmic force (vs. authoritarian or benevolent person-like being) is positively (vs. negatively) correlated with sustainability attitudes and support for sustainability policy.

H2: Consumers’ valuation of nature mediates the relationship between God representations and support for sustainability public policy, such that views of God as a mystical, cosmic force (vs. an authoritarian or benevolent personified-being) is positively (vs. negatively) correlated with consumers’ valuation of nature, and high nature valuations then positively influence sustainability.

Method and Data
Researchers conducted large-scale surveying using Amazon’s Mechanical Turk and obtained samples of more than 300 respondents. In Study 2, respondents watched an awe-inspiring video before responding to survey questions.

Summary of Findings
Results of study 1 suggest that attitude toward nature mediates the relationship between these representations of God and the importance of pro-environmental policies. Additionally, self-transcendence is also found here to be an antecedent of the mystical representation of God. Study 2 includes awe as an antecedent of self-transcendence and generally replicates the findings from Study 1 regarding the role of the representations of God in the cognitive processing of willingness to vote for pro-environmental policies.

Key Contributions
In this study, we examined one of the likely roots of support for sustainability policies—citizens’ representations of God. In congruence with previous social psychological studies and studies of the psychology of religion, we found evidence that attributes of God align with dimensions of authority, benevolence and a mystical nature. A consistent finding across three studies was the positive (negative) influence of the mystical representation of God (the authoritarian and benevolent repre-
sentations of God) and the value for nature, as well as the direct and positive (negative) influence on support for sustainability. For those researchers and policy makers who desire to be more effective in developing sustainability policy, the implications are clear—bring the awesomeness of creation into communicating the reasons for 1) sustainable behaviors, 2) support for government spending to benefit the environment, and 3) boosting pro-environmental voting.

Acknowledgment

Funding for this research was made possible in part from a generous grant from the Templeton Foundation. Also, this research originated out of discussions at the Religion Track at the 2015 Transformative Consumer Research Conference.

References are available on request.
Green Living and Well-Being: A Longitudinal Study of Values, Environmental Attitudes, and Sustainable Consumption

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Keywords: sustainability, well-being, values, green building, college dorms

EXTENDED ABSTRACT

Research Question
We report a longitudinal field study that compares residents of two green dormitories to residents of two carefully selected traditional dormitories for control purposes. The objectives were threefold: 1) to determine if living in a green dormitory was associated with greater self-reported well-being and more positive social experiences; 2) to determine if living in a green dormitory had any measurable impact on environmental attitudes or behaviors; and 3) to determine if changes in environmental attitudes or behaviors could be predicted, longitudinally, from any changes in values or morality that may accompany living in a green residential facility.

Method of Data Collection
Data were collected at two points in time from two LEED-certified dormitories on campus and two non-LEED control dorms. In each condition, one dorm was for freshmen and one for upperclassmen. Residents completed several measures at the beginning of the academic year and again at the end of the academic year. Each survey included measures of attitudes toward sustainability, sustainable consumption motivation, values, moral foundations, mindfulness, and well-being. At post-test, residents also completed subjective retrospective self-report measures of their residential experiences throughout the academic year, including measures of stress and social well-being and measures of learning about sustainability.

Summary of Findings
Residents of green dorms reported better residential experiences across a number of domains: increased relaxation, better sleep, lower stress, and stronger social bonds. They also reported enhanced learning about and concern for environmental issues. Interestingly, all residents experienced a greater change in well-being over the year when they reported both greater residential well-being and environmental learning, suggesting that regardless of whether one lives in a green facility, learning about the environment contributes to enhanced well-being over time. Although both green learning and residential well-being were independently associated with greater overall well-being, the effect of residential well-being only held for green dorm residents. Green dorm residents that reported higher residential well-being also showed increases in both green consumption and greater concern for environmental issues. Increases in green consumption were accompanied by increases in harm avoidance and transcendent values for residents of green dorms.

Key Contributions
These findings represent an important early step in understanding the effects of green living not just on environmental or physical well-being, but also on psychological well-being and sustainable behavior. Furthermore, they provide real-world evidence of changes over time, as opposed to simple cross-sectional survey evidence, more typical of research in this domain. The findings provide real-world support for previously established relationships among various measures of well-being, environmental concern, sustainability, as well as relationships among moral foundations, values, and sustainability.

References are available on request.
The Effect of Holbrook’s Framework in Perception of Corporate Social Responsibility

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Keywords: CSR, social responsibility, Holbrook, value, aesthetic, efficiency, spiritual, status

ABSTRACT
Relying on Holbrook’s framework, this study looks at how corporate social responsibility (CSR) creates value. An indication that CSR relates to spiritual benefits is demonstrated through the literature’s conceptual and qualitative findings. This study tests not only how CSR influences various values quantitatively, but also how those effects compare to the relationship between CSR and spiritual benefits. Furthermore, the examination of the effect of perceived value on consumer outcome reveal that not all facets of perceived value have an identical effect on consumer outcomes.

References are available on request.

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Building Trustworthy Green Services: A Relook

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Keywords: green service encounter, trust, re-patronage intention, environmental values, travel purpose

EXTENDED ABSTRACT

Research Question
1. What meaning do people associate with green service encounters (GSEs)? How do they perceive it?
2. How does trust play a role in converting perception about green service claims and their believability into long term reengagement?
3. How do personal characteristics like purpose of travel and environmental values enable trust in green services?

Method and Data
Data was collected from patrons of green hotels in India using stratified random sampling, using a survey questionnaire. The data was split to test psychometric properties of constructs and validity of the structural model separately. Structural equation modelling was used for both steps. Moderation test was done using hierarchical moderated regression analysis.

Key Contributions
1. A reliable and valid scale of GSEs was created.
2. The fact that all elements of GSE together have an impact on trust of patrons, and not individual elements as previous works suggest, is a key contribution.
3. Two moderator, highlighted earlier, largely ignored by prior works, have been investigated for moderation.

Summary of Findings
1. Strong relation between GSE and trust is found.
2. Trust was found to be strongly related to repatronage intention.
3. While moderation effect of travel purpose was found significant, environmental values was not found to be moderating.

References are available on request.

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Fit in Cause-Related Marketing: The Roles of Similarity, Trust, and Regulatory Focus in Assessing Skepticism

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Keywords: cause-related marketing, fit, skepticism, trust, regulatory focus

EXTENDED ABSTRACT

Research Question

Fit, defined as the similarity between brand and cause (Aaker and Keller, 1990), has received considerable attention in the study of effective cause-related marketing (CM) partnerships. Similarity between a brand and a cause has in fact long been recognized as an antecedent of skepticism and of the veracity of a company’s motives (e.g., Drumwright, 1996; Hoeffler and Keller, 2002; Samu and Wymer 2009). However, it is far from clear what fit means, as very little systematic research has been conducted into the relationship between cause and brand, and especially on its impact on skepticism. By drawing on brand extension literature, we distinguish between two types of fit, a taxonomic feature-based (e.g., dog-cat, both mammals) and a thematic relation-based (e.g., helmet-motorbike, riding a motorbike at speed; Estes et al., 2012). Considering CM, we refer to taxonomic partnerships when there is an overlap of product category between brand and non-profit (e.g., Kellogg’s-Fare-Share provides kids with a proper breakfast; overlap: “donating/producing food”). Oppositely, we refer to thematic CM partnerships when the overlap relies on the image, mission or core values (e.g., Avon-Domestic Violence Foundation; overlap: “improving women’s life”). Therefore, how can companies best decide with whom to partner in order to reduce skepticism?

Method and Data

With two pretests and two experiments (done with students and with Mturkers), we investigate which type of partnership (taxonomic vs. thematic) relates to a higher skepticism, and we clarify how trust in the partnership can mediate this effect. (Stimulus: Tiffany & Co.; taxonomic partnership: “Safeguarding the safety of diamond miners”; thematic partnership “Restoration of the Statue of Liberty). Finally, we discuss how skepticism might be reduced by regulatory focus (Higgins, 1997).

Study 1 (122 Mturk participants, $\overline{M} = 34.7; 50.8\%$ male). The study used a one-factor (similarity: taxonomic vs. thematic) between-subject experiment on fit and skepticism. Participants who were in the taxonomic scenario showed a higher degree of fit ($F(1,120) = 4.17, p<.05$) and a higher degree of skepticism towards the partnership ($F(1,120) = 3.96, p<.05$).

Study 2 (107 Mturk respondents, $\overline{M} = 32.23; 61.7\%$ male). The study used a 2 (similarity: taxonomic vs. thematic) × 2 (regulatory focus: prevention vs. promotion), between-subject experiment on skepticism. The study showed a significant interaction effect of similarity and regulatory focus on skepticism ($F(1,107) = 4.251, p<.05$) with the main effect of similarity as significant ($F(1,107) = 5.411, p<.05$) and regulatory focus as non-significant ($F(1,107) = 2.735, p=ns$). In the taxonomic scenario, promotion-focused participants showed a significantly lower skepticism compared to prevention-focused one ($F(1,50) = 6.57, p<0.05$).

Summary of Findings

Our findings suggest that participants see more fit with taxo-
nomic partnerships, but are at the same time more skeptical towards them. As suggested by the literature (Poynor and Wood, 2010; Ross and Murphy, 1999), consumers see more fit with taxonomic partnerships, as a less processing effort is required, and partnerships are perceived as less surprising. However, consumers seem to be much more skeptical towards those kinds of partnerships, as they distrust much more companies that engage in those relationships (Drumwright, 1996; Ellen et al., 2000). Moreover, we show that trust towards the partnership plays a role as a mediator that lowers the total effect of taxonomic/thematic similarity on the perceived degree of skepticism, and that regulatory focus (prevention-focus vs promotion-focus strategies) acts as a moderator of the effect considering the taxonomic partnership. By putting in place promotion-focused strategies, companies engaging in a taxonomic relationship can reduce the degree of skepticism experienced by consumers. More specifically, as promotion strategies can be situationally induced (Cesario et al., 2004), companies and CM-experts should try to focus on the positive cues of the partnership in their marketing communications, in order to activate benign and non-threatening feelings among consumers (Friedman and Forster, 2002).

Key Contributions

Drawing on psychological literature, we contribute to the understanding of fit in cause-related marketing (e.g., Hoeffler and Keller, 2002; Lafferty, 2009; Pracejus and Olsen 2004). The present research investigates how taxonomic and thematic similarity can help companies in deciding which causes to support, particularly with an eye toward the critical outcome variable of skepticism. Furthermore, it clarifies how trust in the partnership and regulatory focus might interact with the skepticism possibly experienced by consumers (Higgins, 1997).

By examining the effects of fit on skepticism in the specific context of CM, this work conceptually extends and empirically contributes to literature in both areas (e.g., Drumwright, 1996; Ellen et al., 2000). Our research contributes to the understanding of taxonomic vs. thematic CM strategies in order for CM-managers to develop the best and most effective partnerships and campaigns. Despite the study’s limitations (i.e., sample size and exclusive focus on one brand/partnership/product category), our research advances new understanding of fit in CM, connecting it with skepticism, trust and regulatory focus (e.g., Samu and Wymer, 2009).

References are available on request.
A General Framework for Regulatory Arbitrage

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Keywords: regulatory differences, regulatory arbitrage, controversial goods, policy circumvention, multi-level governance

EXTENDED ABSTRACT

One of the main goals of any global business strategy is to successfully negotiate the heterogeneity of markets around the world, ideally by not only adapting and adjusting, but also by leveraging any differences that may arise at the borders of various markets (Ghemawat 2007). Indeed, the practice of exploiting differences in laws and regulations across countries—often referred to as regulatory arbitrage—is common among both businesses and consumers. While scholars continue to debate whether regulatory arbitrage is a problem or a force for good (Dorn 2014), its impact is hard to overlook from a public policy perspective. Examples abound of both businesses and consumers taking advantage of regulatory arbitrage opportunities to avoid legal obligations imposed on them in their home countries (Jones and Temouri 2016). On the business side, examples include tech companies Microsoft and Amazon getting around the strict foreign labor laws in the US by opening large offices in Vancouver, B.C., Canada, a short drive across the border from their headquarters in Washington state in the US (Weise 2014). Likewise, many online gambling businesses choose to serve the global market from countries with gambling-friendly regulations such as Malta and Antigua. On the consumer side, the private import of pharmaceutical products from countries with price controls is an often-cited example (Outterson 2004).

While there is a growing body of research on regulatory arbitrage in marketing and management literature, most studies limit themselves to the perspective of the arbitraging firm. Extant research focuses almost exclusively on organizational behavior and how firms react strategically to the constraints imposed on them by institutions and regulatory systems, which are largely taken as given (Jackson and Deeg 2008). Outcomes of arbitrage strategies are evaluated from the firm’s perspective (Ghemawat 2007), with an emphasis on the firm’s ability to secure competitive advantage by appropriately adapting to its regulatory and institutional setting (Martin 2014). Meanwhile, the consequences of firms’ arbitrage strategies for institutional-level stakeholders remain an under-researched topic (Jackson and Deeg 2008), and few suggestions are offered in terms of how policymakers might address regulatory arbitrage when it might have negative outcomes for social welfare.

Outside of marketing and management research, the treatment of regulatory arbitrage is fragmented and bounded to specific isolated contexts, such as financial regulation (Dorn 2014) and parallel trade in the pharmaceutical industry (Brekke, Holmas, and Straume 2015). While research in specific contexts is helpful and warranted, policymakers would also benefit from a general framework for regulatory arbitrage that could serve as a helpful guide to understanding the anatomy of any given arbitrage situation, and aide policymakers in identifying an appropriate response to regulatory arbitrage in a variety of contexts. This study proposes such a framework.

Drawing on the limits-to-arbitrage theory in finance literature (Shleifer and Vishni 1997), we outline the conditions under which regulatory arbitrage is likely to occur. Then, using the context of alcohol policy in Finland as an illustrative example, we show how our framework can be applied to analyze a situation where regulatory arbitrage threatens local policy. In doing so, we illustrate that the measures taken by Finnish policymakers to counteract the practice of regulatory arbitrage can be broadly classified according to which of the conditions for arbitrage the actions seek to eliminate.

Conceptual Framework

Our proposed conceptualization of regulatory arbitrage considers not only the potential benefits of an arbitrage strategy from the arbitrageur’s perspective, but also takes into account the different types of impediments that might render regulatory arbitrage not worth pursuing from an arbitrageur’s standpoint. Our conceptualization includes three elements: regulatory dif-
Financial arbitrage exploits differences in price, regulatory arbitrage is predicated on the presence of a regulatory difference between two jurisdictions that is stable and enduring. Second, in both types of arbitrage, arbitrageurs are likely to incur transaction costs. In regulatory arbitrage, transaction costs for businesses include the costs of relocating and running operations abroad. Consumers practicing regulatory arbitrage are likely to face costs related to the transfer of capital and goods, as well as communication and information costs. Finally, just as financial arbitrageurs face the risk of asset-, industry-, economy-, and market-related factors affecting the profitability of the arbitrage, regulatory arbitrageurs must contend with a variety of institutional-level factors beyond the specific regulatory differences that they intend to arbitrage.

**Method and Data**

We develop our proposed framework in the context of regulatory arbitrage that poses a public policy problem: the case of alcohol policy in Finland. Differences in the way alcohol sale is regulated across the European Union have led to a number of opportunities for regulatory arbitrage for both Finnish consumers and for businesses. We choose to focus on Finnish alcohol policy and alcohol consumption in Finland for a number of reasons. The context is very rich in data for studying regulatory arbitrage. Finland’s entry into the EU in 1995 set in motion a gradual liberalization of alcohol policies, presenting consumers (and later businesses) with multiple opportunities for regulatory arbitrage that the Finnish government has attempted to curtail using a broad range of countermeasures. The context is also compelling because it represents a current public policy problem caused by regulatory arbitrage, highlighting how under certain circumstances, regulatory arbitrage can lead to policy circumvention, and such circumvention may in turn render national policy discriminatory against local businesses. We collected data for the study from both primary and secondary sources, employing a combination of archival research, semi-structured interviews, and site observation.

**Discussion**

The case of Finland’s entry into the European Union, subsequent changes to the country’s alcohol policies, the regulatory arbitrage conducted by both consumers and businesses, and Finnish policymakers’ subsequent efforts to minimize these opportunities, illustrates that actors will engage in regulatory arbitrage in situations where the benefits gained from exploiting a regulatory difference outweigh the transaction costs involved, accounting for the positive and negative influences of various institutional factors in both jurisdictions. It follows that to prevent or curb regulatory arbitrage, policymakers should either minimize regulatory differences, raise transaction costs, or seek to influence the broader institutional setting to make the arbitrage opportunity less attractive. Our findings illustrate this principle in practice.

Throughout history, Finnish policymakers sought to limit arbitrage opportunities arising from regulatory differences between Finland and Estonia through tax cuts, import quotas, and more recently, foray into online retail. Each of these interventions can be seen as being geared towards eliminating one or more of the three necessary conditions for arbitrage, by either minimizing regulatory differences, raising transactions costs, or by changing the institutional setting to render the arbitrage opportunity unattractive or impractical. We argue that each of the three approaches to combating regulatory arbitrage has its advantages and disadvantages, and can be useful in certain contexts while being detrimental in others. Harmonization of laws is advantageous when regulatory differences are not grounded in current policy objectives, and the cost of regulatory asymmetry to business is greater than the costs of implementing regulatory change. If harmonization is undesirable, the attractiveness of regulatory arbitrage can either be negated by introducing high transaction costs or offset by providing institutional support for domestic businesses and consumers. The primary advantage of institutional support is that it might boost the local economy by providing a net benefit to local businesses and consumers, but enacting institutional change can be a complicated and prolonged process (Witt and Lewin 2007). Furthermore, providing support to certain industries such as alcohol and tobacco might run contrary to policy objectives. In such cases, raising transaction costs might be the more attractive option, unless policymakers’ hands are tied by free trade agreements, as is the case in the context of Finnish alcohol policy. In such cases, a delicate balancing act between the three approaches is probably the only course of action. Indeed, these approaches are not mutually exclusive, as recent developments in Finland demonstrate, where policymakers may raise transaction costs by banning online retail, and provide consumers with institutional support in the form domestic online retail.

*References are available on request.*
Naturally Ugly: Consumer Perceptions of Misshapen Produce

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Keywords: food waste, misshapen produce, visual attributes, social marketing

EXTENDED ABSTRACT

Food waste has emerged as an important issue with a major impact on food security, economic development, and the environment (Ventour, 2008). On average, North American and European consumers waste 210–250 lbs (95–115 kg) of food per capita per year (Food and Agriculture Organization of the United Nations: FAO, 2011). Marketing researchers have only recently begun focusing on this topic (e.g., Graham-Rowe, Jessop, & Sparks, 2015; Porpino, 2016; Stancu, Haugaard, & Lähteenmäki, 2016).

For fresh produce, elimination based on visual attributes is a major source of post-harvest food waste (Gunders, 2012). This problem is partly due to regulations and standards: The U.S. Department of Agriculture (USDA), for instance, has implemented several standards aimed at providing consumers with the highest-quality and most-attractive fresh produce. Produce that does not meet these standards cannot be sold and is therefore thrown away (USDA, n.d.). These standards have been estimated to cause 20–40% of farmers’ fresh produce to go to waste (FAO, 2016). Similar regulations are in place in other developed countries (RPA, 2011).

In an effort to reduce food waste, a French retailer recently launched some advertising campaigns on misshapen produce labeled as “ugly produce” (Intermarché, 2015). In these campaigns, “ugly produce” is presented as fruit and vegetables that do not meet the esthetic standards usually applied to their category, but that are equivalent to standard produce in everything other than shape. This campaign received quite some attention worldwide, and many retailers have started selling misshapen produce (Aubrey, 2016) labeled as “ugly” (Godoy, 2014), “imperfect” (Kozicka, 2015), or “inglorious” (Yale Environment, 2014). Researchers and marketers are also calling for “ugly-produce” initiatives in the USA (Moscat & Stanton, 2016). While esthetics have long been of interest to psychologists and marketers (e.g., Bloch & Richins, 1992), little is known about consumer perceptions of misshapen produce or of their reactions to retailers’ “ugly-produce” campaigns. For humans, beauty is generally associated with positive perceptions (for a meta-analysis, see Langlois et al., 2000), while ugliness is linked to strong negative evaluations (Griffin & Langlois, 2006). In consumer behavior, similar effects have been found for products (“negative esthetic effect”: Hoegg, Alba, & Dahl 2010). White, Lin, Dahl, and Ritchie (2016) show, for instance, that superficial packaging imperfections can lead to negative attitudes toward products. Trudel and Argo (2013) show that products whose form is distorted during the consumption process are perceived to be less useful and are more likely to be thrown away. Overall, most of the research on products’ visual attributes is consistent with the expected positive relationship between beauty and product evaluation. As an exception, Hagtvedt and Patrick’s (2014) research suggests that, for technical products, too much beauty can be detrimental as perceptions of functionality are altered.

This paper investigates consumer perceptions of misshapen produce with and without an “ugly-produce” label, as well as the effects on store image.

In a pre-test study, 112 participants from the Prolific Academic consumer panel (34.8% female, M_{age} = 31.40, SD = 11.61, 92.1% from North America) randomly exposed to conventional or misshapen carrots. Consistently with the manipulation, misshapen carrots were more likely to be perceived to “look different from similar carrots found at the supermarket” and to “have a weird shape” when compared to conventional carrots (p = .000). Furthermore, the misshapen carrots were perceived to be more organic (M = 4.92, F(1,110) = 4.926, Sig = .029) and more likely to be locally produced (M = 4.73, F(1,110) = 3.890, Sig = .051). For further information contact: Mia M. Birau, Grenoble École de Management (m.mibi@gmail.com).
= 4.216, Sig = .042) than conventional carrots (Morganic = 4.28, Mlocal = 4.10).

In Study 1, 80 participants from Prolific Academic (41.3% females, Mage = 32.79, SD = 10.31) were randomly assigned to “conventional” or “misshapen” produce conditions, and invited to observe a picture of some apples. Because previous research had found food consumption to be culturally bounded (Werle, Trendel, & Ardito 2013), the population used was purposely coming from varied cultural backgrounds. The misshapen apples were perceived as more organic (M = 5.03, F(1,78) = 13.256, Sig = .000), locally produced (M = 4.62, F(1,78) = 5.311, Sig = .024) and more natural (M = 5.37, F(1,78) = 6.209, Sig = .015) than the conventional ones (Morganic = 3.72 Mlocal = 3.74). Additionally, the relationship between visual attributes (misshapen vs conventional) and participants’ perceptions of the organicness of the produce was mediated by their perceptions of its naturalness (the 95% confidence interval ranged from .14 to 1.21). No significant differences were obtained on attractiveness perceptions (Sigs > .10). Furthermore, the stores selling misshapen produce were perceived just as positively (M = 4.70) as those selling conventional produce (M = 4.88, Sig > .10).

Study 2 was designed as a two-by-three between-subjects experiment with two levels of visual attributes of produce (conventional vs misshapen) and three levels of labeling (no label vs “ugly” label vs “organic” label). 159 students (65.4% female, Mage = 21.06) from a French business school (85% of French nationality) participated in the study in exchange for course credit.

Interaction contrasts tested whether or not the simple main effect of adding “organic” and “ugly” labels would impact the perception of produce, and whether or not these differences were similar for conventional and for misshapen produce. Interaction contrasts indicated that adding an “organic” label had a different effect for conventional and misshapen produce in terms of perceptions of organicness (F(1,158) = 3.07, Sig = .082) and naturalness (F(1,158) = 23.53, Sig = .000) but not of local production and healthiness (F < 1). Focusing only on misshapen produce, post-hoc Dunnett tests indicated that misshapen apples were perceived to be more organic when labeled “organic” (M = 5.31, Sig = .000) than when they had no label (M = 4.10). However, all other perceptions regarding the misshapen “organic” labeled apples (naturalness, local production, and healthiness) remained similar to those regarding the misshapen apples without labels. This indicates that adding the “organic” label does not increase positive perceptions of misshapen produce.

Interaction contrasts indicated that adding the “ugly” label had similar effects for conventional and misshapen produce in terms of perceptions of organicness, naturalness, local production, and healthiness (F < 1). When looking more closely at misshapen produce, post-hoc Dunnett tests indicated that misshapen apples, when labeled as “ugly,” were perceived to be just as organic, natural, locally produced, and healthy as the misshapen apples without labels (Sig > .10). These results indicate that the “ugly” label did not harm the perception of misshapen produce. The positive perceptions of the misshapen produce in terms of naturalness, organicness, local production, and healthiness remained similar to those of unlabeled misshapen produce.

Further, the effects of labels on food-waste-related guilt were investigated. Interaction contrasts revealed no significant differences for the effects of labels on guilt between misshapen and conventional produce (F < 1). Consequently, further tests were run on the effects of labels on produce in general (misshapen and conventional aggregated). Participants reported higher levels of guilt for wasting “ugly” labeled apples (M = 6.04, F(1,159) = 2.95, Sig = .055) than unlabeled apples (M = 5.46, Dunnett t Sig = .031). Therefore, independent of the shape of the apples, adding “ugly” labels increased the level of perceived food-waste guilt.

Independent of labels, stores selling misshapen produce registered a better image (Mmisshapen = 5.24, Mconventional = 4.86, F(1,158) = 5.38, Sig = .022). These results were not found in the previous studies done in countries where consumers are not familiar with “ugly-produce” campaigns; it is likely that the awareness of the “ugly-produce” campaigns in France drove these effects.

This research provides evidence that misshapen fresh produce (in practice labeled as “ugly,” “imperfect,” or “inglorious”) is not linked to negative perceptions, and in fact can lead to positive consumer perceptions.

Given the fact that consumers build their attitudes toward retailers based on the products on the shelves (Grewal, Levy, & Kumar, 2009), certain stores may be hesitant to introduce produce that does not follow esthetic norms. But in fact, the results show that retailers selling misshapen produce are perceived more positively, particularly by consumers aware of “ugly-produce” campaigns (French population in Study 2). These results contribute to research on product esthetics while giving retailers and policy-makers interesting new evidence about misshapen-produce campaigns. This article also presents initial evidence that “ugly-produce” campaigns can be successful against food waste. Consumers who are aware of “ugly-produce” campaigns feel guilier about throwing away misshapen produce when it is labeled “ugly.” Research on food waste shows that feelings of guilt are often associated with anti-waste behavior (Graham-Rowe, Jessop, & Sparks 2014; Stefan et al., 2013), so

References are available on request.
Emotional Drivers of Materialism: The Role of Awe in Materialistic Tendencies

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Keywords: materialism, awe, loneliness, emotion

EXTENDED ABSTRACT

Research Question

Materialistic values are prominent in American culture (Richins et al. 1982), but are also a worrisome problem due to their association with multiple negative consequences, such as overconsumption and loneliness. For example, 71% of American purchases are spent on consumer goods, and Americans, on average, spend more on shoes, jewelry, and watches than on higher education (De Graaf et al. 2014). As a result, it is important to consider mechanisms for reducing consumers’ materialistic tendencies. Given that many materialistic tendencies arise in an attempt to reduce negative emotions (e.g., reduce loneliness (Pieters 2013), fulfill emptiness (Cryder et al. 2008)), we seek to identify an emotion which might counteract these tendencies. One emotion that may decrease feelings of loneliness and help to overcome materialistic tendencies is “awe.” Awe triggers a feeling that one is part of something that is larger than oneself and can lead to a feeling of “diminished” self-concept (Keltner and Haidt 2003). Feelings of awe also promote positive behavior among individuals and may lead to greater adoption of prosocial behaviors (e.g., Piff et al. 2015). In this research, we explore the impact of awe on materialism and loneliness. We specifically expect that awe will reduce consumers’ materialistic tendencies ($H_1$) and their feeling of loneliness ($H_2$).

Method and Data

Study 1. Ninety-six U.S. adults (46 male, 50 female) were recruited from Amazon’s Mechanical Turk (MTurk) ($M_{age} = 37.6$, range:19-74, $SD = 11.9$; 73.2% Caucasian, 6.2% African-American, 8% Hispanic, 8% Asian, 3% other). The study used a one-factor (emotion: awe, neutral) between-subjects design. Participants first viewed one of two 60-second videos: an awe-inducing video that contained nature scenes and inspiring music, or a neutral video containing abstract images and soothing music. Participants then answered questions about small self (Shiota et al. 2007), loneliness (Hughes et al. 2004), and materialism (Richins 2004).

Study 2. Ninety-five undergraduate students (65 male, 30 female) from a large public university participated in exchange for extra course credit. The study used a one-factor (emotion: awe, neutral) between-subjects design. Emotions were induced by asking participants to watch either an awe-eliciting 60-s commercial for an LCD television (taken from Rudd et al. 2012), or a neutral video (taken from Schaefer et al. 2010). After the emotion induction task, participants answered the same questions as in Study 1.

Summary of Findings

Study 1. While a pretest showed no differences in emotions other than awe between the two videos, in Study 1, the awe and neutral conditions significantly differed with respect to pride, joy and fear. Thus, we controlled for these ancillary emotions in our analysis. An ANCOVA revealed a significant effect of awe on materialism ($F (1, 94) = 6.95, d=.31, p < .05$). Supporting $H_1$, those who saw the awe-eliciting video reported feeling less materialistic than those in the neutral condition ($M_{awe} = 3.42$, $M_{neutral} = 3.76$). An ANCOVA showed no significant differences among emotion conditions for loneliness ($p>.8$). Thus, $H_2$ was not supported.

Study 2. An ANOVA showed significant differences in materialism across conditions ($F (1.93) = 3.99, d=.38, p < .05$). Consistent with Study 1, those in the awe condition reported lower levels of materialism ($M_{awe} = 3.91$) than those in the neutral
condition ($M_{\text{neutral}} = 4.14$), supporting $H_1$. A one-way ANOVA showed significant differences in loneliness across conditions ($F (1, 93) = 5.56, d = .44, p < .03$). Contrary to $H_2$, those in the awe condition reported higher levels of loneliness ($M_{\text{awe}} = 3.45$) than those in the neutral condition ($M_{\text{neutral}} = 2.87$).

**Key Contributions**

Awe is a powerful emotion that plays an important role in individuals’ thoughts, judgments and behavior. Although this emotion has been studied widely in the field of psychology, little research has studied its impact on consumer behavior. Our findings suggest that awe has a positive effect in reducing materialistic tendencies. In doing so, this study opens a new research domain of awe in consumer behavior literature. Our research highlights how changes in emotions, specifically awe, may influence materialistic values. These findings provide insights into new mechanisms for reducing materialism. Awe can be induced by features of an advertisement or through pre-consumption experiences. Thus, public service announcements or other educational interventions seeking to reduce materialism could utilize awe-invoking imagery to increase the effectiveness of their message. Further, awe-inducing music or other stimuli could be employed in situations where consumers are most susceptible to materialism. Overall, awe presents exciting research opportunities since this vital emotion has the power to encourage people to forego their individual interests and focus on other-oriented behavior.

*References are available on request.*
One of These Things Is Not Like the Other: The Relationship Between Social Comparison and Weight Identity

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Keywords: social identity, social comparison, overweight, BMI

EXTENDED ABSTRACT

Research Question

This research examines the impact of social comparison with an overweight other and its effect on consumers’ weight perceptions and consumption-related outcomes such as food choice. In doing so, we build on prior literature examining the relationship between overweight others and food decision making by focusing exclusively on overweight (as opposed to obese) others, who are more likely to be used in “real women” advertisements. More importantly, we add to the existing literature on weight-related social comparison by considering body size a social identity-based phenomenon, where both weight status and weight self-importance impact how consumers respond to comparison with an overweight other. Focusing on weight as a social identity allows us to predict and test the novel idea that overweight consumers who express lower levels of weight identity self-importance (W-ISI) are more likely to express a greater desire to lose weight and make better food choices following comparison with an overweight other, an effect that is attenuated for normal weight consumers, obese consumers, and overweight consumers who maintain higher levels of W-ISI.

Method and Data

The sample was restricted to women because of their heightened susceptibility to body type social comparisons and overall weight concerns. One hundred and eighty-eight females ($M_{age} = 33$, $SD = 7$) were recruited using online consumer panel. Adapting a priming technique utilized by Campbell and Mohr (2011), participants in the experimental condition were asked to identify with an overweight other. In addition to the social comparison prime, the body mass index (BMI) of each participant as well as the participant’s W-ISI were included as independent variables. Based on BMI guidelines, participants were then identified as normal weight, overweight, and obese. The dependent variables of interest included weight status and dieting self-efficacy perceptions as well as attitudes, purchase intentions, choice and consumption pleasure toward an unhealthy food item on a restaurant menu.

Summary of Findings

Analyses of variance were performed and as expected results show that social comparison with an overweight other led overweight consumers low in W-ISI to express lower dieting self-efficacy and weight loss confidence. Results also show that the social comparison prime increased the desire to lose weight and increased self-categorization as an overweight person among overweight consumers low in W-ISI. Moreover, for these consumers, the social comparison prime engendered less favorable purchase intentions, anticipated consumption pleasure, and menu choice for the unhealthiest food option.

Key Contributions

The current research has important theoretical and practical implications. First, this research aims to address a gap in the literature by examining weight identity as a psychological driver of food decision making. To this end, this research builds on previous literature which suggests that social identity may play a role in determining responses to weight relevant stimuli. However, rather than examining dieting status (McFerren et al. 2010), intimating but not explicitly classifying and testing weight as a social identity (Hunger et al. 2015), and/or limiting the examination to one particular weight group (e.g., Hunger et al. 2015), we explicitly classify weight as a social identity and examine how the components of weight identity, weight status and W-ISI, affect a variety of psychological and food-related well-being measures. We also outline when and how a consumer’s weight identity is likely to be the basis for self-evaluations and evaluations of unhealthy food. References are available on request.

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Self-Control and Controlling Consumption Practices: A Cross-Cultural Study

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Keywords: self-control, sustainability consumption practices, India, consumption cycle

EXTENDED ABSTRACT

Research Question
From acquisition to consumption and disposition, the study examines the relationships between individual self-control and purchasing of environmental friendly products (P), spending control (S), healthy eating (E), and recycling/reusing behaviors or wasting control (W), hereafter PSEW, and compares these behaviors between United States and India.

Method and Data
The study is conducted in the U.S. and India. Total sample (N = 719) consists of a mixture of students and non-student adults. All variables represent individual difference variables instead of situationally determined variables. Remaining measures include the 6-item assess consumers’ spending (Haws et al. 2012) (α = .862, AVE = .515, CR = .863), 4-item comprise consumers’ eating (Tanner and Wölfing Kast 2003) (α = .835, AVE = .568, CR = .837), and 9-item measure waste control (α = .840, AVE = .813, CR = .975). Three-item measure emotion control (Gross and John 2003) (α = .773, AVE = .538, CR = .776), 3-item measure cognition control (α = .665, AVE = .457, CR = .701), and 3-item measure behavior control (Reid and Ware 1974) (α = .693, AVE = .429, CR = .693). All items are measured on 5 point Likert-scale anchoring from 1 = strongly disagree to 5 = strongly agree. Wasting control was measured using frequency of recycling with 1 = never, 2 = annually, 3 = semi-annually, 4 = monthly, and 5 = weekly. Following Hu and Bentler’s (1999), the analysis revealed acceptable fit measures: χ² (335) = 1110.65, confirmatory fit index (CFI) = .943, goodness of fit index (GFI) = .898, adjusted goodness of fit index (AGFI) = .876, normed fit index (NFI) = .921, non-normed fit index (NNFI) = .936, standardized root mean square (SRMR) = .0416, root mean square error of approximation RMSEA = .057, with 90% CI (.0531; .0605) at p < .05 (Hu & Bentler, 1999). In addition, most of the AVE and CR of the constructs achieved acceptable indices (AVE >.5 and CR > .7) (Fornell & Larker, 1981).

Summary of Findings
First, the results showed that logistic regression was significant at -2LL = 969.061, Cox & Snell R² = .012, 58.2% classification percentage correct, p = .001, with (H₁ₕ) βemotion = .207, W = 5.464, p < .05. Cognition = 3.384, Cognition = 3.566; (H₁ₕ) βemotion = .002, W = .081, p > .05; (H₁ₕ) βbehavior = .120, W = 1.395, p > .05. Although, H₁ₕ equation was significant, but the means of “yes” and “no” were in opposite direction. Thus H₁ₕ, H₁₁, and H₁₂ are not supported. Second, ANOVA results showed that U.S. and India do not differ in terms of spending control, U.S. = 3.70, India = 3.76; F (1,717) = 1.017, p > .05. Thus, H₂ₕ is not supported. Eating US = 3.21, Eating India = 3.69; F (1,717) = 46.143, p < .001. Thus, H₃ₕ is supported. Wasting US = 4.31, Wasting India = 1.52; F (1,717) = 1646.118, p < .001. Thus, H₄ₕ is supported. Third, regression model was significant at R² = 34.0%, p < .001, with (H₅ₕ) unstandardized βcognition = .081, t = 2.437, p < .05; (H₅ₕ) βemotion = .045, t = 1.503, p > .05; (H₅ₕ) βbehavior = .279, t = 7.447, p < .05. Thus, H₅₅ hydrogen is supported, but H₅₆ is not supported. Fourth, regression model was significant at R² = 21.1%, p < .001, with (H₆ₕ) unstandardized βcognition = .149, t = 3.632, p < .05; (H₆ₕ) βemotion = .069, t = 1.816, p > .05; (H₆ₕ) βbehavior = .104, t = 2.20, p < .05. Thus, H₆₆ are supported, but H₆₇ is not supported. Fifth, regression model was significant at R² = 13.1%, p < .001, with (H₇ₕ) unstandardized βcognition = .023, t = .327, p > .05; (H₇ₕ) βemotion = -.124, t = -1.907, p > .05; (H₇ₕ) βbehavior = .272, t = 3.363, p < .05. Thus, H₇₆ is supported, but H₇₇ and H₇₈ are not supported.
Key Contributions

The framework positions self-control as determinant of global outcomes, namely purchase of environmental friendly products, spending control, eating control, and waste disposal. On the whole, there appears to be robust evidence of relationship between self-control and sustainability consumption. Cognition and behavior controls are significantly related to spending and eating, but not wasting control. Only behavior control is significantly related to wasting control. Interestingly, emotion control is not significantly related to any of the spending, eating, or wasting control, indicating that sustainability practices result from the ability to regulate cognition and behavior not emotion. Hence, policy makers are encouraged to educate people on sustainability behaviors by appealing to their intellectual and behavioral levels as opposed to emotional level. Furthermore, contrary to most statistical survey of saving rates in the US and India, spending control is not different between two counties. This result is likely due to the reflective properties of the spending measurement versus the formative measurement of savings. In addition, Indians appears to be much more conscious in their food consumption than Americans. This result is supported by the Indians’ belief that “health is wealth” culture (Banerjee, 2008). From managerial perspectives, marketing campaigns attempting to reach Indian population are more meritorious when focusing on health related attributes of the products.

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References are available on request.
Author Index

A
Abbas, Rumaila ........................................... 43
Abney, Alexandra ....................................... 23
Adams, Stella ............................................ 25
Aggarwal, Anubhav ..................................... 17
Alhouti, Sarah ........................................... 62

B
Bartholomew, Darrell .................................... 59
Baxter, Weston .......................................... 37
Bennet, Aronte .......................................... 1
Benoit, Ilgim Dara ........................................ 7
Bernard, Yohan .......................................... 34
Bertrandias, Laurent .................................... 34
Birau, Mia M. ............................................. 68
Bone, Sterling A. ........................................ 26
Brough, Aaron ........................................... 51

C
Campbell, Troy H. ........................................ 22
Catlin, Jesse R. .......................................... 49
Cénophat, Sadrac ......................................... 19
Clifford, Nichole R. ...................................... 42
Cohen, Adam B. ......................................... 59
Cook, Laurel Aynne ..................................... 45

D
Dadzie, Charlene .......................................... 73
Davis, Cassandra ........................................ 72
DeRosia, Eric ............................................. 4
Dewhirst, Timothy ....................................... 43
Diamond, William D. .................................. 32
D’Souza, Giles ........................................... 62

E
Eckert, Christine .......................................... 47
Elgaayed-Gambier, Leila ................................ 9, 34
Ellen, Pam Scholder .................................... 15
Espinoza, Francisco A. ................................ 26

F
Faure, Corrine ............................................ 68
Ferguson, Jodie L. ....................................... 15

G
Gabler, Colin ............................................. 36
Geiger-Oneto, Stephanie .............................. 28
Gendall, Philip .......................................... 47
Gibbert, Michael ........................................ 64
Gloukhovtsev, Alexi .................................... 66
Guggenheim, David ..................................... 61
Guillard, Valérie ......................................... 20

H
Hagenbuch, David ........................................ 5
Hamby, Anne ........................................... 50
Hamerman, Eric J. ....................................... 40
Hill, Ronald Paul ......................................... 27
Hoek, Janet ................................................ 47

I
Ilyuk, Veronika ........................................... 39, 50
Iyer, Easwar S. ........................................... 57

J
John, Leslie ................................................ 51
Johnson, Guillaume ..................................... 20
Johnson, Kathryn A. .................................... 59

K
Kaplan-Oz, Begum ....................................... 57, 70
Kardes, Frank ............................................ 13
Karekla, Ioannis ......................................... 12
Kees, Jeremy ............................................. 59
Kizilova, Elvira ........................................... 45
Korschun, Daniel ........................................ 17
Krueger, Kem P. ......................................... 30
Kumar, Smriti ............................................ 32

L
Landers, V. Myles ....................................... 36
Leary, R. Bret ........................................... 3
Lederer, Anneliese ....................................... 25
Lee, Jeonggyu ............................................ 17
Liu, Richie ................................................ 42, 59
Locander, William B. ................................... 23
Louviere, Jordan ........................................ 47

M
Manuel, Rommel J. ...................................... 49
Martins, Chrissy M. ..................................... 40
Mattila, Pekka .............................................. 66
Mendini, Monica ........................................... 64
Mgrdichian, Laureen ........................................ 5
Miller, Elizabeth Gelfand ................................. 7, 70
Minton, Elizabeth A. ......................................... 3, 59
Mishra, Abhishek ........................................... 63
Motsi, Terence ............................................... 54
Mourali, Mehdi ............................................... 55
Mulder, Mark R. ............................................. 42

N
Nguyen, Thuy D. ............................................. 73
Norris, J. Ian .................................................. 61

P
Pauly, Joan ...................................................... 61
Peter, Paula C. ................................................ 64
Peterson, Mark ................................................. 59
Pezzuti, Todd ................................................... 10
Pierce, Meghan E. .......................................... 10
Pinkleton, Bruce E. .......................................... 12
Pogacar, Ruth .................................................. 13

R
Radanielina-Hita, Marie Louise ............................ 12
Radford, Scott ................................................. 55
Rafieian, Hoori ............................................... 17
Rosa, José Antonio ........................................... 30
Roy Chaudhuri, Himadri ..................................... 73

S
Rudell, Fredrica .............................................. 40
Schouten, John ............................................... 66
Sepúlveda, César J. .......................................... 26
Shanahan, Kevin ........................................... 23
Sharma, Ajay ................................................... 63
Shepherd, Steven ............................................ 22
Simkins, Travis ............................................... 28
Steffel, Mary .................................................... 13

T
Tanner, Emily .................................................. 29
Trudel, Remi .................................................... 37

U
Upadhyaya, Shikha ........................................... 3

V
Vann, Richard J. ............................................... 30
Venables, Michelle ........................................... 27

W
Wang, Yitong ................................................... 49
Weckman, Judith ............................................. 61
White, Allyn .................................................... 23
Whitley, Sarah ............................................... 37

Z
Zeng, Xianfang .............................................. 55