

1st Mediterranean Consumer Research Symposium¹

Madrid, Friday, November 27th 2015

Location: Maria de Molina 4, Room E001-E002

Host: IE Business School – IE University



Participating Institutions

Bocconi University

Universidad Carlos III de Madrid

ESADE

IESE

NOVA School of Business and Economics

Universidade Católica Portuguesa

Universitat Pompeu Fabra



ESADE



¹ Funding for this symposium granted by the Association for Consumer Research is gratefully acknowledged.

PROGRAM

- 9:30-10:00 Welcome and Intro
- Presentation 1. Daniel Fernandes - Universidade Católica Portuguesa
The Unintended Consequences of a Well-Intentioned Nudge.
- 10:00-11:20 Presentation 2. Maria Galli – Universitat Pompeu Fabra
Scarves, neckties and snakes in the grass: When the clothes we wear shield us from anxiety and danger.
- 11:20-11:40 **COFFEE BREAK**
- Presentation 3. Irene Consiglio – Nova School of Business & Economics
The effect of crowdedness on information sharing.
- 11:40-13:40 Presentation 4. Abhishek Nayak– IE Business School – IE University
Means as substitutes or complements? The role of uncertainty in the goal-means effectiveness.
- Presentation 5. Stefan Markovic - ESADE
Does Customer Perceived Ethicality improve Equity in Corporate Services Brands? Analyzing the roles of Recognition Benefits, Brand Image, and Brand Heritage.
- LUNCH BREAK**
(Restaurant 5Js. Calle Serrano 118 – 5 minutes from walk from the Symposium)
- 13:40-15:10 Presentation 6. Aulona Ulqinaku – Bocconi University
Effects of priming people with animals on prosocial behavior.
- 15:10-17:10 Presentation 7. Nuno Lopes - IESE
Absinthe + Brandy = Champagne: How Dyads Moderate Choice Overload.
- Presentation 8. Vladimir Melnyk – Universidad Carlos III de Madrid
Tell Me What to Do When I am in a Good Mood. Show Me What to Do When I am in a Bad Mood: Mood as a Moderator of Social Norm’s Influence.

PARTICIPANTS (Presenters in bold)

<u>Institution</u>	<u>Name</u>	<u>Faculty/ Doctoral Student</u>	<u>Dinner Thursday</u>	<u>Interests</u>	<u>Presentation Title</u>
Bocconi	Gulen Sarial Abi	Faculty	Maybe later	Regulations, Restrictions, Meaning Threats	Effects of priming people with animals on prosocial behavior
Bocconi	Yiannis Evangelidis	Faculty	YES but later	Decision-Making Strategies, Attribute Weighting Processes, Context Effects, Charitable Giving, Time, Heavy Metal.	
Bocconi	Zachary Estes	Faculty	No	Attention, perception, football, beer, language.	
Bocconi	Aulona Ulqinaku	Doctoral Student	YES	Priming effects, restrictions, psychological threats, language effects	
Bocconi	Varun Sharma	Doctoral Student	Yes	Sensory marketing, Effect of environment on purchase behavior	
Carlos III	Vladimir Melnyk	Faculty	YES	Consumer decision making, social influence and peer pressure, adoption of innovative and sustainable products.	Tell Me What to Do When I am in a Good Mood. Show Me What to Do When I am in a Bad Mood:
Carlos III	Lola Duque	Faculty	YES	Consumer satisfaction, social marketing, service marketing	Mood as a Moderator of Social Norm's Influence.
ESADE	Marco Bertini	Faculty	YES (from 21:00)	Pricing	Does Customer Perceived
ESADE	Stefan Markovic	Doctoral Student	YES	Ethical branding; Brand value co-creation; Brand experience	Ethicality improve Equity in Corporate Services Brands? Analyzing the roles of Recognition Benefits, Brand Image, and Brand Heritage.

IE	Antonis Stamatogiannakis	Faculty	YES	Motivation & Conscious Goal Setting. Visual perception effects on preference.	Means as substitutes or complements? Role of uncertainty in the goal-means effectiveness
IE	Dilney Goncalves	Faculty	YES	Consumer Choice. Judgment and Decision Making. Consumer Well-being	
IE	Eda Sayin	Faculty	YES	Brand Transgressions, Brand Identification, Effect of Smell, Sound and Imagery on Consumer Perceptions	
IE	David Santos	Doctoral Student	YES	Metacognitive mechanisms underlying attitude change in response to persuasive proposals	
IE	Abhishek Nayak	Doctoral Student	YES	Uncertainty of means during goal pursuit.	
IE	Susan Calderon	Doctoral Student	YES	Choice and consumption of hedonic products. Scarcity and conspicuous consumption.	
IE	Polina Landgraf	Doctoral Student	YES	Brand commitment and brand communities. Effects of e-WOM	
IE	Sreyaa Guha	Doctoral Student	YES	Effects of Social Pressure and Interaction on online evaluations.	
IESE	Elena Reutskaja	Faculty	Probably not	Choice overload; choice architecture; patients' behavior; neuromarketing	Absinthe + Brandy = Champagne: How Dyads Moderate Choice Overload
IESE	Nuno Lopes	Doctoral Student	YES	Group decision-making; choice overload; emotions.	
Nova	Irene Consiglio	Faculty	YES	Consumer-Brand relationships; Intersection between interpersonal and consumer behavior.	The effect of crowdedness on information sharing

UCP	Daniel Fernandes	Faculty	YES	Motivation, Memory, Decision Making, Saving.	The Unintended Consequences of a Well-Intentioned Nudge.
UCP	Rita Coelho do Vale	Faculty	YES	Self-regulation, impulsive buying behavior, and package formats; Private labels.	
UCP	Ana Costa	Faculty	YES	Self-regulation of food behavior: effects of moral norm activation. (Food) choice architecture.	
UPF	Gert Cornelissen	Faculty	YES	Ethical dimensions of consumer choice. Social cognition.	Scarves, neckties and snakes in the grass: When the clothes we wear shield us from anxiety and danger
UPF	Maria Galli	Faculty	Probably Yes	Consumer learning and memory processes; Role of affect in consumer information processing; Consumer vulnerability and wellbeing	
UPF	Josep Gisbert	Doctoral Student	YES	Mindfulness effects on Decision Making. Happiness. Motivation & Self-Determination.	

PRESENTATION 1. The Unintended Consequences of a Well-Intentioned Nudge.

Daniel Fernandes - Universidade Católica Portuguesa

ABSTRACT

This project aims to examine the side effects of nudges. One of the most successful nudge so far has been the Thaler and Benartzi's (2004) Save More Tomorrow plan. In this plan, participants pre-commit to save future money for retirement on a fixed rate. In this research, we argue and show that such a pre-commitment to saving has stronger effects among low income individuals. In addition, we show that people inadequately adjust their savings. Most consumers are passive savers. Once they enter an automatic savings plan, they keep saving even though they should not based on economic rational grounds. Those enrolled in an automatic savings plan continue saving for retirement as they age leading to higher savings when they are above 64 years old. These conclusions are derived from a data set including the monthly balances of 3000 individuals in the most common saving solutions offered by the bank over a period of 60 months (from 2009 to 2014).

PRESENTATION 2. Scarves, neckties, and snakes in the grass: When the clothes we wear shield us from anxiety and danger.

Maria Galli - Universitat Pompeu Fabra

Amy Dalton – Hong Kong University of Science and Technology

ABSTRACT

This research examines the psychological benefits of wearing clothes that cover regions of the body vulnerable to physical injury or threats. For example, wearing a scarf or necktie is not only stylish but also protects the jugular vein and chest, which are vulnerable body parts. We suggest that the benefits of wearing clothes that cover physically vulnerable regions of the body extend beyond physical protection. Rather, the key benefit is psychological protection. Events that would otherwise produce feelings of anxiety and heighten the danger one perceives in the environment instead produce a negligible effect when physically vulnerable regions of the body are covered. We also suggest that the usefulness of possessions for protection against sources of anxiety and danger depends on their usefulness for physical protection. A series of laboratory experiments test and support several implications of this view.

PRESENTATION 3. The effect of crowdedness on information sharing.

Irene Consiglio - Nova School of Business & Economics

ABSTRACT

In today's interconnected world, consumers increasingly share information about the products and services they use in real time, by posting information on social media using their mobile devices. Thus, consumers often share information in places characterized by the presence of other people—For example, it is quite common to see consumers chatting or sending texts or emails while browsing stores or reading newspapers in coffee shops. This research investigates whether the presence of others influences consumers' tendency to engage in word-of-mouth. Specifically, I study if varying levels of crowdedness influence consumers' propensity to share information. I propose that more (versus less) crowded places make consumers experience a loss of perceived control, which makes them more likely to engage in word-of-mouth in order to restore it. Five studies conducted in laboratory and naturalistic settings provide support to this hypothesis. I demonstrate that crowdedness increases the likelihood of sharing information with others and that chronic need for control moderates this effect. Consistent with the proposed process, the effect of crowdedness on information sharing is attenuated when participants have the opportunity to restore control before they engage in word-of-mouth. Moreover, perceived control mediates the effect of crowdedness on information sharing, and this indirect effect is moderated by reactance.

PRESENTATION 4. Means as substitutes or complements? The role of uncertainty in the goal-means effectiveness.

Abhishek Nayak – IE Business School – IE University

Dilney Goncalves – IE Business School – IE University

ABSTRACT

Consumers are often faced with a variety of means that they can adopt to pursue their goals. Although having more means available could be perceived as something positive and empowering, research on goal systems suggests that increasing the number of available means (e.g., exercising and dieting) could decrease the effectiveness and perceived importance of a target means (e.g., exercising; Fishbach et al. 2004). However, is it possible that associating additional means can actually increase such perceptions? If so, then under what circumstances? We propose that uncertainty associated with the means moderates the relationship between number of means and perceptions of means effectiveness. More specifically, we hypothesize that uncertainty affects the extent to which multiple means are encoded as substitutes or as complements. First, when means uncertainty is low (e.g., a diet to achieve weight-loss goal with 99% probability), additional means are encoded as substitutes and have a negative effect on the perceptions of effectiveness of the focal means. However, when means uncertainty is high (e.g., a diet to achieve your weight-loss goals with 50% probability), additional means will be seen as complements and will increase the perceptions of effectiveness associated with the focal means.

PRESENTATION 5. Does Customer Perceived Ethicality improve Equity in Corporate Services Brands? Analyzing the roles of Recognition Benefits, Brand Image, and Brand Heritage.

Stefan Markovic - ESADE Business School – Ramon Llull University

Oriol Iglesias - ESADE Business School – Ramon Llull University

Jatinder Jit Singh - EADA Business School

Vicenta Sierra - ESADE Business School – Ramon Llull University

ABSTRACT

In the current socioeconomic environment, brands increasingly need to integrate ethics in their business strategies and portray their ethical commitment at a corporate level, if they want to remain competitive and improve their image. Nevertheless, studies that relate business ethics to corporate brands are either theoretical or have been empirically developed in relation to goods contexts. This is surprising because corporate brands are more important in service contexts, because of the different nature of services (i.e., intangible, heterogeneous, and inseparable). Accordingly, the purpose of this article is to examine the effects of customer perceived ethicality in the context of corporate brands operating in the services sector. Based on data collected for eight service categories using a panel of 2,179 customers, the hypothesized structural model is tested using path analysis. The generalizability theory is applied to test for the measurement equivalence between these categories. The preliminary results of the hypothesized model show that, in addition to a direct impact, customer perceived ethicality has a positive and indirect impact on brand equity, through the mediators of recognition benefits and brand image. Moreover, brand heritage negatively influences the impact of customer perceived ethicality on brand image. The main implication is that it pays off for services brands to invest in ethicality at a corporate level.

PRESENTATION 6. Effects of priming people with animals on prosocial behavior.

Aulona Ulqinaku – Bocconi University

Gulen Sarial Abi – Bocconi University

Zachary Estes – Bocconi University

ABSTRACT

Extant research demonstrates how behavior of consumers can be influenced by subtle environmental cues. Here, we investigate the effect of animals as primes to influence prosocial behavior. While there are many examples of the use of animals on influencing consumers to behave prosocially for animal-related campaigns (e.g., WWF For a Living Planet Campaign), we suggest that the effects of priming people with animals might be extended to other non-animal prosocial campaigns. We suggest that people primed with collectivistic animals can have an collectivistic mindset, in line with the characteristics of the animal primed with. So, the collectivistic-mindset influences prosocial behavior differentially. We demonstrate that people who are primed with animals donate more than those who are not.

PRESENTATION 7. Absinthe + Brandy = Champagne: How Dyads Moderate Choice Overload.

Nuno Lopes – IESE

Elena Reutskaja – IESE

Mario Capizzani - IESE

ABSTRACT

Choosing from a large set of alternatives can negatively affect decision, a phenomenon known as choice overload. Our paper is the first to investigate choice overload in a group setting. Three laboratory studies compared the behaviour of individuals and dyads (group of two people) when they faced choice set with different number of alternatives.

The first study shows that when increasing the choice set from 6 to 30 alternatives individuals suffered a considerable increase in selection difficulty and a decrease in buying rate. Dyads, however, experienced a smaller increase in difficulty and no difference in buying rate. Dyads also enjoyed the choice process more than individuals across different set sizes.

The second study aimed to understand the reasons behind differences found in study one. We find that instead of discussing all possible alternatives, dyad members converged to discussing only those items that pleased both members resulting in a smaller consideration set of dyads than of individuals.

Study three revealed that though dyads and individuals reported similar levels of satisfaction with the alternative selected, the value of the alternative selected was inferior for dyads than for individuals. This suggests that choosing the item with the highest value per se is not the ultimate goal of dyads, but maintaining the dyad cohesion is.

PRESENTATION 8. Tell Me What to Do When I am in a Good Mood. Show Me What to Do When I am in a Bad Mood: Mood as a Moderator of Social Norm's Influence.

Vladimir Melnyk - Universidad Carlos III de Madrid

ABSTRACT

Consumers are exposed to social norm information when they are in a good and bad mood. This paper investigates the effect of mood (positive and negative) on the influence that both descriptive and injunctive norms have on consumers' attitudes, behavioral intentions and actual behavior. Results of the two experiments show a fundamental difference between injunctive and descriptive norms. Injunctive norms lead to more positive attitudes and intentions under positive (vs. negative) mood, whereas descriptive norms lead to more positive attitudes and intentions under negative (vs. positive) mood. Furthermore, we show that this effect translates to actual (donations) behavior.