

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
235	37	When AI Takes the Initiative: Regulatory Focus and the Psychological Consequences of Proactivity in Human-AI Collaboration	Jungyong	Ahn
234	26	The Moderating Role of Algorithm Literacy on the Effects of Explainability and User Control on Advertising Persuasion	Jungyong	Ahn
88	218	Vicarious Indulgence Licensing: How Observing Others' Indulgence Justifies Your Own	Naoki	Akamatsu
1234	220	Digital Sobriety: Social Media Influences on Non-Alcoholic Beverage Culture and Meaning	Duygu	Akdevelioglu
1838	27	Artificial Religiosity: A Systematic Literature Review on AI and the Mediation of Religious Experience	Leticia De	Alencar
796	312	How Recommendations Enable and Shortcut Consumer Search	Abdullah	Althenayyan
68	219	Aesthetics or Authenticity? Unpacking Cultural Representation of Asian Identities in Global Fashion	Eowyn	Andres
887	155	How Products' Sustainability Features Shape Consumer Perceptions and Choices	Bernardo	Andretti
1706	112	The Impact of Value Proposition Framing on Rating Strategy of Consumers: Evidence From Regulatory Focus Theory	Ye	Bai
1641	42	Whose Work is it Anyway? Credit Attribution in Human-Gen AI Co-Creation	Anya	Berlova
1482	156	The Power of Haptic Imagery: Imagined Touch as a Sensory Pathway to Wildlife Conservation	Anuja	Bhattacharjya
841	28	From Prediction to Symbiosis: A Review and Evolutionary Model of AI-Mediated Consumer Behavior	Bithindra	Biswas
665	210	Choosing Where to Die: Contrasting End of Life Choices for Self vs. Other	Elizabeth	Blundon
1058	315	Typicality and Visual Ambiguity in Experiential Product Images	Paul	Blythe
1526	148	Wohnen/dwelling: A Practice of Meta-Consumption and a Responsibility of Managing Zeug	Björn	Bohnenkamp
782	275	Turning Users into Allies: Let us Close the Loop 'Together'	Julia Schulze	Bolling
14	278	The Impact of Trainer Attire on Consumer Attention, Perceptions, and Intent in Fitness Advertising: Evidence from Eye Tracking	David	Bourdin
1056	335	What Gets Attention? The Consumption of Individual Online Reviews During Product Search	Leif	Brandes
18	49	When Florid Words Undermine Brand Trust	Stacey	Brennan
740	166	There's Hell to Pay: The Ethical Implications of Swear Words in the Marketplace	Olya	Bryksina
988	10	Breaking the Silence Digitally: The Role of Self-Stigma in Debt Counseling Chatbot Usage	Tim	Buchbauer
978	252	Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices	Jan-Hendrik	Bucher
1735	100	Walking the Line: When Cultural Borrowing Backfires on Brand Attitudes	Ada	Campbell
1469	141	Building a Sustainable Foundation: Replicating Sustainability Research in Marketing	Julia Nicole	Castillo
439	74	Luxury Brand Investment Value and Second-Hand Market: What Drives Differences in Value Retention?	Marie Cécile	Cervellon
217	142	Gifts Sustainable Luxury Services: The Role of Preference Similarity and Perceived Risk	Ludovica	Cesareo
1324	109	Feeling Good or Growing Well? Endorser Type, Wellbeing Appeals, and Regulatory Focus in Advertising	Jung-Hua	Chang
1328	102	Consumption-Related Negative Externalities	Linnéa	Chapman
1562	216	When What's "Ours" Isn't Equal: Differential Ownership Between Partners	Sijin	Chen
1183	93	Capitalize on Misfortune? When, How, and Why Crisis-Related Brand Newsjacking Backfires	Wenjie	Chen
1601	65	Perceived Financial Constraints Reduce Preferences for Time-Saving Options	Xinghui	Chen
426	98	Responding to Criticism: How Review Tone and Managerial Responses Shape Brand Credibility	Yu-Jen	Chen
99	122	Many Hands, Bigger Impact: How the Number of Helpers Shapes Recipients' Prosocial Behavior	Yunqing	Chen
1064	301	Phantom Options Shift Quality-Taste Tradeoffs	Andong	Cheng
1643	13	When Anthropomorphic AI Violates Expectations: Effects on Social Rapport and Continued Usage	Faezeh	Cheraghi
1690	84	Influencer Marketing and Preschool Children: The Roles of Parasocial Relationships and Persuasion Knowledge	Eunji	Cho
1007	272	Conditional Belonging in Lifestyle Sports: The Limits of Inclusive Marketing in Rock Climbing	Jimmy	Choi
810	248	Follow or Diverge? How Belief in a Just World Shapes the Effect of Envy Type on Product Choice	-Jiyoung	Choi

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
1789	173	Power Distance Belief and Preference for Non-Human Mental Health Services	Kaia (Gayoung)	Choi
1068	63	Why Freebies Get Downvoted: How Restrictions Shape Acceptance of Hedonic vs. Utilitarian Freebies in Deal Collectives	Yeon Jae	Choi
247	222	Discounting Others' Misbehavior in Response to Socioeconomic Asymmetries	Michael	Chrissos Anestis
416	138	Smart but Wasteful: How AI-Embedded Green Appliances Induce Consumer Waste Behavior	Yuxuan	Chu
415	139	Sweat Out of Rhythm, Spend without Restraint: How Irregular Exercise Fuels Indulgent Consumption	Yuxuan	Chu
972	194	Atmospheric Gatekeeping in Luxury Retail: How Vertical Display Lighting Reconstructs Exclusivity	Tao	Cui
1571	126	When Sadness Stays Private: Cultural Differences in Sharing Sad Brand Content on Social Media	Yuanyuan (Gina)	Cui
1107	127	Make It Personal: How Individualizing Moral Appeals Drive Consumer Engagement with Sustainability Messaging	Yuanyuan (Gina)	Cui
1422	267	Inhabiting the Extended Self: Immunological Boundary Work of Live-In Landlords and Lodgers	Roma	Cusumano
300	260	From Private Feelings to Public Displays: Quiet Resistance Through the Commodification of Intimate Emotion on Social Media	Rafaela Canova	Davide
1159	230	Ratings versus Review Volume: Cultural Differences in the Use of Numerical Cues in Digital Marketplaces	Alexander	Davidson
910	135	Beyond Internal Attribution: How Motivational Heterogeneity Shapes Self-Licensing and Consecutive Consumer Behavior	Morgan	De Rocker
865	147	Project-Location Congruity: When Green Projects Match Green Locations	Chananan	Dechadilok
1608	177	Beyond Restrictions: Development and Validation of the Food Well-Being Scale	Ana Tereza	Delapedra
173	187	Sliced to Share—A Shared Bite, a Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads	Qiaoer (Alex)	Deng
1045	176	How Digital Food Provisioning Platforms Disrupt and Reassemble Household Food Practices	Edna Mngusughun	Denga
1246	204	Bittersweet Experience: How Political Orientation Drives Engagement with Adventure Services	The Khoa	Do
220	163	Cuteness in Care: How Cute Design Shapes Acceptance of Healthcare Chatbots	Ruiqi	Dong
219	162	Does a Human Touch Help? Anthropomorphic Design and Acceptance of Healthcare Chatbots	Ruiqi	Dong
218	164	Is Minimalism Timeless? How Preference for Minimalist Aesthetics Changes over Time	Ruiqi	Dong
335	269	Sex (Work) Sells: Consumerism, Feminism, and Empowerment in the Age of the Algorithm	Carly	Drake
1073	205	Renewable Catharsis: Emotional Release in Everyday K-pop Consumption	Teagan	Dube
1764	4	Surprise Both Magnifies Emotions and Attenuates Trait Attributions: AI-Assisted Text Sentiment Analysis of Consumer Judgments about Olympic Athletes' Outcomes	Geoff	Durso
1561	274	Symbolic Shocks: When Large Brands Come to Small Towns	Mark	Dyer
1778	235	Asymmetric Responses to Anthropometric Product Unavailability at the Tails	Tounarouze	ElYazidi
397	81	If You Can't Shout It, Hint It in Your Logo: Dissimilarity Among the Visual Elements of a Logo Induces Perception of Brand Diversity, Equity, And Inclusivity (DEI)	Ardalan	Eyni
1551	132	The Downtrend Effect: When Negative Trends Increase Donations	Stephan	Fally
616	191	Effects of Self-Control Goals on Consumers' Preference for Minimalistic Products	Linying (Sophie)	Fan
31	186	Tailoring the Content Strategies of Food Advertisements to Healthy Category: An Empirical Exploration	Hajar	Fatemi
1536	24	My Digital Self – How Digital Twin Bots Foster Psychological Ownership and Contribute to the Development of a Parasocial Preference	Lara	Fröbel
1524	23	The Dark Side of AI Agents – How Perceived Manipulation by Dark Agents Inhibits the Development of Parasocial Preferences	Lara	Fröbel
1821	287	Fix the Problem, Not the Mood: The Impact of Recipients' Financial Constraints on Givers' Preferences for Utilitarian (vs. Hedonic) Gifts	Tianhui	Fu
425	286	How I Became Who I Am Today: Demonstrating the Transformation Journey Boosts Consumer Preference for Recycled Products	Tianhui	Fu

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
243	5	Does Justified Toxic Language Toward AI Spill Over Into Interpersonal Toxic Communication? The Mediating Role of Legitimacy Beliefs	Reo	Fukuda
1397	47	Overconfident Pitches and Vulnerable Backers in Crowdfunding: A Consumer Protection Perspective	Elena	Fumagalli
1745	129	Narratives That Nudge: Empathy, Responsibility, and Prosocial Action Under Delay	Yang	Gao
1424	167	Asked to Keep, Driven to Discard: Understanding Paradoxical Wasting Behaviors	Charlotte	Gaston-Breton
1139	261	Home at work: Exploring how families manage relationships and negotiate domestic boundaries in an era of remote work	Anusheh	Gauhar
732	152	CSR, Price Positioning, and the Halo-Liability Trade-Off in Perceived Product Quality	Tarje	Gaustad
1014	20	When Chatbots Take Too Much Initiative: The Role of Agency Expectation Violations in Consumer Reactions to AI Assistants	Marilyn	Giroux
1280	124	When Message Meets Medium: How Digital Platform Norms Shape the Effectiveness of Material References in Donation Appeals	Han	Gong
490	257	Unique Non-Fungible Tokens Fuel Entitlement and Selfish Behavior	Jonas	Görgen
1713	#N/A	Consuming the Child: When Parental Care Slides into Marketplace Control	Cindy G.	Grappe
1827	149	How Stewardship Markets Organize Species Survival	Annetta	Grant
514	208	Appearing Unappreciative (or not): Recipients Misjudge Givers' Perceptions of Gift Registries	Daniel	Grossman
947	113	Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat	Marcel	Grub
1437	223	Facial Gender and Gender Disclosure Alter Consumer Hiring and Trust Judgments	Shifan	Gu
664	319	Moments Meant to Be Remembered: How Memory Efficacy Influences Consumption Enjoyment	Bingyan	Guo
914	71	When Transparency Backfires: How Price Breakdown Versus Consolidation Shapes Platform Trust	Congsi	Guo
1385	290	Too Anxious to Choose? The Positive Effect of Anxiety on Preference for Minimalism	Zizheng	Guo
106	36	From Assistant to Self: Relational Role Categorization Influences Attitudes, Disclosure, and Felt Vulnerability Toward AI	Ji Hae	Han
954	265	Caring Capital in Korean K-pop Fandoms: A Patchwork Ethnographic Perspective	Ji Youn	Han
883	296	High-Resolution Feedback for Better Persuasion: Leveraging Facial Expression Data in Marketing Appeals	Bonnie	Hao
1523	85	When Influencers try to Connect: Connectedness Efforts, Authenticity, and Consumer Engagement	Shir	Harpaz
1016	199	Essencetism – The Flip Side of Materialism?	Ruqqia	Hassan
1360	302	How Algorithmic Recommendations Shape Consumer Choice at Different Decision Stages	Sharlene	He
206	179	Between Cost Pressure and Environmental Concerns - Understanding Food Choices of Price-Sensitive Consumers across Europe	Kara	Heidtman
911	212	Mavericks and The Pursuit of Experiences	Ganga Urumutta	Hewage
178	46	Who Bears the Name? Company vs. Human Creator Names as Credibility Signals in Crowdfunding	Cony	Ho
318	105	The Dark Side of Social Media Marketplaces:How Dark Triad Traits Drive Compulsive Buying Disorder through Social Comparison and Social Media Addiction	Min-Yi	Ho
827	321	Growing Bored or Just Saying So? The Disconnect between Physiological Arousal and Self-Reported Adaptation	Stephanie	Hong
1800	264	A Case Study of the Swifties: How Brand Community Practices Can Influence Social Change	Christine	Hu
1203	169	The Impact of Loneliness on Compulsive Buying and Consumer Well-Being: Based on Network Analysis and Functional Magnetic Resonance Imaging	Miaowen	Hu
343	311	Observing Others' Risky Choices: Moderation of Trust by Culture and Decision Speed	Andy	Huang
761	57	Payment Methods Differ in Perceived Value: Consumers Strategically Use Payment Methods to Buffer the Pain of Paying	Emily	Huang
846	75	The Pursuit of Meaning Increases Consumers' Preferences for Local Businesses and Decreases Preferences for National Brands	Junhui	Huang
1474	31	When AI Becomes Me: How Psychological Intimacy with Generative AI Leads to Dishonesty in Self-Presentational Tasks	Yang	Huang

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
709	184	Lighting the Way: Disease Cues Increase Preferences for Lighter-Colored Products	Yen-Hsiang	Huang
427	146	The Weight of Color: How Color Lightness Influences Perceived Waste Through Perceived Weight	Zhongqiang (Tak)	Huang
792	119	Where Did the Numbers Go? Changes Over Time In the Ratio of Number Mentions in Communications	Jozsef	Hubert
1359	73	Curiosity and Truth: When Information Feels Truer	Verena	Huettl-Maack
1055	308	Name Your Future: How Structural Divergence in Upgrade Naming Shapes Purchase Decisions	Quintessa	Huynh
465	305	I Can't Believe (You're Happy) You Ignored My Advice: How Recommender Satisfaction Qualifies the Rejected Recommendation Effect	Jamie	Hyodo
1572	66	Behavioral Interventions for Reducing Energy Consumption Among Low- and Middle-Income Consumers: Experimental Evidence from 11 Latin American Countries	Jorge	Jacob
1534	246	Defensive Self-Affirmation Through Self-Directed Consumption: How Lonely Consumers Restore Self-Confidence	Eunyoung	Jang
71	144	Does Purchasing from Family Business Brands Make Us Better People? Investigating Prosocial Behavior in Post-Purchase Decisions	Philipp	Jaufenthaler
163	15	Balancing Hyper Personalization and Privacy: The Role of Information Reflection Delay in Mitigating Perceived Surveillance	Eunmi	Jeon
917	325	Nostalgia Resonates, Novelty Needs Coolness: Asymmetric Routes in Consumer Evaluations of Film Remakes	Euseo	Jeong
1091	67	By Fair Means or Foul? Fair Market Ideology Predicts Acceptance of Unfair Pricing	Kevin	Jiang
1115	161	Nostalgia and Consumers' Product Recycling Decisions	Linjia	Jiang
1596	39	"Right Here, Right Now": How Time and Place Adverbs Influence Shared Control in Consumer-AI Chatbot Interactions	Jano	Jimenez-Barreto
340	291	Consumers Alter Their Consumption Patterns to Prevent Adaptation	Pugian	Jin
1605	314	The Impact of Resource Scarcity on Preference for Color Saturation	Yoonho	Jin
404	48	Unreachable roofs: When and how high home prices increase non-homeowners' financial risk-taking	SungJin	Jung
826	38	The Journey Toward the "True Self": Identity Transitions and Consumption among South Korean Women in their 50s	Youngju	Jung
1436	40	The Loss Hypothesis: Consumers' Asymmetric Responses to Sports Betting Advice	Benjamin	Kania
942	32	The Power of Naming AI Agents: An Integrative Typology and Conceptual Framework	Begum	Kaplan
1072	78	Consumer Wisdom and the 5D-PDS: Measuring Virtuous Design for the Circular Economy	Tavleen	Kaur
1067	79	Talking Luxury: When Conversational Brand Communication Signals Exclusivity	Tavleen	Kaur
313	207	Tech at the Table: The Negative Influence of Tableside Tablets on Consumers' Tipping Behavior	Zakieh	Kaveh
1500	77	Do Moving Brands Move Consumers? A Registered Replication Report	Lennart	Kehl
107	270	Transgender and Non-binary Consumers' Experience of Visibility in the Marketplace	Carolyn	Keller
52	165	A Regulatory Focus and Immersivity Framework for Virtual Reality and Consumer Well-Being	Seth	Ketron
1114	256	The Absorptive Self: Beauty Consumption as Everyday Regulation	Dania	Khalife
811	7	Customer Orientation in the Age of Artificial Intelligence: Antecedents and Performance Implications	Ceyhan	Kilic
1716	34	The Benevolent Deception: When Deepfakes Make Prosocial Campaign More Persuasive	Jeewon	Kim
159	70	The Ugly Premium Effect: How an Ugly Option Increases Purchases from an Assortment	Junha	Kim
630	121	When my Contribution Matters: A Two-Stage Instrumentality Belief Model of Perceived Effectiveness in Collective Action	Kihyon	Kim
1364	95	Understanding Dupe Culture: When and Why Imitations Impact Word-of-Mouth	Kyung Hwa	Kim
524	262	From Fan to Protest: How Lightsticks Enable Consumer Identity to Travel Across Political Contexts	Seo-Young	Kim
1161	242	The Skeptical Consumer: How Endorsement of Power Disparities Drives Resistance to Coupon Use	Minkyung	Koo
1060	238	Digital hoarding and consumer behavior: A personality-based perspective	Tom KB	Koo
582	239	The Shade Effect: How Colourism and Model Skin Tone Shape South Asian Consumers' Perceptions of Advertising	Tom KB	Koo

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
1145	97	When and Why Mystery Can Suppress Negative Word of Mouth	Aleksandra	Kovacheva
1216	45	AI or Human Influencers: Interaction of Benefit Appeals On Consumer Responses to Green Product Endorsements	Jitender	Kumar
65	55	When Time Feels Scarce: Temporal Pressure Shifts the Psychological Representation of Price	Su-Hui	Kuo
563	188	Adequate Components, Misaligned Configurations: Two Systematic Audits of Theoretical Referents	Pierre	Lamoureux
1386	154	The Agrarian Sustainability Connection: Consumers Perceive DIY as More Sustainable	John	Lancaster
1696	54	Resource Scarcity and Perceived Time: Evidence from Experimental and Population-Level Data	Kimia	Latifi
1423	25	How Do Religiosity Cues Influence Assumptions About Technology Preferences? Unpacking the Religious-Tech Aversion Stereotype	Erica	Lee
639	16	From Spin to Sin: A Quantum Ising Model of Moral Phase Transitions in Consumer Judgments of Corporate Data Transgressions	Eun-Ju	Lee
1579	197	Strict Norms, Sticky Purchases: Cultural Tightness and Product Return Propensity	Sang A	Lee
1484	#N/A	Worth the Price: How Tight Cultural Norms Elevate Quality Standards and Dampen Price Sensitivity	Sang A	Lee
733	145	From Climate Change Skepticism to Green Consumption: Using Empathy Appeals to Circumvent Psychological Reactance in Climate Marketing	Seo Yoon	Lee
609	43	Free Samples: Can AI Replace Human Participants in Behavioral Research?	Su Hyun	Lee
1197	174	Two Distinct Pathways Linking SES to Elevated Risk Perception and Aggressive Medical Treatment Preference	Jing (Jill)	Lei
1668	183	Consumer Barriers to Life-Saving Technologies: Naloxone Access Laws and Overdose Mortality	Benjamin	Lewis
694	281	Too Much to Process? Visual Information Competition and Sales Conversion in Short-Video Commerce	Danchen	Li
419	83	Paying the "Cat Tax": How Digital Rituals Foster Psychological Closeness and Engagement	Jiayuan	Li
727	243	Raised to Influence: How Parental Lying Shapes (Mis)Information Sharing Behavior	Junxian	Li
403	22	When AI Acts, Does the Firm Act?	Tongmao	Li
829	131	Portfolio for Good: How Diverse Cause Offerings Enhance Charitable Giving	Wanyue	Li
1493	56	The Magic of Paying an Extra Dollar: How Minimal Price Increases in Promotions Enhance Purchase Intentions	Wei	Li
610	332	The Power of "Want": How Semantic Framing Influences Donation Behavior	Xinyi	Li
460	123	Awesome Moment: Can Artification Promote Brand Morality?	Xuan	Li
1309	128	More Than a Matching Rule: How Order Assignment Mode Shapes Consumers' Moral Judgments of Gig Platforms	Qingxue	Liang
1271	117	The Effect of Social Media Sharing Cues on Product Attribute Processing	Junyun	Liao
1279	245	Alone, but Not the Same: Loneliness vs Self-Determined Solitude in Immersive Feature Allocation	Meng Jen	Lin
855	244	To Ask or Not to Ask: How Loneliness and Self-Determined Solitude Shape Recommendation Seeking	Meng Jen	Lin
1444	214	People Are Less Confident About Whether an Experience Will Bring Meaning Than Happiness	Mike	Lin
909	198	Measuring Scheduling Styles: Scale Development and Validation of Clock-Time and Event-Time Orientation	Claire	Linares
1231	14	The Unexpected Mirror: How AI Communication Styles Affect Consumers' Psychology	Itai	Linzen
862	157	The Power of Sharing: How Social Sharing Shapes Consumer Preferences for Green Products	Fanyi	Liu
834	277	All-in-One, But Not for Everyone: Gender Differences in Consumer Adoption of Multifunction Products	Jiajia	Liu
150	72	Gift Givers Write Less Helpful Reviews Than Gift Recipients	Muda	Liu
997	338	When Digital Humans Act as Friends or Assistants: Neural and Behavioral Evidence From Recommendation Decisions	Qingsong	Liu
1316	280	Who is Truly Farsighted? How Time Representations Influence Long-Term Patience	Tianjiao	Liu
1076	80	Subtler but Powerful: How Brand Prominence Influences Collaboration Intentions	Xinwei	Liu
819	247	Attachment to God reduces conformity to the majority in consumer choice	Xuefeng	Liu

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
632	168	The Unique Psychology of Snake Oils	Ty	Longmire-Monford
1104	282	Covariation Bias: A Systematic Tendency to Perceive Positive Associations in Data	Andrea	Low
1787	41	Less is More? The Impact of Anthropomorphism on the Effectiveness of Robot Recommendations: A Consumer Domain Knowledge Perspective	Ruihua	Lu
365	221	From Celebrity and Influencer Activism to Hybrid Activism: The Rise of Cross-Field Legitimacy	Eriton	Mainardes
1408	96	Till Trust Do Us Part: The Spillover Effects of Product Sneaking	Léana	Mannshardt
1176	254	Getting Ready to Indulge - Effects of Appearance-Enhancing Products on Indulgent Choices	Kristin	Manthey
29	11	The Hidden Cost of AI Disclosure: How AI Adoption Undermines a Brand	Siva Shanmugam	Mariappan
359	88	When Atypicality Pays: The Role of Brand Gender and Positioning in Origin Stories	Murtuza Soofi	Mohammed
1721	232	Liquid Death, Moral Debt: Ironic Naming and the Effect on Healthiness Perception	Smaraki	Mohanty
1674	231	Grande Please: Effect of Size Labels on Quality Judgement	Smaraki	Mohanty
1440	51	Delineating Price Expectation and Preference in Consumer Willingness to Pay	Arnaud	Monnier
1783	284	When Should Firms Use \$ Versus USD? The Effect of Currency Format on Consumer Evaluations	Giahn	Moon
1539	217	A Psychological Safe Zone: Biased Memory Supports a Preference for Giving over Receiving in Everyday Monetary Exchanges	Coby	Morvinski
1741	324	Consumer Preference for Higher Vocal Pitch in Warmth-Relevant Product Communications	Sarah	Motallebi
807	140	Authenticity vs. Appearance: How Brand Characteristics Shape Consumer Responses to Greenwashing.	Terence	Motsi
1215	323	The Digital Moralisation of Responsible Consumption: Moral Emotions and Negotiations in Response to De-Influencing on Social Media	Kamila	Mouhli
1626	228	Beyond the First Sustainable Choice: Moral Licensing and the Dynamics of Sustainable Consumption	Meta Dev Prasad	Murthy
1623	227	Authentic or Strategic? The Marketplace Consequences of Immigrant Cultural Authenticity	Meta Dev Prasad	Murthy
1213	89	Advertising Inclusive Design Innovations: How User-led vs Designer-led Design Narratives Shape Brand Perception	Seungmin	Nam
363	106	Social Media Platform Design and Reference Dependence of Likes: When Fewer Likes Lead to More Posting	Felix	Nitsch
1537	285	When Bundles Fall Apart: Customization Reduces Failure Spillover Across Bundle Components	Hatef	Noorzad Dolatabadi
1771	317	Breaking the Cycle: A Dynamic Process Model of Compulsive Buying Plus Mindfulness Interventions	Raushan	Ospanaliyeva
817	82	More Than a Pretty Pixel: When Virtual Influencers' Looks and Words Align	Ozan	Ozdemir
1495	115	New Brands with Recent Origins: Unpacking the Power of Establishment Dates in Emerging Brands	Eda	Ozturk
1112	114	You Are What you Binge: Content Character Explains the Wellbeing Consequences of Streaming vs. Social Media Binge-Watching	Eda	Ozturk
1613	53	The Psychological Resilience Point: How Round-Number Thresholds Interrupt Price Momentum Perception	Saeed	Pakfard
965	201	When Breaking the Rules Feels Unfair: How Frontline Employee Leniency Toward Customer Transgressions Shapes Observer Reactions	Arun Kumar	Pal
843	200	Anthropomorphism in Services: An Interdisciplinary Hybrid review and Directions for Future Research	Arun Kumar	Pal
1401	181	The Backfiring Effect of Online Choice Architecture: Unintended Consequences of Healthy Zones in the Field	Jiecong	Pang
961	328	The Role of ADHD in Consumer Decision Making	Logan	Pant
1525	171	Do-It-Yourself Health Care: How Consumers Navigate the Wait for Professional Health Care	Gaelle	Pantin-Sohier
654	61	Competing Now or Later: The Effects of Temporal Distance, Competition Intensity, and Social Comparison	Jihye	Park
620	60	One Month Free or 50% Off for Two Months? Temporal Framing in Subscription Promotions, Perceived Savings, and Subscription Risk	Jihye	Park

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
156	341	When Clickbait Backfires: The Effects of Interrogative Thumbnail Titles on Viewer Satisfaction	Jooyoung	Park
125	340	"I Know What I Like": Preference Clarity as a Double-Edged Signal in Online Dating	Jooyoung	Park
1446	226	Who is the "ethnic consumer," and who decides? A Systematic Literature Review of Acculturation in Marketing and Consumer Behavior and Future Research Agenda	Wenkatesh	Patri
1487	233	How Political Ideology Shapes Future Oriented Decisions Through Future Self-Connectivity	Iman	Paul
1707	304	The Information-Correlation Effect: How Prior Information Shapes Subsequent Search	Yifei	Pei
995	189	Aesthetic Servicescapes: Strategies for the Curation of Affordances in Luxury and Cultural Venues	Camilo	Peña
451	283	Luck as a Psychological Resource: Limited-Luck Belief and Risk Taking	Beatriz	Pereira
1024	195	Awe, Self-Transcendence, and Empowerment: Advances in the Psychology of Consumer Self-Transcendence	Francine Espinoza	Petersen
1358	116	Moral Foundations of Brand Cancellation	Thomas	Poehlman
588	9	Quantifying Sensory Appeal: A Science-Based Tool for Brand Naming	Ruth	Pogacar
1685	213	How Creators' Perceived Variants of Uncertainty Shape What and How They Create	Swaroop	Poudel
498	215	Blind and Visually Impaired Individuals' Experiences with Autonomous Vehicles: A Responsible Innovation Perspective	Szabolcs	Pronay
67	253	Fear as Constraint and Catalyst: An Approach-Avoidance Framework of Fear-Related Consumption in Generation Z	Theeranuch	Pusaksrit
989	300	Fashion and the Metaverse: Exploring Consumer Motivations and Barriers to Engage	Ilaria	Querci
1506	318	Coping with Situationships: Attachment, Emotion Regulation, and Consumption under Relational Ambiguity	ANAGHA	R B
1391	322	The Transformational Pathways of Awe: An Integrative Framework for Consumer Research	Miriam	Rabeya Cuartas
1171	336	What Makes a Review Helpful? Identifying the Roles of Novelty and Exposure in Online Review Choice	Vahid	Rahmani
59	337	Do as I Say, Not as I Do: The Psychology of AI Evaluation Bias	Vahid	Rahmani
1168	110	Consumer Responses to Mystery Subscriptions: The Role of Regulatory Focus	Sekar	Raju
1264	234	Safety Cue or Threat Cue? Consumer Responses to Racebending	Matilde	Rapezzi
1074	276	Mind the (Political) Gap! Greater Distance between Consumer and Brand Political Orientation Lowers Brand Ratings	Sahar	Rashidyravary
91	21	The Easy Way Out: How AI Disclosure Impacts Inferences of Brand Process	Joel Lo	Ribeiro
39	203	The Impact of Flow on Advice Solicitation in Creative Tasks	Isabell	Ristau
1164	271	Between Hostile and Hospitable Resources: The Case of the Menopause Market	Alana	Rivera Matos
598	68	From Self to Shelf: How Verticality and Ethical Framing Affect Consumer Choices	Rajat	Roy
368	50	When Zero Does Not Equal 0: How Digit versus Word Format Shapes Consumer Response to Ingredient Absence Claims	Katherine	Rust
1781	107	When Taking a Stand Becomes Fuel for Majority Discrimination: How Brand Activism Deepens Social Division	Yuhosua	Ryoo
823	94	Shopping Interrupted: Conceptualizing the Consequences of Social Commerce Platform Removal	Jay Sang	Ryu
73	229	Sweetening Social Bonds – Neurochemical Evidence that Glucose Increases Generosity Beyond Close Ties	Katharina	Rzepucha-Hlubek
574	136	Matching Message to Mindset: Regulatory Fit in Sustainable Advertising	Mona	Safizadeh
440	137	Luxury with a Conscience: The Power of Social Awareness in Sustainable Luxury Consumption	Mona	Safizadeh
1550	153	Parental Proxy Choice for Healthy and Sustainable Foods: Why Price and Product Identity Dominate in Parental Decisions	Ekaterina	Salnikova
224	150	An (In)Finite Story - Consumers' End-Of-Life Decisions for Circular Products	Julia van de	Sandt
778	295	From Ugly to Unique: How Uniqueness-Focused Message Appeals Enhance Consumer Responses to Imperfect Produce	Amber	Sardar
32	120	Exploring the Role of Green Purchase Intention on Green Purchase Behaviour with the Moderating role of Participative Pricing-A Scale Development Study	Muhammad Muzamil	Sattar
797	297	Diversity and Persuasion: Consumers Prefer High-Construal Messaging with Highly Diverse Ads	Nina	Sayson
1381	224	Intersectional Erasure: When Multiple Identity Cues Reduce the Persuasiveness of Prosocial Appeals	Tejvir Singh	Sekhon

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
1504	258	A Typology of Single Mother Consumers: Networked Identities and Consumption Practices	Gul	Sener
679	87	The Self-Brand Connection Paradox: Feeling Powerful Without Decision Authority	Jeonghwa	Seo
27	255	Riding Solo: The Impact of Relationship Status on Brand Attachment	Zhaoyan	Shang
1187	303	From Pixels to Preferences: Visual Salience Influences Risky Choice via Dual Pathways	Feng	Sheng
647	251	Forty Years of Consumer Culture Criticism	Jonatan	Södergren
926	143	Feeling Green, Helping More? How Eco-friendly Materials Shape Prosocial Behavior	Chaewon	Song
1152	64	When Returns Feel Good: How the Temporal Pace of Future Mental Time Travel Shapes Saving Preferences for Long Horizons	Yuanming	Song
1105	288	Unveiling Dark Patterns: Trust Erosion, Recognition, and Consumer Responses	Zhiyu	Su
186	1	Building Trust in Virtual Banking: Process- and Outcome-Cues in Consumer-AI Interactions	Chia-Wei	Sun
1244	33	When Accuracy Loses its Price: AI and the Declining Willingness to Pay for Verified Information	Rui	Sun
874	333	The Change-of-Mind Effect in Online Reviews	Ruoming	Sun
157	334	Designing the Recap: How Summary Displays Steer Consumer Perceptions	Ruoming	Sun
1165	193	Better Apart or Better Together? How Multicompartment Product Design Shapes Perceptions of Product Quality	Shida	Tang
600	104	Collateral Damage: How Third-Party Imposter Scams Become Brand Transgressions	Anjali	Tapadiya
1714	99	Moral Credits in the Marketplace: How Ideology Shapes Forgiveness of Brand Transgressions	Divya	Tewari
869	326	Coloring Faded Memory: How Nostalgia Influences Consumer Preference for High-Saturation	Shiyang	Tian
1404	111	Should Firms Admit They Benefit? How Political Ideology Shapes Consumer Responses to Mutual Benefit Appeals in Coproduction	Sena	Toprakci Masir
1531	58	When Convenience Backfires: Biometric Payment Methods Reduce Tipping and Retailer Evaluations	Arian	Trieb
1419	158	The Visual Transparency Paradox: Naked Fresh Produce vs. Traceability Packaging in Building Trust and Satisfaction	Ching-Hsuan	Tsai
1554	273	Too Unique to Belong? The Social Downsides of Product Customization in Brand Communities	Christy	Tu
1633	86	A Little Sparkle Goes a Long Way: How Sparkling Labels Shape Brand Excitement	Tu	Tu
1519	266	Spatially Embedded Economies: Maintenance at the Margins of Market Culture	Orcun	Turan
1584	316	It's Still Rock and Roll To Me: How Music Type Shapes Masculine and Feminine Themed Product Preferences	Shahriar	Uddin
791	170	Beyond Weight Loss: A Body Well-Being Framework for Understanding Weight Management Medications	Sevincgul	Ulu
1528	101	When Experience Breeds Leniency: Multicultural Consumers and Brand Moral Transgressions	Nilay Selin	Unal
1220	279	Motivated to Start, Struggling to Persist: Envy, Goal Meaningfulness, and Sustained Goal Pursuit	Umair	Usman
581	2	The Voice of Emotion: Advancing Marketing Research Through Real-Time AI Emotion Measurements	Ertugrul	Uysal
576	3	The Right Time for AI Empathy in Voice Commerce: Attribution Processes and Product Category Shape Decision Satisfaction	Ertugrul	Uysal
1209	249	Consumer Practices Behind "Smart" Technologies	Anna-Riikka	Valo
395	259	Choosing Childfree: Elevating Divergent Femininities through Marketplace Contestations of the Tradition of Motherhood	Luciana	Velloso
943	134	Overcoming Resistance to Plant-Based Diets: The Role of Meat Attachment, Food Neophobia, and Message Congruence	Iris	Vermeir
575	30	Algorithm or Artisan? Consumer Morality in AI-Driven Luxury Designs	Kylie	Vo
1106	250	Elevating the Consumer Perspective: A Proposed Conceptual Framework for Consumer-Focused In-Store Returns	Amanda	Wagner
1351	211	Finding Meaning in the Rubble: How Social Disruption Redefines Psychological Consumption for the Financially Deprived	Hong	Wang

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
418	6	Defending Human Identity: Zero-Sum Beliefs about Human-AI Relations Impede AI Acceptance	Jane Jiaqian	Wang
700	289	The More Effective the Product, the Less Effective the Ad: How the Before-State in a Before-and-After Ad Influences its Persuasiveness	Shu	Wang
46	52	Midpoint as Reference Point in Evaluating Predictive Ranges	Sophie	Wang
322	209	Giver Body Size and Its Influence on Gift Appreciation	Tongxi	Wang
104	292	The Secret of Couch Potatoes Being Uncomfortable Makes You Healthier	Tzu-Ming	Wang
101	293	Deliciousness Sliced by Angles: How Geometry Dissect Food's Charm	Tzu-Ming	Wang
48	294	Sipping from Your Name on a Starbucks Cup: How Psychological Ownership Enhances Taste Perception	Tzu-Ming	Wang
888	307	The Power of Presentation: Simultaneous vs. Sequential Comparison in Product Efficacy Communication	Xueying	Wang
892	339	More Could Be Less: The Side Effect of Increasing Online Review Quantity	Yihan	Wang
471	29	When Machines Replace Humans: How AI Service Encounters Influence Consumers' Repair versus Replacement Decisions	Yijie	Wang
482	327	After Repair: The Effect of Product Repair on Subsequent Product Usage	Yuxuan	Wang
1774	313	When Endpoint Is Unclear: Uncertainty in Non-Monetary Resource Allocation	Yuyao	Wang
1410	237	When Blue Backfires: Color and Gender as Drivers of Inspiration in Computing Advertising	Merav	Weiss-Sidi
1346	298	Choosing for Others: Underestimating Others' Appreciation for Vegetarian (but Not Meat-Based) Restaurants	Carolina O.C.	Werle
866	299	Misconceptions About Pollution: Why Consumers Misestimate Products' Polluting Impact	Carolina O.C.	Werle
1635	18	Using Human-AI Dialogues for Moral Persuasion	Joshua	White
277	19	Popular Social Science Nonfiction Shifts Values and Partisan Attitudes—and Their AI Summaries Are Just as Persuasive	Joshua	White
1310	225	Measuring Perceived Economic Inequality: An Empirical Framework	Philippe	Wodnicki
479	159	The Grass is Always Greener on the Other Side: The Interaction Between the Narrative Richness of Messages and the Psychological Distance on the CSR Initiatives.	Po-Han	Wu
959	108	When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self-Brand Connection	Yi	Wu
606	236	How Coping Strategies Evolve Over Time in Shopping Restriction	Na	Xiao
957	175	How Competence Stereotypes Limit the Spread of Health-Related Word-of-Mouth	Fengshu	Xie
175	306	When Wanting to Decide Leads Consumers to Wait: How the Need for Cognitive Closure Promotes Strategic Decision Delay	Yangxuan	Xie
1153	12	The AI Disclosure Paradox	Liheng	Xu
705	8	How AI Sales Agents Respond to Consumer Emotions	Yi	Xu
302	160	When Food Gifts Lead to Waste	Zhennan	Xu
1398	69	Getting Ahead and Staying on Track: Surplus Rollover Encourages Challenging Goal Choices and Completion	Sherrie	Xue
108	151	The Upcycling Asymmetry: How Contamination Concerns and Haptic Cues Shape Sustainable Gift-Giving	Fangman	Yan
516	103	Why Cost-Saving Tech Adoption Backfires: The Role of Perceived Corporate Greed	Chun-Ming	Yang
1170	130	How Divisible Donation Amounts Increase Charitable Giving	Zhiyong	Yang
1253	178	It's Time to Eat: Unlocking Consumers' Willingness to Buy Near-Expired Food	Ziyan	Yang
1697	125	"I" vs. "We" Need Help: The Impact of Pronouns on Sharing Crowdfunding Appeals	Yao	Yao
831	331	The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews	Ziyan	Ye
1431	190	Designed for Them, Meaningful to Me: How Inclusive Design Enhances Consumers' Self-Relevance	Jiwon	Yi
1522	62	Is Cash Still the Most Painful Payment Method?: Exploring a Generational Shift	Sunhee	Yoo
864	309	The Resource Substitution Effect: Why One-Time Purchases May Undermine Goal Progress	Kelly Eunjung	Yoon
618	310	What Brands Come to Mind? Shared Structure and Individual Differences	Doris	Yu
999	59	Preparing for the Worst: When Scarcity Increases Future Oriented Consumptions	Luohan	Yu
1569	202	Preference for Ascending Order in Positive and Negative Experiences	Tianjiao	Yu
127	90	Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness	Xiaohong	Yu
1400	180	Simple Looks, Lighter Taste: Packaging Design and Indulgent Food Consumption	Zhihao (Max)	Yu

ID	Poster Number	Title	Presenting Author First Name	Presenting Author Last Name
902	133	Prosocial Behavior Increases Perceived Deservingness and Subsequent Financial Risk-Taking	Vincentia	Yuen
562	76	A Behavioral and Neural Account of Brand Success: A Replication and Extension	Jin Ho	Yun
1470	91	"I Won't Review That!" How Social Image Concerns Deter Consumers from Reviewing Stigmatic Products	Ao	Zhang
844	35	Sycophantic AI Fact-Checkers and the Durability of Belief Updating	Eileen	Zhang
1798	330	Delegating the Decision, Keeping the Blame: How AI Delegation Amplifies Consumer Self-Blame	Jingyi	Zhang
715	329	Gambling in Disguise: Loot Boxes Attract Self-Disciplined Conscientious Players by Masquerading as Achievement	Jingyi	Zhang
1075	240	Bridging Two Worlds: How Length of Residence and Ethnic Identity Shape Immigrants' Prosocial Behavior	Tongming	Zhang
544	241	Wealth as Psychological Insurance: How Risk Tolerance Shapes the Emotional Value of Financial Resources	Tongming	Zhang
1834	320	The Protective Premium: The Effect of Mating Cues on the Valuation of Endowed Products	Yanning	Zhang
1726	206	Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior	Yuan	Zhang
901	185	When Food Looks Cartoonish	Zhiqian	Zhang
615	44	AI looks better? How and When Consumer accept AI-generated Content	Jiaqing	Zhao
1321	192	The Impact of Meaningless Busyness on Consumer Preference for Sensory Density	Lei	Zheng
784	17	Disbelieved but Not Dismissed: AI-Labeled Misinformation Impacts Generalized Judgments and Behavioral Intentions	Zelin	Zhou
832	172	When Medication Gets a Face: How Disease Type Shape Consumers Preference for Cool and Cute Anthropomorphism	Zhi	Zhou
53	118	Paying for the Truth: The Impact of Paid Fact-Checking Policy on Creators and Readers	Xiajing	Zhu
768	92	Cause-Related Marketing and Rebellious Brands	Ozum	Zor
1459	268	Tangled Realities: Embodied Post-Authenticity and the Politics of Hair in Tunisia	Hela	Zouaoui
1330	196	Product Returns and Customer Lifetime Value in Subscription Retailing	Peter Pal	Zubcsek