

Preface

Tiffany Barnett White
University of Illinois-Urbana Champaign, Gies College of Business

Andrew Gershoff
University of Texas at Austin, McCombs School of Business

Robert Kozinets
University of Southern California, Marshall School of Business

The 49th Annual Conference of the Association for Consumer Research (ACR) was held at the Hilton Anatole Hotel in Dallas Texas from October 11-14, 2018. Our conference theme was “Trust in Doubt: Consuming in a Post-Truth World” and this theme flowed through sessions, events, a forum track, a bundled videography session, and in the conference’s visual and conceptual theming. In addition, for the first time, the conference theme was linked to an upcoming issue of the Journal of the Association for Consumer Research (JACR). This conference also introduced a new conference management software system to help streamline the conference and proceedings process. This volume reports the presentations made in the conference’s special sessions, competitive paper sessions, working paper sessions, invited sessions, forums, and the videography track.

The conference attracted over 1100 participants and had a total of 587 acceptances, which included 116 special session (52% accepted), 242 competitive papers (54% accepted), 267 working papers (72% accepted), 7 forums (78% accepted) and 9 videographies (75% accepted).

We thank our generous sponsors: Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Consumer Psychology, SAGE Publishing, Stukent, Inc., Palgrave Macmillan, and the University of Chicago Press.

Many wonderful people worked tirelessly to help us make this conference possible. We thank our Program Committee, Competitive Paper Reviewers, Working Paper Reviewers, and Videography Reviewers (who are all listed by name inside these proceedings). We especially wish to thank Fleura Bardhi and Ravi Mehta (Working Paper Chairs), Stephen Spiller, Ashlee Humphreys, and Tonya Bradford (Forum Chairs), Ingeborg Kleppe and Alain Decrop (Videography Chairs), and Donna Hoffman and Tom Novak (Doctoral Symposium Chairs). Many thanks also go to our excellent Associate Editors: Frederic Brunel, Keisha Cutright, Angelika Dimoka, Rosie Ferraro, Peter McGraw, Page Moreau, Stefano Puntoni, Americus Reed, Aric Rindfleisch, and Yael Steinhart.

Special gratitude goes to ACR Executive Director Rajiv Vaidyanathan, who was always willing to patiently and thoroughly help us and answer our questions, and to Paula Rigling, Jiyoung Lee, the platform support staff at All Academic, and the ACR Executive Assistant Brenda Monahan.

Last but not least, we wish to sincerely thank Stacy Wood, ACR President 2018, for gifting us with the opportunity to organize the ACR conference and for her help, wisdom, and support in guiding us through the many steps toward the event.

Tiffany Barnett White, University of Illinois-Urbana Champaign, Gies College of Business

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 Chris Dubelaar, Deakin University
 Marielle Creusen, Delft University of Technology, The Netherlands
 Maria Sääksjärvi, Delft University of Technology, The Netherlands
 Sumeyra Duman, Dokuz Eylul University
 Hoori Rafieian, Drexel University, USA
 Sarah Memmi, Duke University, USA
 Delane Botelho, EAESP-FGV
 Suzana Battistella-Lima, EAESP-FGV
 Ramona De Luca, EAESP-FGV
 Hédia El Ourabi, École de gestion- Université du Québec à Trois-Rivières
 Anissa Pomies, EM LYON
 Steven Sweldens, Erasmus University Rotterdam, The Netherlands
 Christophe Lembregts, Erasmus University Rotterdam, The Netherlands
 Julia Von Schuckmann, ESADE Business School, Spain
 Marina Leban, ESCP Europe, France
 Frederike Mette, ESPM, Brazil
 Hoeun Chung, Fayetteville State University
- Leonardo Nicolao, Federal University of Rio Grande do Sul (UFRGS)
 Ilana Shanks, Florida State University
 Tatiana Fajardo, Florida State University
 Stefan Mayer, Goethe University Frankfurt
 Adèle Gruen, Goldsmiths, University of London
 Michael Norton, Harvard Business School, USA
 Ximena Garcia-Rada, Harvard Business School, USA
 Yangjie Gu, HEC Paris, France
 Caspar Krampe, Heinrich-Heine-University
 Mathieu Béal, IAE Lyon
 Renata Barboza, IBMEC-Instituto Brasileiro de Mercado de Capitais
 Dilney Gonçalves, IE Business School, IE University
 Kate Barasz, IESE Business School
 Felipe Pantoja, IESEG School of Management
 Johannes Hattula, Imperial College London
 Tanvi Gupta, Indian Institute of Management Bangalore
 Prakash Satyavageswaran, Indian School of Business
 Jennifer Takhar, Institut Supérieur de Gestion, Paris, France.
 Lauren Poupis, Iona College
 Sekar Raju, Iowa State University, USA
 Kirk Kristofferson, Ivey Business School
 Xiushuang Gong, Jiangnan University
 Ezgi Merdin, Kadir Has University
 Diego Rinallo, Kedge Business School
 Olivia Petit, Kedge Business School
 Rabia Bayer, Koc University, Turkey
 Fang-Chi Lu, Korea University, Korea
 Jolanta Tkaczyk, Kozminski University

WORKING PAPER REVIEWERS (continued)

- Hayley Cocker, Lancaster University, UK
 Mathieu Lajante, Laval University
 Jessica Darveau, Laval University
 Hua (Meg) Meng, Longwood University, USA
 Kris Lindsey Hall, Louisiana State University, USA
 Xuefeng Liu, Loyola University Maryland
 Andrea Lucarelli, Lund University
 David Jaud, Massey University
 Esther Jaspers, Massey University
 Dahee Han, McGill University, Canada
 Claire Kim, McGill University, Canada
 Raymond Lavoie, Merrimack College
 Jessie Wang, Miami University, Ohio
 Ayalla Ruvio, Michigan State University, USA
 Angela Cruz, Monash University, Australia
 Gerri Spassova, Monash University, Australia
 Kendra Hart, Mount Royal University
 Xun (Irene) Huang, Nanyang Technological University, Singapore
 Tzu-Yin Kuo, Nanyang Technological University, Singapore
 Charlene Chen, Nanyang Technological University, Singapore
 Hsuan-Yi Chou, National Sun Yat-sen University
 Pei-Chi Chen, National Sun Yat-sen University
 Yu-Ping Chen, National Taiwan University
 Junghyun Kim, NEOMA Business School
 Yanfen You, New Mexico State University, USA
 Josephine Go Jefferies, Newcastle University
 Renu Emile, O.P. Jindal Global University
 Amit Singh, Ohio State University, USA
 Lei Jia, Ohio State University, USA
 Alejandra Rodriguez, Oklahoma State University, USA
 Zachary Arens, Oklahoma State University, USA
 Jason Stormelli, Oregon State University, USA
 Haiyue (Felix) Xu, Pennsylvania State University, USA
 Gert Cornelissen, Pompeu Fabra University, Spain
 Cristina Pastore, Pontifical Catholic University of Paraná - PUCPR
 Alex Mitchell, Queens University, Canada
 Nicolas Pontes, Queensland University of Technology
 Clara Koetz, Rennes School of Business
 Diane Martin, RMIT University
 Natalya Saldanha, RMIT University
 Elisa Maira, Rotterdam School of Management
 Chloe Preece, Royal Holloway, University of London
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 Yuliya Strizhakova, Rutgers University, USA
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 Sara Williamson, Saint Joseph's University
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 Thomas Steiner, Schloss Seeburg University
 Ajay Abraham, Seattle University
 Dooye Kim, Seoul National University
 Wangshuai Wang, Shanghai University of International Business and Economics
 Christilene Du Plessis, Singapore Management University, Singapore
 Michael Hair, Southern Illinois University Edwardsville
 Eunjin Kim, Southern Methodist University, USA
 Stacey Finkelstein, Stony Brook University
 Peter Caprariello, Stony Brook University
 Indranil Goswami, SUNY Buffalo
 Agata Gasiorowska, SWPS University, Poland
 Siddhartha Sarkar, Tata Consultancy Services Limited
 Ning Ye, Temple University, USA
 Brady Hodges, Texas A&M University, USA
 Chiraag Mittal, Texas A&M University, USA
 Rebecca Rabino, Texas Tech University
 Sumire Stanislawski, Tokyo International University
 Mark Ratchford, Tulane University, USA
 Carmen Valor, Universidad Pontificia Comillas
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 Andrea Kähr, University of Bern
 Cagri Yalkin, University of Birmingham, UK
 Finola Kerrigan, University of Birmingham, UK
 Khanh Tran, University of Birmingham, UK
 Xianfang Zeng, University of Calgary, Canada
 Ellen Evers, University of California Berkeley, USA
 Tonya Bradford, University of California Irvine, USA
 Duygu Akdevelioglu, University of California Irvine, USA
 Stephen Spiller, University of California Los Angeles, USA
 Rami Zwick, University of California Riverside, USA
 Thomas Kramer, University of California Riverside, USA
 Kristen Duke, University of California San Diego, USA
 Uma Karmarkar, University of California San Diego, USA
 Wendy Liu, University of California San Diego, USA
 Shirley Zhang, University of Chicago, USA
 Amit Kumar, University of Chicago, USA
 Berkeley Dietvorst, University of Chicago, USA
 Erik Hoelzl, University of Cologne, Germany
 Julia Reinhard, University of Cologne
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 Meryl Gardner, University of Delaware, USA
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 Jayson Jia, University of Hong Kong
 Ngoc To, University of Houston, USA
 Scott Davis, University of Houston-Downtown
 Lez Trujillo Torres, University of Illinois at Chicago, USA
 Nadia Danienta, University of Illinois at Urbana-Champaign, USA
 Andrea Hemetsberger, University of Innsbruck, Austria
 Benedikt Schnurr, University of Innsbruck, Austria
 Bingyan Hu, University of Iowa, USA
 Andrea Luangrath, University of Iowa, USA
 William Hedgcock, University of Iowa, USA
 Zafeirenia Brokalaki, University of Leicester
 Cristina Longo, University of Lille, France
 Katina Kulow, University of Louisville
 Sonia Capelli, University of Lyon
 Emma Banister, University of Manchester, UK
 Veronica Valli, University of Mannheim, Germany
 In-Hye Kang, University of Maryland, USA
 Selcan Kara, University of Massachusetts, USA
 Spencer Ross, University of Massachusetts Lowell
 Michal Carrington, University of Melbourne, Australia
 Anish Nagpal, University of Melbourne, Australia
 Caglar Irmak, University of Miami, USA
 Michael Tsiros, University of Miami, USA
 Daniel Zane, University of Miami, USA
 Rajiv Vaidyanathan, University of Minnesota Duluth, USA
 Tim Reilly, University of Minnesota Duluth, USA
 Atul Kulkarni, University of Missouri, USA
 Nuno Jose Lopes, University of Navarra
 Aditya Gupta, University of Nebraska-Lincoln
 R. Bret Leary, University of Nevada, Reno
 Lama Lteif, University of New Mexico
 Marissa Sharif, University of Pennsylvania, USA
 Shiri Melumad, University of Pennsylvania, USA
 Robert Mislavsky, University of Pennsylvania, USA
 Matteo Corciolani, University of Pisa
 Eugenia Wu, University of Pittsburgh, USA
 Jane Hudson, University of Plymouth
 Liezl-Marie Van Der Westhuizen (Maiden Name Kruger), University of Pretoria
 Giovanni Pino, University of Salento (Italy)
 Monica Popa, University of Saskatchewan, Canada
 Eisa Sahabeh Tabrizi, University of Southeast Norway
 Elin Sørensen, University of Southern Denmark, Denmark
 Erika Kuever, University of Southern Denmark, Denmark
 Severin Bischof, University of St. Gallen, Switzerland
 Ashley Stadler Blank, University of St. Thomas, USA
 Alexandra Mantau, University of Stuttgart, Germany
 Janet Ward, University of Sunderland
 Ruxandra Luca, University of Sussex
 Sijie Sun, University of Texas at Arlington
 Andy Test Gershoff Test, University of Texas at Austin, USA
 Linda Golden, University of Texas at Austin, USA
 Junghwa (Jenny) Hong, University of Texas at Tyler
 Larissa Carine Braz Becker, University of Turku
 Shruti Koley, University of Virginia, USA
 Miaolei Jia, University of Warwick, United Kingdom
 Lea Dunn, University of Washington, USA
 Anil Isisag, University of Wisconsin - Madison, USA
 Rusty Stough, University of Wisconsin - Madison, USA
 Meredith Thomas, University of Wisconsin - Madison, USA
 Alicja Grochowska, University of Social Sciences and Humanities, Warsaw, Poland
 Mitch Murdock, Utah Valley University
 Freeman Wu, Vanderbilt University, USA
 Yun Lee, Virginia State University
 Frank May, Virginia Tech, USA
 Rajesh Bagchi, Virginia Tech, USA
 Eojina Kim, Virginia Tech, USA
 Sudipta Mukherjee, Virginia Tech, USA

WORKING PAPER REVIEWERS *(continued)*

Iina Ikonen, Vrije Universiteit Amsterdam
Chadwick Miller, Washington State University, USA
Robyn Leboeuf, Washington University, USA

Stephen He, West Virginia University
Chunyan Xie, Western Norway University of
Applied Sciences

Sophie Süssenbach, Wirtschafts University, Austria
Ela Veresiu, York University, Canada

VIDEOGRAPHY REVIEWERS

Russell Belk, York University, Canada
Barbara Bickart, Boston University, USA
Marylouise Caldwell, University of Sydney,
Australia
Benedetta Cappellini, University of London - Royal
Holloway, UK
Christian Derbaix, Université de Louvain, Belgium
Giana Eckhardt, Royal Holloway, University of
London

Marcia Ferreira, Brunel University
Bernardo Figueiredo, RMIT University
Sonya Grier, American University, USA
Paul Henry, University of Sydney, Australia
Jacob Hiler, Ohio University
Natalia Maehle, Western Norway University of
Applied Sciences
Susanna Molander, Stockholm University, Sweden
Jacob Ostberg, Stockholm University, Sweden
Marie-Agnès Parmentier, HEC Montreal, Canada

Daiane Scaraboto, Pontificia Universidad Católica
de Chile
Anastasia Seregina, Goldsmiths, University of
London
Romain Sohier, EM Normandie
Luciana Walther, Federal University of Sao Joao Del
Rei, Brazil
Pietro Zidda, University of Namur, Belgium
Cleret Baptiste, University of Rouen
Julie Masset, University of Namur