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1. An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior

July 2012

Aradhna Krishna

Abstract: I define “sensory marketing” as “marketing that engages the consumers’ senses and affects their perception, judgment and behavior.” From a managerial perspective, sensory marketing can be used to create subconscious triggers that characterize consumer perceptions of abstract notions of the product (e.g., its sophistication or quality). Given the gamut of explicit marketing appeals made to consumers every day, subconscious triggers which appeal to the basic senses may be a more efficient way to engage consumers. Also, these sensory triggers may result in consumers’ self-generation of (desirable) brand attributes, rather than those verbally provided by the advertiser. The understanding of these sensory triggers implies an understanding of sensation and perception as it applies to consumer behavior—this is the research perspective of sensory marketing. This review article presents an overview of research on sensory perception. The review also points out areas where little research has been done, so that each additional paper has a greater chance of making a bigger difference and sparking further research. It is quite apparent from the review that there still remains tremendous need for research within the domain of sensory marketing—research that can be very impactful.



2. If money doesn't make you happy, then you probably aren't spending it right

April 2011

Elizabeth W. Dunn | Daniel T. Gilbert | Timothy D. Wilson

Abstract: The relationship between money and happiness is surprisingly weak, which may stem in part from the way people spend it. Drawing on empirical research, we propose eight principles designed to help consumers get more happiness for their money. Specifically, we suggest that consumers should (1) buy more experiences and fewer material goods; (2) use their money to benefit others rather than themselves; (3) buy many small pleasures rather than fewer large ones; (4) eschew extended warranties and other forms of overpriced insurance; (5) delay consumption; (6) consider how peripheral features of their purchases may affect their day-to-day lives; (7) beware of comparison shopping; and (8) pay close attention to the happiness of others.



3. The seven sins of consumer psychology

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October 2013

Michel Tuan Pham

Abstract: Consumer psychology faces serious issues of internal and external relevance. Most of these issues originate in seven fundamental problems with the way consumer psychologists plan and conduct their research—problems that could be called “the seven sins of consumer psychology.” These seven “sins” are (1) a narrow conception of the scope of consumer behavior research; (2) adoption of a narrow set of theoretical lenses; (3) adherence to a narrow epistemology of consumer research; (4) an almost exclusive emphasis on psychological processes as opposed to psychological content; (5) a strong tendency to overgeneralize from finite empirical results, both as authors and as reviewers; (6) a predisposition to design studies based on methodological convenience rather than on substantive considerations; and (7) a pervasive confusion between “theories of studies” and studies of theories. Addressing these problems (“atoning for these sins”) would greatly enhance the relevance of the field. However, this may require a substantial rebalancing of the field's incentives to reward actual research impact rather than sheer number of publications in major journals.



4. Fundamental motives: How evolutionary needs influence consumer behavior

July 2013

Vladas Griskevicius | Douglas T. Kenrick

Abstract: Can we better understand modern consumer behavior by examining its links to our ancestral past? We consider the underlying motives for consumption and choice from an evolutionary perspective. We review evidence that deep-seated evolutionary motives continue to influence much modern behavior, albeit not always in obvious or conscious ways. These fundamental motives include: (1) evading physical harm, (2) avoiding disease, (3) making friends, (4) attaining status, (5) acquiring a mate, (6) keeping a mate, and (7) caring for family. We discuss how, why, and when these motives influence behavior, highlighting that many consumer choices ultimately function to help fulfill one or more of these evolutionary needs. An important implication of this framework is that a person's preferences, behaviors, and decision processes change in predictable ways depending on which fundamental motive is currently active. We discuss how consideration of evolutionary motives provides fertile ground for future consumer research, while also helping build bridges between consumer behavior, evolutionary biology, and other social sciences.



5. Red Bull “Gives You Wings” for better or worse: A double-edged impact of brand exposure on consumer performance

January 2011

S. Adam Brasel | James Gips

Abstract: We show that brand exposure can have double-sided effects on behavior, with brand identity associations creating both positive and negative effects on objective consumer performance. Experimental results from a racing game involving functionally identical cars with differently branded paint jobs show that Red Bull branding creates a U-shaped effect on race performance, as Red Bull's brand identity of speed, power, and recklessness work both for and against the players. Even though brands were exposed

supraliminally, effects traveled through nonconscious channels. Double-edged effects of branding on consumer performance could be increasingly important as ambient advertising and product cobranding become more commonplace.



6. Pleasure principles: A review of research on hedonic consumption

January 2013

Joseph W. Alba | Elanor F. Williams

Abstract: Thirty years ago, Hirschman and Holbrook (1982) advocated greater attention to hedonic consumption and the myriad ways in which consumers seek pleasure and enjoyment. A thorough review finds that the topic has much appeal and that consumer research has made significant progress toward understanding some of its parameters. However, many questions remain unanswered, particularly with regard to understanding the sources of pleasure, the manner in which consumers seek it, and the ways in which consumers might alter their hedonic consumption decisions to maximize pleasure and happiness. We assess three decades of research on hedonic consumption, emphasizing areas of greatest potential for future exploration.



7. Power and consumer behavior: How power shapes who and what consumers value

July 2012

Derek D. Rucker | Adam D. Galinsky | David Dubois

Abstract: The current paper reviews the concept of power and offers a new architecture for understanding how power guides and shapes consumer behavior. Specifically, we propose that having and lacking power respectively foster agentic and communal orientations that have a transformative impact on perception, cognition, and behavior. These orientations shape both who and what consumers value. New empirical evidence is presented that synthesizes these findings into a parsimonious account of how power alters consumer behavior as a function of both product attributes and recipients. Finally, we discuss future directions to motivate and guide the study of power by consumer psychologists.



8. The workings and limits of subliminal advertising: The role of habits

April 2011

Thijs Verwijmeren | Johan C. Karremans | Wolfgang Stroebe | Daniël H.J. Wigboldus

Abstract: Despite years of controversy, recent research demonstrated that, if goal-relevant, subliminal advertising can be feasible. To further elucidate the workings and limits of subliminal advertising, the present study examined the role of habits. Participants chose between two brands, one of which was subliminally primed. If neither brand was habitually consumed more frequently than the other, results from previous research were replicated. However, subliminally priming the more habitual brand did not increase brand choice. Remarkably, when the advertised brand was competing with a more habitual brand, priming increased

choice for the primed brand at even the expense of the habitual choice.



9. Judgment is not color blind: The impact of automatic color preference on product and advertising preferences

January 2014

Ioannis Kareklas | Frédéric F. Brunel | Robin A. Coulter

Abstract: This research examines the colors white and black and highlights the importance of automatic preference for the color white over black in product choice and advertising contexts. Across three studies, we incorporate multiple Implicit Association Tests to assess automatic preferences for colors, products, races, and advertisements. In Study 1, we demonstrate an automatic color preference for white over black, show that this preference holds for Caucasian-Americans and African-Americans, and find that automatic color preference predicts automatic product preference of white over black-colored products. Study 2 extends these findings by showing that actual behavioral product choice is best predicted by a combination of automatic and explicit color preferences. In the advertising domain, Study 3 demonstrates how automatic color preference influences advertising responses and how it explains the lack of in-group preference by African-Americans in previous implicit studies of racial preference. Collectively, our research draws attention to the need to disentangle white and black as designation of colors versus racial groups, and offers significant and novel contributions to the work on color and race in consumer psychology.



10. The dynamics of consumer behavior: A goal systemic perspective

April 2012

Catalina E. Kopetz | Arie W. Kruglanski | Zachary G. Arens | Jordan Etkin | Heather M. Johnson

Abstract: Like most behavior, consumer behavior too is goal driven. In turn, goals constitute cognitive constructs that can be chronically active as well as primed by features of the environment. Goal systems theory outlines the principles that characterize the dynamics of goal pursuit and explores their implications for consumer behavior. In this vein, we discuss from a common, goal systemic, perspective a variety of well known phenomena in the realm of consumer behavior including brand loyalty, variety seeking, impulsive buying, preferences, choices and regret. The goal systemic perspective affords guidelines for subsequent research on the dynamic aspects of consummatory behavior as well as offering insights into practical matters in the area of marketing.



11. The IKEA effect: When labor leads to love

July 2012

Michael I. Norton | Daniel Mochon | Dan Ariely

Abstract: In four studies in which consumers assembled IKEA boxes, folded origami, and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect—the increase in valuation of

self-made products. Participants saw their amateurish creations as similar in value to experts' creations, and expected others to share their opinions. We show that labor leads to love only when labor results in successful completion of tasks; when participants built and then destroyed their creations, or failed to complete them, the IKEA effect dissipated. Finally, we show that labor increases valuation for both “do-it-yourselfers” and novices.



12. Structural equations modeling: Fit Indices, sample size, and advanced topics

January 2010

Dawn Iacobucci

Abstract: This article is the second of two parts intended to serve as a primer for structural equations models for the behavioral researcher. The first article introduced the basics: the measurement model, the structural model, and the combined, full structural equations model. In this second article, advanced issues are addressed, including fit indices and sample size, moderators, longitudinal data, mediation, and so forth.



13. Package size and perceived quality: The intervening role of unit price perceptions

January 2014

Dengfeng Yan | Jaideep Sengupta | Robert S. Wyer Jr.

Abstract: This research examines how package size can influence quality judgments for packaged goods, and also identifies a price-based mechanism for the observed size–quality relationship. Results from several studies show that a product in a smaller package is rated more favorably than the equivalent product in a larger package. Further, this effect is due to the smaller package being associated with a higher unit price (despite having a lower overall price), which suggests that unit price information is more diagnostic than overall price information when forming judgments of product quality. We also find a theoretically-derived reversal of this effect under conditions in which the greater diagnosticity of unit price is overwhelmed by its lower ease of use. Namely, when overall price is the only explicitly-provided price cue and consumers are too distracted to estimate unit price, a larger package is now rated as being better. Finally, two concluding studies examine the downstream consequences of changes in package size, building off our basic conceptualization to document effects on product choice as well as consumption experience.



14. Social Influence on consumer decisions: Motives, modes, and consequences

July 2012

Wendy Wood | Timothy Hayes

Abstract: Research on consumer decision making has long recognized the influence of others. In this comment on Simpson, Griskevicius, and Rothman (this issue), we agree with them that consumer decisions are best understood in the social contexts in which these decisions are made. We explain how research on consumer social influence incorporates social motives, and we trace the effects of these motives on consumers' information processing and their purchase and consumption decisions.



15. Attachment–aversion (AA) model of customer–brand relationships

April 2013

C. Whan Park | Andreas B. Eisingerich | Jason Whan Park

Abstract: The present paper proposes a customer–brand relationships model and empirically tests the following: (1) brand–self distance and brand prominence as representing customers' attachment–aversion relationships (AA Relationships) with a brand, (2) key distinguishing differences between the AA Relationships measure and other alternative relationship measures (i.e., brand attachment, emotional valence and brand attitude strength) based on a set of dependent variables, (3) three key determinants of the AA Relationships and the underlying process between the AA Relationships and behavioral intentions and actual brand behaviors, and (4) customer age as moderating the customer–brand relationships specified in the nomological model of the AA Relationships. The results offer strong support for the unique and important contribution of the AA Relationships model as representing consumers' relationship valence with a brand and its salience.



16. Evolutionary consumption

July 2013

Gad Saad

Abstract: An overview of the field of evolutionary consumption is provided. Brief summaries of disciplines within the evolutionary behavioral sciences that preceded evolutionary psychology (EP) are first offered. This is followed by a discussion of important EP principles including the domain-specificity of the human mind, and the difference between ultimate and proximate scientific explanations. The evolutionary bases of memory, attitude formation/change, emotions, perception (our five senses), personality, and decision making are addressed next, along with specific links to consumer research. Next, I demonstrate how numerous consumer acts could be classified into one of four basal Darwinian modules: survival, reproduction (mating), kin selection, and reciprocal altruism. The paper continues with an exploration of the evolutionary roots of cultural products (e.g., song lyrics) and Darwinian happiness (along with the evolutionary etiology of maladaptive phenomena such as pathological gambling and compulsive buying). I conclude with a discussion of key epistemological benefits of Darwinizing consumer research including greater consilience, increased interdisciplinarity, and an ethos of methodological pluralism.



17. When colors backfire: The impact of color cues on moral judgment

July 2013

Tine De Bock | Mario Pandelaere | Patrick Van Kenhove

Abstract: This article investigates if and how the valence of color cues affects moral acceptability of (un)desirable consumer behaviors. Study 1 uses colors with definite differences in terms of valence, namely, red and green. Study 2 applies an evaluative conditioning paradigm to endow initially neutral colors with negative versus positive valences. We find an ironic color effect: undesirable behaviors become more

acceptable when presented with negatively valenced colors. In general, respondents find (un)desirable behaviors more acceptable when a background color is of the same valence rather than neutral or opposite in valence. Implications for promotion and prevention campaigns are discussed.



18. The Effect of Corporate Social Responsibility (CSR) Activities on Companies With Bad Reputations

2006

Yeosun Yoon | Zeynep Gürhan-Canli | Norbert Schwarz

Based on theories of attribution and suspicion, three experiments highlight the mediating role of perceived sincerity of motives in determining the effectiveness of CSR activities. CSR activities improve a company's image when consumers attribute sincere motives, are ineffective when sincerity of motives is ambiguous, and hurt the company's image when motives are perceived as insincere. Variables affecting perceived sincerity include the benefit salience of the cause, the source through which consumers learn about CSR, and the ratio of CSR contributions and CSR-related advertising. High benefit salience of the cause hurts the company, in particular when consumers learn about it from a company source. This backfire effect can be overcome by spending more on CSR activities than on advertising that features CSR.



19. The Influence of Culture on Consumer Impulsive Buying Behavior

2002

Jacqueline J. Kacen | Julie Anne Lee

Impulse buying generates over \$4 billion in annual sales volume in the United States. With the growth of e-commerce and television shopping channels, consumers have easy access to impulse purchasing opportunities, but little is known about this sudden, compelling, hedonically complex purchasing behavior in non-Western cultures. Yet cultural factors moderate many aspects of consumer's impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and the postponement of instant gratification. From a multi-country survey of consumers in Australia, United States, Hong Kong, Singapore, and Malaysia, our analyses show that both regional level factors (individualism–collectivism) and individual cultural difference factors (independent–interdependent self-concept) systematically influence impulsive purchasing behavior.



20. Consumer responses to parodic ads

January 2014

Michelle L. Roehm | Harper A. Roehm Jr.

Abstract: We analyze parodic ads, which are humorous commercial messages that parody extant advertising. The effects of three dimensions are examined: mockery, perceived truth and playful humor. Consequences are considered for attitudes toward the parodic ad, its sponsor brand, the parodied advertising (which the parodic

ad mimics) and the parodied advertising's sponsor brand. Results of three studies indicate that parodic ads can produce positive as well as negative outcomes across these attitudinal variables. These results suggest caution in the use of parody as a messaging device.



21. The habitual consumer

October 2009

Wendy Wood | David T. Neal

Abstract: Consumers sometimes act like creatures of habit, automatically repeating past behavior with little regard to current goals and valued outcomes. To explain this phenomenon, we show that habits are a specific form of automaticity in which responses are directly cued by the contexts (e.g., locations, preceding actions) that consistently covaried with past performance. Habits are prepotent responses that are quick to activate in memory over alternatives and that have a slow-to-modify memory trace. In daily life, the tendency to act on habits is compounded by everyday demands, including time pressures, distraction, and self-control depletion. However, habits are not immune to deliberative processes. Habits are learned largely as people pursue goals in daily life, and habits are broken through the strategic deployment of effortful self-control. Also, habits influence the post hoc inferences that people make about their behavior.



22. Free will in consumer behavior: Self-control, ego depletion, and choice

1 January 2008

Roy F. Baumeister | Erin A. Sparks | Tyler F. Stillman | Kathleen D. Vohs

Abstract: Consumer behavior offers a useful window on human nature, through which many distinctively human patterns of cognition and behavior can be observed. Consumer behavior should therefore be of central interest to a broad range of psychologists. These patterns include much of what is commonly understood as free will. Our approach to understanding free will sidesteps metaphysical and theological debates. Belief in free will is pervasive in human social life and contributes to its benefits. Evolution endowed humans with a new form of action control, which is what people understand by free will. Its complexity and flexibility are suited to the distinctively human forms of social life in culture, with its abstract rules, expanded time span, diverse interdependent roles, and other sources of opportunities and constraints. Self-control, planful action, and rational choice are vital forms of free will in this sense. The capacity for self-control and intelligent decision making involves a common, limited resource that uses the body's basic energy supply. When this resource is depleted, self-control fails and decision making is impaired.



23. Incandescent affect: Turning on the hot emotional system with bright light

April 2014

Alison Jing Xu | Aparna A. Labroo

Abstract: We propose that turning on the light can turn on the hot emotional system. Across six studies we

show that ambient brightness makes people feel warmer, which increases the intensity of their affective response, including sensation seeking from spicy-hot foods, perception of aggression and sexiness (“hotness”) in others, and generating more extreme affective reactions toward positive and negative words and drinks. We suggest that these effects arise because light underlies perception of heat, and perception of heat can trigger the hot emotional system. Thus, turning down the light, effortless and unassuming as it may seem, can reduce emotionality in everyday decisions, most of which take place under bright light.



24. Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience

October 2010

Aradhna Krishna | Ryan S. Elder | Cindy Caldara

Abstract: We draw upon literature examining cross-modal sensory interactions and congruence to explore the impact of smell on touch. In line with our predictions, two experiments show that smell can impact touch in meaningful ways. Specifically, we show that multisensory semantic congruence between smell and touch properties of a stimulus enhances haptic perception and product evaluation. We explore this relationship in the context of two properties of touch, namely texture and temperature, and demonstrate that both smell and touch can have semantic associations, which can affect haptic perception and product evaluation depending on whether they match or not. In study 1, we focus on the semantic association of smell and touch (texture) with gender and in study 2 with temperature. Our results extend prior work on smell and touch within consumer behavior, and further contribute to emerging literature on multisensory interactions.

