

## ACR LATIN AMERICA 2025

The ACR LA Conference will be held at Insper  
300 Quatá Street, Vila Olímpia – São Paulo  
Claudio Haddad Building



### FULL ACR PROGRAM

#### **25 June**

**09:00 - 16:00**

**Doctoral Consortium**

**15:30 - 16:00**

**Registration to all - Welcome Coffee Break**

**16:00**

**Special Session on Impactful Consumer Research (José Ermírio de Moraes Filho ROOM - 1<sup>st</sup> floor) with June Cotte, Co-Editor of the Journal of Consumer Research**

**17:00**

**Opening Session Consumer Behavior Research for The Better Good (AUDITORIUM - Ground Floor) with Rajesh Bagchi, Co-Editor of The Journal of Consumer Psychology, and the Conference Co-chairs.**

**18:30**

**Welcome Reception with Cocktails (Ground Floor)**

#### **26 June**

**08:30**

**Session 1: Exploring How Psychological States, Social Contexts, and Vulnerability Shape Consumer Experiences and Well-being (ROOM 901)**

**Session Chair: Prof. Wilson Bastos**

**'It's a Matter of Perception': Extraverts See Purchases More as Experiences than as Material Objects and Consequently Gain more Happiness from Them**  
Prof. Wilson Bastos, Prof. Fernando Machado

**Exploring the Social Consequences of Subjective Wealth Assessments: Does Feeling Richer Affect Our Social Relationships?**

Dr. Jay Zenkic, Dr. Alex Belli, Dr. Ali Tamaddon Jahromi, Prof. Arvid Hoffmann

**The Impact of Psychological Crisis on the Effectiveness of Persuasive Social Marketing Communication Messages**

Dr. Elena Osadchaya, Prof. Caroline Moraes, Dr. David Houghton

**Power in Opposition: Unpacking Adversarial Relationship Metaphors in Consumer Well-being**

Prof. Hong Xiao, Mr. Wenjun Xu

**08:30**

**Session 2: Advancing Access, Dignity, and Justice in Essential Services Through Consumer Behavior Insights (ROOM 902)**

**Session Chair: Dr. Larissa Becker**

**Conceptualizing Thresholds of Material Sufficiency for Sustainability that Ensures Justice and Well-being**

Prof. Valérie Guillard

**Beyond Taboo: Exploring Barriers to Sexual Health Consumption Through Decolonial Feminist Lenses**

Mrs. Adriana Guedes Arcuri, Prof. Tania Veludo-de-Oliveira, Dr. Gretchen Larsen

**Forgoing Consumption Experiences that Others Cannot Access**

Dr. Kirla Ferreira, Prof. Janina Steinmetz, Prof. Irene Scopelliti

**Consumer Responsibility and Sustainable Behaviors for Societal Wellbeing**

Prof. M. Paz Toldos, Prof. Josep Rialp Criado, Dr. Carlos Agredano

**08:30**

**Session 3: Diverse Drivers of Consumer Perceptions, Communication, and Decision-Making in Marketing (ROOM 903)**

**Session Chair: Dr. Matthew Fisher**

Ask (Me) Anything” to Human Brands: Consumer Interactions with Business Leaders in Online Forums

Dr. Valeria Noguti, Prof. Valentyna Melnyk\*

Past, Present, And Future Purchases: Understanding Product Longevity with the Copernican Principle

Dr. Matthew Fisher, Dr. Adam Smiley

Piecing Things Together: Collaging Consumer Research

Dr. Maurice Patterson, Dr. Renata Couto De Azevedo De Oliveira

Rethinking Lateral Exchange Markets: Platform Intermediation via Gamification

Dr. Bhupesh Manoharan, Dr. Garima Chaklader, Dr. Vipin Sreekumar, Dr. Krishanu Rakshit

**08:30**

**Session 4: Latest Developments on Food and Packaging (ROOM 904)**

**Session Chair: Prof. Ricardo Limongi**

I'll Be Back! How Pre-Service Tipping Enhances Anticipated Taste Perceptions and Subsequent Repatronage

Dr. Laura Boman, Dr. Ismail Karabas, Dr. Jonathan Hasford, Mr. Garrett Shipley

Engaging the Sustainable Vegan Consumer: A Typology for Marketing and Well-being

Prof. Celyce Lula, Prof. Ricardo Limongi, Prof. Renata Barboza

Ultra-Processed Food Labeling: Fostering Consumer Vulnerability in Emerging Markets

Dr. Marcos Praxedes da Silva, Dr. Andres Veloso, Ms. Marcelo Praxedes da Silva

Anthropomorphic Elements in Packaging Design: Evaluating Consumer Attention

Prof. Carlos Salgado-Rohner, Mr. Franklyn Rodriguez, Mr. Marco David Alejandro Correa Barrera, Dr. Marcos Santos

**10:00 - 10:30**

**Coffee Break**

**10:30**

**Session 5: Examining the Psychological, Social, and Cultural Forces Shaping Consumer Vulnerability, Well-being, and Risk (ROOM 901)**

**Session Chair: Dr. Julio Leandro**

From Attachment to Aversion: Consumers' Perspectives on Consumer-Brand Relationship Deterioration

Dr. Julio Leandro, Dr. Delane Botelho

How Depressive Disorder Affects Consumption Behavior: Waves, Interruption, and Cessation of Consumption

Dr. Daniela Alcoforado, Dr. Miriam Farias

Young Bettors: How the Illusion of Control Fuels Gambling in Newly Regulated Emerging Markets

Ms. Marcelo Praxedes da Silva, Dr. Marcos Praxedes da Silva, Dr. Andres Veloso

Showing the Brochures' True Colours: How Cultural Values and Colour Emotions Interplay with Hedonic and Utilitarian Advertising

Mr. Antonio Pedro Cruz Costa Alves, Prof. Flávio Bizarrias, Mr. Fábio Augusto Pereira, Prof. Edson Crescitelli, Prof. Evandro Luiz Lopes

<b>10:30</b>	<p><b>Session 6: Cultural, Economic, and Social Drivers of Consumer Perceptions in Multicultural and Political Marketing (ROOM 902)</b></p> <p><b><u>Session Chair: Dr. Luis Torres</u></b></p> <p>Global Consumers' Response to High Inflation: Implications for Marketing Dr. Luis Torres, Dr. Phillip Hartley, Dr. P. Wes Routon, Dr. Jorge Alcaraz</p> <p>Why Do People Live Alone Around the World? A Study on Sociodemographic Variables and Cultural Dimensions That Explain This Phenomenon Mr. Pedro Paulo Santos Cavalcante, Mr. Miguel Kanaan, Prof. Evandro Luiz Lopes, Ms. Vivian Strehlau, Ms. Suzane Strehlau, Mr. Eduardo Mesquita</p> <p>Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation by Brands Ms. Niña Bianca Sayson, Prof. Geeta Menon, Dr. Andrea Bonezzi</p> <p>Antecedents of Investment Intention: The Role of Gender and Appearance in the Financial Market Ms. Suzana Lacerda, Dr. Emerson Wagner Mainardes, Dr. Vitor Azzari</p>
<b>10:30</b>	<p><b>Session 7: Psychological Drivers and Branding Strategies for Promoting Prosocial and Sustainable Consumer Behaviors (ROOM 903)</b></p> <p><b><u>Session Chair: Dr. Gustavo Schneider</u></b></p> <p>Beyond the Transaction: A Model of the Sustainable Vegan Consumer Journey Prof. Celyce Lula, Prof. Ricardo Limongi, Prof. Renata Barboza</p> <p>Small Donors Political Slacktivism: Understanding How Past Contributions Influence Subsequent Political Participation Dr. Pureum Kim, Dr. Gustavo Schneider, Dr. Anastasiya Pocheptsova Ghosh</p> <p>Love in the Time of Overconsumption: Why Purpose-oriented Branding Extends Product Ownership Duration Mr. Steffen Baecker, Dr. Dilney Gonçalves, Dr. David Santos</p> <p>Elevating Professional Identity Through Branding: A Case Study on an Architectural Studio in Northern Brazil Mr. Matheus Ferreira</p>
<b>10:30</b>	<p><b>Session 8: Exploring Ethical Signals, Sensory Needs, and Influencer Effects in Shaping Consumer Perceptions and Behavior (ROOM 904)</b></p> <p><b><u>Session Chair: Dr. Carlos Eduardo Lourenço</u></b></p> <p>From Ethics to Influence: The Rise of Corporate Moral Authority in Social Advocacy Dr. Giuliana Isabella, Dr. Carlos Eduardo Lourenço, Mrs. Nathalia Mello, Dr. Lucia Barros, Dr. Cristiane Pizzutti</p> <p>Beyond Racial Identity: How Values Shape Responses to Inclusivity in Advertising Dr. Saeid Kermani, Dr. Peter Darke</p> <p>A Bibliometric Analysis of Branding in the Circular Economy Ms. Laura Marcela Avila-Garcia, Dr. Marcos Santos, Dr. Vanessa Prieto-Sandoval</p> <p>Playing by or Playing with the Rules: How the Behavior of Sponsored Athletes Affects the Sponsoring Brand's Image Mrs. Izadora Zonari Letchacoski, Dr. Paulo Prado</p>
<b>12:00 - 13:30</b>	<b>Lunch (5th Floor)</b>
<b>13:30 - 14:30</b>	<p><b>Keynote Speaker Presentation (AUDITORIUM)</b></p> <p><b>Beauty and Beverages: How Lifestyle Brands Are Embracing Inclusivity and Emotional Well-Being</b></p> <p><b>Ingrid Abdo</b> - Vice president &amp; General Manager for MAC Cosmetic</p> <p><b>Bianca Parrella</b> - Director of Strategy and Market Intelligence for Beyond Beer</p>
<b>14:40 - 14:50</b>	<b>Official Conference Photo (In front of Quatá Street 200)</b>

- 15:00**      **Session 9: Understanding How Psychological Framing, Identity, and Empowerment Shape Consumer Well-being and Support Mental Health (ROOM 901)**  
**Session Chair: Dr. Paula Rodríguez-Torrico**  
 Echoes of Happiness: A Systematic Literature Review on Nostalgia as a Catalyst for Consumer Well-Being  
 Mr. Pedro Cavalcanti Gonçalves Ferreira, Mr. Douglas Henrique Albuquerque da Costa, Mrs. Claudia de-Sá-Lemos, Dr. Salomao Farias  
 The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health  
 Ms. Shuhan Yang, Dr. Tito Grillo, Dr. Jennifer Argo  
 Seamlessly Empowered Women: The Impact of Seamless Channel Integration on Women Omnichannel Experience and Empowerment  
 Dr. Paula Rodríguez-Torrico, Dr. Lauren Trabold  
 Who Supports Nudges?: Linking Trait Self-Control to Nudge Support  
 Dr. Eugina Leung, Dr. Anyi Ma, Dr. Richard Larrick
- 15:00**      **Session 10: Exploring the Motivations, Mindsets, and Trade-offs Behind Sustainable Consumer Behaviors (ROOM 902)**  
**Session Chair: Dr. Salomao Farias**  
 How Consumers' Transition to Minimalist Lifestyles Unfolds  
 Ms. Flore Latil, Prof. Tania Veludo-de-Oliveira, Prof. Benjamin Rosenthal  
 Pricing in Resale Markets  
 Mrs. Minjeong Ko, Mrs. Elisa Solinas, Mr. Joseph Nunes  
 Giving Up for a Greater Good: Exploring Sacrifice in Sustainable Consumer Behavior  
 Ms. Agatha Moura, Dr. Salomao Farias  
 Environment Information Formats: Exploring Impact on Environment Policy Support Introduction  
 Dr. Hajar Fatemi, Dr. Zeinab Rezvani
- 15:00**      **Session 11: Exploring How Consumer Related Traits Shape Preferences and Behaviors (ROOM 903)**  
**Session Chair: Prof. L Taylor Phillips**  
 Sticky Social Class: Sticky Social Class: A Dynamic Perspective on Upwardly Mobile Identity  
 Prof. L Taylor Phillips, Ms. Elizabeth Johnson, Prof. Julian Zlatev  
 Quid Pro Quo: How Consumers Leverage Brand Loyalty to Increase Access to Scarce Products  
 Dr. Katina Kulow, Dr. Kara Bentley, Dr. Priyali Rajagopal  
 How Products' Sustainability Features Shape Consumer Perceptions and Choices  
 Dr. Bernardo Andretti, Dr. Yufei Liu, Dr. Eduardo Andrade  
 Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals  
 Dr. Yuechen Wu, Dr. Jared Watson, Dr. Ali Faraji-Rad
- 15:00**      **Session 12: Communicating, Signaling, and Framing Prosocial and Sustainable Behaviors in a Global Consumer Landscape (ROOM 904)**  
**Session Chair: Prof. T. Bettina Cornwell**  
 Preventing Alcohol Consumption Among Young Adults: A Study on Satirical Messaging  
 Dr. Karine Raïes, Dr. Marie-Claire Wilhelm  
 Consciousness Washing: Implications for Consumers of New Reputation Laundering  
 Prof. T. Bettina Cornwell

The Level of Sustainable Consumption Status Influencing Word of Mouth as a Function of Rational or Emotional Communication in the Online Environment  
Mr. Diego Tavares Cardoso, Dr. Emilio Jose Monteiro Arruda Filho  
Ethnocentrism, Cosmopolitanism, Consumer Opportunism and Quality of Life in Collaborative Consumption  
Dr. Agnieszka Malecka, Dr. Maciej Mitrega, Dr. Gregor Pfajfar

**16:30 - 17:00**

**Coffee Break**

**17:00**

**Session 13: The Vulnerable Consumer (ROOM 901)**

**Session Chair: Dr. Karen Batista**

Barriers Faced by Charitable Organizations in Ensuring a Dignified Donation in Ecological Transition.

Prof. Valérie Guillard

Experiences of Vulnerability and Exclusion of Transgender Consumers in Service Encounters

Dr. Karen Batista, Dr. Salomao Farias

Crowding as an Affordance: Enhancing Store Choice and Well-being in Subsistence Marketplaces

Mr. Abheeshek Dev Roye, Prof. Geeta Mohan

The Impact of Corporate Sacrifice on Perceived Moral Authority and Authenticity in Brand Activism

Dr. Lucia Barros, Dr. Cristiane Pizzutti, Mrs. Nathalia Mello, Dr. Marcos Severo de Almeida, Dr. Paulo de Paula Baptista, Dr. Giuliana Isabella

**17:00**

**Session 14: Shaping Healthier Consumption: Sociocultural, Emotional, and Cognitive Drivers in Food Choices and Lifestyle Behaviors (ROOM 902)**

**Session Chair: Dr. Juliano Domingues da Silva**

Taste and Nutrition Labels

Dr. Mike Palazzolo, Dr. Beatriz Pereira

Compulsive Consumption: Reviving Hirschman's Legacy Through CCT

Dr. Larissa Becker, Prof. Hope Schau

When Using Dual-Process Judgment for Reducing or Promoting (Un)Healthy Food Choices: The Role of Nudge Interventions

Dr. Valter Afonso Vieira, Dr. Fernanda C. Ferro Malacoski, Dr. Juliano Domingues da Silva

Consumer (De)Legitimacy: How Vegans Withdraw Their Perception of the Legitimacy of Animal Consumption Practices

Ms. Renata Frota, Prof. Leticia Casotti

**17:00**

**Session 15: Understanding the Complex Construction of Identity and Self-Concept in Shaping Consumer Behavior (ROOM 903)**

**Session Chair: Prof. Daniela Ferreira**

Targeted or Threatened? How Personalized Advertising Implying Undesirable Identities Influence Self-Esteem and Brand Evaluation

Ms. Jessie Zhisui Jia, Dr. Maferima Toure-Tillery

Social Movements and Identity Management in Brand Communities

Dr. Samantha Mujica, Dr. Colleen Harmeling, Dr. Tatiana Fajardo, Dr. Eunho Park

Navigating Identity Reconstruction as a Marketing Professor: An Autoethnography  
Prof. Daniela Ferreira

A Long-term Study of Pursing Freedom Goal and its Impact on Product Evaluation

Dr. Na Xiao, Ms. Aceline Xiao

**17:00**

**Session 16: Emotional and Communicative Drivers of Consumer Perceptions, Engagement, and Responses (ROOM 904)**

**Session Chair: Dr. Sergio Carvalho**

Surprise, Surprise: The Dual Impact of Double Discounting on Consumer Preferences

Dr. David Hardesty, Dr. Jonathan Hasford, Dr. Adam Farmer, Dr. Blair Kidwell

The Power of Authenticity: Why Consumers Trust Employees over Firms in Advertising

Mrs. Nicole Natali, Dr. Hamed Aghakhani, Dr. Sergio Carvalho, Dr. Peggy Cunningham

Cultural Narratives and Virtual Reality: Unveiling the Path to Adoption  
Mr. Nikolay Slivkin

Nonverbal Power Display in Corporate Response to Transgressions  
Dr. Lam An, Dr. Ze Wang, Ms. Yu-Shan Huang

**18:30–20:00**

***Working Papers Session and Cocktail Reception (9th floor)***

**27 June**

**08:30**

**Session 17: Influences on Food Consumption: Social Norms, Contextual Cues, and Behavioral Insights for Healthier Choices (ROOM 901)**

**Session Chair: Dr. Emilia Cubero Dudinskaya**

Creating Conscious Consumption: Driving Sustainable Food Consumption Through Eco-labels, Social Norms and Assortment Symmetry

Dr. Emilia Cubero Dudinskaya, Dr. Darius-Aurel Frank, Dr. Jessica Aschemann-Witzel, Dr. Simona Naspetti, Dr. John Thøgersen, Dr. Raffaele Zanolli

A Bibliometric Analysis of Social Mobility Research: Theoretical Implications and Directions for Future Research

Dr. Xianfang Zeng

Tailoring the Content Strategies of Food Advertisements to Healthy Category: An Empirical Exploration

Dr. Hajar Fatemi, Dr. Yu Ma, Dr. Laurette Dube

From Table to Takeout: Topic Modeling of Consumer Online Reviews on Food Services in Post-COVID-19 Brazil

Mrs. Luiza Braga, Dr. Matheus Tardin, Dr. Patrícia Regina Caldeira Daré Antoni, Dr. Marcelo Perin

**08:30**

**Session 18: Understanding the Drivers of Financial Decision-Making: Knowledge, Influences, and Behaviors in Consumer Financial Literacy (ROOM 902)**

**Session Chair: Dr. Farah Diba Abrantes Braga**

Do Lower-Income Consumers Prefer Longer or Shorter Duration Loans?

Dr. Farah Diba Abrantes Braga, Dr. Diogo Hildebrand, Dr. Manuela Dantas

The Technical Influencer: How Finance Influencers Build Their Content Platform

Mr. Nelson Moraes, Mrs. Roberta Campos, Dr. Karin Ligia Brondino Pompeo

The Causal Effect of Televised Sports on Snacking

Yi-Lin Tsai, Dr. Daniel Mochon, Dr. Mark Ratchford, Dr. Girju Marina

Overconfident or Underprepared? The Knowledge Paradox and the Role of Financial Chatbots in Enhancing Consumer Financial Well-Being

Ms. Chia-Chi Lee, Mr. Yu Heng (Lawrence) Chiang, Dr. Sungjun (Steven) Park

**08:30**

**Session 19: Advancing AI, XR, and Digital Tools for Empowerment, Well-Being, and Ethical Consumer Experiences (ROOM 903)**

**Session Chair: Dr. Damini Goyal Gupta**

Empowering Vulnerable Consumers: Infographics to increase adoption of AI-Driven Mental Health Solutions

Ms. Danielle Ang, Prof. Camilla Barbarossa, Prof. Andreas Munzel

From Mortality Salience to Technology: Exploring Acceptance of Thanatobot Services

Dr. Thamiris De Sousa, Prof. Flávio Santino Bizarrias, Mrs. Larissa Luz Raposo, Mr. Diogo Leite da Cruz

Protecting and Empowering Child Consumers in the Metaverse Games: Building Networks for Digital Citizenship

Ms. Lair Silva, Dr. Olga Pepece

What Happens in XR Stays in XR: Non-Virality of XR Stories

Dr. Damini Goyal Gupta, Dr. Anupama Ambika, Dr. Russel Belk

**08:30**

**Session 20: Strategic Consumption: Identity, Technology, and Activism (ROOM 904)**

**Session Chair: Prof. Benjamin Rosenthal**

Stratified Consumer Activism: How Socioeconomic Status Shapes Boycott Participation

Dr. Yan Vieites, Dr. Daniel Fernandes, Dr. Debora Thompson

Firearms as Cultural Objects

Prof. Benjamin Rosenthal, Prof. Massimo Airoidi

Brand Activism or Market Segmentation? Consumer Reactions to Non-Standard Representations

Ms. Larissa Elmor, Dr. Yan Vieites, Dr. Guilherme Ramos

Masking Customer Experience: The Trade-Off Between Health Safety and Emotion Communication

Dr. Vaidyanathan Viswanathan Sauna, Dr. Vinod Venkatraman

**08:30**

**Session 21: Understanding How Digital Design, Timing, and Anthropomorphism Shape Consumer Memory, Preferences, and Participation (ROOM 905)**

**Session Chair: Prof. He (Michael) Jia**

Understanding and Optimizing the Aesthetics of Product Ratings

Prof. He (Michael) Jia, Prof. Lin Ge, Prof. Echo Wen Wan, Prof. Wanyi Zheng

The Effect of Time of Day on Service Reviews

Prof. Nasir Haghighi, Prof. Amir Sepehri, Prof. Ata Jami, Prof. Maryam Kouchaki

Is Being Reliable Always Good? The Unexpected Consequences of Anthropomorphizing Digital Channels for Consumers and Brands

Dr. Li Huang, Dr. Priyali Rajagopal, Dr. Nicole Montgomery

AI-Driven Patient Empowerment: A Conceptualization Proposal

Ms. Karina Mattos, Prof. Tania Veludo-de-Oliveira, Dr. Carlos Eduardo Lourenço

**10:00 - 10:30**

**Coffee Break**

**10:30**

**Session 22: Mini-Oral Presentations (ROOM 901)**

**Session Chair: Prof. M. Paz Toldos**

Comparing the Impact of Spiritual and Religious Values on Complex Consumer Decision Making Journeys

Mr. James Keene\*, Dr. Valeria Noguti, Dr. Vivian Pontes

Power in Your Voice: How Product Operation Modality Influences Consumer Product Evaluations

Dr. Yu Zhang, Dr. Lan Xia, Dr. Jiangang Du

Can AI Confront Inappropriate Behavior?  
 Ms. Gabriela Rauber, Dr. Lucia Barros, Dr. Julia Schuckmann, Dr. Ana Valenzuela

Emotional Eating and Food Consumption: A Review and Future Research Agenda  
 Ms. Ana Tereza Delapedra, Ms. Gabriela Rauber, Ms. Francine Bagatini

Understanding Doing Difference and Performativity: A Critique and Research Agenda for Marketing Studies  
 Mr. Yuri Dallabrida, Dr. Delane Botelho

Subjective Language and Emotional Engagement: Unpacking Consumer Reactions to Pre-Sale Promotions  
 Dr. Amy Errmann

Digital Reflections: Analyzing the Hyper-Sexualization of Young Girl Influencers in Colombian Instagram  
 Mr. Danna Moreno, Dr. Julian Paez Valdez, Mr. Oscar Robayo Pinzón

Empowering the Indebted Consumer: Analysis of Complaint Narratives against Banks, Finance Companies and Card Companies on an Online Platform  
 Ms. Danielli Monteiro, Prof. Verónica Peñaloza, Mr. Thiago de Paula, Mr. Luiz Cruz Neto, Mr. Matheus Pontes

**10:30**

**Session 23: Examining Consumer Vulnerabilities, Motivations, and Perceptions in High Stakes Contexts (ROOM 902)**

**Session Chair: Dr. Patricia Torres**

Easy Money? How Digital Influencers Promote Online Gambling to Brazilian Consumers  
 Mr. Luiz Arthur Neves Lopes, Dr. Lucia Barros

How Consumers Spend Monetary Refunds of Returns  
 Prof. Ata Jami

Student Loans Literacy: Understanding and Measuring Knowledge, its Antecedents and Downstream Behaviors.  
 Dr. Patricia Torres, Dr. Raika Sadeghein, Dr. Kenneth Ford

Can Side-by-Side Comparisons Compromise Decision-making and Influence Option Similarity  
 Dr. Na Xiao

**10:30**

**Session 24: The Language of Technology (ROOM 903)**

**Session Chair: Dr. Eugina Leung**

Geo-targeted GenAI Content: Improving Consumer Engagement with Contextually Relevant Visuals  
 Dr. Andres Gvirtz, Dr. Nicolette Sullivan

The Narrow Search Effect and How Broadening Search Promotes Belief Updating  
 Dr. Eugina Leung, Prof. Oleg Urminsky

Unlocking the Experiential Vocabulary: Experience Cards as a Tool for Capturing Rich Consumer Experience Data in Qualitative Research  
 Dr. Ekaterina Panina, Ms. Isadora Gasparin, Dr. Larissa Becker

A Commentable Job: Paratexts in News Co-Creation  
 Dr. Saurabh Shinde, Dr. Krishanu Rakshit

**10:30**

**Session 25: Ethics, Identity, and Social Signals in Consumer Behavior (ROOM 904)**

**Session Chair: Dr. Yan Vieites**

Look Away to Trust Me: Signaling Sincerity in Ads for Social Causes  
 Dr. Vaidyanathan Viswanathan Sauna, Dr. Vinod Venkatraman

Striving for Good: The Impact of Ethical Improvement on Consumer Behavior  
 Dr. Tiffany Vu, Dr. Rhiannon Mesler, Prof. Katherine White



Dressing Up Against Discrimination: Low Socioeconomic Status and Proactive Coping in Upscale Shopping Environments

Dr. Yan Vieites, Dr. Bianca Sá, Dr. Bernardo Andretti, Dr. Eduardo Andrade

Spatializing Ethics: Decoding Consumer Buycott and Boycott of (Un)Ethical Brands

Dr. Bhupesh Manoharan, Dr. Vipin Sreekumar, Dr. Akshay Narayanan, Dr. Krishanu Rakshit

**12:00 - 13:30**

**Lunch (5th floor)**

**13:30 - 15:00**

**Workshop on Advanced and Mixed Methods**

**Opening the black box of qualitative data analysis in consumer research.**

Workshop with Larissa Becker (Hanken School of Economics) (ROOM 410)

**Bringing Experiments to the Field: Designing Real-World Studies in Consumer Behavior** Workshop with Yan Vieites (FGV-EBAPE) (ROOM 407)

**15:00**

**Session 26: Emotions, Communication, and Platform Dynamics: Understanding Consumer Responses and Market Adaptation (ROOM 901)**

**Session Chair: Dr. Alexandre Borba da Silveira**

1221 Reasons to Reconsider Your Pricing Strategy: The Palindromic Price Effect

Dr. Sunny Vijay Arora, Dr. Tulsi Jayakumar, Prof. Malay Krishna, Ms. Aparna Jha

How Does Platformization Reshape Cooperativism? Effects from Brazilian Consumers and Producers

Dr. Alexandre Borba da Silveira, Dr. Marcelo Curth, Dr. Jefferson Monticelli

The Influence of Injunctive and Descriptive Social Norms Under Different Moods  
Dr. Vladimir Melnyk

The Impact of Social Media Platforms and Communication Styles on New Technology Product Failure

Dr. Yan Meng, Dr. Shuyi Hao, Dr. Jie Xiong

**15:00**

**Session 27: Exploring Social Dynamics, Access, and Inclusion in Digital and Technology-Driven Consumer Experiences (ROOM 902)**

**Session Chair: Dr. Paula Chimenti**

The AR-Display Bias: Why Augmented Reality Increases Preference More for Inferior than for Superior Products

Dr. David Finken, Dr. Thomas Scheurer, Dr. Leif Brandes, Prof. Reto Hofsetter,

The Role of Tie Strength in Affecting Consumer Sharing of Firm-Generated Content on Social Media

Dr. Xianfang Zeng

Battling Together: How Competitive Videogames Spark Relatedness

Dr. Marco Rodrigues, Dr. Paula Chimenti, Dr. Roberta Dias Campos

Why Do Subsistence Consumers Use Digital Payments? A Means-End Chain Approach

Mr. Abheeshek Dev Roye, Prof. Geeta Mohan

**15:00**

**Session 28: Understanding How Structures, Cues, and Stakeholder Dynamics Shape Prosocial and Sustainable Consumer Behaviors (ROOM 903)**

**Session Chair: Dr. Jannsen Santana**

Nudging Charitable Contributions

Dr. Rajiv Vaidyanathan, Dr. Pradeep Jacob

Value Dynamics in Collective Consumer Experiences  
 Dr. Jannsen Santana, Dr. Daiane Scaraboto, Dr. Flavia Cardoso

Material Over Size? Understanding Consumer Evaluations of Environmental Impact  
 Ms. Larissa Elmor, Dr. Yan Vieites, Dr. Eduardo Andrade

From Storytelling to Storyliving: A Qualitative and Experimental Approach to Transformative Experiences  
 Dr. Bilwa Deshpande, Dr. Damini Goyal Gupta

**15:00**

**Session 29: Navigating Social Influence, Political Expression, and Cultural Meaning in Multicultural and Political Marketing (ROOM 904)**

**Session Chair: Dr. Isabela Morais**

How Social Media Influencers and Audiences Co-Create Online Brand Crises  
 Ms. Ana Mott, Prof. Benjamin Rosenthal

The Business of Politics: Analyzing Political Content Creation in Brazil's Social Media Landscape

Mr. Bruno Leandro, Ms. Ana Beatriz Aquino, Dr. Eliane Brito

The Haptic Experience in the Mobile Digital Context: Touchscreen Versus Metaverse

Dr. Naiara Silva Ferreira, Dr. Raul Afonso Pommer-Barbosa, Dr. Emilio Jose Monteiro Arruda Filho

Soccer Consumption in Brazil: Navigating Plural Institutional Logics in a Globalized Market

Dr. Jose Sarkis Arakelian, Dr. Eliane Brito, Dr. Isabela Morais

**15:00**

**Session 30: Improving Collectively and Creatively as Consumers (ROOM 905)**

**Session Chair: Ms. Nathalia Ramajo Esteves**

Consumer Responses to Men Defying Normative Expectations

Dr. Akshaya Vijayalakshmi, Dr. Sukriti Sekhri,

Collective Self-Esteem and Advantaged Group Allyship

Prof. L Taylor Phillips, Dr. Aastha Chadha

Environmental and Social Misconduct: How do Customers React?

Ms. Nathalia Ramajo Esteves, Dr. Danny Pimentel Claro, Dr. Priscila Borin de Oliveira Claro

From Conventional to Organic: How Growth Mindsets and Brand Sacrifice Influence Green Consumers' Purchase Intentions

Dr. Tiffany Vu, Dr. Rhiannon Mesler, Prof. Katherine White, Ms. Luisa Alejandra Sierra Guerra

**16:30 - 17:00**

**Coffee Break**

**17:00 - 18:00**

**Special Final Session (AUDITORIUM - Ground Floor)**

**The Dos and Don'ts to Publish in Top Tier Journals - Experiences from Journal of Consumer Research and Journal of Consumer Psychology with June Cotte (Co-editor Journal of Consumer Research) and Rajesh Bagchi (Co-Editor Journal of Consumer Psychology)**

**18:00 - 18:30**

**Award Ceremony (AUDITORIUM - Ground Floor)**

**19:00**

**Gala Dinner**

**Praça São Lourenço Restaurant**

**at Casa do Ator Street, 608 - few blocks from Insper**

Notes: ACR Latin America 2025 will offer participants lunch and coffee throughout the conference, as well as a Gala Dinner on Friday. Dinner will not be served during the cocktail receptions on Wednesday and Thursday.