



*Society for Consumer Psychology Conference on  
Advertising and Consumer Psychology*

*May 6-7, 2011  
Eugene, Oregon*

**Program on Environmental Sustainability**

Note: If you have any questions, ask one of the volunteers wearing a yellow conference t-shirt. The volunteers are here to help.

FRIDAY, MAY 6

**Registration and Continental Breakfast, 7:30-8:30, 440 Lillis** You must have a name badge from registration to participate in activities in 440 Lillis.

**I. Approaches to Sustainability 8:30-10 am, 211 Lillis**

The Honorable Kitty Piercy, Mayor of Eugene, Welcome to Eugene,  
[Margaret.F.Harter@ci.eugene.or.us](mailto:Margaret.F.Harter@ci.eugene.or.us)

Lynn R. Kahle and Eda Gurel Atay, University of Oregon, Sustainable Marketing and the Emerging Green Economy: Implications for Communications, [lkahle@uoregon.edu](mailto:lkahle@uoregon.edu)

Harsha Gangadharbatla and Kim Sheehan, University of Oregon, Framing the Environmental Issue: Implications for Advertisers and Advocates, [harsha@uoregon.edu](mailto:harsha@uoregon.edu)

Andrew G. Parsons, Nicole Berth, and Samuel Soo, Auckland University of Technology, and Paul W. Ballantine, University of Canterbury, New Zealand, Sustainability: Is Perception as Good as Reality? [andrew.parsons@aut.ac.nz](mailto:andrew.parsons@aut.ac.nz)

**Break, 10-10:30 440 Lillis**

**II. Greenwashing & Persuasion Knowledge, 10:30-12, 211 Lillis, Session Chair**  
David Boush

Kim Sheehan, University of Oregon, What Does Green Mean? The New Green Guides and Consumer Perceptions of Greenwashing, [ksheehan@uoregon.edu](mailto:ksheehan@uoregon.edu)

Lucy Atkinson and Sonny Rosenthal, University of Texas at Austin, Consumer Trust in Eco-label Advertising: The Role of Label Source and Argument Quality, [lucyatkinson@mail.utexas.edu](mailto:lucyatkinson@mail.utexas.edu)

Guang-Xin Xie, Alex Cavallero, and Meng Cheng, University of Massachusetts Boston, Consumer Trust in Green Marketing: The Role of Persuasion Knowledge, [Vincent.Xie@umb.edu](mailto:Vincent.Xie@umb.edu)

Yoon Y. Cho, University of Oregon, Egocentric versus Altruistic Message Appeals: Advertising Effectiveness in Increasing Green Product Purchase, [yoonyong@uoregon.edu](mailto:yoonyong@uoregon.edu)

**Lunch 12:15-2 pm, 440 Lillis**

**III. Persuasion Tactics and Thinking Style, 2-3:30, 211 Lillis,**

Session Chair Kim Sheehan

Ravi Pappu, University of Queensland, Australia, T Bettina Cornwell, University of Oregon, and Ann Wallin, University of Queensland, Australia. The Role of Customer Identification in Response to Social Partnerships: Combining Celebrity Endorsements and Sponsorship, [r.pappu@business.uq.edu.au](mailto:r.pappu@business.uq.edu.au)

Vinita Sangtani and Nancy Eufemia Dalman, North Georgia College and State University, Word of Mouth in Sustainability Advertising, [vsangtani@northgeorgia.edu](mailto:vsangtani@northgeorgia.edu)

Yun Lee, University of Iowa, Nara Youn, Hongik University, S. Korea, and Dhananjay Nayakankuppam, University of Iowa, The Persuasive Impact of Thinking Styles on Charity Communications and Its Underlying Mechanism, [yun-lee@uiowa.edu](mailto:yun-lee@uiowa.edu)

Salvador Trevino-Martínez, Monterrey Tech, Mexico, and Royal Roads University, Canada, Firm-Sponsored Educational Practices and Their Impact in Corporate Credibility: A Case for Sustainability Content and Corporate Brand Reputation, [Salvador.Trevino@royalroads.ca](mailto:Salvador.Trevino@royalroads.ca)

**Break 3:30-4, 440 Lillis**

**IV. Consumer Characteristics, 4-5:30, 211 Lillis,**

Session Chair Harsha Gangadharbatla

Elizabeth Stickel, University of Oregon, Investigating an Untapped Market: Religion and Religiosity's Influence on Environmental Behaviors, [stickel@uoregon.edu](mailto:stickel@uoregon.edu)

Sigal Segev, and Juliet Pinto, Florida International University, The Relationship between Perceived Influence of Green Advertising and Green Consumer Behavior: A Comparison between Acculturating Hispanics and Non-Hispanics, [segevs@fiu.edu](mailto:segevs@fiu.edu)

Chin-jung Luan, Hsiu-ying Huang, and Pei-shan Lee, National Dong Hwa University, Taiwan, Why Do Consumer Donate? Effects of Donation Location and Situation in Cause-related Marketing Campaigns, [happyvenuslee@gmail.com](mailto:happyvenuslee@gmail.com)

SATURDAY, MAY 7

**Registration and Continental Breakfast, 7:30-8:30 am, 440 Lillis**

**V. Quality of Life, 8:30-10:30, 211 Lillis, Session Chair Eda Gurel Atay**

Kyra Blower, University of Washington, and Rebecca Elmore-Yalch, ORC International Public Services Vertical, Defining Livability: The Role of Social Identity and Social Comparisons in Consumer Perceptions of Livable and Sustainable Communities, [kblower@uw.edu](mailto:kblower@uw.edu)

Prathamesh Muzumdar, Illinois State University, Multi-Attribute Model for Estimation of Influence of Retail Centres on the City Structure, [pmuzumd@ilstu.edu](mailto:pmuzumd@ilstu.edu)

Sidney Su Han, University of Guelph, Canada, Promoting Low-Carbon Policy to the Public: Message Framing Matters, [shan@uoguelph.ca](mailto:shan@uoguelph.ca)

David Toumajian, Dominican University of California, The Stigma of Organic Wine Consumption: An Exploratory Study, [david.toumajian@dominican.edu](mailto:david.toumajian@dominican.edu)

Anna R. McAlister, University of Wisconsin – Madison, and T. Bettina Cornwell, University of Oregon, Preschool Children's Preference for Energy-Dense, Branded Foods: An Unsustainable Trajectory, [armcalister@wisc.edu](mailto:armcalister@wisc.edu)

**Break 10:30-11**

**VI. End of Product Life, 11-12:30, 211 Lillis, Session Chair T. Bettina Cornwell**

Sommer Kapitan, Rajesh Bhargave, David H. Silvera, Kristin Trask and Jill M. Sundie, University of Texas San Antonio, Thrift Store Romantics: Individual Differences in Product End-of-life Decisions, From Contamination in Second-hand Goods to Possession Attachment and Enviro-tribes, [sommer.kapitan@utsa.edu](mailto:sommer.kapitan@utsa.edu)

Jill Mosteller, Assistant Professor of Marketing, Portland State University & Wendy Wilhelm, Professor of Marketing, Western Washington University, The Influence of Visual Imagery on Environmentally Significant Behavior, [jillm@sba.pdx.edu](mailto:jillm@sba.pdx.edu)

Xiaojing Yang and Melissa G. Bublitz, University of Wisconsin – Milwaukee, Kai-Yu Wang, Brock University, and Laura A. Peracchio, University of Wisconsin – Milwaukee, Consumer Creativity and Its Implications for Sustainability Marketing, [yangxiao@uwm.edu](mailto:yangxiao@uwm.edu)

Lukas Jones, Nuance Communications, Scott Owen, Bureau of Land Management, and Lynn R. Kahle, University of Oregon, Consequences of Legislating Packaging Behavior: Germany's Green Dot Program and What It Communicates, [lkahle@uoregon.edu](mailto:lkahle@uoregon.edu)

**Box Lunch, 12:30 pm, End of Conference, 440 Lillis** Turn in your recyclable name badge in Lillis 440 to receive your conference t-shirt.