

# Ivey Symposium on Consumer Behaviour

Symposium Program  
January 15, 2016



# Winter Greetings Everyone!

I would like to welcome you to the ninth informal meeting of the consumer behavior researchers in the general southern Ontario/southern Michigan area.

We have created a day full of interesting research, and thrown in lots of time to get to know one another better.

This document should include all the information you need, but please email me if you need anything else.

Thanks for joining us at Ivey, and helping to make the day a success.

**June Cotte**

Ivey Business School

Western University

[jcotte@ivey.ca](mailto:jcotte@ivey.ca)

519-661-3224

# Program

**9:30AM - 10:00AM**

Arrival, coffee and continental breakfast (**Room 1310, right beside Starbucks**)

**10:00AM - 12:00PM Session 1**

**THE MONEY TALK: FROM SPENDING TO SAVING TO GIVING**

Rod Duclos, Ivey Business School (presenting)

**HOW INFERRED CONTAGION BIASES DISPOSITIONAL JUDGMENTS OF OTHERS**

Sean Hingston, (presenting), Justin McManus, Theodore Noseworthy, all York U.

**NEURAL PREDICTORS OF CROWDFUNDING**

Carolyn Yoon, U. of Michigan (presenting)

**DEFINING AUTHENTICITY IN LUXURY MARKETS: THE ROLE OF DIALECTICAL PROCESSING ON CULTURAL DIFFERENCES**

Nelson Borges Amaral, American U. (presenting)

Steven Chan, Yeshiva U.

Sonia Monga, Rutgers U.

**12:00PM - 12:45PM**

Lunch (catered in the room)

**12:45PM - 2:30PM Session 2**

**PACKED VS. UNPACKED PRODUCT CATEGORY DESCRIPTIONS: THE EFFECTS OF PARTITIONING PRODUCT CATEGORIES ON CONSUMER JUDGMENTS OF PURCHASE LIKELIHOOD**

Peter Nguyen (presenting) and Xin (Shane) Wang, both from Ivey Business School

**GIFTING AN IDENTITY: THE EFFECT OF GIFT ON RECEIVER SELF-IDENTITY**

Matthew Philp, (presenting), Laurence Ashworth, Nicole Robitaille, Suzanne Rath, Queen's U.

**MARKET-MEDIATED MULTICULTURATION: THE INSTITUTIONAL SHAPING OF THE ETHNIC CONSUMER SUBJECT**

Ela Veresiu, York U. (presenting)

Markus Giesler, York U

**DON'T TELL ME WHAT TO DO! SHOPPERS RELY LESS ON CONSUMER REVIEWS FOR EXPERIENTIAL THAN MATERIAL PURCHASES**

Cindy Chan, U. of Toronto (presenting)

Hengchen Dai, Washington U.

Cassie Mogilner, U. of Pennsylvania

# Program

## 2:30PM - 3:00PM

Break and walk over to University Community Centre, Room 56

## 3:00PM - 4:15PM

### **THE WORM AT THE CORE: ON THE ROLE OF DEATH IN LIFE**

Sheldon Solomon, Skidmore College

## 4:15PM - 5:30PM Check-in at Spencer and/or Skating at Victoria Park

Check-in at Spencer Leadership Centre, for those staying overnight (directions and map on page 8)

- ➔ Rates are \$120 per night; breakfast is complementary. Reservations should be made through the central reservations line (888-678-6926) or through this [link](#). Check in time is 4:00PM and check out time is 12:00PM. Breakfast is from 7:00AM to 8:00AM in the Ahers room.
- ➔ Spencer is very close to the UWO campus.
- ➔ We have reserved a block of rooms under Ivey CB Symposium.
- ➔ If you will be staying at Spencer, there is a shuttle that can take you to and from Ivey. Please let the receptionist at Spencer know if you will require a shuttle.

Victoria Park (outdoor skating rink)

- ➔ The restaurant and the rink/market are walking distance from each other (just a couple of blocks). See map attached.
- ➔ The ice surface closes at 5:30 for resurfacing. So skating can be from arrival until 5:30.
- ➔ Skate rental is available, but may be limited.
- ➔ Those not skating may walk through the park, or grab a drink at any of the (many) pubs in the area, until dinner begins. Or if the weather is awful, we can arrive early at the restaurant – we have a private room.

## 6:00PM

Dinner at Bertoldi's (map on page 9 and 10)

- ➔ Dinner will be at each person's expense – the menu is attached.
- ➔ There is parking next to the restaurant, metered parking on the street (free after 6pm) and an impark close by (map on page 11)
- ➔ For more information please see: (<http://www.bertoldis.ca/about-2/>)

# Directions

## To the Ivey Business School and Western University

### From the East (Toronto or Kingston):

- ➔ Follow Hwy 401 to exit 186 for Wellington Road toward London/Centre-ville/Downtown
- ➔ Turn right onto Wellington Road S (heading north)
- ➔ Turn left onto Commissioners Rd E (heading west)
- ➔ Turn right onto Wharncliffe Rd S ON-4 N (heading north)
- ➔ Continue onto Western Rd (Wharncliffe Rd turns into Western Rd at Oxford St)
- ➔ The New Ivey building will be on the left hand side, 1255 Western Rd – Room 1200
- ➔ There are no parking spots available at the Ivey Building but you can park at the Alumni Hall lot; all you have to do is give them your name. There is a map below marked with a star showing the parking. A more detailed map can be found here:  
<http://www.uwo.ca/parking/map.html>

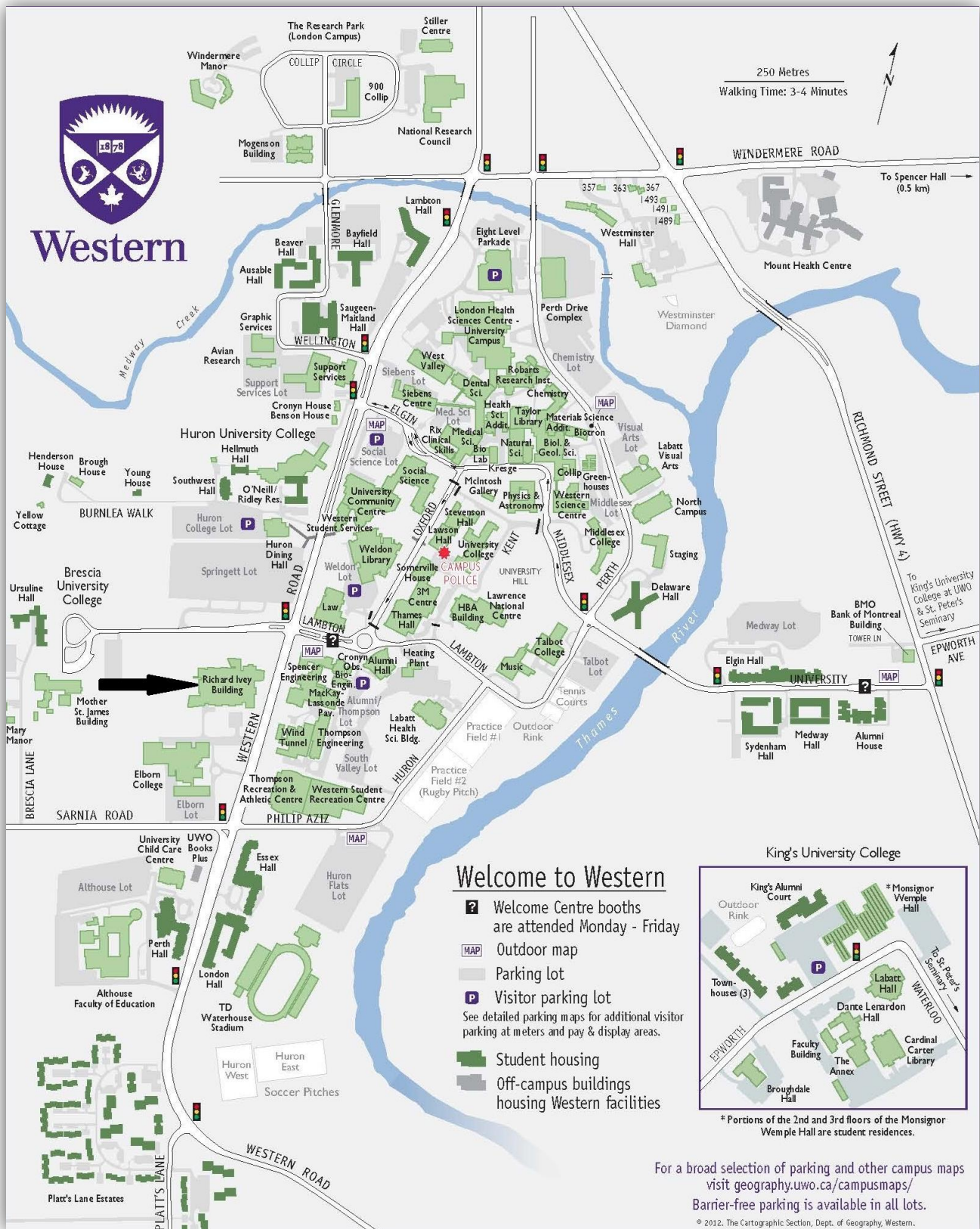
### From the West (Michigan):

- ➔ I-94 E becomes Provincial Route 402 East (43.1 miles).
- ➔ Merge onto Hickory Drive / CR-39 via Exit 69 (2.1 miles).
- ➔ Turn slight right onto Provincial Route 22 / CR-22 / Egremont Drive. Continue to follow
- ➔ Provincial Route 22 (14.2 miles). The name changes to Fanshawe Park Road.
- ➔ Turn right onto Wonderland Rd (heading south)
- ➔ Turn left onto Sarnia Rd (heading east)
- ➔ Turn left onto Western Rd (heading north)
- ➔ The New Ivey Building will be on the left hand side, 1255 Western Rd – Room 1200
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<http://www.uwo.ca/parking/map.html>

### From the South East (Hamilton and Niagara):

- ➔ Follow Highway 403 to Highway 401 Exit West.
- ➔ Turn right onto Wellington Road S (heading north)
- ➔ Turn left onto Commissioners Rd E (heading west)
- ➔ Turn right onto Wharncliffe Rd S ON-4 N (heading north)
- ➔ Continue onto Western Rd (Wharncliffe Rd turns into Western Rd at Oxford St)
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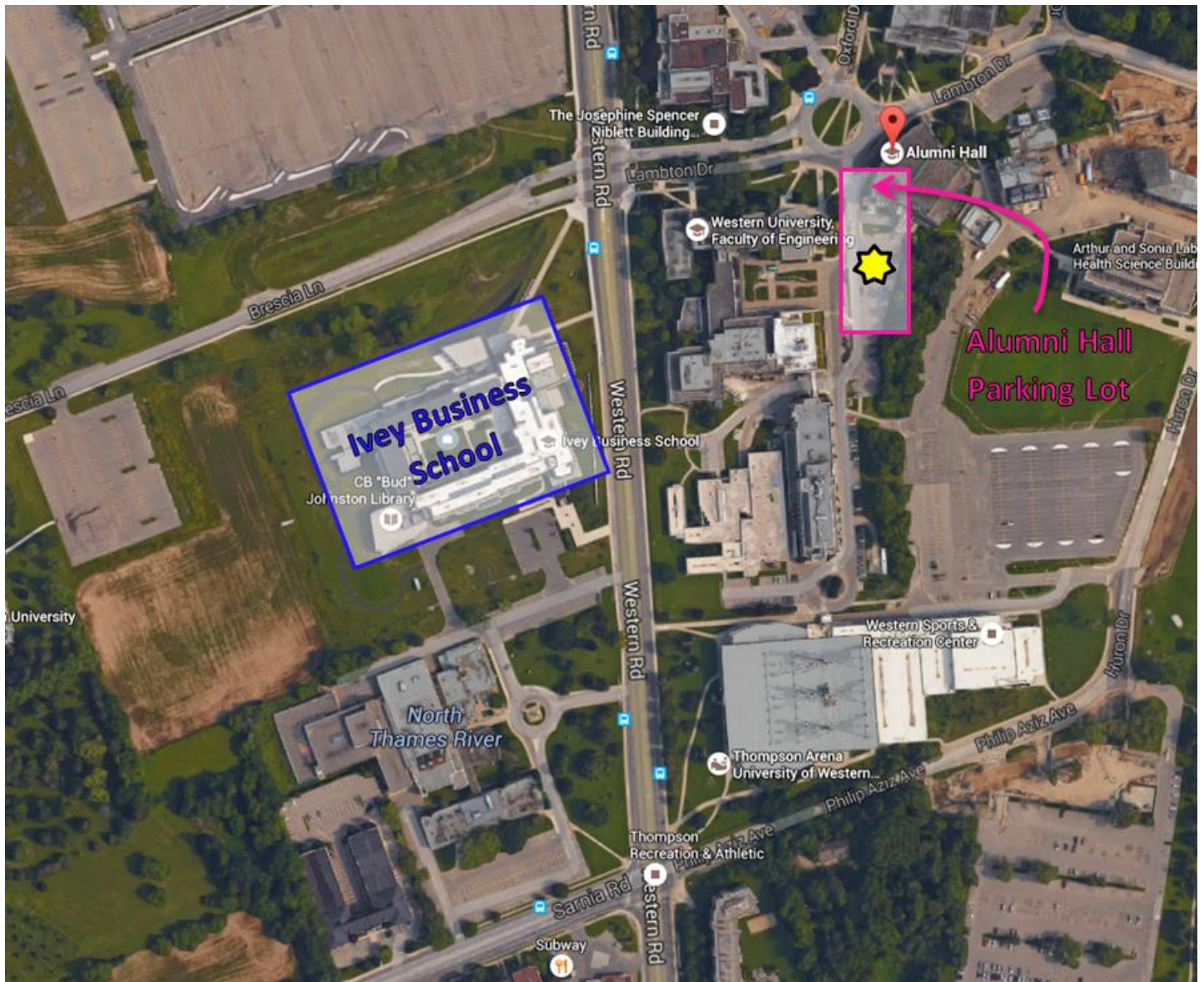
# Map: Western University Campus





# Map: Parking at Western

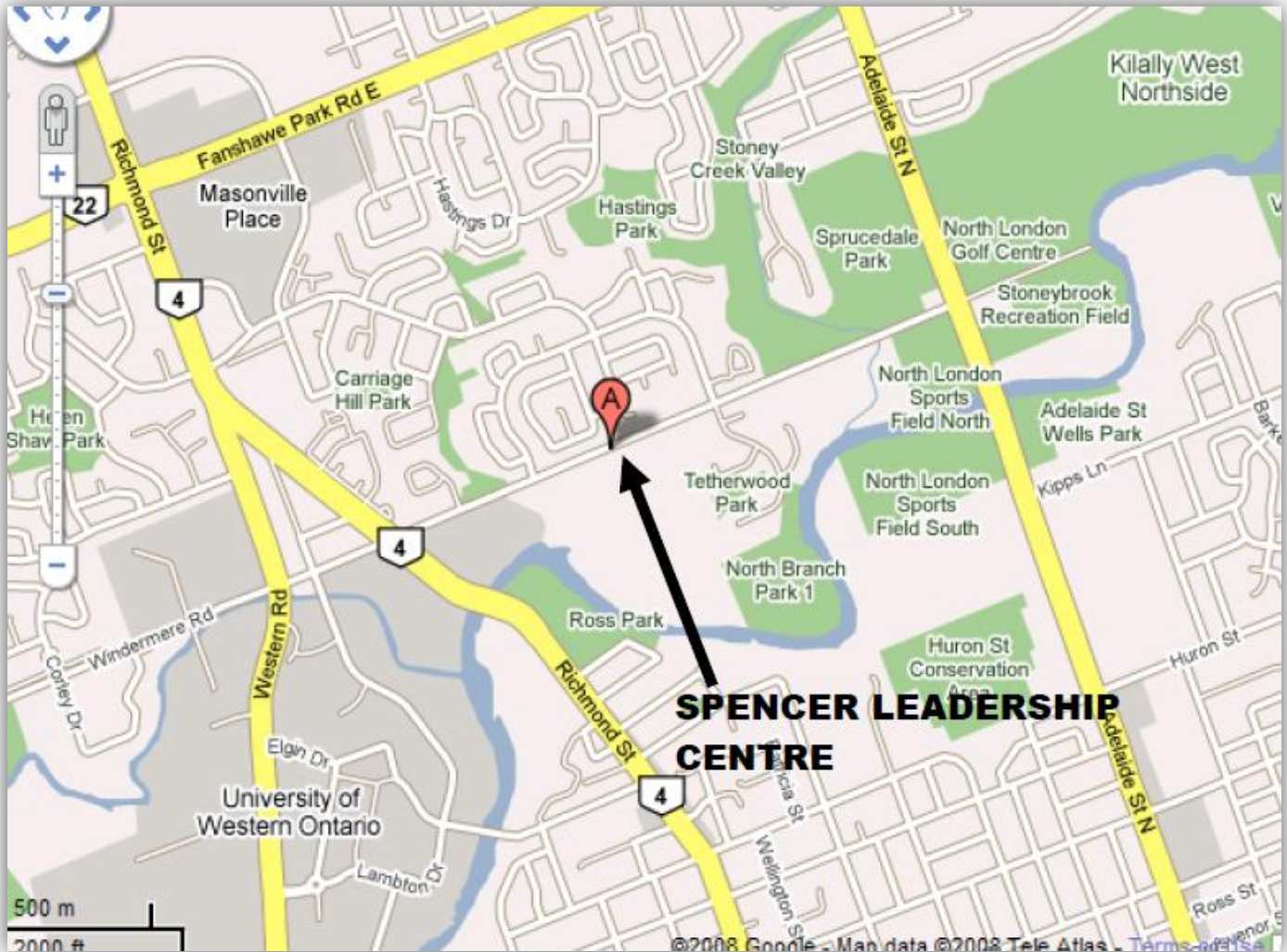
## Western Parking



# Map and Directions: Hotel

## Spencer Leadership Centre

551 Windermere Rd, London, ON N5X 2T1



### Driving Directions from the University to Spencer Leadership Centre:

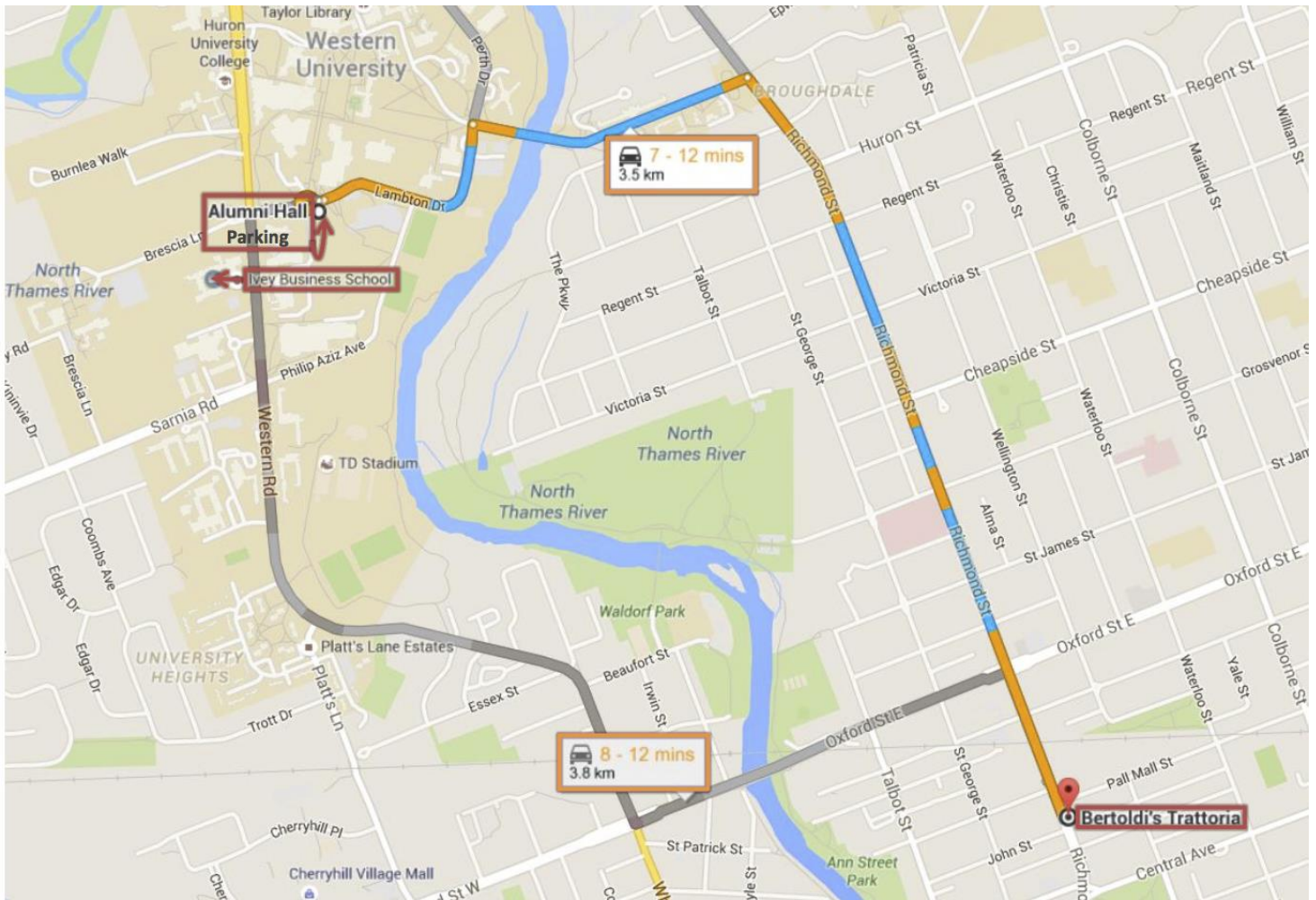
- ➡ Take Western Rd from the New Ivey Building (heading north)
- ➡ Take a right on Windermere Rd. Ivey's Spencer Leadership Centre will be on your right, immediately after the Scouts of Canada location. (Look for the Ivey sign).



# Map and Directions: Skating/Dinner (1 of 3)

## Bertoldi's Trattoria

650 Richmond Street, London, ON N6A 3G6, 519-438-4343



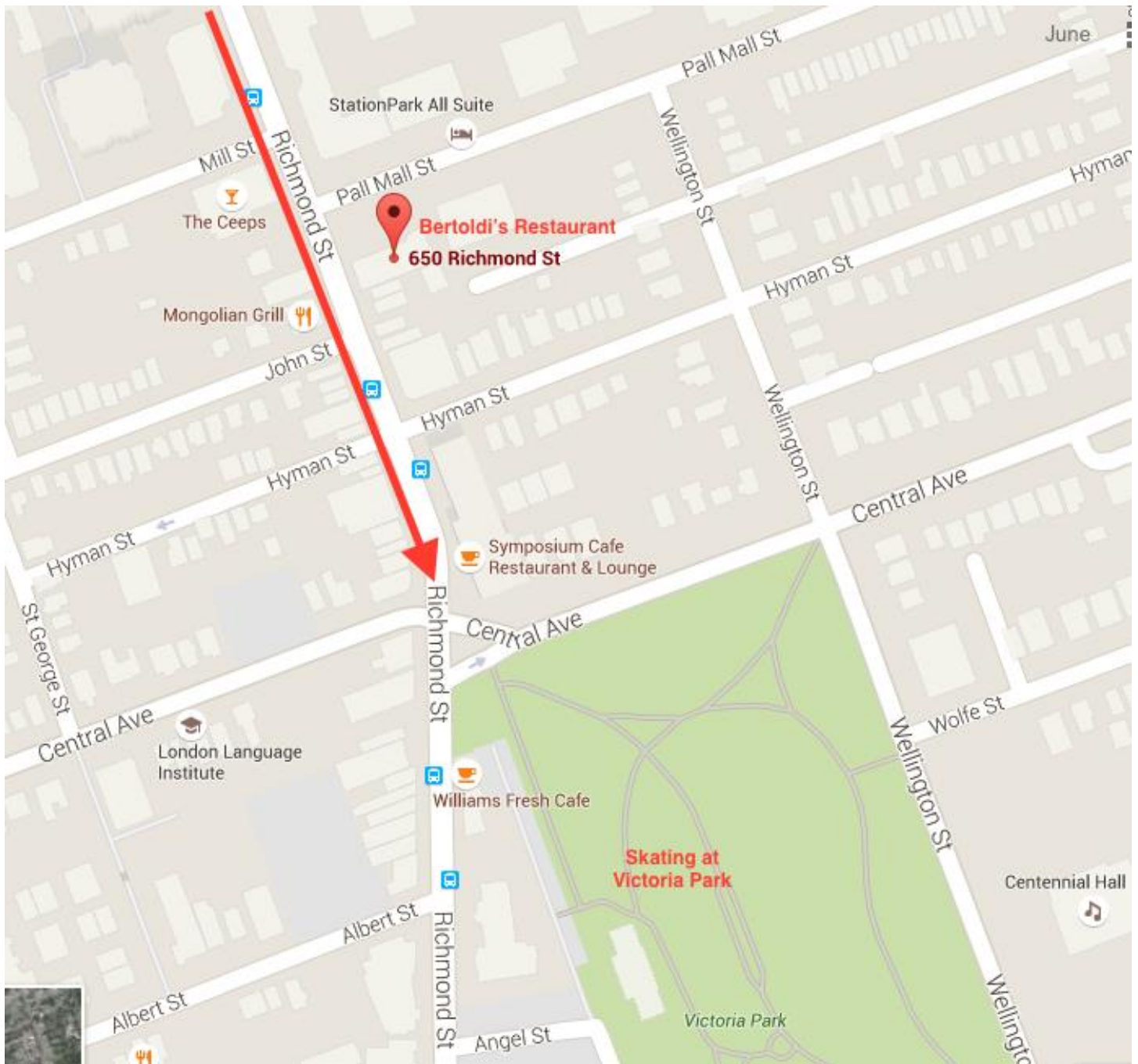
### Driving Directions (Alumni parking lot to Bertoldi's restaurant)

- ➡ At the roundabout, take the 1st exit
- ➡ Slight right onto Lambton Dr.
- ➡ Turn right onto University Dr. You will be crossing the river.
- ➡ Turn right onto Richmond St
- ➡ Both Bertoldi's and Victoria Park will be on the left – see the map on the next page.

## Skating at Victoria Park

Victoria Park: 509 Clarence St., London, N6A 3N1, 519-672-1522 (map next page)

## Bertoldi's and Victoria Park Skating





# Parking at Bertoldi's

# Map (3 of 3)

