

Contents

Volume 41, Issue 6, 1 April 2015

Articles

[Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation](#)

Marsha L. Richins, Lan Nguyen Chaplin

J Consum Res (2015) 41 (6): 1333-1357 DOI: <http://dx.doi.org/10.1086/680087> First published online: 1 April 2015 (25 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

[The Floor Is Nearer than the Sky: How Looking Up or Down Affects Construal Level](#)

Anneleen Van Kerckhove, Maggie Geuens, Iris Vermeir

J Consum Res (2015) 41 (6): 1358-1371 DOI: <http://dx.doi.org/10.1086/679309> First published online: 1 April 2015 (14 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

[Playing the Field: The Effect of Fertility on Women's Desire for Variety](#)

Kristina M. Durante, Ashley Rae Arsena

J Consum Res (2015) 41 (6): 1372-1391 DOI: <http://dx.doi.org/10.1086/679652> First published online: 1 April 2015 (20 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

["I" Follow My Heart and "We" Rely on Reasons: The Impact of Self-Construal on Reliance on Feelings versus Reasons in Decision Making](#)

Jiewen Hong, Hannah H. Chang

J Consum Res (2015) 41 (6): 1392-1411 DOI: <http://dx.doi.org/10.1086/680082> First published online: 1 April 2015 (20 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

[Doing Well by Doing Good: The Benevolent Halo of Corporate Social Responsibility](#)

Alexander Chernev, Sean Blair

J Consum Res (2015) 41 (6): 1412-1425 DOI: <http://dx.doi.org/10.1086/680089> First published online: 1 April 2015 (14 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

[A Sign of Things to Come: Behavioral Change through Dynamic Iconography](#)

Luca Cian, Aradhna Krishna, Ryan S. Elder

J Consum Res (2015) 41 (6): 1426-1446 DOI: <http://dx.doi.org/10.1086/680673> First published online: 1 April 2015 (21 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

[Refashioning a Field? Connected Consumers and Institutional Dynamics in Markets](#)

Pierre-Yann Dolbec, Eileen Fischer

J Consum Res (2015) 41 (6): 1447-1468 DOI: <http://dx.doi.org/10.1086/680671> First published online: 1 April 2015 (22 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Supplementary File](#) [Figures & data](#)

[To Know and to Care: How Awareness and Valuation of the Future Jointly Shape Consumer Spending](#)

Daniel M. Bartels, Oleg Urminsky

J Consum Res (2015) 41 (6): 1469-1485 DOI: <http://dx.doi.org/10.1086/680670> First published online: 1 April 2015 (17 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Supplementary File](#) [Figures & data](#)

[Timeflow: How Consumption Practices Shape Consumers' Temporal Experiences](#)

Niklas Woermann, Joonas Rokka

J Consum Res (2015) 41 (6): 1486-1508 DOI: <http://dx.doi.org/10.1086/680668> First published online: 1 April 2015 (23 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#) [Why Is the Crowd Divided? Attribution for Dispersion in Online Word of Mouth](#)

Stephen X. He, Samuel D. Bond

J Consum Res (2015) 41 (6): 1509-1527 DOI: <http://dx.doi.org/10.1086/680667> First published online: 1 April 2015 (19 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

Forthcoming in June 2015

Forthcoming in June 2015

J Consum Res (2015) 41 (6): BackCover DOI: <http://dx.doi.org/10.1086/681248> First published online: 1 April 2015 (1 pages)

[Extract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#)