

Contents

Volume 42, Issue 3, 1 October 2015

Articles

The Foresight Effect: Local Optimism Motivates Consistency and Local Pessimism Motivates Variety

Adelle X. Yang, Oleg Urminsky

J Consum Res (2015) 42 (3): 361-377 DOI: <http://dx.doi.org/10.1093/jcr/ucv039> First published online: 27 July 2015 (17 pages)

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

Dominant Consumption Rituals and Intragroup Boundary Work: How Non-Celebrants Manage Conflicting Relational and Identity Goals

Michelle F. Weinberger

J Consum Res (2015) 42 (3): 378-400 DOI: <http://dx.doi.org/10.1093/jcr/ucv020> First published online: 29 April 2015 (23 pages)

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

Cross-Domain Effects of Guilt on Desire for Self-Improvement Products

Thomas Allard, Katherine White

J Consum Res (2015) 42 (3): 401-419 DOI: <http://dx.doi.org/10.1093/jcr/ucv024> First published online: 5 June 2015 (19 pages)

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

The Mere-Reaction Effect: Even Nonpositive and Noninformative Reactions Can Reinforce Actions

Christopher K. Hsee, Yang Yang, Bowen Ruan

J Consum Res (2015) 42 (3): 420-434 DOI: <http://dx.doi.org/10.1093/jcr/ucv022> First published online: 11 May 2015 (15 pages)

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

Spending on Daughters versus Sons in Economic Recessions

Kristina M. Durante, Vladas Griskevicius, Joseph P. Redden, Andrew Edward White

J Consum Res (2015) 42 (3): 435-457 DOI: <http://dx.doi.org/10.1093/jcr/ucv023> First published online: 28 May 2015 (23 pages)

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

On the Persuasiveness of Similar Others: The Role of Mentalizing and the Feeling of Certainty

Ali Faraji-Rad, Bendik M. Samuelson, Luk Warlop

J Consum Res (2015) 42 (3): 458-471 DOI: <http://dx.doi.org/10.1093/jcr/ucv032> First published online: 27 June 2015 (14 pages)

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

Status, Caste, and Market in a Changing Indian Village

Ram Manohar Vikas, Rohit Varman, Russell W. Belk

J Consum Res (2015) 42 (3): 472-498 DOI: <http://dx.doi.org/10.1093/jcr/ucv038> First published online: 13 July 2015 (27 pages)

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

Pride and Regulatory Behavior: The Influence of Appraisal Information and Self-Regulatory Goals

Anthony Salerno, Juliano Laran, Chris Janiszewski

J Consum Res (2015) 42 (3): 499-514 DOI: <http://dx.doi.org/10.1093/jcr/ucv037> First published online: 10 July 2015 (16 pages)

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