

# J C R

## Journal of Consumer Research

An Interdisciplinary Bimonthly

### Articles

- 1** **Uncertainty Increases the Reliance on Affect in Decisions**  
*Ali Faraji-Rad, Michel Tuan Pham*
- 22** **Selling Pain to the Saturated Self**  
*Rebecca Scott, Julien Cayla, Bernard Cova*
- 44** **Redefining Home: How Cultural Distinctiveness Affects the Malleability of In-Group Boundaries and Brand Preferences**  
*Carlos J. Torelli, Rohini Ahluwalia, Shirley Y.Y. Cheng, Nicholas J. Olson, Jennifer L. Stoner*
- 62** **When Bigger Is Better (and When It Is Not): Implicit Bias in Numeric Judgments**  
*Ellie J. Kyung, Manoj Thomas, Aradhna Krishna*
- 80** **Costly Curves: How Human-Like Shapes Can Increase Spending**  
*Marisabel Romero, Adam W. Craig*
- 99** **Social Exclusion and Consumer Switching Behavior: A Control Restoration Mechanism**  
*Lei Su, Yuwei Jiang, Zhansheng Chen, C. Nathan DeWall*
- 118** **Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol**  
*Silvia Bellezza, Neeru Paharia, Anat Keinan*
- 139** **Play at Any Cost: How Cosplayers Produce and Sustain Their Ludic Communal Consumption Experiences**  
*Anastasia Seregina, Henri A. Weijo*
- 160** **A Ticket for Your Thoughts: Method for Predicting Content Recall and Sales Using Neural Similarity of Moviegoers**  
*Samuel B. Barnett, Moran Cerf*
- 182** **Power Distance Belief, Power, and Charitable Giving**  
*Dahee Han, Ashok K. Lalwani, Adam Duhachek*

### Tutorials in Consumer Research

- 196** **Crowdsourcing Consumer Research**  
*Joseph K. Goodman, Gabriele Paolacci*
- 211** **MTurk Character Misrepresentation: Assessment and Solutions**  
*Kathryn Sharpe Wessling, Joel Huber, Oded Netzer*