

MATHEW S. ISAAC

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ACADEMIC POSITIONS

Visiting Professor 2021-2022
Department of Marketing – Cox School of Business, Southern Methodist University

Genevieve Albers Professor 2018-2021
Full Professor (with tenure) 2020 - present
Associate Professor (with tenure) 2016 - 2020
Assistant Professor 2011 - 2016
Department of Marketing – Albers School of Business and Economics, Seattle University

Visiting Research Scholar 2017-2018, 2014-2015
Department of Marketing – Foster School of Business, University of Washington

Post-Doctoral Research Fellow 2010 - 2011
Department of Marketing – Kellogg School of Management, Northwestern University

EDUCATION

Ph.D., Marketing 2006 - 2010
Kellogg School of Management, Northwestern University

MBA, Finance & Strategic Management 1998 - 2000
Booth School of Business, University of Chicago

BA, Biological Sciences 1992 - 1996
University of Chicago

ACADEMIC PUBLICATIONS

*refereed

*Isaac, Mathew S., Carl Obermiller, and Rebecca Jen-Hui Wang, “The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising,” *Journal of Advertising*, forthcoming.

*Humphreys, Ashlee, Mathew S. Isaac, and Rebecca Jen-Hui Wang (2020), “Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision

Journey,” *Journal of Marketing Research*, in press.
<https://doi.org/10.1177/0022243720940693>

*Isaac, Mathew S. and Katie Spangenberg (2020), “The Perfection Premium,” *Social Psychological and Personality Science*, in press. <https://doi.org/10.1177/1948550620944313>

*Isaac, Mathew S., Yantao Wang, and Robert M. Schindler (2020), “The Round-Number Advantage in Consumer Debt Repayment,” *Journal of Consumer Psychology*, 31 (2), 240-262. <https://doi.org/10.1002/jcpy.1192>

*Cohen, Marc A. and Mathew S. Isaac (2020), “Trust *Does* Beget Trustworthiness, and also Begets Trust in Others,” *Social Psychology Quarterly*, 84 (2), 189-201.
<https://doi.org/10.1177/0190272520965192>

*Isaac, Mathew S. and Kent Grayson (2020), “Priming Skepticism: Unintended Consequences of Narrow Persuasion Knowledge Access,” *Psychology & Marketing*, 37, 466-478.

*Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), “Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments,” *Journal of Marketing*, 82 (6), 150-164.

- Featured in *Financial Times*.

*Koschmann, Anthony and Mathew S. Isaac (2018), “Retailer Categorization: How Store-Format Price Image Influences Expected Prices and Consumer Choices,” *Journal of Retailing*, 94 (4), 364-379.

*Isaac, Mathew S. and Kent Grayson (2017), “Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?,” *Journal of Consumer Research*, 43 (6), 895-912.

- Featured in *Forbes*, *New York Times*, *Kellogg Insight*, *Kellogg Magazine*, *The Findings Report*

*Brough, Aaron R., James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), “Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption,” *Journal of Consumer Research*, 43 (4), 567-582.

- Named to the Marketing Science Institute’s “must-read” list of 2016 journal articles
- Featured in *Scientific American*, *Washington Post*, *New York Magazine*, *The Atlantic*, *Slate*, *Yahoo! News*, *Pacific Standard*, *Psychology Today*

*Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), “Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims,” *Journal of Marketing Research*, 53 (3), 338-353.

- Featured in *Kellogg Insight*, *SmartCompany*, *Neurosciencemarketing.com*

*Isaac, Mathew S. and Morgan Poor (2016), “The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments,” *Journal of Consumer Psychology*, 26 (1), 53-65.

- Featured in *Harvard Business Review*

*Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2016), "How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement," *Journal of Advertising Research*, 56 (1), 39-52.

- Selected as the Best Paper to appear in the *Journal of Advertising Research* in 2016 by the journal's Senior Advisory Board and the Editorial Review Board
- Featured in *Kellogg Insight*

*Isaac, Mathew S. and Aaron R. Brough (2014), "Judging a Part by the Size of Its Whole: The Category Size Bias in Probability Judgments," *Journal of Consumer Research*, 41 (2), 310-325.

- Named to the Marketing Science Institute's "must-read" list of 2014 journal articles
- Featured in *Forbes*, *BizEd*, *Utah Business*, *Montreal Gazette*, *Ottawa Citizen*, *Yahoo! India*

*Isaac, Mathew S. and Robert M. Schindler (2014), "The Top-Ten Effect: Consumers' Subjective Categorization of Ranked Lists," *Journal of Consumer Research*, 40 (6), 1181-1202.

- Featured in *Financial Times*, *Harvard Business Review*, *Forbes*, *Fast Company*, *The Atlantic*, *Men's Health*, *Vancouver Sun*, *Calgary Herald*, *Science Daily*

*Brough, Aaron R. and Mathew S. Isaac (2012), "Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods," *Journal of Marketing*, 76 (4), 78-91.

- Featured in *Harvard Business Review*, *Time*, *Women's Health*, *Stats and Curiosities* (HBR Press, 2013)

MANAGERIAL PUBLICATIONS

*refereed

*Cohen, Marc A. and Mathew S. Isaac (2021), "Managers, Don't be Afraid to Trust!," *Rutgers Business Review*, conditionally accepted.

*Isaac, Mathew S. (2021), "Collateral Damage? Consequences of Radically Transparent Reviews in Health Care," *The Joint Commission Journal on Quality and Patient Safety*, 47, 458-460.

*Hong, Jennifer and Mathew S. Isaac (2021), "Location, Location, Location: The Effect of Clutter on Evaluation and Aesthetic Judgment of Off-Premise Signage," *Interdisciplinary Journal of Signage and Wayfinding*, 5 (1), in press.

*Isaac, Mathew S. (2020), "A Sign of Trust?: The Value of Source Attribution in Accolade Claims," *Interdisciplinary Journal of Signage and Wayfinding*, 4 (2), 23-36.

*Isaac, Mathew S., Ajay T. Abraham, and Elaine Richards (2019), "Implementing the Challenger Sales Model at Cars.com: A Case Study," *Journal of Business and Industrial Marketing*, 34 (2), 291-302.

*Obermiller, Carl and Mathew S. Isaac (2018), "Are Green Men from Venus?," *Journal of Management for Global Sustainability*, 6 (1), 45-66.

*Isaac, Mathew S. and Morgan Poor (2016), “When (Firsthand) Experience Matters Less Than You Expect: The Influence of Advertising on Repurchase Decisions,” *Rutgers Business Review*, 1 (1), 2-6.

Isaac, Mathew S. (2016), “The Drawbacks of Rate-Your-Doctor Medical Transparency,” *Missouri Medicine*, 113 (3), 90-91.

- Guest editorial, reprinted with permission from the *Wall Street Journal* (April 13, 2016 op-ed)

Brough, Aaron R. and Mathew S. Isaac (2015), “Why Real Estate Agents Should Care about Buyer Usage Intent,” *Keller Center Research Report*, 8 (3), 12-16.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2013), “Taking the Customer’s Point of View: Satisfaction or Engagement?,” *Marketing Science Institute Working Paper Series [13-102]*.

- Received Marketing Science Institute’s Top Download Award for 2014, an annual award given to the authors of the working paper that was most downloaded in its first year of publication

*Isaac, Mathew S. and Aaron R. Brough (2012), “For Sale by Owner’ for Less than it’s Worth,” *Graziadio Business Review*, 15 (2).

SELECTED RESEARCH IN PROGRESS

Brough, Aaron R. and Mathew S. Isaac, “Symbolic Disposal” (revising for 2nd round review in the *Journal of Marketing Research*)

Graul, Antje, Aaron R. Brough, and Mathew S. Isaac, “How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms” (revising for 3rd round review in the *Journal of Business Research*)

Jain, Shailendra Pratap, Pragya Mathur, Mathew S. Isaac, Huifang Mao, and Durairaj Maheswaran, “Brand Extension Failure and Parent Brand Penalty: The Role of Implicit Theories” (revising for 4th round review in the *Journal of Consumer Psychology*)

ACADEMIC HONORS AND AWARDS

Provost’s Award for Excellence in Research, Scholarship, and Creative Endeavors for Tenured or Tenure Track Faculty, Seattle University, 2020-2021

Outstanding Reviewer Award, *Journal of Consumer Research*, 2020

Visiting Professor Program Fellowship, AEF (Association of National Advertisers (ANA) Educational Foundation), 2020-2021

Summer Faculty Fellowship, Seattle University, 2018

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2017

The Case Centre Scholarship Recipient, 2016

Marketing Science Institute Research Grant (#4-2025) Recipient, 2016

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2016

Summer Faculty Fellowship, Seattle University, 2015

Invited Faculty, Marketing Edge Professor's Institute, University of Cincinnati, 2014

Marketing Science Institute Research Grant (#13-102) Recipient, 2013

Transformative Consumer Research Grant Recipient from the Association of Consumer Research, 2013

Winner, State Farm Companies Foundation Doctoral Dissertation Award in Business (\$10,000), 2010

Fellow, Whitebox Advisors Graduate Student Conference (presenter), Yale University, 2010

Haring Symposium Fellow (presenter), Indiana University, 2009

First Place – Student Poster Award at the Society for Personality and Social Psychology (SPSP) Conference, 1 winner selected at each SPSP poster session, 2009

Graduate Management Admissions Council (GMAC) Doctoral Fellowship Award (\$13,000), 2 grants were awarded out of 24 applications, 2009

Winner, Student Travel Grant funded by the Stern School of Business, New York University for the 4th Annual Judgment and Decision Making Pre-conference at the Society of Personality and Social Psychology Conference, 10 of 38 poster presenters received this award, 2009

Winner, Best Paper – Marketing Track, Doctoral Colloquium at the Indian Institute of Management, Ahmedabad, India (20,000 Rs), 2009

Graduate Fellowship, Northwestern University, 2006 – 2010

Peter W. May Merit Scholarship, University of Chicago Graduate School of Business (\$10,000), 1998

Howell Murray Alumni Association Award, University of Chicago, 1996

INDUSTRY EXPERIENCE

Bain & Company, Inc. (Management Strategy Consulting)
Case Team Leader

San Francisco, CA
January 2005 – August 2006

ZS Associates (Sales & Marketing Consulting)
Manager
Senior Consultant

San Mateo, CA; Chicago/Evanston, IL
June 2004 – January 2005
February 2001 – June 2004

Intel Corporation (Technology)
Finance Intern, Systems Manufacturing Group

Hillsboro, OR
June 1999 - September 1999

CONSULTING EXPERIENCE

Industry

Media
Healthcare
Retail
Manufacturing
Technology
Private Equity

Representative Clients

National Public Radio, Lexis Nexis, Cars.com
The Doctors Company, Abbott Laboratories, Allergan
Macy's
Therma-Tru Doors, Masterbrand Cabinets, Atrium Windows
Microsoft, Google, Seagate, VeriSign, Varolii, Tableau Software
Kellwood Company, Bain Capital

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
American Psychological Association
American Marketing Association
Academic Advisory Council for Signage Research and Education (Board Member)

SERVICE

To the Marketing Discipline

- Editorial Review Board: *Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Retailing, Journal of Advertising, Journal of Experimental Psychology: Applied*
- Ad-Hoc Reviewer: *Journal of Marketing, Journal of the Association of Consumer Research, Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, Journal of Advertising Research, Journal of Business Research, Marketing Letters, Interdisciplinary Journal of Signage & Wayfinding, Journal of Cognitive Psychology, Journal of Retailing and Consumer Services, Journal of Management for Global Sustainability, South Asian Journal of Global Business Research, Social Sciences, PLOS ONE*
- Associate Editor: Association of Consumer Research Conference (2019, 2021)
- Reviewer: SCP Dissertation Proposal Competition (2019), AMS Mary Kay Dissertation Competition (2019), MSI Alden G. Clayton Dissertation Competition (2019)
- Reviewer: Association of Consumer Research Conference (2008-present)
- Reviewer: Society for Consumer Psychology Conference (2009-present)

- Board of Directors, Academic Advisory Council for Signage Research and Education (2018-present)
- Conference Session Scheduler: Association of Consumer Research Conferences (2007-2008)
- Conference Scribe: CMO Summit, co-sponsored by Marketing Science Institute and McKinsey & Co. (2007)
- Contributor: Sales Force Design for Strategic Advantage (A.Zoltners, P.Sinha, & S.Lorimer, 2004)

To Seattle University

- Advisory Board, Seattle University Office of Sponsored Projects (2020-2021)
- Chairperson: Seattle University Summer Faculty Fellowship (SFF) Review Committee (2020-2021)
- Committee Member: Seattle University Summer Faculty Fellowship (SFF) Review Committee (2019-2020)
- Committee Member: Seattle University Committee on Faculty Salary (2019-2020)
- Faculty Representative: Seattle University Brand Leadership Group (2013-2016)

To the Albers School of Business and Economics

- Committee Member, Albers Strategic Planning Committee (2020-2021)
- Co-Chair, Albers Scholarship Review Committee (2020-2021)
- Faculty Mentor to Vladimir Dashkeev, Economics Department (2019-2021)
- Committee Member: Albers Scholarship Review Committee (2018-2020)
- Committee Member: Director of Marketing & Communications Search Committee (2019)
- Committee Member: Albers Personnel Committee (2018-2019, 2020-2021)
- Committee Member: Albers Strategic Plan Brand Building Task Force (2017-2018)
- Panelist: Reflections on the Jesuit Brand (2017); co-sponsored by Albers Arrupe Alumni, Center for Jesuit Education, Institute for Catholic Thought and Culture, and SU Marketing Communications
- Chairperson: Albers Curriculum and Academic Policy Committee (CAPCOM) (2016-2017)
- Faculty Mentor to Ajay Abraham, Marketing Department (2015-2017)
- Committee Member: Albers Promoting Research Committee (2015-2017)
- Committee Member: Albers Faculty/Student Research Committee (2014-2017)
- Committee Member: Albers Professional MBA Implementation Committee (2013-2016)
- Committee Member: Albers Curriculum and Academic Policy Committee (CAPCOM) (2015-2016)
- Committee Member: Albers Professional MBA Revision Task Force (2012-2013)
- Committee Member: Albers PT MBA Task Force (Bridge MBA) (2012)
- Lead Organizer and Co-Coordinator: Albers Scholarship Seminar Series (2012-present)
- Co-chair, Albers Faculty-Staff Giving Campaign (2014-2015)

- Marketing Instructor: Albers Entrepreneurship program for trafficked, exploited, abused, refugee, and young women at risk; co-sponsored by HERA (Her Equality, Rights and Autonomy) (2015)
- Marketing Instructor: Albers Summer Business Institute (2013-2015)
- Marketing Instructor: Albers Academy of Finance Program (2014)
- Panelist: Reflections by Albers Faculty on the Economics of Inequality, Exclusion, and Consumerism (2014) – a university event with 50+ attendees examining research on markets and the promotion of justice; co-sponsored by the Institute for Catholic Thought and Culture, and Mission and Ministry
- Contributor, Albers Insights: Article titled "Are You Hiring the Wrong Person?" (Fall 2013)

To the Marketing Department

- Chair: Marketing Department Personnel Review Committee (2021)
- Chair: Marketing Department Faculty Candidate Search Committee (2018)
- Presenter: Presidential Campaign Ad Review for Seattle University American Marketing Association (AMA) Chapter (2016)
- Committee Member: Marketing Department Faculty Candidate Search Committee (2011, 2014, 2016)
- Presenter: Super Bowl Ad Review for Seattle University American Marketing Association (AMA) Chapter (2014-2021)
- Lead Organizer and Coordinator: Screening of *Happy* Documentary (Fall 2018) - a Department of Marketing sponsored event aimed at educating students about the link between consumption and happiness
- Lead Organizer and Coordinator: "If You're So Successful, Why Aren't You Happy" – an Albers speaker's event (featuring Dr. Raj Raghunathan) aimed at educating students about the link between consumption and happiness
- Lead Organizer and Coordinator: "Brand Management and Protection in Emerging Markets" Event (Spring 2017) - an Albers speaker's event (featuring Dr. Yi Qian) aimed at educating students about counterfeit brands in the marketplace
- Grader: Undergraduate Marketing Assessment exam (2012-2014)
- Lead Organizer and Coordinator: "Marketing Beyonce" Event (Spring 2015) - an Albers event with 75+ attendees, aimed at educating students about marketing careers in the entertainment industry
- Lead Organizer and Coordinator: Sales Night (Fall 2012) - a university event with 170 attendees, and Sales Day (Spring 2014) - an Albers event with 50+ attendees, aimed at educating students about sales careers
- Interim Adviser: Marketing Club (Fall 2012)

TEACHING EXPERIENCE

Seattle University Albers School of Business & Economics	Seattle, WA
<i>MKTG 3500: Introduction to Marketing (19 sections, ~675 students)</i>	2012, 2016-2020
<i>MBA 5220: Identifying and Accessing Markets (6 sections, ~140 students)</i>	2015
<i>MKTG 5325: MBA Sales Management (1 section, ~15 students)</i>	2015

<i>MKTG 4910: Brand Management (2 section, ~75 students)</i>	2015, 2017
<i>MKTG 559/MKTG 5330: MBA Brand Management (1 section, ~20 students)</i>	2014
<i>MKTG 3580: Sales Management (3 sections, ~85 students)</i>	2014, 2015, 2019
<i>MBA 5170: Marketing Strategy (5 sections, ~175 students)</i>	2013-15, 2017
<i>MBA 5080: Principles of Marketing (1 section, ~35 students)</i>	2013
<i>MKTG 4910: Consumption and Happiness (3 sections, ~85 students)</i>	2017-2018

Northwestern University Kellogg School of Management	Evanston, IL
<i>MBA Course Instructor: MKTG 463 - Sales Force Management (1 section, ~45 students)</i>	2011
<i>MBA Teaching Assistant: Marketing Management, Channels, Consumer Behavior</i>	2007-2010

Loyola University of Chicago, College of Business Administration	Chicago, IL
<i>Course Instructor: MARK 310 - Consumer Behavior (2 sections, ~95 students)</i>	2009
<i>Independent Study Supervisor: Marketing Research Methods</i>	2009

City Colleges of Chicago	Chicago, IL
<i>Course Instructor: General Equivalency Diploma (GED) Preparatory Course</i>	1997-1998

University of Chicago	Chicago, IL
<i>Teaching Assistant: 7 Undergraduate Biology Classes</i>	1996-1997

INVITED PROFESSIONAL PRESENTATIONS

“Marketing Tactics That Produce Real Results,” Association of Professional Landscape Designers-Washington Chapter, Seattle, WA (November 2019)

“Nudges That Work: A Primer on Motivating Behavioral Change,” The Country Day School Headmasters’ Association, Seattle, WA (June 2019)

“The Digital Consumer,” Seattle University Marketing Communications, Seattle, WA (October 2018)

“The Curious Customer and The Curious Salesperson: How Implicit Theories Influence Customer Decisions and Sales Outcomes,” Google, Seattle, WA (September 2018)

“Psychological Pricing,” Starbucks, Seattle, WA (August 2018)

“The Value of Market Orientation: Product Strategy and Roadmapping Training for Product Managers,” Tableau Software, Seattle, WA (July 2016)

“Influencing ‘Customer’ Decision-Making,” Cars.com Sales Support Workshop, Chicago, IL (August 2014)

“Treating Employees Like Customers: Effective Strategies for Communications and Language Use,” Macy’s Inc. Human Resources Workshop, Cincinnati, OH (August 2013)

“Building a Customer-Centric Organization,” Cars.com Sales Support Workshop, Chicago, IL (August 2013)

“Love or Leave It: How to Negotiate for the Best Price,” Sellers’ Conference for Online Entrepreneurs, Seattle, WA (June 2013)

“The Message Effect: How Content, Choices, and Channels Influence Consumer Behavior,” Varolii Corporation User Interaction Conference, Las Vegas, NV (March 2013)

“A Blueprint for Sales Excellence,” Cars.com Sales Operations Workshop, Chicago, IL (August 2012)

“Persuasion and Value Creation: Effective Strategies for Interacting with Decision Makers,” The Doctors Company Indirect Sales Force Meeting, Napa, CA (September 2011)

“Accessing and Influencing Decision Makers: Insights from Science and Practice,” The Doctors Company Direct Sales Force Meeting, Los Angeles, CA (June 2011)

DOCTORAL COURSEWORK

Marketing

Marketing Strategy	Gregory Carpenter
Consumer Information Processing I	Brian Sternthal and Alice Tybout
Consumer Information Processing II	C. Miguel Brendl
Consumer Behavior	Angela Lee
Behavioral Decision Theory	Alexander Chernev
Advanced Marketing Theory: Behavioral Approach	Christopher Hsee
Marketing Literature	Oleg Urminsky and Yeshim Orhun
Trust, Deception, & Authenticity in Marketplace Exchange	Kent Grayson
Consumer Culture Theory	Kent Grayson
Judgment, Emotion, and Consumer Choice	Neal Roese
Philosophy of Science	Bobby Calder
Quantitative Models in Marketing, Analytical	Anne Coughlan
Quantitative Models in Marketing, Empirical	Eric Anderson

Psychology

Theories of Social Psychology	Galen Bodenhausen
Social Cognition	Daniel Molden
Motivated Thinking	Daniel Molden
Discourse Processes	William Horton
Social Psychology: Emotions	Wendi Gardner
Psychology of Belief and Judgment	Jane Risen and Eugene Caruso
Topics in Behavioral Science I: Judgment & Decision-Making	George Wu and Reid Hastie
Topics in Behavioral Science II: Motivation	Ayelet Fishbach and Nicholas Epley
Behavioral Economics	Richard Thaler and Emir Kamenica

Methodology and Statistics

Multivariate Analysis	Lakshman Krishnamurthi
Designs for Experimental and Quasi-Experimental Causal Research	Thomas Cook
Research Methods in Organizations	Amy Cuddy
Psychometric Theory	William Revelle
Introduction to Structural Equation Modeling	Kent Grayson
Linear Models	H. David Smith
Statistics for Experimental Design	H. David Smith

ABSTRACTS OF SELECTED ACADEMIC PUBLICATIONS

Isaac, Mathew S., Carl Obermiller, and Rebecca Jen-Hui Wang, “The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising,” *Journal of Advertising*, forthcoming.

The present research explores whether the use of overtly religious advertising by a sectarian university affects its academic reputation. The authors propose that individuals assume universities that engage in more (vs. less) overt religious advertising devote a greater proportion of their institutional resources towards religious education. Further, they posit that individuals exhibit zero-sum thinking about resource allocation whereby they believe that a university’s provision of greater resources towards religion education implies the availability of fewer resources for other academic programs and disciplines. As such, whereas overtly religious advertising can bolster individuals’ evaluations of programs and disciplines closely related to religion (e.g., divinity, theology), it can adversely affect evaluations of programs and disciplines in other areas. Finally, the authors suggest that individuals’ zero-sum thinking has the potential to create the most reputational harm for a religious university’s scientific programs and disciplines due to the presumption of many individuals—even those who consider themselves religious—that religion and science are antithetical. This theorizing is empirically supported by six experiments with over 2,400 participants.

Humphreys, Ashlee, Mathew S. Isaac, and Rebecca Jen-Hui Wang (2020), “Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey,” *Journal of Marketing Research*, in press.

As consumers move through their decision journey, they adopt different goals (e.g., transactional vs. informational). In this research, we propose that consumer goals can be detected through textual analysis of online search queries and that both marketers and consumers can benefit when paid search results and advertisements match consumer search-related goals. In bridging Construal Level Theory and textual analysis, we show that consumers at different stages of the decision journey tend to assume different levels of mental construal, or mindsets (i.e., abstract vs. concrete). We find evidence of a fluency-driven matching effect in online search such that when consumer mindsets are more abstract [more concrete], consumers generate textual search queries that use more abstract [more concrete] language. Furthermore, they are more likely to click on search engine results and ad content that matches their mindset, thereby experiencing more search satisfaction and perceiving greater goal progress. Six empirical studies, including a pilot study, a survey, three lab experiments, and a field experiment involving over 128,000 ad impressions provide support for this construal matching effect in online search.

Isaac, Mathew S. and Katie Spangenberg, “The Perfection Premium,” *Social Psychological and Personality Science*, in press.

This research documents a perfection premium in evaluative judgments wherein individuals disproportionately reward perfection on an attribute compared to near-perfect values on the same attribute. For example, individuals consider a student who earns a perfect score of 36 on the American College Test (ACT) to be more intelligent than a student who earns a near-perfect 35, and this difference in perceived intelligence is significantly greater than the difference between students whose scores are 35 versus 34. The authors also show that the perfection premium occurs because people spontaneously place perfect items into a separate mental

category than other items. As a result of this categorization process, the perceived evaluative distance between perfect and near-perfect items is exaggerated. Four experiments provide evidence in favor of the perfection premium and support for the proposed underlying mechanism, in both social cognition and decision making contexts.

Isaac, Mathew S., Yantao Wang, and Robert M. Schindler, “The Round-Number Advantage in Consumer Debt Repayment,” *Journal of Consumer Psychology*, 31 (2), 240-262.

The current consumer debt epidemic in the United States has prompted research on how consumers make debt repayment decisions. Consistent with past research indicating that psychological biases affect how consumers manage and prioritize debt accounts, we show that a characteristic of the number representing the debt amount impacts the speed of debt repayment. Across three field studies and three experiments, we provide evidence that people are likely to more quickly pay off round-number debts (e.g., moderately-sized debt amounts that end in the digits 0 or 5) than debts of similar magnitude that are not round numbers. Furthermore, we show that this effect arises because of the cognitive ease of round numbers, which manifests itself in processing fluency and retrieval fluency. In addition to documenting this round-number advantage, we demonstrate the effectiveness of a simple and costless rounding intervention for helping consumers repay their debts more quickly.

Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), “Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments,” *Journal of Marketing*, 82 (6), 150-164.

Marketers often claim to be part of an exclusive tier (e.g., “top 10”) within their competitive set. Although recent behavioral research has investigated how consumers respond to rank claims, this work has focused exclusively on claims having a numerical format. But marketers often communicate rankings using percentages—such as “top 20%.” The present research explores how using a numerical format claim (e.g., “top 10” out of 50 products) versus an equivalent percentage format claim (e.g., “top 20%” out of 50 products) influences consumer judgments. Across five experiments, the authors find robust evidence of a shift in evaluations whereby consumers respond more favorably to numerical rank claims when set sizes are smaller (i.e., < 100) but more favorably to percent rank claims when set sizes are larger (i.e., > 100), even when the claims are mathematically equivalent. They further show that this change in evaluations occurs because consumers commit *format neglect* when making their evaluations by relying predominantly on the nominal value conveyed in a rank claim and insufficiently accounting for set size.

Koschmann, Anthony and Mathew S. Isaac (2018), “Retailer Categorization: How Store-Format Price Image Influences Expected Prices and Consumer Choices,” *Journal of Retailing*, 94 (4), 364-379.

Prior research indicates that consumers may base their retail decisions (e.g., store choice, purchase quantity) on price image, which has been defined as consumer perceptions “of the aggregate price level of a retailer” (Hamilton and Chernev 2013, p.2). The present research shows that consumers associate different price images not only with specific retailers, but more broadly with various store formats – such as grocery stores, convenience stores, and specialty stores. Six studies provide evidence that store-format price image exerts influence on consumer price expectations and store choice decisions, and that these retailer categorization effects are distinct from the effects of retailer price image.

Isaac, Mathew S. and Kent Grayson (2017), "Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?," *Journal of Consumer Research*, 43 (6), 895-912.

As defined by Friestad and Wright (1994), persuasion knowledge is personal knowledge about persuasion attempts that consumers develop and use whenever they believe they are targets of persuasion. A significant majority of research on persuasion knowledge has suggested that persuasion knowledge and skepticism invariably go hand in hand, and that accessing persuasion knowledge therefore leads consumers to evaluate the agent and its offering less favorably. Across four studies, the authors demonstrate the novel effect that persuasion knowledge access can lead to greater credibility (rather than greater skepticism), a finding that they argue is theoretically consistent with Friestad and Wright's (1994) Persuasion Knowledge Model. Further, the authors demonstrate that when a persuasive agent uses a credible tactic, persuasion knowledge access can lead consumers to evaluate the agent and its offering more (rather than less) favorably. They also develop and test a new approach for increasing persuasion knowledge access in lab experiments, which can facilitate the investigation of other occasions where persuasion knowledge access increases trust and belief in a persuasive message.

Brough, Aaron R., James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43 (4), 567-582.

Why are men less likely than women to embrace environmentally-friendly products and behaviors? Whereas prior research attributes this gender gap in sustainable consumption to personality differences between the sexes, we propose that it may also stem in part from a prevalent association between green behavior and femininity, and a corresponding stereotype (held by both men and women) that green consumers are more feminine. Building on prior findings that men tend to be more concerned than women with gender identity maintenance, we argue that this green-feminine stereotype may motivate men to avoid green behaviors in order to preserve a macho image. In a series of seven studies, we find evidence of an implicit cognitive association between the concepts of greenness and femininity and show that, accordingly, consumers who engage in green behaviors are stereotyped by others as more feminine and even perceive themselves as more feminine. We further show that men's willingness to engage in green behaviors can be influenced by threatening or affirming their masculinity, as well as by using masculine rather than conventional green branding. Together, these findings bridge literatures on identity and environmental sustainability and introduce the notion that due to the green-feminine stereotype, gender identity maintenance can influence men's likelihood of adopting green behaviors.

Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), "Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims," *Journal of Marketing Research*, 53 (3), 338-353.

Many marketing communications are carefully designed to cast a brand in its most favorable light. For example, marketers may prefer to highlight a brand's membership in the top 10 tier of a third-party list instead of disclosing the brand's exact rank. The authors propose that when marketers use these types of imprecise advertising claims, subtle differences in the selection of a tier boundary (e.g., top 9 vs. top 10) can influence consumers' evaluations and willingness to pay. Specifically, the authors find a comfort tier effect in which a weaker claim that references a less exclusive but commonly used tier boundary can actually lead to higher brand evaluations than a stronger claim that references a more exclusive but less common tier boundary. This effect is attributed to a two-stage process by which consumers evaluate imprecise rank claims. The results demonstrate that consumers have specific expectations for how messages are constructed in marketing

communications and may make negative inferences about a brand when these expectations are violated, thus attenuating the positive effect such claims might otherwise have on consumer responses.

Isaac, Mathew S. and Morgan Poor (2016), “The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments,” *Journal of Consumer Psychology*, 26 (1), 53-65.

Prior research on attribute framing has documented a robust valence-consistent shift whereby positively valenced options (e.g., 75% lean beef) are preferred over equivalent negatively valenced options (e.g., 25% fat beef). However, this research has typically explored how labels influence judgments of prospective or hypothetical consumption. In contrast, we examine how frames interact with actual consumption experiences to influence both immediate and retrospective judgments. We find evidence of a *sleeper framing effect* wherein a valence-consistent shift emerges for retrospective judgments even when absent immediately after consumption. We attribute this effect to differences in how consumers integrate the more cognitive information of the frame with the more affective information acquired during consumption. Specifically, three experiments show that consumers attend to and rely relatively more on affective information from experience when making immediate judgments, but relatively more on cognitive information from the frame when making retrospective judgments. In addition, we identify the valence of the experience as an important boundary condition, such that the sleeper framing effect is most pronounced when the experience is relatively neutral in valence.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2016), “How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement,” *Journal of Advertising Research*, 56 (1), 39-52.

Although academics and practitioners have embraced customer engagement as a major objective of marketing, the conceptualization and measurement of engagement is challenging. Prior research largely has relied on conventional “one-size-fits-all” measures with a fixed set of scale items. The current, more flexible approach measures engagement based on context-specific experiences that can vary across brands and products. Three studies examining engagement when consuming 1) live jazz music, 2) newspapers, and 3) television programming provided evidence that a flexible approach to measuring engagement can help predict consumer behavior. The third of these studies also provided new evidence that engagement with television programming increases advertising effectiveness.

Isaac, Mathew S. and Aaron R. Brough (2014), “Judging a Part by the Size of Its Whole: The Category Size Bias in Probability Judgments,” *Journal of Consumer Research*, 41 (2), 310-325.

Whereas prior research has found that consumers’ probability judgments are sensitive to the number of categories into which a set of possible outcomes is grouped, this article demonstrates that categorization can also bias predictions when the number of categories is fixed. Specifically, five experiments document a category size bias in which consumers perceive an outcome as more likely to occur when it is categorized with many rather than few alternative possibilities, even when the grouping criterion is irrelevant and the objective probability of each outcome is identical. For example, participants in one study irrationally predicted being more likely to win a lottery if their ticket color matched many (vs. few) of the other gamblers’ tickets—and wagered nearly 25% more as a result. These findings suggest that consumers’ perceptions of risk and probability are influenced not only by the number of categories into which possible outcomes are classified but also by category size.

Isaac, Mathew S. and Robert M. Schindler (2014), "The Top-Ten Effect: Consumers' Subjective Categorization of Ranked Lists," *Journal of Consumer Research*, 40 (6), 1181-1202.

Long lists of ranked items, such as *Bloomberg Businessweek's* rankings of MBA programs, are ubiquitous in Western culture and often used in consumer decision-making. Six studies show that consumers mentally subdivide ranked lists that are not already categorized into a smaller set of categories and that they exaggerate differences between consecutive items that are adjacent to category boundaries. Further, despite prior work suggesting that people might subjectively produce place-value categories (e.g., single digits, the 20s), this research shows that consumers interpret ranked lists by generating round-number categories ending in zero or five (e.g., top 10, top 25). Thus, for example, improvements in rank that cross round-number-category boundaries (e.g., shifting from rank 11 to rank 10) have a more positive effect on consumer evaluations than improvements in rank that cross place-value-category boundaries (e.g., shifting from rank 10 to rank 9). This phenomenon, labeled the *top-ten effect*, occurs because round numbers are cognitively accessible to consumers due to their normative or prevalent use in everyday communication.

Brough, Aaron R. and Mathew S. Isaac (2012), "Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods," *Journal of Marketing*, 76 (4), 78-91.

Consumers often dispose of used products by selling them in a secondary market (e.g., classified ads, Craigslist, eBay). When consumers must dispose of products to which they feel emotionally attached, they often expect to sell the product at a price in excess of its market value. However, the authors identify a condition in which product attachment can decrease rather than increase the minimum price sellers are willing to accept. Specifically, they propose that due to concern for how products are used following a transaction, strongly attached sellers may be more willing than weakly attached sellers to provide discounts to potential buyers whose usage intentions are deemed appropriate. Whereas prior research has focused primarily on one particular consequence of attachment, that is, the intensified reluctance of consumers to part with their possessions, this research identifies a novel consequence of attachment—a heightened sensitivity to the manner in which the product will be used following a transaction. Four empirical studies provide converging evidence that sellers' product attachment determines the extent to which their minimum acceptable sales price is influenced by buyer usage intent.