

Lura Forcum

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EDUCATION

PhD, Marketing, Kelley School of Business, Indiana University	Expected fall 2015
MA, Social Service Administration, University of Chicago	2004
BA, Political Science, University of North Carolina–Chapel Hill	2001

RESEARCH INTERESTS

Consumer behavior	Mind attribution to brands and products
Social cognition	Technology-enabled consumer-firm interactions

PEER-REVIEWED PUBLICATIONS AND PAPERS UNDER REVIEW

“Consumer Memory Dynamics: Effects of Branding and Advertising on Formation, Stability, and Use of Consumer Memory,” Ch. 19 in *Handbook of Applied Memory Research*, Tim Perfect and Steve Lindsay (eds.). Thousand Oaks, CA: SAGE Publications. With Shanker Krishnan (2014).

“Using Market Basket Analysis in Management Research,” *Journal of Management*, 39 (7), 1799–1824. With Herman Aguinis and Harry Joo (2013).

WORK IN PROGRESS

“Why Good Consumers Love Bad Brands: Assertive Language Makes Consumers Care for Brands.” Studies complete, preparing for submission to *Journal of Consumer Research* by Sept. 1, 2015. With Shanker Krishnan.

- Best proposal award winner, Mary Kay / Academy of Marketing Science Doctoral Dissertation Competition (2015)
- Best proposal award winner, Society for Marketing Advances Doctoral Dissertation Proposal Competition (2014)
- Honorable mention, Marketing Science Institute Clayton Dissertation Proposal Competition (2014)

“Mirror, Mirror on the Wall: When Does Virtual Trial Lead to Positive Consumer Outcomes?” Studies complete, revising for submission to *Journal of Marketing Research*. With Arun Lakshmanan and Shanker Krishnan.

“The Ends (Don’t) Justify the Means: Questionable Marketing Practices Differentially Affect Judgments of Non-Profit and For-Profit Firms,” Data collection in progress. With Robert W. Smith and Chris Summers.

“What’s in a Product Name? Mixed Outcomes of Attributing Minds to Products,” Data collection in progress.

PRESENTATIONS

Mary Kay / Academy of Marketing Science Doctoral Dissertation Competition, Denver, CO (May 2015)
“You Can’t Make Me, But You Should Try: Benefits of Controlling Behavior by Brands.”

Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln (April 2015) “You Can’t Make Me, But
You Should Try: Benefits of Controlling Behavior by Brands.”

Guest Lecture for MBA Consumer Insights course, Indiana University (February 2015) “Social Cognition
and Brands.”

University of Kansas, Lawrence, KS (October 2014) “You Can’t Make Me, But You Should Try: Benefits of
Controlling Behavior by Brands.”

Presenter, 44th Annual Haring Symposium, Bloomington, IN (April 2014) “Mirror, Mirror on the Wall:
The Dark Side of Product Visualization.”

Association for Consumer Research Annual Conference, Competitive Paper Track, Chicago, IL (October
2013) “The Dark Side of Product Visualization: Negative Effects of Imagery.”

Discussant, 43rd Annual Haring Symposium, Bloomington, IN (March 2013).

SERVICE

Trainee reviewer, *Journal of Consumer Research*

Student reviewer, Association for Consumer Research

AWARDS AND HONORS

Mentee, Institute for Brands and Brand Relationships Accelerator Workshop (2015)

John O. Summers Ph.D. Student Support Fund (for conference travel related to the dissertation) (2015)

Best proposal award winner, Mary Kay / Academy of Marketing Science Dissertation Competition (2015)

Academy of Marketing Science Doctoral Consortium Fellow (2015)

Mittelstaedt Doctoral Symposium, Presenter for Indiana University (2015)

Honorable mention, Marketing Science Institute Clayton Dissertation Proposal Competition (2014)

Best proposal award winner, Society for Marketing Advances Doctoral Dissertation Proposal
Competition (2014)

Haring Symposium, Presenter for Indiana University (2014)

Haring Symposium, Discussant for Indiana University (2013)

Dean’s Fellowship, Kelley School of Business, Indiana University (2010)

TEACHING EXPERIENCE

Marketing Strategy (M450): senior capstone class with computer simulation

Spring 2014 6.23 / 7 Instructor is outstanding (1 = low, 7 = high)

Spring 2015 5.88

DISSERTATION

“Why Good Consumers Love Bad Brands: Assertive Language Makes Consumers Care for Brands.”
Target Journal of Consumer Research. With Shanker Krishnan.

Committee: Shanker Krishnan (chair), Ashok Lalwani, Adam Duhachek, and Eliot Smith.

The compliance literature demonstrates that commands delivered with certain types of language are more or less likely to result in a consumer carrying out the request. Assertive language reduces consumer compliance, while more polite language is associated with greater compliance. However, this work shows positive effects of assertive language. Such language seems intentional and intentionality is a hallmark of a human-like mind. Thus when brands use assertive language they seem more intentional, and consumers are more likely to attribute a mind to the brand.

Mind attribution is a type of anthropomorphism, in that it suggests the brand has a human-like mind. Marketing research on anthropomorphism has often focused on humanlike appearance through package design or advertising, but mind attribution is another way in which the brand can seem humanlike. This is because a firm that seems intentional may be more likely to be attributed a mind, leading it to be viewed as more anthropomorphic. This increased humanness leads to downstream effects in which consumers are more likely to feel concern for or a desire to help the brand. For example, people may be more upset at seeing someone steal from the brand or more willing to recommend it to others if it is perceived as more humanlike.

In five experiments, I provide evidence of the relationship between assertive language used by a brand and increased mind attribution to the brand, and increased supportive behaviors and concern for the brand. I show evidence of the mediating role of mind attribution. These experiments have strong convergent validity due to the use of different manipulations of assertive language, different brands, and different measures of brand anthropomorphism and moral care and concern for the brand. A final experiment looks at a boundary condition on the effect: negative brand intentions reverse the effect previously documented, such that a brand with a negative intentions toward the consumer is perceived to have less mind, and is accorded less care and concern.

This work offers a number of important contributions to both the social cognition and marketing anthropomorphization literatures. First, it considers a novel process of brand and product anthropomorphization—via mind attribution. This is not only of theoretical interest, as linguistic cues are shown to suggest complex human-like traits, but it is also of managerial interest, as such methods may be easier to implement across various types of brand images. Second, better understanding why minds are attributed to non-human entities can aid in our understanding of minds being denied to human entities—which has important implications for dehumanization, stereotyping, discrimination, and objectification of other people.

DOCTORAL COURSEWORK

Statistics for Research I and II	Herman Aguinis / Frank Acito
Multivariate Data Analysis	William Wyatt
Structural Equation Modeling	Scott MacKenzie
Marketing Models	Hai Che
Research Methods	Phil Podsakoff
Behavior in Markets	Shanker Krishnan
Special Topics in Marketing (Consumer Behavior)	Shanker Krishnan
Special Topics in Marketing (Innovation)	Rebecca Slotegraaf
Special Topics in Marketing (Branding)	Neil Morgan
Managerial Research in Marketing I and II	Neil Morgan / Rebecca Slotegraaf
Social Cognition	Eliot Smith
Group and Intergroup Processes	Eliot Smith
Social Perception	Ed Hirt
Neuroimaging: Theory and Methods	Tom James

OTHER WORK EXPERIENCE

Communications Manager, Indiana University, Kelley School of Business (2008–10)

Communications Associate, Mercatus Center at George Mason University (2007–08)

Publications and Communications Manager, Consortium on Chicago School Research at the University of Chicago (2004–07)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, American Marketing Association, Society for Consumer Psychology, Academy of Marketing Science

REFERENCES

Shanker Krishnan

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Kelley School of Business, Indiana University
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Ashok Lalwani

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Adam Duhachek

Nestlé-Hustad Associate Professor of Marketing
Kelley School of Business, Indiana University
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Eliot Smith

War Years Chancellor's Professor
Department of Psychological and Brain
Sciences, Indiana University
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SELECTED PAPER ABSTRACTS

Krishnan, Shanker and Lura Forcum (2014), "Consumer Memory Dynamics: Effects of Branding and Advertising on Formation, Stability, and Use of Consumer Memory," Ch. 19 in *Handbook of Applied Memory Research*, Tim Perfect and Steve Lindsay (eds.). Thousand Oaks, CA: SAGE Publications.

Memory plays an important role in various aspects of consumer behavior. In accordance with its importance, researchers in this domain have indeed explored various aspects of memory in great detail. For example, memory interference, false memories, misinformation, repetition, as well as the spacing effect have been subject to systematic inquiry. On the other hand, other aspects of memory have received scant attention. For example, studies of memory for sensory attributes and affect, metacognitive influences, linguistic effects and individual differences have unearthed more questions than have been answered. In this chapter, marketing research into memory in its multiple roles—mediator, moderator, independent variable, and process—as well as measures of memory are examined. A wide range of memory research from consumer behavior is reviewed and an outlook for further research in this domain is given.

Aguinis, Herman, Lura Forcum, and Harry Joo (2013), "Using Market Basket Analysis in Management Research," *Journal of Management*, 39 (7), 1799–1824.

Market basket analysis (MBA), also known as association rule mining or affinity analysis, is a data-mining technique that originated in the field of marketing and more recently has been used effectively in other fields, such as bioinformatics, nuclear science, pharmacoepidemiology, immunology, and geophysics. The goal of MBA is to identify relationships (i.e., association rules) between groups of products, items, or categories. We describe MBA and explain that it allows for inductive theorizing; can address contingency (i.e., moderated) relationships; does not rely on assumptions such as linearity, normality, and residual equal variance, which are often violated when using general linear model-based techniques; allows for the use of data often considered "unusable" and "messy" in management research (e.g., data not collected specifically for research purposes); can help build dynamic theories (i.e., theories that consider the role of time explicitly); is suited to examine relationships across levels of analysis; and is practitioner friendly. We explain how the adoption of MBA is likely to help bridge the much-lamented micro-macro and science-practice divides. We also illustrate that use of MBA can lead to insights in substantive management domains, such as human resource management (e.g., employee benefits), organizational behavior (e.g., dysfunctional employee behavior), entrepreneurship (e.g., entrepreneurs' identities), and strategic management (e.g., corporate social responsibility). We hope our article will serve as a catalyst for the adoption of MBA as a novel methodological approach in management research.

Lakshmanan, Arun, Lura Forcum, and Shanker Krishnan, "Mirror, Mirror on the Wall: The Dark Side of Product Visualization." Revising for submission to the *Journal of Marketing Research*.

Consumers try products to evaluate whether they like it. With the increasing use of online technologies, many retailers facilitate virtual product trial. One particular platform in virtual trial is to enable consumers to create images of themselves wearing or using products. With such a feature, the question is whether seeing oneself in the product usage leads to positive evaluations of the product. Across four experiments, we show that when consumers use their own image (versus a standard image) and have control over the process, consumer evaluations are positive. In contrast, with limited control over the process, evaluations are less positive with their own image. We propose that this pattern emerges because the images elicit scrutiny and heightened awareness of the self, which influences product-related outcomes. Thus, we contribute to the literature by outlining a scrutiny-based contingency model that explains both positive and negative effects of using self-images in virtual trial.