

Chris A. Janiszewski

Biography

Interests

Branding, Price Perception, Consumer Learning, Perceived Value, Goal-directed Behavior

Education

Ph.D., Northwestern University, 1987; B.B.A., University of Wisconsin, 1983.

Author

- [“Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict,”](#) *Journal of Consumer Research*, 2009, forthcoming (with Juliano Laran).
- [“The Influence of Causal Conditional Reasoning on the Acceptance of Product Claims,”](#) *Journal of Consumer Research*, 2009, forthcoming (with Elise Chandon).
- [“Context-Dependent Effects of Goal Primes,”](#) *Journal of Consumer Research*, 2008, forthcoming (with Juliano Laran and Marcus Cunha).
- [“Judgments about Judgments: The Dissociation of Consideration Price and Willingness to Purchase Judgments,”](#) *Journal of Experimental Psychology: Applied*, 2008, 14 (June), 151-164 (with Donald Lichtenstein and Julia Belyavsky).
- [“Attentional Contrast during Sequential Judgments: An Examination of the Number-of-Levels Effect,”](#) *Journal of Marketing Research*, 2008, 45 (August), 437-449 (with Els De Wilde and Alan D. J. Cooke).
- [“Protection of Prior Learning in Complex Consumer Learning Environments,”](#) *Journal of Consumer Research*, 2008, 34 (April), 850-864 (with Marcus Cunha and Juliano Laran).
- [“Anchor Precision Influences the Amount of Adjustment,”](#) *Psychological Science*, 19 (February), 121-127 (with Dan Uy).
- [“Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect,”](#) *Journal of Marketing Research*, 2007, 43 (May), 309-323 (with Elise Chandon).
- [“The Neglect of Prescreening Information in a Two-Stage Decision Process,”](#) *Journal of Marketing Research*, 2006, 43 (November), 642-653 (with Amitav Chakravarti and Gülden Ulkümen).
- [“The Influence of Avatars on Online Consumer Shopping Behavior,”](#) *Journal of Marketing*, 2006, 70 (October), 19-36 (with Martin Holzwarth and Marcus Neumann).
- [“When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity,”](#) *Journal of Consumer Research*, 2004, 31 (September), 346-357 (with Tom Meyvis). ([Abstract](#))
- [“Stimulus Generalization in Two Associative Learning Processes,”](#) *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 2004, 30 (May), 626-638 (with Stijn van Osselaer and Marcus Cunha). ([Abstract](#))

- ["Stimulus Context and the Formation of Consumer Ideals,"](#) *Journal of Consumer Research*, 2004, 31 (June), 112-124 (with Alan Cooke, Marcus V. M. DaCunha, Suzannne Nasco, and Els De Wilde). ([Abstract](#))
- ["The Influence of Price Discount Framing on the Evaluation of a Bundle,"](#) *Journal of Consumer Research*, 2004, 30 (March), 534-546, (with Marcus da Cunha). ([Abstract](#))
- ["The Influence of Generic Advertising on Brand Preferences,"](#) *Journal of Consumer Research*, 2004, 30 (March), 487-502, (with Amitav Chakravarti). ([Abstract](#))
- ["Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects,"](#) *Journal of Consumer Research*, 2003, 30 (December), 311-325, (with Tim Silk and Alan Cooke). ([Abstract](#))
- ["The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations,"](#) *Journal of Consumer Research*, 2003, 30 (September), 244-258, (with Amitav Chakravarti). ([Abstract](#))
- ["A Meta-Analysis of the Spacing Effect in Verbal Learning: Implications for Research on Advertising Repetition and Consumer Memory,"](#) *Journal of Consumer Research*, 2003, 30 (June), forthcoming, (with Hayden Noel and Alan Sawyer). ([Abstract](#))
- ["Consumers' Beliefs in Product Benefits: The Effect of Obviously Irrelevant Product Information,"](#) *Journal of Consumer Research*, 2002, 28 (March), 618-635 (with Tom Meyvis). ([Abstract](#))
- ["Two Ways of Learning Brand Associations,"](#) *Journal of Consumer Research*, 2001, 28 (September), 202-223 (with Stijn van Osselaer). ([Abstract](#))
- ["Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment,"](#) *Journal of Consumer Research*, 2001, 28 (June), 18-32 (with Tom Meyvis). ([Abstract](#))
- ["A Connectionist Model of Brand-Quality Associations,"](#) *Journal of Marketing Research*, 2000, 37 (August), 331-350 (with Stijn van Osselaer). ([Abstract](#))
- ["A Range Theory Account of Price Perception,"](#) *Journal of Consumer Research*, 1999, 26 (March), 353-368 (with Donald Lichtenstein). ([Abstract](#))
- ["The Influence of Visual Display Characteristics on Exploratory Visual Search Behavior,"](#) *Journal of Consumer Research*, 1998, 25 (December), 290-301. ([Abstract](#))
- ["Interactive Home Shopping: Consumer, Retailer, and Manufacturers Incentives to Participate in Electronic Marketplaces,"](#) *Journal of Marketing*, 1997, 61 (July), 38-53 (with J. Alba, R. Lutz, J. Lynch, A. Sawyer, B. Weitz and S. Wood). ([Abstract](#))
- ["The Influence of Classical Conditioning Procedures on Subsequent Attention to the Conditioned Brand,"](#) *Journal of Consumer Research*, 1993, 20 (September), 171-189 (with L. Warlop). ([Abstract](#))
- ["Preattentive Mere Exposure Effects,"](#) *Journal of Consumer Research*, 1993, 20 (December), 376-392. ([Abstract](#))
- ["The Influence of Print Advertisement Organization on Preference for A Brand Name,"](#) *Journal of Consumer Research*, 1990, 17 (June), 53-65. ([Abstract](#))
- ["The Influence of Nonattended Material on the Processing of Advertising Claims,"](#) *Journal of Marketing Research*, 1990, 27 (August), 263-278. ([Abstract](#))
- ["Assessing the Role of Contingency Awareness in Attitudinal Conditioning with Implications for Advertising Research,"](#) *Journal of Marketing Research*, 1989, 26 (February), 30-43 (with C. Allen). ([Abstract](#))
- ["Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought,"](#) *Journal of Consumer Research*, 1988, 15 (September), 199-209. ([Abstract](#))

Editorial Boards

- Journal of Consumer Psychology

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research (Associate Editor)
- Marketing Letters

Honors and Grants

- University of Florida Doctoral Dissertation Advisor/Mentoring Award (2006-2007)
- Journal of Consumer Research Best Reviewer Award (2000, 2004, 2006)
- Journal of Marketing MSI/Paul Root Award, 1997
- University of Florida TIP Teacher of the Year Award, 1994, 1997
- Warrington College of Business Teacher of the Year 1995
- Honorable Mention, Robert Ferber Award for Best Interdisciplinary Article Based on a Dissertation, 1989
- Faculty Fellow, AMA Doctoral Consortium, 1990, 2003, 2004
- Fellow, AMA Doctoral Consortium, 1986
- Phi Beta Kappa, Beta Gamma Sigma

Member

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology