

Hot off the press: forthcoming articles in Journal of Consumer Psychology

Updates from SCP

Before you explore the comucopia of forthcoming articles from JCP, take a look at these announcements from the Society:

- A [recent benchmarking study](#) in the Journal of Marketing Education looking at marketing doctoral programs worldwide ranked JCP as #2 to JCR for consumer behavior, ahead of JMR, JM, and JPSP. The results are also interesting for its ranking of scholars and institutions.
- SCP will hold its **summer conference** as part of the [123rd Annual Convention of the American Psychological Association](#) (APA) from August 6th to 9th, 2015 in Toronto, Canada. This year's conference will provide attendees opportunities for direct contact with practitioners and policy makers as well as the benefits of the vast knowledge base of APA. The call for competitive papers, special session symposia, and skill building sessions is open until December 1st - full call for papers [here](#).
- The [call for papers for the 2nd International SCP Conference](#) in Vienna in June 2015 is still open. Deadline for symposium and competitive paper submissions is December 1st, 2014. (Full call for papers [here](#))

Sneak peek into the JCP pipeline...

- Research articles on preferences, the role of social comparison on maximising behaviour, resource deficiency, cross-cultural differences in brand-switching, individual differences in interpersonal touch and affect sensitivity, debt prioritization, dual payoff scenarios, cause-related marketing campaigns, early adopter communication, the impact of mortality salience on donation appeals and the impact of consuming experiential products on well-being
- Research report on contamination and product valuations, multiple goal pursuit, temporal construal theory, the effect of climactic interruption on behavior and why we would recommend a brand face-to-face but not on Facebook
- Research reviews on choice overload and gender differences
- Research dialogue on consumption happiness

Want to speak to the media?

SCP gets regular requests for consumer psychology experts so we would like to build a **contact database of researchers** who would be happy to speak to the media. If you would like to be a part of the database, please email elina@myscp.org with your contact details and areas of expertise. (The contact would always come through SCP and your details would not be made available to the public.)

Current media opportunities include:

- Appearing on a [Brazilian primetime TV show](#) talking about how spending money on new experiences yields more happiness than spending it on new products. If you would like to take part and are based in Miami (or nearby), they are shooting on location until 30th November
- An article on on the psychology of coupons and why consumers are so drawn them

If you are interested in either of these, please contact elina@myscp.org for details as soon as possible.

Research articles

An information theory account of preference prediction accuracy

Monique M.H. Pollmann, Benjamin Scheibehenne

Knowledge about other people's preferences is essential for successful social interactions, but what exactly are the driving factors that determine how well we can predict the likes and dislikes of people around us? To investigate the accuracy of couples' preference predictions we outline and empirically test three hypotheses: The positive valence hypothesis predicts that predictions for likes are more accurate than for dislikes. The negative valence hypothesis predicts the opposite, namely that dislikes are predicted more accurately than dislikes. The base rate hypothesis predicts that preference knowledge critically depends on the base rates of likes and dislikes within a given domain. In a series of studies we show that predicting likes over dislikes has relatively little effect compared with base rates. That is, accuracy is greater for relatively rare events regardless of whether they are liked or disliked. Our findings further suggest that when predicting preferences, people seem to rely on a combination of general, stereotypical knowledge of common preferences on the one hand and specific, idiosyncratic knowledge of rare preferences on the other.

<http://www.sciencedirect.com/science/article/pii/S1057740814001016>

Committing under the shadow of tomorrow: Self-control and commitment to future virtuous behaviors

Danit Ein-Gar

Individuals acknowledge the importance of engaging in virtuous behaviors, but find

them difficult. Past research suggests that a distant-future focus may result in more commitment. This research demonstrates that, for certain consumers, distant-future execution timing may discourage commitment. Specifically, whereas low self-control consumers are indeed more likely to commit to distant-future behaviors, high self-control consumers are more likely to commit to near-future behaviors. This is demonstrated when commitment does not hold a cost (study 1), but also when it does (study 2). Consumers' time availability certainty underlies the effect: Low self-control consumers feel more certain that in the distant future they will be able to identify the time necessary to fulfill their commitments, whereas high self-control consumers feel more certain regarding their ability to identify their available time in the near future (studies 3a–3b). The effect is shown to occur only when the commitment's time of execution reflects different levels of time concreteness: The effect is eliminated among consumers who perceive the near and distant future as equally concrete or abstract (study 4).

<http://www.sciencedirect.com/science/article/pii/S1057740814000953>

The Role of Social Comparison for Maximizers and Satisficers: Wanting the Best or Wanting to Be the Best?

Kimberlee Weaver, Kim Daniloski, Norbert Schwarz, Keenan Cottone

Consumers chose between options that paired either an objectively inferior good with high relative standing (Your laptop is rated 60/100 in quality; others' laptops are rated 50/100) or an objectively superior good with low relative standing (Your laptop is rated 80/100 in quality; others' laptops are rated 95/100). Decision makers who try to make the "best" decision, known as maximizers (Schwartz et al. 2002), pursued relative standing more than decision makers who are satisfied with outcomes that are "good enough" (known as satisficers). That is, maximizers were more likely than satisficers to choose objectively inferior products when they were associated with higher relative standing. Subsequent analyses investigating decisions across time showed that maximizers' interest in relative standing persisted even when the nature of the tradeoff was made overt, suggesting it is a conscious aspect of the maximizer identity. Overall, results suggest that the maximizer self concept is more complex than has been previously assumed—they are focused on relative outcomes in addition to absolute outcomes.

<http://www.sciencedirect.com/science/article/pii/S1057740814001028>

The preference-signaling effect of search

Xin Ge, Neil Brigden, Gerald Häubl

Consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. By contrast, we propose that consumers infer from their own decisions to search for additional alternatives that previously known alternatives are comparatively less attractive, and that this results in an increase in preference for an alternative precisely because it was initially out of sight (rather than known). Evidence from four experiments provides support for this theorizing, demonstrating that — paradoxically placing an alternative out of sight (while providing the consumer with the opportunity to unveil it) can render that alternative more likely to be chosen. Moreover, the findings indicate that this shift in preferences is driven specifically by a devaluation of alternatives that were known prior to the decision to search. Finally, the preference-signaling effect of search is shown to be persistent in that it systematically influences a consumer's subsequent choices among new alternatives.

<http://www.sciencedirect.com/science/article/pii/S1057740814000989>

Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts

Ali Besharat, Sajeev Varki, Adam W. Craig

In our paper we contribute to the burgeoning literature in the psychology of debt repayment. Across three experiments, we explore the effects of the type (hedonic or utilitarian) and the timing of debt on consumers' debt repayment when managing multiple debt accounts. While prior literature has demonstrated that debtors who own multiple credit cards behave irrationally by paying down smaller balances rather than balances with higher interest rates, we find that debts incurred for hedonic purchases and in the distant past (versus proximal past) amplifies this effect. The anticipated impact of debt repayment on consumption enjoyment is found to mediate this effect.

<http://www.sciencedirect.com/science/article/pii/S1057740814000941>

Acts of Emptying Promote Self-Focus: A Perceived Resource Deficiency Perspective

Liat Levontin, Danit Ein-Gar, Angela Y. Lee

No one likes feeling empty. When people feel empty they seek replenishment, which usually takes the form of increased self-focused behaviors that provide value to the self and decreased other-focused behaviors that provide value to others. This research demonstrates how exposure to the concept of emptiness by simply performing or observing acts of emptying (vs. filling or control) of a glass vase, coat pockets, a glass jar, or a duffle bag triggers the cognitive metaphor of resource deficiency. The resource deficiency metaphor in turn leads people to engage in self-focused behaviors such as eating candy or planning a dream vacation and to disengage from other-focused behaviors such as donating to charities or helping others.

<http://www.sciencedirect.com/science/article/pii/S1057740814000904>

Sins of omission versus commission: Cross-cultural differences in brand-switching due to dissatisfaction induced by individual versus group action and inaction

Sharon Ng, Hakkyun Kim, Akshay R. Rao

We examine how brand-switching varies across cultures, depending on the drivers of a prior unsatisfactory consumption experience. We draw from the literature on regret, norm theory and cross-cultural psychology to predict that Westerners are more likely to switch brands when the unsatisfactory consumption experience is a

consequence of their inaction relative to the inaction of a group to which they belong. In contrast, it is predicted that Easterners are more likely to switch brands when the unsatisfactory consumption experience is a consequence of inaction on the part of the group to which they belong relative to their own inaction. We discuss the relevance of our research for marketing theory, the need to account for cultural differences in consumer segments, and the implications for organizations targeting culturally distinct market segments, both domestically and internationally.
<http://www.sciencedirect.com/science/article/pii/S1057740814000886>

Individual differences in interpersonal touch: On the development, validation, and use of the "comfort with interpersonal touch" (CIT) scale

Andrea Webb, Joann Peck

This research details the development of the "comfort with interpersonal touch" (CIT) scale designed to measure individual differences in interpersonal touch tendencies and preferences. The CIT construct is defined as the degree to which an individual is comfortable with intentional interpersonal touch from or to another person. The scale incorporates the distinction between initiating touch, which is the act of touching someone else, and receiving touch, which is the act of being touched by someone else. Investigation of this construct includes scale development, measure purification, and validation. We situate CIT-initiating and CIT-receiving within an approach-avoidance framework and demonstrate that comfort with initiating touch is more related to approach tendencies such as assertiveness while comfort with receiving touch is more related to avoidant tendencies such as avoiding crowded spaces. While previous research generally finds positive effects of interpersonal touch, we find that these effects, at least in part, depend on an individual's comfort with interpersonal touch. We discuss theoretical and managerial implications as well as future research opportunities using the CIT scale.
<http://www.sciencedirect.com/science/article/pii/S1057740814000874>

"I can almost taste it:" Why people with strong positive emotions experience higher levels of food craving, salivation and eating intentions

David J. Moore, Sara Konrath

The goal of this paper is to examine whether individual differences in affect intensity predict people's responses to food advertisements. In doing so, we aim to uncover individual differences and situational factors that are associated with higher food cravings and other consumption-related responses. Studies 1 and 2 identified three mediators (emotional memories, weak impulse control, and the intensity of pleasure anticipation) which indirectly link affect intensity to food cravings and behavioral intentions. Studies 3 and 4 identified two moderators (vividness of advertisement, dieting status of participants) of the relationship between affect intensity and consumption-related outcomes. In Study 3 high affect intensity individuals reported stronger food cravings only in response to vivid advertising appeals. In Study 4, respondents with high levels of positive affectivity, a sub-dimension of affect intensity, experienced increased salivation, but especially when they were dieters exposed to vivid food images. Implications for theory development and for marketing and public policy strategists are discussed.
<http://www.sciencedirect.com/science/article/pii/S1057740814000643>

Dual payoff scenario warnings on credit card statements elicit suboptimal payoff decisions

Hal E. Hershey, Neal J. Roese

U.S. Federal regulation from 2009 requires credit card companies to convey information regarding payoff scenarios, i.e., details such as total amount paid and time to pay off when only a minimum payment is made (over time). Across seven studies, the present research shows that consumers who were given a dual payoff scenario (i.e., how much is paid in total based on the minimum payment and also based on a 3-year payoff window) on credit card statements recommended lower payments than those given a single payoff scenario (when the 3-year payment amount was less than what they would have paid otherwise), and were less likely to pay off the balance in full. The effect is driven by a tendency of consumers to infer that the 3-year payment amount is the most appropriate. The dual-scenario effect is minimized by an intervention that draws attention away from the 3-year payment amount. Theoretical and public policy implications are considered.
<http://www.sciencedirect.com/science/article/pii/S105774081400062X>

To have in order to do: Exploring the effects of consuming experiential products on well-being

Darwin A. Guevarra, Ryan T. Howell

The experience recommendation – if you want to be happier, buy life experiences instead of material items – is supported in empirical research. However, this evidence is primarily based on the dichotomous comparison of material items and life experiences. The goal of this article is to examine the effects of consuming experiential products – purchases that fall between material items and life experiences – on well-being. Study 1 and Study 2 demonstrate that experiential products provide similar levels of well-being compared to life experiences and more well-being than material items. Study 3 replicates this finding for purchases that turn out well. In addition, Study 3 shows experiential products, when compared to life experiences, lead to more feelings of competence but less feelings of relatedness, which explains why these two purchases result in similar levels of well-being. We discuss why experiential products and life experiences lead to psychological need satisfaction and how our results support the Positive-Activity Model, Self-Determination Theory, and Holbrook and Hirschman's hedonic consumption framework.
<http://www.sciencedirect.com/science/article/pii/S1057740814000631>

The impact of perceptual congruence on the effectiveness of cause-related marketing campaigns

Andrew Kuo, Dan Hamilton Rice

In the cause-related marketing (CRM) literature, the degree of fit between a firm and cause has been shown to positively impact the effectiveness of CRM campaigns. Throughout the literature, however, firm-cause fit has been operationalized as the relatedness of conceptual attributes such as brand image and positioning (i.e., conceptual congruence). Across three studies, the authors demonstrate that the relatedness of perceptual attributes such as color (i.e., perceptual congruence) can also enhance the effectiveness of CRM campaigns. Study 1 shows that perceptual congruence between a firm and cause positively affects perceptions of overall fit and participation intentions. Study 2 provides evidence that perceptual congruence

impacts CRM effectiveness through a fit-as-fluency mechanism. Finally, Study 3 demonstrates the moderating effect of elaboration on the relationship between fit type (perceptual vs. conceptual congruence) and participation intentions. Consistent with previous findings, elaboration positively affects participation intentions when the fit type is conceptual, but the results of Study 3 indicate that elaboration negatively impacts participation intentions when the fit type is perceptual.

<http://www.sciencedirect.com/science/article/pii/S1057740814000540>

"Share and scare": Solving the communication dilemma of early adopters with a high need for uniqueness

Sarit Moldovan, Yael Steinhart, Shlomit Ofen

Early adopters are considered essential to new product success due to their role in encouraging others to adopt. In this paper, we show that this may not always be true. Early adopters with a high need for uniqueness may experience a communication dilemma of whether or not to communicate about innovations they adopt. The dilemma derives from the clash between their need to flaunt the innovation they adopted and their desire to preserve their uniqueness by preventing imitation by others. We suggest that this dilemma might be resolved by a "share and scare" strategy, in which early adopters share information about their adoption with others yet scare them out of adopting it. In a series of four studies, we demonstrate early adopters' communication dilemma, the "share and scare" strategy, and three moderators that confirm our theory.

<http://www.sciencedirect.com/science/article/pii/S1057740814000539>

The impact of mortality salience on the relative effectiveness of donation appeals

Fengyan Cai, Robert S. Wyer Jr.

Some donation appeals emphasize the magnitude of the help that is needed. Other, "bandwagon" appeals emphasize the fact that many others have already donated. The relative effectiveness of these appeals can depend on individuals' awareness of their mortality. Four experiments converge on the conclusion that need-focused appeals are effective when individuals are not conscious of their own mortality. When people's mortality is salient, however, bandwagon appeals have relatively greater influence. This is particularly true when others' donations have put the goal of the donation campaign within reach. These effects are evident when people have little a priori interest in the individuals being helped and sympathy does not play a major role in donation decisions.

<http://www.sciencedirect.com/science/article/pii/S1057740814000394>

Research reports

Does Dirty Money Influence Product Valuations?

Chelsea Galoni, Theodore J. Noseworthy

Despite recent interest in examining the impact of dirty money on consumption-related behavior, researchers have yet to look at the influence of dirty money on the consumable itself. Evidence from two studies suggest that the documented effects of dirty money on spending may have more to do with dirty money contaminating the purchase, as opposed to the current belief that consumers merely want to rid themselves of disgusting things. The authors find that people indeed spend more with dirty money, but only when the bills lower product valuations. This does not occur when people purchase products with inherent properties that cannot be contaminated; in fact, dirty money can increase valuations and preference for these products. The results suggest that the physical appearance of money plays a much larger, more nuanced role in consumption than previously thought, and this effect may not be entirely positive for the consumer.

<http://www.sciencedirect.com/science/article/pii/S1057740814001041>

Two birds, one stone? Positive mood makes products seem less useful for multiple-goal pursuit

Anastasiya Pocheptsova, Francine Espinoza Petersen, Jordan Etkin

Negotiating the pursuit of multiple goals often requires making difficult trade-offs between goals. In these situations, consumers can benefit from using products that help them pursue several goals at the same time. But do consumers always prefer these multipurpose products? We propose that consumers' incidental mood state alters perceptions of products in a multiple-goals context. Four studies demonstrate that being in a positive mood amplifies perceptions of differences between multiple conflicting goals. As a consequence, consumers are less likely to evaluate multipurpose products as being able to serve multiple distinct goals simultaneously. We conclude by discussing implications of these findings for marketers of multipurpose products.

<http://www.sciencedirect.com/science/article/pii/S105774081400103X>

The effects of affect, processing goals and temporal distance on information processing: Qualifications on temporal construal theory

Fangyuan Chen, Robert S. Wyer Jr.

According to temporal construal theory (Trope & Liberman, 2003, 2010), people are likely to evaluate a product on the basis of global, high-level criteria (e.g., the intrinsic desirability of its features) if they consider it for future consumption but consider situation-specific (e.g., feasibility-related) criteria if they consider it for immediate use. However, this may be true only when people are unmotivated to assess the implications of all of the information they have available, and this motivation, in turn, is a function of both their mood and the goal they happen to be pursuing. When individuals' objective is to make a good decision, the theory's implications are more likely to be supported when they are happy (and believe they have enough information to make a good judgment) than when they are sad. When their goal is to enjoy themselves, however, the theory is more strongly supported when they are sad (and are unmotivated to engage in extensive processing) than when they are happy.

<http://www.sciencedirect.com/science/article/pii/S1057740814000990>

Can't finish what you started? The effect of climactic interruption on behavior

Daniella M. Kupor, Taly Reich, Baba Shiv

Individuals experience a greater frequency of interruptions than ever before. Interruptions by e-mails, phone calls, text messages and other sources of disruption are ubiquitous. We examine the important unanswered question of whether interruptions can increase the likelihood that individuals will choose closure-associated behaviors. Specifically, we explore the possibility that interruptions that occur during the climactic moments of a task or activity can produce a heightened need for psychological closure. When an interruption prevents individuals from

achieving closure in the interrupted domain, we show that the resulting unsatisfied need for psychological closure can cause individuals to seek closure in totally unrelated domains. These findings have important implications for understanding how consumer decisions may be influenced by the dynamic—and often interrupted—course of daily events.

<http://www.sciencedirect.com/science/article/pii/S1057740814000400>

Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth

Andreas B. Eisingerich, HaeEun Helen Chun, Yeyi Liu, He (Michael) Jia, Simon J. Bell

We examine the conceptual difference between consumer electronic word-of-mouth on online social sites (sWOM) such as Facebook and traditional face-to-face word-of-mouth (WOM). We find that consumers are less willing to engage in sWOM than WOM. Such a difference in willingness to offer word-of-mouth can be explained by social risk associated with different communication modes. We show that the difference between people's desire to engage in sWOM and WOM is mediated by perceived social risk and amplified when social risk is made salient. Furthermore, we show that consumers' need to self-enhance mitigates the difference in willingness to offer sWOM versus WOM.

<http://www.sciencedirect.com/science/article/pii/S1057740814000382>

Research reviews

Choice Overload: A Conceptual Review and Meta-Analysis

Alexander Chernev, Ulf Böckenholt, Joseph Goodman

Despite the voluminous evidence in support of the paradoxical finding that providing individuals with more options can be detrimental to choice, the question of whether and when large assortments impede choice remains open. Even though extant research has identified a variety of antecedents and consequences of choice overload, the findings of the individual studies fail to come together into a cohesive understanding of when large assortments can benefit choice and when they can be detrimental to choice. In a meta-analysis of 99 observations (N = 7,202) reported by prior research, we identify four key factors—choice set complexity, decision task difficulty, preference uncertainty, and decision goal—that moderate the impact of assortment size on choice overload. We further show that each of these four factors has a reliable and significant impact on choice overload, whereby higher levels of decision task difficulty, greater choice set complexity, higher preference uncertainty, and a more prominent, effort-minimizing goal facilitate choice overload. We also find that four of the measures of choice overload used in prior research—satisfaction/confidence, regret, choice deferral, and switching likelihood—are equally powerful measures of choice overload and can be used interchangeably. Finally, we document that when moderating variables are taken into account the overall effect of assortment size on choice overload is significant—a finding counter to the data reported by prior meta-analytic research.

<http://www.sciencedirect.com/science/article/pii/S1057740814000916>

Revisiting gender differences: What we know and what lies ahead

Joan Meyers-Levy, Barbara Loken

Efforts to identify and understand gender differences have a long history that has sparked lively debate and generated much public interest. Although understanding gender differences is pivotal to consumer researchers and marketers, investigations into this issue by such individuals have been few in number, often weak in theory, and rather limited in progress made. This paper strives to reinvigorate such inquiry. We begin by describing four major theories of gender differences (socio-cultural, evolutionary, hormone-brain, and the selectivity hypothesis) and then assess relevant research from 2000 to 2013 in marketing, psychology, and biomedicine. From this, five conclusions emerge: Males are more self-oriented, while females are more other-oriented; females are more cautious responders; females are more responsive to negative data; males process data more selectively and females more comprehensively; and females are more sensitive to differentiating conditions and factors. We conclude by identifying several areas of opportunity for advancing our understanding of gender differences.

<http://www.sciencedirect.com/science/article/pii/S1057740814000588>

Research dialogue

On consumption happiness: A research dialogue

Michel Tuan Pham

Most research on consumer psychology focuses on predictors of consumption behavior, such as attitudes, social influences, emotion effects, and decision processes. Much less attention has been paid to the consequences of consumption behavior. This research dialogue focuses on the consequences of consumption, and examines a simple but fundamental question: Does buying and consuming actually make people happier?

Read more: <http://www.sciencedirect.com/science/article/pii/S1057740814001004>

A wonderful life: experiential consumption and the pursuit of happiness

Thomas Gilovich, Amit Kumar, Lily Jampol

To live in the developed world is to live in a consumerist society. Although the broader forces that created this society have led to unprecedented material abundance, scholars have maintained that these benefits have come at a significant psychological cost. An important question, then, is how these psychological costs can be minimized. With that in mind, we review research showing that people derive more satisfaction from experiential purchases than material purchases. We then summarize the findings of an extensive program of research on the psychological mechanisms that underlie this difference. This research indicates that experiential purchases provide greater satisfaction and happiness because: (1) Experiential purchases enhance social relations more readily and effectively than material goods; (2) Experiential purchases form a bigger part of a person's identity; and (3) Experiential purchases are evaluated more on their own terms and evoke fewer social

comparisons than material purchases. We conclude by discussing how social policy might be altered to take advantage of the greater hedonic return offered by experiential investments, thus advancing societal well-being.

<http://www.sciencedirect.com/science/article/pii/S105774081400093X>

Building a Science of Spending: Lessons from the Past and Directions for the Future

Elizabeth W. Dunn, Aaron C. Weidman

A decade of research suggests that people derive more happiness from buying experiences (e.g., vacations, concert tickets) than from buying material things (e.g., shoes, televisions; see Gilovich, Kumar, & Jampol, 2014, for a review). This highly impactful program of research provides a valuable model to apply in building a broader "science of spending." By examining both the strengths and limitations of research comparing experiential and material consumption, we extract two lessons for researchers interested in studying how consumers can buy the most happiness with their money, and suggest two methodological improvements that could yield new insights into the happiness benefits of experiential and material purchases. In addition, moving beyond past research on the material/experiential distinction, we offer two fertile areas for future research in the science of spending.

<http://www.sciencedirect.com/science/article/pii/S1057740814000928>

From experiential psychology to consumer experience

Bernd Schmitt, J. Joško Brakus, Lia Zarantonello

We comment on Gilovich and colleagues' program of research on happiness resulting from experiential versus material purchases, and critique these authors' interpretation that people derive more happiness from experiences than from material possessions. Unlike goods, experiences cannot be purchased, and possessions versus experiences do not seem to form the endpoints of the same continuum. As an alternative, we present a consumer-experience model that views materialism and experientialism as two separate dimensions whose effects on consumer happiness, both in the form of pleasure and in the form of meaning, depend on the type of brand experiences evoked. Thus, a good life in a consumerist society means integrating material and experiential consumptions rather than shifting spending from material to experiential purchases.

<http://www.sciencedirect.com/science/article/pii/S1057740814000965>

The beach, the bikini, and the best buy: Replies to Dunn and Weidman, and to Schmitt, Brakus, and Zarantonello

Thomas Gilovich, Amit Kumar, Lily Jampol

We reply to commentaries on Gilovich, Kumar & Jampol (in this issue) by Dunn & Weidman (in this issue) and Schmitt, Brakus and Zarantonello (in this issue). We argue that the distinction between material and experiential purchases is meaningful and important, that experiences can be bought, and that our comparisons of the two have not been confounded by factors such as significance, importance, purchase price, or subjective appeal. We further discuss the potential limitations of populations from which we have sampled, and differences in consumer satisfaction across different time frames. We conclude by embracing the fact that our program of research has generated many open questions and by welcoming further empirical attempts to understand the psychological processes and hedonic consequences that attend these two types of purchases.

<http://www.sciencedirect.com/science/article/pii/S1057740814000977>



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