Goal Abstraction Compatibility and Lexical Fit in Consumer Choice

Ryan Hamilton, Northwestern University

Abstraction Compatibility: The Preference for Concrete Features or Abstract Benefits as a Function of Mindset

Objects can be described by either their concrete, feature-level attributes or by more abstract, benefit-level attributes. Likewise, a consumer may have a relatively more abstract or concrete mindset in approaching a decision. In a series of studies, we find that choice is a function of consumer mindset such that individuals with an abstract mindset tend to prefer products that dominate on abstract benefits and individuals with a concrete mindset tend to prefer products that dominate on concrete features.

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Non-consequential Reasoning in Hedonic and Utilitarian Consumption Decisions
Laura Smarandescu, University of South Carolina

This work investigates the effects of pursuing non-instrumental information on non-consequential reasoning in the context of hedonic and utilitarian product purchases. Individuals did not differ in their willingness to pursue non-instrumental information in the two purchase contexts; however, once they pursued the non-instrumental information they were more likely to rely on it in hedonic than in utilitarian purchase decisions. This research suggests that individuals feel more accountable for hedonic than for utilitarian purchases and thus, they are more likely to weight non-instrumental information to avoid feelings of guilt.

Is It the Luxury Car or the Super Model that Tempts Him?: The Possibility of Misattributed Arousal
Xiuping Li, University of Toronto

Research in consumer impulsivity has documented the effect of hedonic stimuli (e.g., dessert) on related behaviors (eating). We extend this line of research in the direction of whether the induced craving towards one hedonic stimulus category (dessert) can be carried over (or misattributed) to intertemporal choices in ostensibly unrelated behavioral domains (investing). In a series of experiments, we found that cues of hedonic stimuli (pictures or scents) led to (1) more choices of vices, (2) impatience in waiting for larger monetary gains, and (3) unplanned purchases.

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Differential Impact of What is Available and What is Inferred: Promotional Element Salience Effect in Reference Price Promotions
Igor Makienko, Louisiana State University

Conceptual Background
In reference price promotions, consumers are usually exposed to a sale price and a reference price or to a reference price and a discount (we do not investigate situations with all three elements). Thus, savings are presented either directly, in the form of an explicit discount,