The Effect of Forming Pre-Choice Product Expectations and Making a Choice on Subsequent Consumption Enjoyment

A series of studies demonstrates that consumption enjoyment decreases when (and only when) consumers explicitly form expectations, make a choice, and then consume that choice, due to the convergence of option attractiveness after consumption.

Friday, May 11
10:30 am - 12:00 pm
530 Drake Centre

Guest Speaker:
Dr. Naomi Mandel
State Farm Professor of Marketing and Dean’s Council Distinguished Scholar at the W. P. Carey School of Business
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