In this talk, I present a series of studies showing that people strategically adopt and express opinions for self-expressive purposes. Specifically, I will show that people are more likely to adopt and express minority opinions when (1) they are low in self-certainty, (2) when they are high in defensive self-esteem. I further show that people prefer polarizing products when the attitude object (i.e., product) is self-expressive and used for self-expressive purposes.

Friday, April 26
10:30 am
530 Drake Centre

Christian Wheeler
Professor of Marketing
Stanford University

WORKSHOP
with Asper Graduate Students

2:00 pm
409 Drake Centre

How to Publish in Top Marketing Journals? My Perspectives as AE and Author.