The present paper develops and validates a new affective forecasting accuracy (AFA) scale that reliably captures individual variation in consumers’ ability to correctly forecast the future emotional consequences of their decisions. Individual variation in AFA can shed greater light on consumers’ actual propensity to indulge as AFA surpasses trait self-control as a predictor of consumers’ self-regulation when affect is central to one’s decision and consumers elaborate on the emotional consequences of their decisions. Lower AFA consumers’ poorer self-regulation is driven by the fact that they predict greater intensity of the negative hedonic emotions associated with the virtuous decision than their higher AFA counterparts. Finally, we show that a simple marketplace de-biasing intervention can improve the restraint of lower AFA consumers.

Friday
November 18, 2016
1:30 pm
537 Drake Centre

GUEST SPEAKER:
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