

MARKETING COLLOQUIA

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MAKING THE MOST OF IT: WHEN AND HOW SAVORING THE FUTURE ENHANCES CONSUMPTION ENJOYMENT

ABSTRACT: Savoring the future is a state in which consumers are mindful of the current pleasure they feel from an anticipated positive consumption experience. Across five studies, we demonstrate that the act of savoring a future consumption experience positively impacts enjoyment of that experience, as assessed both in real time and retrospectively. We also provide insight into the process by which savoring creates these effects. We show that savoring the future enhances consumers' mindfulness of pleasure felt during the unfolding consumption experience, which subsequently heightens enjoyment as the experience unfolds. We distinguish savoring the future from other concepts, most importantly affective expectations, and we show that savoring the future enhances consumption enjoyment over and above these other processes.