

Marketing Colloquia

Thursday, March 28, 2013

Where: 741 JMHH

When: 3:00 PM to 4:20 PM

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Waiting for Something: Motivation from Non-Action

ABSTRACT: In this talk I present several lines of research on how waiting to choose or act influences motivation to pursue various consumer goals. Waiting for something increases commitment to this “thing.” We explore several consequences for consumer motivation: (1) People standing in line infer that products are more valuable when others are behind them. (2) People who are waiting to make an intertemporal choice believe the value of the items for which they are waiting is higher, leading them to become more patient. (3) Periods on non-consumption increase feelings of longing and preference for unconsumed products.