

MARKETING COLLOQUIA

SPRING 2019

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Date: Thursday, January 15, 2018

Where: 741 JMHH

When: 12:00 PM to 1:20 PM

MATTERS OF TIME IN MARKETING: FROM INDIVIDUAL TO INDUSTRY

ABSTRACT: In this talk, I will present studies from two in-process experimental papers focused on the way that time matters in marketing – often in ways that may prompt us to revise past practice and recommendation. I will begin by explaining the paradigm for and results of a single-paper meta-analysis focused on time-based scarcity promotions. Across 26 experiments and over 35,000 participants, we find that effects of online “exploding deals”, if they exist at all, are inconsistent with recommendations previously made in marketing literature and the popular press. In the second set of studies, we explore the efficacy of planning prompts, previously shown to be powerful tools in shaping behavior. We find both in field and lab settings that planning prompts only show significant effects on behavior when delivery timing is optimized. As time permits, I will close with a discussion of the way that changes in the market seem to call for re-examination of other presumably established findings, while also challenging experimentalists to adopt or adapt methods that accommodate experience, complexity and dynamism over time.