

MARKETING COLLOQUIA

FALL 2022

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Thursday, October 27, 2022

Where: 741 JMHH

When: 12:00 PM to 1:20 PM

HOW SELECTION CAN BEGET FUN: EXAMINING A NEW PRODUCT SELECTION METHOD

ABSTRACT:

The authors propose a new product selection method, showing in one field experiment and nine laboratory studies that consumers prefer hedonic products when a company selects which products to promote using chance rather than the traditional intentional method. Without consumers experiencing any chance themselves, consumer awareness of the company's chance method of selection increases preference by influencing hedonic perceptions. This preference arises due to consumers perceiving chance selection processes as more fun, and consequently viewing a company engaging in chance selection as more fun, which drives preference. The authors find converging evidence for this preference, demonstrating the effect in consumer intentions, click-through rates, and real consumption decisions, while ruling out multiple alternative explanations. Importantly, because the increased preference is driven by heightened hedonic perceptions, the authors find that this preference emerges for hedonic products, but not for utilitarian products. Additionally, this preference emerges even after consumers gain some familiarity with this strategy, persisting across multiple uses of chance selection.