

Talk on Tuesday, 30. Apr 2024

in HS 424

Start: 10:15 (till 11.30)

The talk will be presented in English

Forgoing Consumption Experiences that Others Cannot Access

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Consumers frequently lack access to products and experiences due to a variety of dietary, financial, or other constraints. We test the effect of such constraints on other consumers who become aware of a counterpart's lack of access. We argue that those consumers with access project their own desire for the consumption experience onto this salient counterpart, inferring that they will experience negative emotions due to their lack of access.

Consequently, consumers will experience guilt, which will lead them to forgo consumption. However, consumers might overestimate the desire their counterpart without access experiences, such that the decision to forgo is misguided. Across six pre-registered experiments (N =1,844), we demonstrate consumers' willingness to forgo consumption when a salient others lack access to the same experience with both hypothetical and actual choices involving different products and services, different reasons for the lack of access (i.e., financial constraints, size availability, dietary restrictions), manifestations of forgoing consumption (abstaining from or downgrading a consumption experience), and using different participant populations. Furthermore, we also show that consumers hold less favorable attitudes toward companies that induce them to forgo a desired consumption experience that is inaccessible to other consumers.

Invited by: Jochim Hansen