THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING

DEPARTMENTAL RESEARCH SEMINAR

Consumer Prior Expectations and Analytic Categorization

By

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Date: Monday, 15 October 2007
Time: 3:00 p.m. - 4:00 p.m.
Venue: M802

All interested are welcome
We investigate the process by which consumers learn how to distinguish between categories and provide evidence that cognitive constraints (i.e. an extra memorization task) do not necessarily hurt, and sometimes facilitate, learning of a categorization task. Specifically when the rule that defines the category is perfectly matched with prior expectations, participants under cognitive constraints can identify the rule better than (Study One) or as well as (Study Two) unconstrained participants. Results suggest that cognitive constraints facilitate category learning by directing information processing resources, but not attention, toward the most relevant information.