

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**Lost Time is Not Found Again: The Effect of
Waiting on Compensatory Consumption**

By

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Date: Monday, 5 November 2012

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

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Abstract

This research investigates the effect of waiting for service on subsequent consumption and spending. Across several studies using multiple methods, we find that the longer consumers have to wait, the more they compensate themselves by increased consumption and expenditure. This effect was observed only for products which deliver positive value and the consumer was intrinsically motivated towards. It was observed for long waits as well as other situational factors that make waiting unpleasant, and was eliminated if consumers were compensated from other sources before consumption, or if the proposed compensation was temporally delinked from the waiting experience. Our findings suggest that companies may be able to use the consumer experience of waiting for product/service strategically as a marketing tool to increase sales.