

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



The Oreo Effect: Ritualistic Behavior Decreases Loneliness by Making Life More Meaningful By

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Date : 7 Sep 2018 (FRI)
Time : 10:30 am – 12:00 nn
Venue : M802

Abstract

Despite its prevalence and its associated negative consequences, loneliness has received surprisingly little attention in the marketing literature. Based on research showing that lonely people often lack meaning in their life, we propose that ritualistic behavior that involves consumer products may reduce loneliness by making life more meaningful. Specifically, a series of studies finds that engaging in even trivial, unknown ritualistic behavior reduces loneliness among lonely, but not among calm or angry, consumers. Support for the important role of meaningfulness comes from results showing that the effect of rituals on loneliness is mediated by meaning in life, and that ritualistic behaviors no longer impact loneliness when the experience of meaningfulness can be derived incidentally.

Prof. Thomas Kramer received his Ph.D. degree from Stanford University and his MBA and Bachelor's degrees from Baruch College, CUNY. Prior to joining the University of California, Riverside in 2015, he was a faculty member at Baruch College from 2003 to 2010, and at the University of South Carolina from 2010 to 2015.

His research interests focus on examining factors that influence preference construction and subsequent decision-making, including extraordinary consumer beliefs (such as superstitious, magical, fateful, or karmic beliefs), biases, and heuristics. His research has appeared in top marketing and decision-making journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, and *Organizational Behavior and Human Decision Processes*.

He is currently an Associate Editor at both the *Journal of Consumer Research* and at the *Journal of Consumer Psychology*, and has served on the editorial review boards for both. He is also serving as Issue Co-Editor for the *Journal of the Association of Consumer Research* issue on "The Science of Extraordinary Beliefs."

He has taught undergraduate, MBA, PhD, and executive-level courses in Marketing Management, Marketing Research, Consumer Behavior, and Global Marketing.

All interested are welcome.



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