

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



How Long Do People Use or Keep Products? Longitudinal Effects of Incentives on Product Choice and Usage By

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Date : 4 Nov 2021 (THU)

Time : 10 am – 11:30 am

Venue : Online via Zoom

Abstract

Research in psychology, economics, decision making, marketing, and management has long examined what people choose, when people choose, and why people choose. But almost no research has examined how long people consume their choices. Here, we examined an asymmetry between choosing an option and consuming it. Under the aegis of incentives, we conducted two randomized longitudinal experiments and one additional experiment on how long people consumed a choice that was incentivized vis-à-vis a social norm (Study 1), a nudge (Study 2), and a price promotion (Study 3). We found that these incentives influenced choosing and consuming in opposite directions: People were more likely to choose an incentivized option; however, they consumed it for less time—across a variety of duration measures, and goods and services—compared to people who chose an identical non-incentivized option. Our research thus demonstrates that incentives such as nudges may lead people to consume an incentivized option less after choosing it, illuminating the potential for future research to examine the unexplored area of longitudinal, post-acquisition, post-nudge effects.

Dr Evan Polman is Associate Professor of Marketing and Kuechenmeister-Bascom Professor in Business at University of Wisconsin-Madison. Evan received a Ph.D. in organizational behavior from Cornell University, and carried out post-doctoral work at New York University. His research focuses on self-other differences in decision making, creativity, gift-giving, psychological distance, and moral psychology. He is an associate editor at *Organizational Behavior* and *Human Decision Processes*, and has published articles in psychology, marketing, and management journals. In recognition of his work, Evan has received both research and teaching awards from the Wisconsin School of Business. For his research on self-other decision making, Evan was named the winner of the Hillel Einhorn New Investigator Award, by the Society for Judgment and Decision Making. His research has been featured in Wall Street Journal, New York Times, and Harvard Business Review.

All interested are welcome.



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