

Uzma Khan

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EDUCATION Yale University, School of Management
Ph.D., Marketing, 2005 (expected)
M.Phil., Marketing, 2003
M.A., Marketing, 2003
University of Peshawar (Pakistan)
M.A., Economics, 1997

HONORS & AWARDS SCP-SHETH Doctoral Dissertation Award (honorable mention), 2004
Whitebox Advisors Doctoral Fellow, International Center for Finance, Yale University, 2004-2005
Yale University Graduate Fellowship, 2000-2004
AMA Doctoral Consortium Fellow, 2002
Gold Medal (ranked first in Economics department), University of Peshawar, 1997
Roll of Honor & Faculty Record (ranked first in the Faculty of Arts), University of Peshawar, 1997
Prince of Wales Scholarship, United World College of Atlantic, U.K., 1990

RESEARCH INTERESTS Behavioral Decision Making, Mental Accounting, Goals and Consumer Choice
Self-Control and Inter-Temporal Choice

DISSERTATION “The Effect of Future Choices on Current Preferences”.

Committee: Ravi Dhar (Chair), John Bargh, Nathan Novemsky, and On Amir

Imagine a business traveler who is choosing between two breakfast offerings - a very tasty but unhealthy breakfast and a very healthy but less tasty plain fat-free yogurt. Is this person more likely to choose the tasty, less healthy breakfast on the first day if she views this decision as one of a series of breakfast choices that she will be making over the next three day? Most previous research has focused on explaining single-shot decisions without considering how these might be influenced by choices that are made before or after the current choice. My dissertation examines how seeing a current period (t_1) choice between two alternatives (a and b) is systematically different when it is viewed as a single-shot choice (e.g., as $[a \ b]_{t_1}$) than when the same choice ($[a \ b]_{t_1}$) is viewed as one of a series of similar choices (e.g., $[a \ b]_{t_1}$, $[a \ b]_{t_2}$, ...). Specifically, a series of real studies show that in a choice between a relative vice (e.g., a cookie) and a relative virtue (e.g., a plain fat-free yogurt), choice share of the vice increases when this decision is presented as one of a series of similar future choices than if the same choice is viewed in isolation. I propose that viewing a choice as part of a series of similar future choices allows people to optimistically believe that they will choose a more virtuous option later, hence providing them with a guilt-reducing justification for choosing a vice now.

COMPLETED PAPERS

1. "The Shopping Momentum Effect," with Ravi Dhar and Joel Huber (2004). Revising for third review at *Journal of Marketing Research*.
2. "Choice in Sequence: Liberating Effect of Prior Decisions," with Ravi Dhar (2004). Revising for second review at *Journal of Marketing Research*.
3. "Hedonic and Utilitarian Consumption," with Ravi Dhar and Klaus Wertenbroch (2005). Forthcoming in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires* (Ed.) S. Ratneshwar & David Glen Mick.

WORK IN PROGRESS

1. "Product Bundles and Differential Effectiveness of Price Discounts," with Ravi Dhar (2004).
2. "The Role of Goal-Matching in the Shopping Momentum Effect," with Ravi Dhar (2004).
3. "Models of Preference Construction – Incorporating Recent Developments in Social Cognition," with Dale Griffin and Wendy Liu (2004).

CONFERENCE TALKS

1. "The Shopping Momentum Effect," Association for Consumer Research Annual Conference, Atlanta, GA, 2002.
2. "Effect of Past Credentials on Sequential Choices," Association for Consumer Research Annual Conference (session chair), Toronto, Canada, 2003.
3. "Effect of Future Expected Decisions on Current Choices," Association for Consumer Research Annual Conference (session chair), Portland, OR, 2004.

TEACHING INTERESTS

Marketing Management, Consumer Behavior, Marketing Strategy, Services Marketing

TEACHING EXPERIENCE

Teaching Assistant
Marketing Strategy (Prof. Ravi Dhar), 2001-2004
Consumer Behavior (Prof. Nathan Novemsky/On Amir), 2002-2004
Services Marketing (Prof. Christopher Lovelock), 2001-2004

PharmaSim Instructor, Executive Education Program, Yale School of Management, 2003

INDUSTRY EXPERIENCE

AIS Consulting, Islamabad, Pakistan - Partner organization of United Nations Industrial Development Organization (UNIDO), 1998-2000
Director of Business Development

NatWest-ICA, Islamabad, Pakistan - Management Consulting and Venture Promotion organization affiliated with NatWest Bank, U.K., 1997-1998
Associate Director

Topworth Equity Int. (Investment Brokerage), Peshawar, Pakistan, 1994-1995
Junior Executive

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology, American Psychological Association

COURSEWORK

Marketing	Quantitative Marketing Seminar I Quantitative Marketing Seminar II Behavioral Decision Making I Behavioral Decision Making II	Subrata Sen Dick Wittink Ravi Dhar Nathan Novemsky
Economics	General Microeconomic Theory Financial Economics I Game Theory	Truman Bewely & Steven Morris Jonathan Ingersoll, Jr. Alastair Smith
Psychology	Advanced Social Psychology & Social Change Cognitive Psychology Human Thinking and Reasoning Changing Behavior in Applied Settings Observational Methods	Geoffrey Cohen Paul Bloom Karen Wynn Alan. Kazdin Marianne LaFrance
Statistics	Experimental Methods Quantitative Data Analysis Survey Methods	Donald Green & Alan Gerber Michael Barnes Hannah Brueckner
Others	Business Organizations Policy Modeling	Roberta Romano Edward Kaplan

WORKING-PAPER ABSTRACTS

The Shopping Momentum Effect

Shopping momentum occurs when an initial purchase increases the likelihood of subsequent ones. The initial purchase provides a psychological impulse whose momentum drives the purchase of a second, unrelated product. We explore the theoretical underpinning of this effect by examining how the shopping momentum can be interrupted. First we show that positive affect from the initial acquisition is not a driving factor by showing that shopping momentum does not occur if first item is provided as a gift. Second, we identify the driver of shopping momentum in an augmented willingness to spend by showing that shopping momentum dissipates by separating the source of funds for the two purchases. The most promising theoretical mechanism for shopping momentum comes from Gollwitzer's (1990) theory of implementation and deliberation mind sets. The initial purchase moves one from a deliberative to an implemental mindset, thus driving subsequent purchases. We support this theory by showing how an initial purchase encourages greater recall of implemental thoughts. Finally, we show that shopping momentum is not intuited by respondents in a hypothetical purchase. This result suggests that consumers have limited awareness of previous

purchases affecting subsequent ones. We discuss alternative theoretical accounts for these results and explore consequences for marketing managers.

Choice in Sequence: Liberating Effect of Prior Decisions

Consider a person who performs community service on certain weekends and not on the others. When is this person more likely to buy something self-indulgent -- on the weekends that she performs the service or on the weekends that she does not? In contrast to the research focus on assessing consumer preference in isolation, many real world choices require consumers to make decisions after other choices. We show that prior choices, which activate and establish an altruistic motive, are subsequently more likely to lead an individual to choose items that are self-indulgent. We propose that an initial decision to be virtuous boosts respondents' self-concept, which reduces negative self-attributions associated with the purchase of relative luxuries. Three studies are conducted to illustrate our proposed liberating effect of an initial virtue on subsequent decision to be more indulgent. Consistent with our theory, the preference for a luxury option diminishes if the earlier virtuous act can be attributed to some external motivation. We also report a mediation analysis in support of our theoretical explanation that the initial charity choice influences the subsequent choice by providing a boost in malleable self-concept.

Hedonic and Utilitarian Consumption

Over the last several years, consumer researchers have increasingly begun to investigate the various distinctions between goods whose consumption is typically characterized by experiences of pleasure and goods whose consumption is typically driven by more instrumental motives. Different research streams, however, have each employed a different distinction and have thus tapped into different cognitive and motivational processes in consumer decision-making. First, we provide an integrative review and typology of these various distinctions. For example, one important distinction is between hedonic and utilitarian goods. Other distinctions have been made between impulsive consumption and self-control, between vices and virtues, and between should and want preferences. A third type of distinction has been between affect-rich and affect-poor products and, in standard economics, between luxuries and necessities. All of these distinctions contrast various characteristics of consumption for immediate pleasure with characteristics of consumption for longer-term benefits. Next we list some findings that are rooted in the differences in the above conceptualizations. We also discuss the similarities and points of divergence across these conceptualizations as well as shed light

on how the two research streams have arrived at different hypotheses and have thus tapped into disparate underlying emotional and motivational processes in consumer decision-making. In the end, we propose a self-attribution model of consumption, which explains consumer behavior vis-à-vis different product types. Finally, we conjecture that some of the processes guiding affective consumption could occur outside of consumers' awareness, volition and/or control.