

ANASTASIYA POCHEPTSOVA

June 2007

School of Management, Yale University
135 Prospect Street, PO Box 208200
New Haven CT 06520-8200

646.641.9031 | anastasiya.pocheptsova@yale.edu
<http://elab.som.yale.edu/pocheptsova.php>

EDUCATION Ph.D. Marketing, Yale University, School of Management (2008 expected)
M.Phil. and M.A. Marketing, Yale University (2007)
M.A. Advertising, University of Texas at Austin (2002)
B.A. (with honors) International Relations, Kiev National University, Ukraine (2000)

HONORS & AWARDS Winner SCP-Sheth Doctoral Dissertation Award, 2006
Whitebox Advisors Doctoral Fellow, International Center for Finance, Yale 2005-06
AMA-Sheth Doctoral Consortium Fellow, 2004
Yale University Graduate Fellowship, 2003-07
University of Maine Presidential Award for Outstanding Academic Performance, 1998-99
Scholarship for Outstanding Academic Performance, Kiev National University, 1996-00

RESEARCH INTERESTS Behavioral Decision Theory Goals & Consumer Preferences
Hedonic Experiences and Judgments Memory Biases and Memory-based Judgments

TEACHING INTERESTS Marketing Management Marketing Communications
Consumer Behavior Global Marketing
Marketing Research

DISSERTATION **The Effect of Context on Memory-Based Hedonic Judgments**
Committee: Nathan Novemsky (Chair), Ravi Dhar, Joseph Simmons and John Bargh

Winner of 2006 SCP-Sheth Doctoral Competition. Under review at Journal of Consumer Research

Much research suggests that incidental situational factors (e.g., a transient mood) can affect immediate evaluations (Schwarz and Clore 1983, Schwarz 2004), but less is known about how such factors affect memory-based evaluations. For example, research suggests that if you go to the movies while in a positive mood, you will evaluate the movie more positively, but less is known about whether the positive mood will have an effect on evaluations days after the experience is over, when the mood has dissipated. My dissertation examines the role of contextual (and normatively irrelevant) influences (i.e., mood) present only at the time of experience on memory-based judgments of hedonic experiences. I demonstrate that making real-time evaluations of hedonic stimuli “locks in” context effects, which produces memory-based judgments that incorporate contextual influences. In contrast, when consumers do not evaluate hedonic stimuli in real time, their evaluations rely on their memories for the experience, which tend to be unbiased by contextual features. I also investigate how naïve theories affect consumers’ correction for the influence of context. I find that when consumers are reminded of the context of their experience, they distort context-free memory-based judgments by trying to correct for the perceived influence of context. It seems therefore that context influences memory-based judgments only when there are evaluations during the experience or reminders of context at the time of later choices or judgments. Since a multitude of consumer choices involve recollections of prior experiences, this line of research sheds some light on when choices will be context-dependent or context-free. Since context can have both negative and positive effects on product evaluation and it is frequently not under the control of marketers, knowing how to include/exclude such context from consumers’ evaluations has significant marketing implications.

PAPERS UNDER REVIEW

Pocheptsova, Anastasiya, Amir, On, Dhar, Ravi, and Roy F. Baumeister (2007), “Deciding without Resources: Psychological Depletion and Choice in Context”, under 2nd review at *Journal of Marketing Research*

Consumer choices can be arrived at by fast intuitive thinking as well as deliberative reasoning. The present research builds on a substantial body of psychological literature on resource depletion (Baumeister 2002, Vohs and Heatherton 2000), and demonstrates that resource depletion has a systematic influence on choices. Specifically, we show that resource depletion increases reliance on low-level, more simplistic processing that avoids confronting tradeoffs, as it makes fewer demands on executive resources. As a result resource depletion can enhance context effects in choice that are rooted in simple effortless processing and reduce contexts effects that are caused by deliberative tradeoff comparisons. In six experiments, we find that resource depletion increases reference-dependence, decreases the compromise effect, magnifies the attraction effect, and increases choice deferral. The results shed light on both the effect of resource depletion on choice in context and the mechanism underlying context effects.

Pocheptsova, Anastasiya and Ravi Dhar (2007), “Mindset over Matter: The Interplay between Goals and Preferences”, under review at *Journal of Consumer Research*

Imagine that two consumers are deciding between a healthy and unhealthy snack for lunch. Prior to coming to lunch, one consumer was deliberating on a health goal she intends to pursue, while another was thinking about the ways she could reach the same intended goal. Given that both consumers have the health goal on their mind, who is more likely to prefer a healthy snack? While a well established finding in goals research is that most consumer behavior is goal driven (cf. Ferguson and Bargh 2004), choice research has largely ignored the role of accessible goals that consumers might bring to a choice situation and instead focused on the effect of conscious comparisons within the choice task on preferences (cf. Simonson et al. 2001). Our paper strives to bridge this gap by looking at the effect of mindset and accessible goals on preferences in an unrelated choice task. In four studies we show that distinct mindsets (Gollwitzer 1990), characterized by different levels of commitment to the accessible goal, have carryover effects on subsequent preferences. Specifically, we show that for the same accessible goal activated by a prior to a choice task, an implemental mindset increases the preference for options that facilitate the pursuit of the accessible goal compared to a deliberative mindset. Conversely, an implemental mindset decreases the preference for options that interfere with this goal in relation to a deliberative mindset.

MANUSCRIPT IN PREPARATION

Pocheptsova, Anastasiya, Kivetz, Ran and Ravi Dhar (2007), “Tightwad Buyers, Spendthrift Renters”

Everyday consumers encounter choice options that provide extended streams of consumption. For example, we choose between buying vs. renting DVDs or tuxedos. In a series of studies we provide empirical evidence that consumers choose to rent a product that they would not purchase, even when the purchase price is *equal* to the rental price. We propose this happens because there is a difference in mindsets that consumers adopt when making a decision that involves short-term versus long-term consumption. Buying a product means a more stringent evaluation criteria and a higher acceptance threshold as compared to a rental. In particular, we find that for similarly priced products, consumers examined fewer options before making a rental decision than a purchase decision. Similarly, consumers were more willing to accept a less attractive alternative for rental but not purchase when their first choice was unavailable. Additionally, we find that priming a “spending” concept increased the likelihood of buying, but did not affect rental decisions. We posit that consumers are more spendthrift with rentals, thus decreasing price sensitivity has differential effect on rental versus buying decisions. Taken together, the results of five experiments show that there is a congruency between the decision process and perceived length of consumption.

SELECTED WORK IN PROGRESS

“When Less is More: The Effect of Processing Fluency on Preference for Hedonic Products”, with Aparna Labroo and Ravi Dhar

Existing research posits that people prefer familiar objects (e.g. mere exposure, Zajonc 1968), and because ease of processing increases feelings of familiarity it results in enhanced liking of a target product (Schwarz 2004). However, we propose that the consumption of hedonic products is often viewed as a reward for special occasions. The difficulty of processing of such products can enhance evaluation because difficulty of processing will make such products feel more special. Across three studies, we find that consumers are willing to pay more for hedonic products (such as gourmet cheese or chocolate truffles) that are described in a hard (vs. easy) to read font. We also show that the effect holds only for people who have a belief that hedonic products are for special occasions, and when they are made aware of processing difficulty they correct (reduce) their evaluation. As a further test of the underlying process we use a priming technique to frame an ambiguous product as either “special” or “everyday.” We find that ease (vs. difficulty) of processing increases evaluation of the product when participants are previously primed with “everyday,” but difficulty (vs. ease) of processing increases liking of the product when participants are primed with “special.” The effects are not accounted for by involvement or mood.

“Unconscious Preference for Intuitive Options”, with Joseph Simmons

According to Unconscious Thought Theory (Dijksterhuis and Nordgren 2006; Dijksterhuis et al. 2006; Dijksterhuis 2004), people sometimes make better decisions after engaging in unconscious rather than conscious thought. However, little is known about exactly how unconscious thought “works” and for which types of decisions it will produce better choices than conscious thought. In this research, we investigate how unconscious thought affects choices that involve intuitive and nonintuitive alternatives. Recent research shows that people frequently base their decisions on intuitions, especially when intuitions are held with high confidence (Nelson and Simmons 2006). We investigate whether unconscious thought increases people’s reliance on intuitions or heuristics that they know to be invalid, thus leading to worse rather than better decisions in choice sets that include intuitive but inferior options. Furthermore, we examine whether decisions arrived at with unconscious thought lead to more confidence in the choice outcome as compared to more deliberate conscious judgments.

“Social Distance and Emotions in Economic Transactions”, with On Amir

This research examines the effect of strength and nature of social relationships on strategic economic games. In particular, we examine the role of social distance in an ultimatum game. This is a two-player game, where the first player (proposer) decides how to divide a sum of money between the players and the second player (responder) either accepts or rejects this division. Previous literature on ultimatum games mainly focused on the effect of social distance on the proposers (Hoffman et al. 1996, Bohnet and Frey 1999). In this research we examine the complementary effects of social distance on the responders. We show that contrary to common wisdom of many negotiation guidebooks and practices, a decrease in social distance between the players does not reduce and in fact can magnify the ego-centric bias of the players, leading responders to reject more offers from those they feel close to than from strangers. We propose that this occurs because emotional reactions to group membership override strategic considerations and expectations about the other player’s decision.

CONFERENCE TALKS

- 2007 The Effect of Context and Real-Time Evaluations on Memory-based Hedonic Judgments, *Society for Consumer Psychology Conference*, Orlando, FL
- 2006 Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir, Ravi Dhar and Roy Baumeister), *Behavioral Decision Research in Management Conference*, Santa Monica, CA
- Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir, Ravi Dhar and Roy Baumeister), *Society for Judgment and Decision Making Annual Conference*, Toronto, CA
- 2005 Mindset over Matter: The Interplay between Goals and Preferences (with Ravi Dhar) *Association for Consumer Research Conference*, San Antonio, TX
- Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir, Ravi Dhar and Roy Baumeister), *Society for Consumer Psychology Conference*, St.Pete's Beach, FL
- 2004 Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir, Ravi Dhar and Roy Baumeister), *Association for Consumer Research Conference*, Portland, OR
-

TEACHING EXPERIENCE

Teaching Assistant

Consumer Behavior (Yale School of Management, Prof. Novemsky)
Marketing Communications (UT Austin, McCombs School of Business, Prof. Hoyer)
Promotional Policies (UT Austin, McCombs School of Business, Prof. Miller)
International Business (UT Austin, McCombs School of Business, Prof. Gerber)
Public Relations Writing (UT Austin, College of Communication, Prof. Anderson)

PROFESSIONAL EXPERIENCE

eLab Manager, Yale Center for Consumer Insights (2004-07)
-maintained, managed and recruited participants for Yale SOM virtual consumer laboratory with over 4000 subscribers (<http://elab.som.yale.edu>)
Assistant Administrator for International Business Simulation, Center for International Business and Research, UT Austin (2002)
Advertising Agency BBDO, Intern in the Media Department, Kiev, Ukraine (1996)

PROFESSIONAL SERVICE

Organizer and Conference Co-Chair of the Second Annual Whitebox Advisors Graduate Students Conference, Yale, June 2006
Supervised undergraduate research assistants for Marketing behavioral group (2004-07)

PROFESSIONAL AFFILIATIONS Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

COURSEWORK

<i>Marketing</i>	Behavioral Decision Making I and II Seminar in Marketing	Prof. Ravi Dhar, Nathan Novemsky, On Amir and Joseph Simmons Prof. K. Sudhir
<i>Psychology</i>	Social Cognition Memory Moral Psychology Social Judgment Social Psychology and Social Change Self & Social Judgment Emotion and Cognitive Control	Prof. John Bargh Prof. Marcia Johnson Prof. Paul Bloom Prof. Richard Eibach Prof. Geoffrey Cohen Prof. David Armor Prof. Jeremy Grey
<i>Economics</i>	Experimental Economics Microeconomics Policy Modeling	Prof. Shyam Sunder Prof. Michael Boozer Prof. Edward Kaplan
<i>Statistics</i>	Statistics Multivariate Data Analysis Data Analysis of Quantitative Variables	Prof. Alan Gerber Prof. Leonid Rosenblit Prof. Teresa Treat
<i>Law</i>	Trademarks and Unfair Competition	Prof. Stephen Carter

REFERENCES

Nathan Novemsky
Associate Professor of Marketing
Yale School of Management
135 Prospect Street
New Haven CT 06511
203.436.4261 | nathan.novemsky@yale.edu

Ravi Dhar
George Rogers Clark Professor of Management and Marketing
Yale School of Management
135 Prospect Street
New Haven CT 06511
203.432.5947 | ravi.dhar@yale.edu

Joseph Simmons
Assistant Professor of Marketing
Yale School of Management
135 Prospect Street
New Haven CT 06511
203.432.4670 | joseph.simmons@yale.edu

John Bargh
Professor of Psychology
Yale University
2 Hillhouse Avenue
New Haven, CT 06520-8205
203.432.6863 | john.bargh@yale.edu

On Amir
Assistant Professor of Marketing
Rady School of Management
9500 Gilman Dr., MC 0093
La Jolla, CA 92093-0093
858.534.2023 | oamir@ucsd.edu