

## Jing (Jane) Wang

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### Education

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Yale University, School of Management  
*Ph.D., Marketing, 2008 (expected)*  
*M.Phil., Marketing, 2007*  
*M.A., Marketing, 2006*  
Emerson College  
*M.A., Integrated Marketing Communication, 2003*  
Fudan University  
*B.S., Economics, 2000*

### Scholarships & Awards

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Yale University Graduate Fellowship, 2003-2007  
AMA Sheth Doctoral Consortium Fellow, 2005  
Emerson College Graduate Scholarship, 2001-2003  
Fudan University People Scholarship, 1997-2000  
European Union EABIP (Euro-Asia Business Internship Program) Fellowship, 1999

### Research Interests

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Behavioral Decision Making, Consumer Satisfaction and Well-Being, Consumer Lay Theories and Choice, Affective Forecasting, Self-Control

### Teaching Interests

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Marketing Management, Marketing Strategy, Consumer Behavior, Marketing Communications, Marketing Research, Global Marketing, Brand Management

### Dissertation

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#### **“Antecedents and Consequences of Consumer Predictions of Adaptation to Products”**

Committee: Nathan Novemsky (Chair), Ravi Dhar, and Joseph Simmons

Many consumer products deliver their value over the course of weeks, months, or even years. Decisions to purchase such products depend critically on predictions of how product enjoyment will unfold over time, and consumer satisfaction is contingent on how these predictions match reality. In my dissertation, I show that consumers erroneously fail to predict hedonic adaptation to products and I explore the antecedents and consequences of this prediction error. First, I demonstrate that the failure to predict adaptation arises not because of erroneous beliefs about how consumption experiences will unfold over time, but rather because of a failure to spontaneously apply largely correct beliefs about adaptation. Second, I show that this failure to apply beliefs about adaptation can lead both to making purchases that would otherwise be forgone and to overspending on expensive feature-rich options. Next, I explore factors that facilitate the application of beliefs about adaptation. I show that beliefs about adaptation can be cued by drawing attention to the time periods over which a product delivers its value; and once cued, these beliefs systematically influence decisions of whether and what to buy. Fourth, I find that cuing beliefs about adaptation in one product domain does not increase reliance on such beliefs in a different (even closely related) product domain. Finally, I show that subtle changes in the description of a given product can affect whether consumers have a belief in adaptation to be cued for that product. In summary, my dissertation demonstrates that prediction can diverge from experience even when consumers hold valid lay beliefs about how experience progresses over time and it provides a theoretical framework to explain such divergence. My findings also offer insights into issues such as consumer overspending (e.g., buyer’s remorse) and Skitovsky’s “Joyless Economy.”

## Manuscripts under Review

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**“Effects of Depletion in Sequential Choices,”** with Nathan Novemsky, Ravi Dhar, and Roy Baumeister (2007). Revising for 2<sup>nd</sup> round resubmission at *Marketing Science*.

Imagine a consumer who is nearing the end of a shopping trip at the mall and has made many choices about multiple purchases. Suppose she sees a beautiful dress that is not only expensive but also impractical. Would this consumer be more or less likely to exert enough self-control to resist the temptation of the dress if she saw it near the beginning of her trip before making many unrelated choices, rather than near the end? While most research on consumer choice has focused on understanding individual decisions in isolation, consumers often have to make multiple choices in succession. Four experiments examined whether a depletion mechanism causes earlier choices in a sequence to influence subsequent choices between a vice (e.g. lowbrow movie) and a virtue (e.g. highbrow movie). We found that depletion induced higher choice share of a vice over a virtue despite the outcome of the choice being experienced several days later. More importantly, we show that choices requiring higher conflict trade-offs are more depleting and have a more pronounced effect on subsequent choices. The results are consistent with a limited self-control resource model where trading off in decision-making depletes this resource. Lastly, we found that while individuals could intuit depletion effects on choice, they did not intuit that choices themselves could be depleting and therefore failed to predict depletion-based interactions between successive choices.

**“Opportunity Cost Neglect in Consumer Choice,”** with Shane Frederick, Nathan Novemsky, Ravi Dhar, and Stephen Nowlis (2007). Under review at the *Journal of Consumer Research*.

To properly reckon the opportunity costs of a purchase, consumers must actively generate the alternatives that it would displace. Our research challenges the widespread presumption that consumers routinely perform this procedure and suggests instead that opportunity costs do not occupy a prominent position in the various ways consumers think about price. As a consequence, minimal prompts reminding consumers to consider opportunity costs affect preferences—they decrease the attractiveness of a purchase opportunity and increase the preference for a cheaper option in choices involving price quality tradeoffs. We show that our effects are not readily attributable to segregation of the price difference from the total price or enhanced price salience. Furthermore, our effects persist even under conditions that promote deliberation, suggesting that neglect of opportunity costs does not primarily reflect a desire to conserve effort.

## Select Research in Progress

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**“Consumer Preference for Sad Media,”** with Joseph Simmons.

Much research on consumer behavior is rooted in the assumption that people prefer to feel good rather than bad, and that they choose to consume products that will make them happy rather than sad. However, this assumption cannot be easily reconciled with the popularity of sad media. Many consumers willingly expose themselves to sad music, books, television shows, and movies. In this research, we examine why and when consumers prefer sad over happy media. We propose that sadness allows consumers to withdraw from everyday experience and to engage in serious reflection, and consumers will choose sad over happy media whenever they prefer to “savor” or reflect on a serious event. In support of this, we find that the desire to be in a reflective and serious state of mind increases choosing of sad media. Indeed, more people choose to listen to sad music after watching an uplifting drama than a light-hearted comedy, in part because the former motivates consumers to reflect upon the serious issues inspired by the drama. We also find that preference for sad media cannot be easily attributed to a desire to consume mood congruent media. Together, our findings suggest that not all choices are driven by the desire to be happy rather than sad. Instead, sadness serves important functions, and consumer choices reflect this.

**“Consumption Language and Product Evaluation,” with Ravi Dhar.**

This research explores the role of consumption language in consumer’s product evaluation process. We find that an exogenously provided set of fancy vocabulary (vs. non-fancy vocabulary) influences evaluations of ambiguous products (e.g., chocolate assortment and wine). Specifically, consumers who first rated a product on dimensions described using fancy words (e.g., How *velvety* would you say the texture of the wine is?) liked the product more, were more likely to purchase the product, and were willing to pay a higher price than those who first rated the same product on dimensions described using non-fancy words (e.g., How *smooth* would you say the texture of the wine is?). These effects arise without any exogenous claim about any aspect of the product quality (e.g., we made no claim about the texture of the wine being velvety vs. smooth, and respondents were simply asked to evaluate the product on velvetiness vs. smoothness) and persist even after direct experience with a product. Moreover, the fancy versus non-fancy sets of words were matched on perceived positivity and consumers did not rate a product differently on the dimensions described using one set of the words versus the other. Furthermore, the different sets of vocabulary did not influence or interact with consumers’ perceived level of expertise in a specific product domain. These findings are consistent with the constructive mental process and the selective accessibility framework (Strack and Mussweiler 1997), whereby consumers engage in a selective attention process and exhibit a bias toward positive hypothesis testing.

**Conference Presentations**

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“Predictions of Adaptation for Durable Products.” Association for Consumer Research Annual Conference, Orlando, FL, 2006.

“The Effect of Opportunity Cost Salience on Purchase Decision.” Association for Consumer Research Annual Conference, Orlando, FL, 2006.

“Self-Control, Depletion, and Choice.” Association for Consumer Research Annual Conference, Orlando, FL, 2006.

“Opportunity Costs and Consumer Decisions.” 10<sup>th</sup> Biennial Behavioral Decision Research in Management Conference, Santa Monica, CA, 2006.

“Resource Allocation Effects in Choice: The Role of Self-Control.” Annual Conference of Society for Consumer Psychology, St. Pete Beach, FL, 2005.

“Which Choices Deplete Self-Control Resources?” Annual Conference of Society for Judgment and Decision Making, Toronto, Canada, 2005.

**Teaching Experience**

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Teaching Assistant

Yale SOM, Marketing Strategy, Prof. Ravi Dhar, 2004-2006

Yale SOM, Consumer Behavior, Prof. Nathan Novemsky, 2005

Yale SOM, Executive MBA, Marketing Management, Prof. Ravi Dhar and K. Sudhir, 2007

PharmaSim Assistant Instructor, Yale SOM Executive Education Program, 2003

**Other Professional Experience**

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Management Consultant, Arthur Andersen (Shanghai) Business Consulting Co., Ltd., Shanghai, China, 2000-2001

Global Business Development Consultant, InBev, Leuven, Belgium, 1999

**Professional Affiliations**

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

**Coursework**

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<b>Marketing</b>	Behavioral Decision Making I Behavioral Decision Making II Quantitative Marketing Seminar	Ravi Dhar Nathan Novemsky K. Sudhir
<b>Economics</b>	Behavioral and Institutional Economics Experimental Economics Microeconomics Policy Modeling Law and Economics of Corporate Control	Robert Shiller Shyam Sunder Michael Boozer Edward Kaplan Allan Schwartz & Stephen Fraidin
<b>Psychology</b>	Social Cognition Social Psychology and Social Change Emotion and Cognitive Control Social Judgment Moral Psychology Research Topics in Self and Social Judgment	John Bargh Geoffrey Cohen Jeremy Gray Richard Eibach Paul Bloom David Armor
<b>Statistics</b>	Statistics Multivariate Data Analysis Data Analysis of Quantitative Variables	Alan Gerber Leonid Rozenblit Teresa Treat

**References**

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**Robert Shiller**

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