

THE EFFECT OF NUMERICAL MARKERS ON CONSUMER JUDGMENT AND DECISION MAKING

April 22nd, 2017

Moore School of Business, University of South Carolina

SCHEDULE

Room 324

7:45am – 8:15am Breakfast

8:15am Opening Remarks

8:30am – 10:00 am Session 1: Quantifying Claims

Making Each Unit Count: The Effect of Discretizing Units on Magnitude Perceptions

Christophe Lembregts, Erasmus University, Netherlands

“Up to” Is Not Equal for Marketers and Consumers: How Quantification Influences Expectations and Satisfaction

Nell Putnam-Farr, Yale University

Is Top 10 Better than Top 10%?: How Different Rank Claim Formats Generate Preference Reversals

Mathew S. Isaac, Seattle University

10:00am Coffee Break

10:15am – 11:45am Session 2: Pricing

When is HILO Low? Consumer Formation of Retailer Price Image Impressions

Ryan Hamilton, Emory University

Does Redundant Numeric Information Debias or Strengthen Price Framing Effects?

Stephen A. Atlas, University of Rhode Island

The Round-Number Advantage in Consumer Debt Payoff

Robert M. Schindler, Rutgers University

Room 511

11:45am – 12:30pm Lunch

12:30pm – 1:00pm Poster Session

Anh Dang (Old Dominion University); Liang Huang (University of South Carolina); Anoosha Izadi (University of Houston); Hannah Perfecto (University of California, Berkeley); Gustavo Schneider (University of South Carolina); Cassandra Smith (University of South Carolina); Daniel Villanova (Virginia Tech University); Jared Watson (University of Maryland)

Room 324

1:00pm – 2:30pm Session 3: Mental Categories

Slip Sliding Money Away: How Response Formats Influence Willingness-to-Pay

Ellie Kyung, Dartmouth College

Isn't This Odd? Gender Differences in Preferences for Even versus Odd Numbered Products

James Wilkie, University of Notre Dame

What's the Point of Points? How Consumers Perceive, Save, and Spend Loyalty Points

Shelle Santana, Harvard University

2:30pm Coffee Break

3:00pm – 4:00pm Session 4: Numeracy Biases

The Mode as an Indicator of Typicality

Rajesh Bagchi, Virginia Tech

Thou Shalt Not Look! How Numerical Markers in Games of Chance Bias Gambling

Rod Duclos, Western University, Canada