

Marketing Research Seminar

“Automation and Identity”

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Thursday, December 15th, 2016 // 11 am – 12.30 pm

Followed by a Publishing World class papers (1.30 – 4.30 pm)

+ Individual meetings on Dec, 16th (9-11 am)

Abstract:

Automation is transforming many consumption domains, including everyday activities like cooking or driving, and recreational activities like fishing or playing music. Yet, surprisingly little research in marketing has examined consumer preferences for automated products. Automation often provides obvious consumption benefits, but seven studies spanning a variety of product categories show that automation may not be desirable when identity motives are important drivers of consumption. Using both correlational and experimental designs, the findings demonstrate that individuals who strongly identify with a particular social category resist automated features when these features hinder the attribution of identity-relevant consumption outcomes to oneself. We also show that people use the presence of automation as a cue to infer both consumers' motivations for their behaviors and the identity-centrality of the automated task. These findings have substantial theoretical implications for research on identity and on technology, as well as managerial implications for targeting, product innovation, and communication.

- **Lille: Room B252**, B-building, second floor (3 rue de la Digue, 59000 Lille)
- **Paris: Visio Room H409** (40 passage de l'Arche, 92037 Paris La Défense)