

## ACADEMIC SEMINAR

# Consumer Self-Control and Marketing Implications

This research investigates the marketing implications of consumer self-control between hedonic and utilitarian products. Specifically, this research examines the impacts of 1) decision strategy (heuristic vs. cost-benefit analysis), 2) decision interruption, and 3) product categorization and product placement on consumers' choice between hedonic and utilitarian products. This research further examines 4) the impact of effort on consumers' willingness-to-pay for hedonic vs. utilitarian products and 5) the impact of product type (hedonic vs. utilitarian) on the effectiveness of different bundle pricing strategies (consolidated pricing vs. partitioned pricing vs. freebie pricing). Results from multiple experiments are presented and their marketing implications are discussed.

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Yuhuang Zheng (*Ph.D. in Marketing from Columbia University; M.B.A. in Marketing from Tsinghua University; B.Eng. & B. Econ. from Tsinghua University*) is an Associate Professor of Marketing, Research Fellow at the China Business Research Centre, and Director of the Office of Communications and Marketing at the School of Economics and Management, Tsinghua University. He has prior teaching experience at Fordham University Schools of Business in USA and marketing and strategic planning experiences at Motorola Inc. and Compaq Computer Corporation.

Dr. Zheng is an Editorial Board Member of the Journal of Marketing Science and a Member of Marketing Science Institute and American Marketing Association. He also serves as an expert for the National Natural Science Foundation of China (NSFC), and a reviewer for many top international and national academic journal and conference. Dr. Zheng has published articles on top international and national marketing journals and has received multiple awards and honors from Marketing Science Institute, Journal of marketing Research, and other top international academic research organizations.

**Date** 27 August 2010 (Friday)

**Time** 11:00 a.m. – 12:30 p.m.

**Venue** ADG07, Wong Administration Building

**Language** English

**\*\*\* All are Welcome \*\*\***