

HKIBS Research Webinar Series

Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences

Despite the fact that individuals with disabilities make up over 15% of the world and that many people will face a disability in their lifetime, consumer psychology and marketing-related fields have largely perceived disability research as “niche” (Olkin 1999). We propose that this invisibility that disability justice advocates and disability studies experts point out reveals itself in the marketplace in several novel ways. Most centrally, we demonstrate that nondisabled consumers interpret a cue of disability as a signal of physical “impairment,” which in turn elicits a belief that disabled consumers’ utilitarian needs are not being met. As a result, people infer that disabled consumers consistently prefer utilitarian products over hedonic products, even when provided significant information about the target consumer (e.g., interests, lifestyle), or when presented with suboptimal utilitarian options. This stereotyping of preferences occurs across multiple domains (e.g., utilitarian vs. hedonic product preference, gift-giving, fundraising), even in those typically associated with hedonic goods (e.g., gifts). Thus, we provide evidence for a blind spot in our understanding of inferred preference and how this may unintentionally further limit disabled consumers.



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Adriana Samper is Associate Professor of Marketing. She joined the W.P. Carey School of Business in 2011. Professor Samper's research explores how consumers' assumptions and intuitions about their preferences can shape their happiness and satisfaction after consumption, as well as when consumers mispredict the choices that will make them the happiest. She examines these questions in areas of aesthetics, decision making, effort-related outcomes, experiential consumption, and health. Her work has appeared in the Journal of Consumer Research, the Journal of Marketing Management and Psychological Science. Professor Samper received the Huizingh Outstanding Undergraduate Teaching Award at the W.P. Carey School of Business in 2014. She is currently on the editorial review board for the Journal of Consumer Research.

Date: 19 March 2021 (Friday)

Time: 9:00 am – 10:30 am

Venue: Zoom meeting

Please join Zoom Meeting, link: <https://lingnan.zoom.us/j/93085905440>

Language: English

*** All are Welcome ***

