The Social Psychology program at
Baruch Ivcher School of Psychology invites you to
a Special Seminar with

Dr. Liat Hadar
Arison School of Business, Interdisciplinary Center (IDC) Herzliya

On:

The Role of Subjective Knowledge in Consumer Choice

Wednesday, January 13th 2016, at 09:00am
Room PE103, Ivcher-Tiomkin building

There is a general agreement among marketers that product category knowledge benefits consumers – it helps consumers detect product-related information more efficiently, use fewer cognitive resources to understand product-related information, and increases their confidence in their ability to make a good choice. While much research has examined the effect of consumers’ objective or actual knowledge on judgment and choice, not much is known about the influences of consumers’ subjective assessment of their knowledge. In my talk I will present unique influences of subjective knowledge on decision processes. Specially, I will present evidence that subjective knowledge (1) promotes willingness to act, (2) reduces information search; (3) reduces the tendency to stick to defaults, thereby promotes active decision making, and (4) reduces reliance on contextual cues, holding objective knowledge constant. I will discuss implications for marketers and policy makers.

You are invited!