

# ZACHARY G. ARENS

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## Education

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Doctor of Philosophy in Marketing, Expected 2012 University of Maryland College Park

Dissertation Chairs: Rebecca Hamilton and Roland Rust

Dissertation Members: Amna Kirmani, Kent Norman, and Rebecca Ratner

Status: Proposal defended April 2011, being revised for resubmission to *Journal of Consumer Research*

When consumers make a choice, at least one alternative is forgone, and current thinking holds that this forgone alternative is less likely to be chosen in the future. According to fifty years of cognitive dissonance research the value of a forgone alternative declines relative to the chosen alternative after a difficult choice. However, we show that this devaluation persists only until the chosen alternative has been consumed. This finding follows from a goal theory perspective which argues that consumers derogate the forgone alternative as a way to remove doubt and hesitation while pursuing the chosen alternative. Thus, after consumption, derogating the forgone alternative is irrelevant, and accordingly we demonstrate that its attractiveness exhibits a U-shaped pattern where it decreases following choice but rebounds following consumption.

Master of Science in Survey Methodology, 2002-2004

University of Maryland College Park

Bachelor of Business Administration in Marketing, 1996-2000  
Magna Cum Laude

James Madison University

## Research Interests

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My research focuses on consumer motivation. I am interested in how consumers formulate, pursue and fulfill their goals, and in metrics for measuring consumer motivation.

## Publications

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Arens, Zachary G. and Roland T. Rust, "The Duality of Decisions and the Case for Impulsiveness Metrics," *Journal of the Academy of Marketing Science*, forthcoming.

Kopetz, Catalina E., Arie W. Kruglanski, Zachary G. Arens, Jordan Etkin, and Heather M. Johnson, "The Dynamics of Consumer Behavior: A Goal Systemic Perspective," *Journal of Consumer Psychology*, forthcoming.

Tourangeau, Roger, Frederick G. Conrad, Zachary Arens, Scott Fricker, Sunghee Lee, and Elisha Smith (2006), "Everyday Concepts and Classification Errors: Judgments of Disability and Residence," *Journal of Official Statistics*, 22 (3), 385-418.

Arens, Zachary G. and Darby Miller-Steiger (2006), "Time in Sample: Searching for Conditioning Effects in a Consumer Panel," *Public Opinion Pros*, (August/September).

## Papers Under Review

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Arens, Zachary G. and Rebecca Hamilton, "The Rebound of the Forgone Alternative" (being revised for resubmission to *Journal of Consumer Research*)

## **Research in Progress**

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Hamilton, Rebecca W., Debora V. Thompson, and Zachary G. Arens “The Role of Anticipated and Experienced Regret on Consumers’ Preferences” (four studies completed, targeted at *Journal of Consumer Research*)

Arens, Zachary G. and Rebecca Hamilton, “Multidimensional Goal Fulfillment” (two studies completed, targeted at *Journal of Consumer Research*)

Arens, Zachary G. and Roland T. Rust, “Liking versus Wanting Consumer Products” (two studies completed, targeted at *Journal of Consumer Research*)

## **Conference Presentations**

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Arens, Zachary G. and Rebecca Hamilton (2010), “The Rebound of the Forgone Alternative,” working paper presented at Association for Consumer Research, Jacksonville.

Arens, Zachary G. and Rebecca Hamilton (2009), “Effects of Evaluability on Goal Fulfillment and Satisfaction,” working paper presented at Association for Consumer Research, Pittsburgh.

Arens, Zachary G., Janet Wagner, and Sabine Moeller (2008), “Driving Civic Engagement: The Effect of Attitude toward E-Government on Government-to-Citizen Relationships,” Frontiers in Service Conference, University of Maryland, College Park.

Arens, Zachary G., Darby Miller-Steiger, and Jeffrey M. Jones (2007), “The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush’s Approval,” American Association for Public Opinion Research, Anaheim, CA.

Arens, Zachary G. and Darby Miller-Steiger (2006), “RDD vs. RDD Recruited Panel: A Comparison,” American Association for Public Opinion Research, Montreal, Quebec.

Arens, Zachary G. (2005), “Nonresponse Bias in Reliability and Validity Estimates for Attitude Items,” American Association for Public Opinion Research, Miami Beach, FL.

## **Honors and Awards**

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2011 Marvin A. Jolson Outstanding Marketing Doctoral Student Award

2011 AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University

2010 Top 15% Teaching Award, Robert H. Smith School of Business

2008 Marketing Science Institute \$8,000 Research Grant for “The Duality of Decisions and the Case for Impulsiveness Metrics”

2008 Robert H. Smith School \$3,000 Research Grant for “The Duality of Decisions and the Case for Impulsiveness Metrics”

2005 James W. Prothro Best Student Paper Award at the Southern Association for Public Opinion Research Conference for “Nonresponse Bias in Reliability and Validity Estimates for Attitude Items”



## References

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Distinguished University Professor and David Bruce Smith Chair in Marketing  
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