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Education

Doctor of Philosophy in Marketing, Expected 2012

University of Maryland College Park

Dissertation Committee: Rebecca Hamilton (co-chair), Roland Rust, (co-chair), Amna Kirmani, Kent Norman, and Rebecca Ratner

Dissertation Essay 1: The Rebound of the Forgone Alternative

When consumers make a choice they often must forgo attractive alternatives, such as choosing to go to the park instead of the movies on a Saturday afternoon. Fifty years of cognitive dissonance research demonstrates that following a difficult choice, the value of a forgone alternative declines relative to the chosen alternative. This essay is among the first to investigate the conditions under which the value of a forgone alternative rebounds. Given that the forgone alternative is devalued to remove doubt and uncertainty while pursuing the chosen alternative, devaluation should persist only until the chosen alternative has been consumed. However, if the forgone is a weak substitute for the chosen alternative, satiation should prevent a post-consumption rebound in value. In a series of studies, we show that when the forgone alternative is perceived to be a weak substitute for the chosen one, the value of the forgone alternative declines after a difficult choice but rebounds following consumption. For instance, going to the movies will appear more attractive the following Saturday when it is considered a weak substitute for going to the park. Thus, positioning forgone alternatives as weak rather than as strong substitutes for the chosen alternative can increase their attractiveness during the next choice occasion.

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

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

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 (dissertation essay 2).

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, Sunghye 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

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

Research in Progress

Hamilton, Rebecca W., Debora V. Thompson, and Zachary G. Arens "When Does Anticipating Regret Decrease Experienced Regret?" (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

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

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

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, MD.

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, Montréal, 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

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"

Professional Experience

Lead Methodologist for The Gallup Panel, 2005 – 2007

The Gallup Organization, San Francisco, CA

Management Consultant & Data Analyst, 2000 – 2005

The Gallup Organization, Washington, DC

2001 Excellence Award

2002 Excellence Award

Teaching Experience

2010 Top 15% Teaching Award

Spring 2010 Global Marketing (Undergraduate) Overall Course Evaluation 4.7 out of 5.0

Fall 2009 Marketing Management (MBA) Teaching Assistant for Dave Godes

Teaching Interests

Consumer Behavior, Marketing Management, Marketing Research, and Global Marketing

Reviewing Experience

2010 Reviewer Trainee for *Journal of Consumer Research*

2011 Competitive Paper Reviewer for the Association for Consumer Research Conference

Coursework (Overall GPA 3.93)

Marketing

Information Processing

Rosie Ferraro

Marketing Models

P.K. Kannan

Marketing Strategy

Roland Rust

Consumer Behavior

Amna Kirmani

Behavioral Research in Marketing

Joydeep Srivastava

Experimental Research

Rebecca Hamilton

Psychology

Group Processes

Charles Stangor

Social Psychology

Scott Roberts

Psychology of Goals

Arie Kruglanski

Psych. Research on the Internet

Kent Norman

Quantitative

Modeling in R

Michel Wedel

Probability Theory

Jian Xu

Quantitative Methods

George Macready

References

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Appendix: Description of Publications

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.

Like most behavior, consumer behavior too is goal driven. In turn, goals constitute cognitive constructs that can be chronically active as well as primed by features of the environment. Goal systems theory outlines the principles that characterize the dynamics of goal pursuit and explores their implications for consumer behavior. In this vein, we discuss from a common, goal systemic, perspective a variety of well known phenomena in the realm of consumer behavior including brand loyalty, variety seeking, impulsive buying, preferences, choices and regret. The goal systemic perspective affords guidelines for subsequent research on the dynamic aspects of consummatory behavior as well as offering insights into practical matters in the area of marketing.

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 (dissertation essay 2).

Customer metrics help firms manage their performance and predict financial outcomes. While many firms focus on customer satisfaction metrics for this purpose, dual-process theories in psychology and neuroscience show that customer decisions are based on two processes. This suggests that metrics which measure the impulsiveness of purchase decisions might effectively complement customer satisfaction metrics. In a series of experiments we demonstrate that satisfaction and impulsiveness metrics make distinct but strong predictions of consumer choices. Satisfaction and impulsiveness influence choice in different ways. While impulsiveness relates to choice directly, the satisfaction-choice path is mediated by loyalty intention. Moreover this relationship is moderated by product involvement such that impulsiveness metrics provide a better prediction for low-involvement than for high-involvement situations. Finally, a field study of 750 customers of 101 firms demonstrates these relationships at a firm level, indicating that satisfaction and impulsiveness metrics have equally strong but distinct relationships with shareholder value. Therefore firms may be able to benefit from complementing customer satisfaction metrics with customer impulsiveness metrics.