

Self-controlled but not myself: When restraint versus indulgence undermines authenticity and decision satisfaction

Michail Kokkoris (WU Vienna University of Economics and Business)
Erik Hoelzl (University of Cologne)
Carlos Alós-Ferrer (University of Cologne)

Short Abstract

Consumer self-control is largely viewed as beneficial, but does it also have downsides? We show that for consumers low in lay rationalism, who rely less on reason than feelings when making decisions, resolving self-control conflicts through restraint (vs. indulgence) undermines decision satisfaction because it makes them feel less authentic.

Contact



DEPARTMENT of MARKETING

Institute for Marketing and Consumer Research

Michail Kokkoris

michail.kokkoris@wu.ac.at

www.wu.ac.at/mcore

www.thescienceofownership.com

VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

