Abstract
We present a theory of how consumers evaluate multiple percentage price changes (discounts or surcharges). For example, consider two discounts on a jacket: Take 18% off list price then an additional 12% off. We show consumers weight the two percentages to make evaluations. Furthermore, cues endogenous in the communication of these percentages influences weightings. When two percentages are presented, they can either be presented at the same time (simultaneously) or temporally separated (sequentially), and with a large first or large later percentage ordering. We argue that depending on the presentation mode or ordering, consumers use different processes. While providing practical guidance, this research extends our understanding of anchoring and adjustment. When information is presented simultaneously, individuals anchor on the first piece of information. However, sequential presentation induces surprise. This shifts attention to the latter percentage change, which then serves as the anchor in subsequent judgment. We develop the underlying theory for these effects, delineate boundary conditions, demonstrate effects on evaluations and choice, and report findings from 11 studies.

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His research has been published in several journals such as the Journal of Consumer Research, the Journal of Marketing, the Journal of Marketing Research, the Journal of Public Policy and Marketing, the Journal or Retailing, and Marketing Letters. He serves as an Associate Editor for the Journal of Consumer Research and is on the Editorial Review Boards of several other journals. He was selected as a Young Scholar by the Marketing Science Institute in 2013 and received an Early Career Award from the Society for Consumer Psychology in 2016. He teaches Marketing Analytics and Marketing Research at the Undergraduate level and Judgment and Decision-making at the doctoral level.

All interested are welcome.