

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

The Host's Dilemma: Hosts Feel Like They Miss Out on Their Own Gatherings By



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Date : 19 Mar 2024 (TUE)
Time : 10:30 am – 12 noon
Venue : N001

Abstract

One of the main reasons consumers host gatherings is to interact and bond with their friends and family; yet, taking on the role of host may get in the way of the very connection they seek. Across seven studies examining both consequential and recalled choices, we identify an important negative consequence of hosting a gathering: hosts feel like they miss out on the gatherings they orchestrate. We demonstrate that, rather than reflecting busyness or time spent away from guests, this sense of missing out occurs because hosts need to divide their attention and thus are less psychologically engaged in interacting with the group than guests are. We show that, although having a co-host does not relieve this burden, delegating hosting tasks can serve as a remedy for this hosting dilemma: when hosts delegate their tasks to someone else, they feel less like they are missing out and demonstrate a stronger interest in hosting again. The findings contribute to our understanding of consumers' experiences as hosts and guests when sharing experiences with others, and how companies can help hosts have a better hosting experience.

Dr Mary Steffel is an associate professor of marketing at the D'Amore-McKim School of Business and affiliated faculty at the School of Public Policy and Urban Affairs at Northeastern University. She has served as a fellow on the White House Social and Behavioral Sciences Team and Office of Evaluation Sciences at the General Services Administration. She received her Ph.D. in psychology from Princeton University and her Ph.D. in marketing from the University of Florida. She studies how social factors influence judgment and decision making and how to leverage these insights to address substantive problems in the marketing and policy domains.

All interested are welcome.



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