

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar

Luck is not a Big Thing  
By

Prof. Mario Pandelaere  
Virginia Tech



**Date : 10 Mar 2025 (MON)**  
**Time : 10:30 am – 12 noon**  
**Venue : GH120c, PolyU**

### Abstract

When consumers are more confident in their evaluations and decisions, they display greater willingness to purchase, lower procrastination and cognitive dissonance, and higher post-purchase satisfaction. This research identifies a novel antecedent of decision confidence — perceived differences among outcomes. Across diverse decision contexts and incentive-compatible choices, our studies demonstrate that larger (vs. smaller) perceived differences among outcomes lead to greater decision confidence because consumers erroneously attribute larger differences more to internal (vs. external) factors. Simply put, the more outcomes seem to differ, the more consumers (erroneously) think that internal factors cause the differences. This internal causal attribution, in turn, increases consumers' confidence in their decisions. By demonstrating that seemingly minor presentation choices can change attribution processes, even though the objective information stays the same, this research offers marketers and policymakers a powerful tool to shape people's beliefs about products and services, as well as how confident consumers feel about the decisions they make, and how they act on their decisions.

**Prof. Mario Pandelaere** is Associate Professor in Marketing at Virginia Tech. Before moving to Virginia Tech, he was Full Professor at Ghent University, Belgium. His research interests include consumer judgment and decision making, and materialism and conspicuous consumption. His work has been published in top-tier academic journals, including *Journal of Consumer Research*, *Journal of Marketing Research International*, *Journal of Research in Marketing*, *Journal of Consumer Psychology*, and *Psychological Science*. He currently serves on the editorial boards of *the Journal of Consumer Research* and the *Journal of Marketing Research* and is an AE for the *International Journal of Research in Marketing*. He has chaired or co-chaired over 25 PhD students and served on about 40 dissertation committees.

**All interested are welcome.**



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