

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Post-Purchase Consumer Decision-Making By

Dr Aaron R. Brough
Utah State University



Date : 26 Apr 2023 (WED)

Time : 10 – 11:30 am

Venue : M802

Abstract

Historically, marketers have been more concerned with what leads to a sale than with post-purchase consumption behavior. But growing concerns about sustainability and consumer well-being highlight a need to better understand consumers' decisions after they make a purchase. In this talk, I will discuss several aspects of post-purchase consumption behavior, including consumer decisions related to product returns, consumption timing, and product disposal. These emerging topics in consumer research offer insights into the post-purchase customer journey that can promote both individual and societal welfare.

Dr Aaron R. Brough is an associate professor of marketing and the Harry M. Reid Endowed Professor of Research at the Jon M. Huntsman School of Business at Utah State University. He received a bachelor's degree in Business Management from the Marriott School of Management at Brigham Young University and an M.S. and Ph.D. in Marketing from the Kellogg School of Management at Northwestern University.

Dr Brough currently serves on the Editorial Review Boards of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, and *Sustainability*. He received the Outstanding Reviewer Award from the *Journal of Consumer Research* in both 2018 and 2021. He was elected to serve on the Executive Board of Directors for the Society for Consumer Psychology from 2019-2021. In 2017, he was recognized by the Marketing Science Institute as an MSI Young Scholar and received the Faculty Researcher of the Year award from the Jon M. Huntsman School of Business. His research, which examines the psychology underlying consumer behavior and decision-making, has been selected for publication in leading marketing journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Journal of Public Policy & Marketing*. His work has been featured in popular media outlets such as TIME, TODAY, Forbes, The Wall Street Journal, The Washington Post, National Public Radio, FOX News, CBSN, The Atlantic, KSL's Deseret News National Edition, the Salt Lake Tribune, Scientific American, and the Harvard Business Review. He teaches courses on Data-Driven Decision Making and Survey Research and has written several teaching cases and served as an expert witness in trademark litigation.

Prior to joining USU, Dr Brough was a faculty member at Pepperdine University. Before pursuing his doctoral studies, he gained management experience as a senior consultant for a Boston-based strategic marketing research and consulting firm serving Fortune 500 companies from various industries. His clients included American Express, Coca-Cola, Disney, IBM, Microsoft, and Novartis. Dr Brough enjoys painting, chess, hiking, racquetball, and spending time with his wife and five children.

All interested are welcome.



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