

The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Led Uncertainty?

Arash Talebi

Assistant Professor, EDHEC Business School

Sonja Prokopec

Professor and LVMH Chaired Professor of Marketing

Ayse ONCULER

Professor, Marketing Department, ESSEC Business School

Acknowledgements:

We acknowledge the financial aid of the ESSEC Research Center (#043-219-1-7-01-P-1) in conducting the current research project.

Cite as:

Talebi Arash, Prokopec Sonja, ONCULER Ayse (2020), The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Led Uncertainty?. *Proceedings of the European Marketing Academy*, 11th, (83349)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Led Uncertainty?

Abstract

We live in a world full of uncertainty. In many cases, people have to wait before uncertainty is resolved. We investigate if and when consumers like (dislike) a waiting period and its cause. In four studies, we consistently show that the net effect of a brand-led waiting period is positive for the brand. This effect is driven by the heightened excitement of high-construal individuals. Low-construal individuals experience discomfort during the waiting period. The discomfort, in turn, decreases their stimulus appraisal. This research offers both theoretical and managerial implications by identifying the benefits evoked by the waiting period.