

The Modest Marketer: When Skeptical Consumers Infer Products To Be Longer-Lasting Than Marketers Claim

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Abstract

In contrast to the assumption that marketers' product longevity claims (e.g., "Product X lasts 4 years") are exaggerated, this research identifies a condition under which skeptical consumers infer these numerical benchmarks to be conservative. Specifically, we show that in repurchase contexts, consumers assume that marketers have strategically selected a modest benchmark to hasten product replacement.

Keywords: *benchmarks; skepticism; durability*

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