

Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge

Anna Paley

Tilburg University

Robert Smith

Tilburg University

Daniel Zane

University of Miami

Jake Teeny

Ohio State University

Cite as:

Paley Anna, Smith Robert, Zane Daniel, Teeny Jake (2023), Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge. *Proceedings of the European Marketing Academy*, 52nd, (114382)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge

Abstract

Buyers and sellers often possess information about how enjoyable a product or service is to produce. The current research demonstrates that this novel marketplace cue, production enjoyment, asymmetrically influences buyers' and sellers' pricing judgments. Specifically, the perception that a seller enjoys the process of producing a product or service increases buyers' willingness to pay and lowers sellers' willingness to accept and their charging prices. With six studies that use over 100 different jobs, a variety of operationalizations of production enjoyment, as well as actual buyers and sellers, the current research explores a novel and impactful cue to which buyers and sellers respond differently. These findings carry a variety of implications for both theory and practice, providing actionable advice for sellers' pricing and messaging strategies.

Subject Areas: *Consumer Behaviour, Decision-Making, Pricing*

Track: Pricing & Promotions