

# Temporal Discrepancy in Multi-Stage Consumer Waiting

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## **Abstract**

While previous research has delved into one-off waiting scenarios, the intricacies of multi-stage waiting remain unexplored. This paper examines consumers' temporal experience in multi-stage waiting by studying the phenomenon of temporal discrepancy—where perceived waiting time deviates from actual elapsed time. The results reveal that temporal discrepancy at the initial stage of multi-stage waiting extends into the subsequent stage, with faster or slower perceptions persisting. However, temporal discrepancy diminishes in later stages. Individual characteristics such as lay rationalism and belief in temporal continuity moderate these effects. This research contributes to a nuanced understanding of consumers' temporal dynamics, shedding light on the time perception of multi-stage waiting and has implications for patience and intertemporal choices in consumer behavior.

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

**Track:** Consumer Behaviour