

How temporal distance influence consumers' experiential consumption

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Abstract:

Experiential products such as concerts, festival, and vacations require advance planning for an optimal consumption experience. Drawing from construal level theory, we propose that consumers planning at a greater temporal distance will construct an experiential basket that has a greater size, greater variety across broad categories, greater average product popularity level, and greater total travel distance. We further propose that consumers' planning style, characterised by their need for well-structured plans, mitigates the effect of temporal distance. We conducted an experiment using trip planning task that mimics the plan construction process to investigate the propositions. Results provide some support to the propositions and find that temporal distance increases people's variety-seeking across categories and this effect is mitigated by planning style. Our findings provide insights into how managers should communicate experiential offerings at different temporal distances.

Keywords: Experiential consumption, Temporal distance, Planning style

Track: Consumer behaviour