



SAID BUSINESS SCHOOL, University of Oxford

SEMINAR SERIES / MICHAELMAS 2011

Convenors: Felix Reed-Tsochas, Institute for Science, Innovation and Society,
Saïd Business School
Eduardo López, Saïd Business School

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Seminar webpage:
www.cabdyn.ox.ac.uk/complexity_seminars.asp

Sandwiches and
drinks will be
provided

Please note: although
the seminar
programme detailed
was correct at time of
printing, seminar
arrangements are
subject to change -
for the latest
information, please
check the seminar
webpage.

Tuesday 15th November
(12.30pm - 2.00pm) James Martin Seminar Room

Prof Nancy Puccinelli

Department of Marketing, College of Business Administration,
Northeastern University
Associate Fellow, Saïd Business School, Oxford University

'Turning that Smile Upside Down, Seducing Men with Red, and Other Things Psychology Can Do'

ABSTRACT

Professor Nancy Puccinelli's research explores psychological attributes influencing consumer perception and persuasion. Her earlier research finds that environmental stimuli (e.g., promotions) and employee behaviour need to be tailored to the affective state of the customer. This research finds that mood affects tolerance for ambiguity (Braun-LaTour, Puccinelli & Mast, 2007), preference for spokespeople in an advertisement (Puccinelli, 2006), and choice of retail outlets (Puccinelli, Deshpandé and Isen, 2007). Surprisingly, this work finds that people in a bad mood avoid options that make them feel better and suggests that successful retailers will seek to customize their offerings to match these customer attributes. Professor Puccinelli will talk about her current program of research that builds on this earlier work and examines: 1) the cost of mood improvement and the impact of reducing this cost, 2) the effect of color on price perception, 3) regulatory fit as a robust predictor of behavior and retail format preference.

