

The more the better?

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Propositions belonging to this dissertation

**The more, the better? How variations in the amount of environmental stimuli
impact consumer behavior and decision making**

by

Kimberley van der Heijden

1. We human beings are a selfish bunch, so it's all the more surprising to see how easily we can be manipulated to behave in ways that run counter to our own self-interest. (Dan Ariely, Predictably Irrational)
2. When people habituate and satiate to a stimulus, the stimulus loses its effectiveness and the behavior and/or motivation towards (consuming) the stimulus stops. (this dissertation)
3. Exposure to an extensive (vs. limited) set of experiential visuals will reduce the desire (i.e., hedonic response) of further engaging in the experience as visual simulations enable consumers to 'live' the experiential event to such an extent that they already feel satiated from the stimuli being shown, and thus are less motivated to further engage in the actual experience. (Chapter 2)
4. Guests dining in a brightly lit restaurant perceive the overall taste of a dish to be more intense than guests dining in a dimly lit restaurant. (Chapter 4)
5. When an immediate payout is guaranteed, financially constrained individuals are no more myopic than their more affluent counterparts. (Chapter 3)
6. Once you understand the power of stimulus control you can use it to your advantage by changing the stimuli in your environment and avoiding undesirable ones; or, if that's not possible, by filling your consciousness with thoughts about their less tempting aspects. (Jonathan Haidt)
7. Marketers of experiential purchases need to be more cautious and consider to what extent they want to cater consumers' need to be exposed to dozens of pictures of an upcoming experience. Restaurant managers need to be aware that changing the light in the restaurant not only changes the ambience but also the taste experience of the food consumed in a restaurant. When designing financial services, financial advisers and policy makers could encourage financially constrained individuals to save or invest by adding a small guaranteed immediate payout. (impact statement)
8. It doesn't matter how beautiful your theory is ... If it doesn't agree with experiment, it's wrong. (Richard Feynman)
9. If everything was perfect, you would never learn and you would never grow. (Beyoncé)