

# A surprise for you and me?

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## Stellingen

### A SURPRISE FOR YOU AND ME?

The effect of surprise appeals and choices for close others on consumption experience

Anika Schumacher

1. The label "surprise" can increase perceived uncertainty and resolving this subjective experience of uncertainty is rewarding. (Chapter 2)
2. Consumers are more likely to choose products with a surprise label but they enjoy them less when getting the opportunity to experience them. (Chapter 3)
3. Surprise labels can change the way consumers process information during consumption and thereby decrease the amount consumed and consumption enjoyment. (Chapter 3)
4. The consumption choices we make for family members do not only affect these family members but also impact our subsequent personal consumption behavior. (Chapter 4)
5. Consumers are unable to accurately predict their consumption experience at the point of purchase. This may lead to sub-optimal consumption outcomes.
6. Consumption behaviors and experiences are largely influenced by factors that occur outside consumers' awareness.
7. "There is no such thing as a failed experiment, only experiments with unexpected outcomes." Richard Buckminster Fuller
8. When deciding on interventions aimed at nudging consumers towards reduced indulgence, marketers and public policy makers need to consider the influence of close others and the power of product labels.
9. A PhD is a big experiment that never turns out as expected.