

Title: To Wait, or Not to Wait: The Paradoxical Effects of Time Metaphors on Impatience

Speaker: Prof. Ankur Kapoor, IIM Udaipur

Area: Marketing

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Abstract:

This research explores the paradoxical effects of two different metaphors of time—as resource and as motion—on impatience. The studies show a conceptual correspondence between the two metaphors, such that having too little time is considered similar to the experience that time is flying, and having too much time is considered similar to the experience that time is standing still (and vice versa). However, while people are less willing to wait when they have too little versus too much time, they are more willing to wait when time flies versus when time stands still, which is contrary to the correspondence of these metaphors. The corresponding metaphors influence consumers' perceived control over waiting-time in opposite directions, and perceived control drives the metaphors' effects on impatience. By identifying the relationship between two root metaphors of time (time-as-motion and time-as-resource) and eliciting their paradoxical effects on impatience, this research contributes to the literature on temporal cognition and intertemporal choice, and to the broader literature on the roles of metaphors and language on consumer behavior.

Speaker Profile:



Ankur Kapoor is an associate professor in marketing and IIMU Young Faculty Research Chair at Indian Institute of Management, Udaipur. He has completed his PhD in Marketing from IIM-Ahmedabad, and has also been a visiting doctoral fellow at Kellogg School of Management, at Northwestern University. He was awarded the “Industrial Finance Corporation of India (IFCI) Award for Best Thesis Proposal” at IIM-Ahmedabad. He is also the recipient of the “2024 EMAC Junior Faculty Visiting Program” scholarship for visiting INSEAD-Fontainebleau. Before joining the Ph.D program, he has worked for four years in the industry, in the roles of Sales, Market Research and Brand Management.

His research is focused on consumer well-being, and its intersection with technology, branding, and retailing, employing both the behavioural/experimental and the qualitative methods. His research has been published in outlets such as Journal of Consumer Psychology, Journal of Business Research, and Consumption, Markets & Culture.

Webpage Link: <https://www.iimu.ac.in/faculty-aamp-research/faculty/full-time-faculty/ankur-kapoor>