

# **“I” seek uniqueness and “WE” avoid risk: The role of consumer motivation in retail shopping**

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**Date: 11.12.2017, Venue: P12 @ 2.30 PM**

## **Abstract**

Retailers frequently use selling cues for effective promotional campaigns. Drawing from consumer regulatory focus motivation and selling cue literature, this research explores the influences of selling cue, consumer motivation, and product type on consumer perceptions of risk, product uniqueness and purchase intentions. Results from three studies show that selling cue and consumer motivation influence purchase intentions. Perceived product risk and perceived product uniqueness act as psychological mechanisms. Results also show that selling cue and product type influences purchase intentions. These results add to existing literature and have managerial implications.

## **Speaker Profile:**

Dr. Gopal Das is an Assistant Professor of Marketing at the IIM Rohtak, India and a Visiting Scholar of HKUST Business School, Hong Kong, and NUS Business School, Singapore. Dr. Das has more than nine years of teaching and/or research experience in Marketing. He has also been associated with IIM Kozhikode as an adjunct faculty. He has won gold medal for the best ‘Outstanding Doctoral Management Student Awards (2012)’ organized by AIMS International at the IIM Bangalore. Dr. Das has been featured in the top 5% productive management researchers in India list (Omega, USA). Recently Dr. Das has been ranked as the 2nd best Global Retailing Researcher out of 3600 scholars (IJR&DM, UK). Dr. Das has been awarded Prof. Dipak C Jain award of IIM Bangalore.