

SOUTENANCE



de thèse



**MARDI
1ER
SEPTEMBRE**

**14H30
SALLE 103**



**RAJARSHI MAJUMDER
(GEM, USMB IREGE)**

CONSUMER
PSYCHOLOGY, SELF-
OTHER DIFFERENCE,
DECISION-MAKING FOR
OTHERS

This dissertation examines how consumers make judgments of others and how these judgments diverge from the way they evaluate themselves. Across three papers, it reveals that consumers as comparative thinkers have systematically mis-calibrated beliefs about others, with meaningful consequences for decision-making in marketplace and social contexts.

The first paper investigates the self-other difference in the effect of money illusion in decision-making and indicates that consumers' own decisions systematically reveal greater susceptibility to the money illusion effect than the decisions they expect others to make, despite their confidence in their inflation knowledge.

The second paper examines mis-calibrated beliefs around social plan cancellations and finds that cancelers underestimate how acceptable others find being canceled on, which leads them to overestimate the monetary amounts of gifts expected of them as restitution.

The third paper studies restaurant choice in a joint consumption setting and reveals that consumers underestimate how much others would appreciate vegetarian restaurants, but not meat-based restaurants, when choosing a shared meal.

Overall, the dissertation contributes to research on misperception about others in three key areas by connecting the literature on self-other differences and perspective taking to inflation-driven consumer choices, social repair and gifting, and restaurant decisions in joint consumption. The findings offer implications for pricing and negotiation strategies, compensatory gifting practices, and efforts to reduce social barriers to plant-based dining.

Composition du jury

Soffien BATAOUI, Université Jean Moulin Lyon 3, Examineur

Elke CABOOTER, IESEG School of Management, Rapporteure

Jonathan LUFFARELLI, MBS School of Business, Examineur

Rémi MENCARELLI, USMB, Examineur

Gaëlle PANTIN-SOHER, Université d'Angers, Rapporteure

Carolina WERLE, Grenoble Ecole de Management, USMB, Directrice de thèse