

# Kelly Goldsmith

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<http://elab.som.yale.edu/goldsmith/research.html>

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## EDUCATION

Ph.D., Marketing, Yale University (Expected May 2009)  
M.A. & M.Phil., Marketing, Yale University  
B.A., Cum Laude, Sociology, Duke University

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## PUBLICATIONS, PAPERS UNDER REVIEW & COMPLETED PAPERS

(see Appendix for abstracts)

1. Goldsmith, Kelly and Ravi Dhar. **The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products.** *Under review at the Journal of Marketing Research.*
  2. Meyvis, Tom, Kelly Goldsmith and Ravi Dhar. **Beyond Survival of the Fittest: The Influence of Mindsets on Consumers' Response to Brand Extensions.** *Revising for second round resubmission at the Journal of Marketing Research.*
  3. Goldsmith, Kelly and On Amir. **Reflexive Positivity: When Uncertainty Can Improve Promotions.** *Revising for third round resubmission at the Journal of Marketing Research.*
  4. Huber, Joel, Kelly Goldsmith and Cassie Mogilner. **Reinforcement vs. Balance Responses in Sequential Choice.** *Marketing Letters* forthcoming.
  5. Goldsmith, Kelly, Eunice Kim and Ravi Dhar. **Getting More Out of Guilty Pleasures.**
  6. Goldsmith, Kelly and Ravi Dhar. **The Effect of Incentive Framing on Working Harder: Doing More Than We Predict.**
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## MANUSCRIPTS IN PREPARATION & SELECT RESEARCH IN PROGRESS

(see Appendix for select abstracts)

1. **When Altruism Trumps Self Interest: The Effect of Donation Incentives on Motivation** (with Ravi Dhar). *All studies complete.*
  2. **Reinforcing "Shoulds": The Effect of Mindsets on Sequential Choices** (with Uzma Khan and Ravi Dhar). *All studies complete.*
  3. **Non-conscious Processing and Choice in Context** (with Ravi Dhar and Ap Dijksterhuis). *All studies complete.*
  4. **Getting Gold by Going Green: The Importance of Fitting the Message to the Mindset** (with Ravi Dhar). *Four studies complete.*
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**DISSERTATION    Ironic Effects of Goal Activation on Choice**

Committee: Ravi Dhar (Chair), Nathan Novemsky, Joseph Simmons, John Bargh

Consumers often hold multiple goals, some of which may even be conflicting. For example, the same person may hold the goal to “be healthy” as well as the goal to “indulge in delicious food.” A question that has not yet been addressed in the literature is how choices in the service of one goal (e.g., indulgence) are impacted when a conflicting goal (e.g., health) is activated prior to the decision. Consider the following example: Imagine a consumer is choosing between desserts with the goal of indulging. She is given two unhealthy desserts to choose from: chocolate ice cream and the restaurant’s specialty, the chocolate bombe, which she considers an even less healthy but tastier special treat. If her health goal were incidentally activated prior to ordering, how might this affect her choice between these options?

My dissertation reveals that when consumers’ incidentally activated goal conflicts with their choice goal (as in the example above), consumers become *more* likely to choose the option in the set that offers peak attainment of the choice goal (e.g., the special treat). The effect is ironic because it demonstrates an unusual instance when incidental goal activation can *increase* choice of the option that conflicts *most* with the incidentally activated goal. I posit that this effect occurs because when the choice goal conflicts with the incidentally activated goal, consumers will experience a greater need to justify their decision and will therefore be more motivated to choose an option that is easy to justify. Further, options that are easy to justify might be options with obvious reasons supporting them (e.g., limited availability of the product), or they might be options that provide peak goal attainment, offering special or unique experiences (e.g., the special treat described above). I demonstrate these effects using several common consumer goals (i.e., savings, health) and I identify goal conflict as a necessary condition for this effect: There is no effect of goal activation on choices that serve an unrelated (but non-conflicting) choice goal. A series of studies support my proposed process, demonstrating boundary conditions (i.e., there must be no available means to pursue the incidentally activated goal) and moderators (i.e., chronic goal salience).

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**HONORS  
& AWARDS**

- Honorable Mention, SCP-SHETH Doctoral Dissertation Competition
- Winner, Levy and Weitz AMA Doctoral Dissertation Competition
- Recipient, International Commerce Institute Unilever Grant (\$54,000)
- Fellow, AMA-Sheth Doctoral Consortium
- Recipient, Whitebox Doctoral Grant, International Center for Finance, Yale University
- Invited Participant, Seventh Annual Invitational Choice Symposium
- Graduate Fellowship, Yale University
- Cum Laude Graduate, Duke University
- Dean’s List, All semesters, Duke University
- Alpha Kappa Delta Sociology Honor Society
- Phi Eta Sigma Honor Society

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**RESEARCH  
INTERESTS**

Goals and Consumer Behavior  
Brand Equity

Behavioral Decision Theory  
Emotions and Choice

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<b>TEACHING INTERESTS</b>	Marketing Management Marketing Communications Marketing Research	Consumer Behavior Behavioral Decision Theory
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<b>TEACHING EXPERIENCE</b>	Fall 2005 – Present	Teaching Assistant, Marketing Strategy Instructor: Ravi Dhar Yale School of Management
	Spring 2001	Instructor Gender in the Media Duke University

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### CONFERENCE PUBLICATIONS & PROCEEDINGS

1. "JDM Epistemic Session Summary," (with Joel Huber and Cassie Mogilner) in *Advances in Consumer Research* (Vol. 35), Association for Consumer Research, 2007.
2. "Consumers' Construal Levels: Organic Manipulations and Implications for Choice," in *Advances in Consumer Research* (Vol. 35), Association for Consumer Research, 2007.
3. "What's Your Motivation? Affective and Cognitive Processes that Motivate Behavior and Choices," (with Monica Wadhwa) in *Advances in Consumer Research* (Vol. 35), Association for Consumer Research, 2007.
4. "Challenges and Extensions to Standard Beliefs in Branding Research," (with Tom Meyvis) in *Advances in Consumer Research* (Vol. 34), Association for Consumer Research, 2006.

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### CONFERENCE PRESENTATIONS

1. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Association for Psychological Science Conference, Chicago, Illinois.
  2. Goldsmith, Kelly and On Amir (2008). *Reflexive Positivity: How Uncertainty Can Improve Promotions*. Paper presented at the Behavioral Decision Research and Management Conference, San Diego, California.
  3. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented as part of the Best Paper Presentations at the AMA 2008 Winter Educators' Conference, Austin, Texas.
  4. Goldsmith, Kelly and On Amir (2008). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Society for Consumer Psychology Conference, New Orleans, Louisiana.
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5. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Society for Consumer Psychology Conference, New Orleans, Louisiana. **Served as symposium chair.**
  6. Goldsmith, Kelly and On Amir (2007). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee.
  7. Goldsmith, Kelly and Ravi Dhar (2007). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee. **Served as symposium chair.**
  8. Goldsmith, Kelly and Ravi Dhar (2007). *The Effect of Incentive Framing on Working Harder: Doing More Than We Predict*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee.
  9. Goldsmith, Kelly with Nathan Novemsky and Ravi Dhar (2007). *Exploring Health Related Product Perceptions among Low-Income Consumers*. Poster presented at the Transformative Consumer Research Conference, Tuck School of Business, Hanover, New Hampshire.
  10. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented as a poster at the Society for Personality and Social Psychology Annual Conference, Memphis, Tennessee.
  11. Goldsmith, Kelly and On Amir (2006). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Houston, Texas.
  12. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Houston, Texas. **Served as symposium chair.**
  13. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Association for Consumer Research North American Conference, Orlando, Florida.
  14. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented as a poster at the Behavioral Decision Research in Management Conference. Santa Monica, California.
  15. Meyvis, Tom, Kelly Goldsmith and Ravi Dhar (2006). *Beyond Survival of the Fittest: The Influence of Mindsets on Consumers Response to Brand Extensions*. Paper presented at the Association for Consumer Research North American Conference, Orlando, Florida. **Served as symposium co-chair.**
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**PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Society for Judgment and Decision Making
- Society for Personality and Social Psychology

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**PROFESSIONAL SERVICE**

- Reviewer, Journal of Marketing Research
- Student Reviewer, Marketing Science
- Student Reviewer, Journal of Consumer Research
- Conference Co-Chair and Organizer, Third Annual Whitebox Advisors Graduate Student Conference, Yale University, June 2007
- Supervisor of undergraduate research assistants for the Behavioral Marketing group (2006 – present)

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**OTHER PROFESSIONAL EXPERIENCE**

- Research Fellow, Yale Center for Customer Insights (2005-present)
- Casting Associate, Mark Burnett Productions and World Race Productions
- Co-founder and Director of Marketing Research, Face Forward
- Marketing Research Analyst, Urban Decay Cosmetics

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**REFERENCES****Ravi Dhar**

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## APPENDIX

### PUBLICATIONS & PAPERS UNDER REVIEW

**1. Goldsmith, Kelly and Ravi Dhar. The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products. *Under review at the Journal of Marketing Research.***

Although much research has examined how consumers choose in isolation (e.g., choice in a single product category), real world consumer choice often involves making a series of related choices within adjacent product categories. This paper develops a goal theoretic framework to understand how a consumer's mindset, whether abstract or concrete, influences the likelihood of purchase from adjacent product categories. Specifically, we propose that an abstract mindset leads to greater activation of the higher order goal (e.g., oral care), which in turn leads to a downward spreading of activation, ultimately generating greater interest in all related means to that goal (e.g., adjacent products such as toothpaste, mouthwash and floss). To test this, we compare the number of products purchased from adjacent categories in an abstract mindset to those purchased when the consumer is in a more concrete mindset. Across a series of experiments, we find that an abstract mindset increases the number of products purchased from adjacent categories. In support of our proposed framework, we find this effect of mindsets exists solely for products that can be related to the same higher order goal. Since a key concern for brands is how to successfully market products in adjacent categories, this paper concludes by discussing how an understanding of consumer mindsets can be used to improve advertising and promotions.

**2. Meyvis, Tom, Kelly Goldsmith and Ravi Dhar. Beyond Survival of the Fittest: The Influence of Mindsets on Consumers' Response to Brand Extensions. *Revising for second round resubmission at the Journal of Marketing Research.***

Previous research has shown that consumers' evaluations of brand extensions depend on the perceived quality of the parent brand and the fit between the brand and the extension category. We propose that the relative importance of these two factors is malleable and depends on the mindset of the decision maker. For example, we demonstrate that preference for low fit, high quality brand extensions (i.e., Häagen-Dazs cottage cheese) increases dramatically if the decision context promotes a more concrete mindset (i.e., they are asked to make choices as opposed to evaluations). At a theoretical level, we demonstrate how minor changes in the decision context can alter consumers' mindset and systematically change consumers' brand extension evaluations. In particular, we show that promoting a concrete mindset shifts consumers' focus away from the fit of the brand extension to the quality of the parent brand. Since most academic brand extension studies use a relatively abstract decision context, a substantive implication of our findings is that prior research may have underestimated the importance of parent brand quality by implicitly inducing a mindset that is more abstract than the natural mindset of a consumer in the marketplace.

**3. Goldsmith, Kelly and On Amir. Reflexive Positivity: How Uncertainty Can Improve Promotions. *Under second round review at the Journal of Marketing Research.***

Consumer incentives often project varying degrees of uncertainty. For example, a consumer might be told that she will receive a generous gift with purchase (e.g., “Buy today and receive a box of Godiva truffles!”), or that she will receive a gift with purchase that could be either the same generous gift or a more modest gift (e.g., “Buy today and receive *either* a box of Godiva truffles *or* two Hershey’s kisses!”). The latter incentive is more uncertain than the former with a lower expected value for the customer. However, we demonstrate that there are instances when such uncertain incentives may generate a more positive consumer response than what would be justified by an expected value consideration. We show these effects using both hypothetical scenarios and a field experiment involving actual purchases. Further, we identify reflexive positivity, or the innate, automatic tendency to interpret uncertainty in a positive manner, as the driving force behind these over-valuations.

**4. Huber, Joel, Kelly Goldsmith and Cassie Mogilner. Reinforcement vs. Balance Responses in Sequential Choice. *Marketing Letters* forthcoming.**

Psychologists often explore the impact of one act on a subsequent related act. With an eye to the marketing literature, this paper explores two properties of sequential choices that involve the resolution of competing goals. Reinforcement occurs when the goals driving the first choice are made stronger by that choice and result in a congruent subsequent choice. Balance occurs when the first choice satisfies or extinguishes the goals that led to the original decision, producing an incongruent second choice. This review relates a number of psychological frameworks that account for reinforcement or balance responses in sequential choice, and identifies theoretically relevant moderating variables that lead to either response. It closes with a discussion of managerial relevance and suggestions for future research.

**5. Goldsmith, Kelly, Eunice Kim and Ravi Dhar. Getting More Out of Guilty Pleasures. *Under review at the Journal of Consumer Research* by July 2008.**

A “guilty pleasure” refers to pleasurable consumption that is accompanied by feelings of guilt. While previous research has demonstrated instances when guilt can reduce enjoyment, this paper identifies examples of when activating guilt can actually increase pleasure from consumption. In a series of six studies, we show that the relationship between guilt and pleasure is moderated by the ambiguity of the consumption experience. Specifically we find that when the consumption experience is unambiguous, guilt reduces pleasure, whereas when the experience is ambiguous, guilt actually increases pleasure. For example, we demonstrate that priming guilt can increase the pleasure from consuming unfamiliar indulgences (i.e., novel chocolates).

**6. Goldsmith, Kelly and Ravi Dhar. The Effect of Incentive Framing on Working Harder: Doing More Than We Predict. *Under review at Organizational Behavior and Human Decision Processes* by July 2008.**

Would a person be more motivated to exercise if she were paid \$5 each time she went to the gym or if she were pre-paid a fixed amount and \$5 was deduced for every non-attendance? This paper tests the effectiveness of extrinsic motivation (e.g., monetary incentives) on promoting effort on challenging tasks depending on whether the incentive is framed as a gain or a loss. In a series of

studies we find that loss-framed incentives motivate people significantly more than gain-framed incentives. Further, we show that people incorrectly predict that the gain framed incentive would be more motivating. We identify a lay belief in the positive correlation between incentive enjoyment and motivation as one factor contributing to this error and conclude by demonstrating a means to de-bias these predictions.

## **MANUSCRIPTS IN PREPARATION & SELECT RESEARCH IN PROGRESS**

### **1. When Altruism Trumps Self Interest: The Effect of Donation Incentives on Motivation (with Ravi Dhar). *All studies complete.***

This research examines the effectiveness of extrinsic incentives that directly benefit one's self-interest (e.g., money for a task) versus incentives that provide a benefit to others (e.g., a donation to charity) on motivation. Our results demonstrate that while people predict incentives offering benefits to the self would be more motivating, in actuality donation incentives lead to stronger experienced motivation. We explain our results based on the notion that whereas experienced motivation reflects the affective experience (emotions experienced while working), peoples' prospective evaluations are often based on general beliefs (i.e., a lay belief in the norm of self-interest).

### **2. Reinforcing "Shoulds": The Effect of Mindsets on Sequential Choices (with Uzma Khan and Ravi Dhar). *All studies complete.***

Research has observed two distinct patterns in sequential choices: reinforcement and balancing. We propose that reinforcement or balancing in sequential decisions will depend on the mindset of the consumer. We demonstrate that seemingly different choices (exercising and working) appear more related when interpreted at a higher level (both being relative virtues or "shoulds") and that higher level processing facilitates reinforcement across decisions that appear related. Accordingly, we find that an initial "should" choice (e.g., to go to the gym) begets seemingly unrelated subsequent "should" choices (e.g., to work diligently) under an abstract mindset, as compared to a concrete mindset. We believe this research has important implications for accomplishing long term self-improvement goals.

### **3. Getting Gold by Going Green: The Importance of Fitting the Message to the Mindset (with Ravi Dhar). *Three studies complete.***

Firms today are increasing the number of "green" products they offer; however, industry leaders have noted that many consumers still weigh their personal needs above those of society when making purchase decisions. In three studies, we demonstrate that a consumer's mindset (abstract vs. concrete) and how the product is positioned (offering benefits to the self vs. the greater good) have an interactive effect on consumer preferences for green goods.