

Aprajita Gautam

Contact Information	University of Texas Department of Marketing McCombs School of Business Austin, TX 78705	Phone: (512) 399-5398 Email: aprajita.gautam@mcombs.utexas.edu Web: sites.utexas.edu/aprajitagautam
Education	Ph.D. in Marketing (Consumer Behavior) University of Texas at Austin	2025 (expected)
	M.B.A. in Marketing and Finance XLRI Jamshedpur, India	2011
	B.Tech in Computer Science APJ Abdul Kalam Technical University, India	2008
Research Interests	Sustainability, Product Disposal, Consumer Well-being, Pro-social behavior	
Work under Review	<ol style="list-style-type: none">Product Perfectionism: Defining and Measuring Consumers' Tendency to Hold Uncompromisingly High Expectations from Possessions and Consumption Experiences Gautam, Aprajita, Raghunathan, Rajagopal (<i>Revision Submitted for 2nd Round Review at Journal of Consumer Research</i>)	
Working Papers	<ol style="list-style-type: none">You Can't Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house Gautam, Aprajita, Irwin, Julie R., Reczek, Rebecca W.Faulty Inferences of Wealth: The Soft Hands Fallacy Gautam, Aprajita, Gershoff AndrewAesthetics Based Revision of Attribute Importance Raghunathan, Rajagopal, Huang, Szu-chi, Gautam, Aprajita	
Select Work in Progress	<ol style="list-style-type: none">Once Faulty, Always Faulty Intuition: Product Perfectionism's Impact on Product Maintenance and Repair with Raghunathan, Rajagopal and Roberts, AnnabelleReluctance to Repair: Perceived Relative Income and Entitlement as Barriers to DIY Repair	

Conference Presentations	<p>Product Perfectionism: Defining and Measuring Consumers' Tendency to Hold Uncompromisingly High Expectations from Possessions and Consumption Experiences Theory and Practice in Marketing, Austin, TX Society of Consumer Psychology, Nashville, TN</p> <p>You Can't Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house Association of Consumer Research, Seattle, WA</p> <p>Reluctance to Repair: Perceived Relative Income and Entitlement as Barriers to DIY Repair Association of Consumer Research, Seattle, Denver, CO Society of Consumer Psychology, Virtual</p>	<p>May 2024 March 2024</p> <p>October 2023</p> <p>October 2022 March 2022</p>
Invited Presentations	<p>Time and Happiness: Impact on Consumer Well-being Science of Good Business for M.B.A., Masters and Undergrads</p>	<p>May 2022</p>
Awards and Accomplishments	<ul style="list-style-type: none"> - Fellow, AMA Sheth Doctoral Consortium, Indiana University - Haring Symposium Fellow - University of Houston Doctoral Consortium Fellow - University Graduate Continuing Fellowship <i>Awarded to the top 2% of PhD students at the University</i> - McCombs-Provost Research Funds grant of \$4980 <i>Awarded for: You Can't Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house</i> - McCombs School of Business Recruitment Fellowship - Graduate School Provost Supplement Fellowship, UT Austin - Procter & Gamble Global Award for "Innovation in Research" - Procter & Gamble National award for "Power of Minds" - Procter & Gamble National award for "Power of Agility" - Procter & Gamble National award for "Executing with Excellence" 	<p>2024 2023 2022 2024 2023 2020,21 2020-23 2017 2017 2015 2013</p>
Teaching Experience	<p>Instructor at University of Texas at Austin Principles of Marketing, Undergraduate</p> <ul style="list-style-type: none"> -Overall Instructor Rating: 4.9/5 -Fred Moore Assistant Instructor Award for Teaching Excellence <i>Awarded to the top 2 assistant instructors each year in the business school</i> <p>Teaching Assistant at University of Texas at Austin -Science of Good Business, Dr. Amit Kumar -Information and Analysis, Dr. Annabelle Roberts -Creativity and Leadership, Dr. Rajagopal Raghunathan -Principles of Marketing, Dr. Linda Golden -Product Management, Bill Peterson</p>	<p>Spring 2023</p>

Procter & Gamble Certified Subject Matter Expert and Trainer, Effective Business Writing
2016-18

Work Experience	Procter & Gamble	
	Manager - Shopper Marketing – Feminine Hygiene, India	2018
	<i>Owner of Trade Strategy and Trade Spends for Whisper - \$330 mn brand in India</i>	
	Researcher - Global Emerging Markets Innovation Centre, India	2016-17
	Account Executive - National Store Development Organization	2014-16
	Key Account Manager - Independent and Organized Retail	2011-14

Skills Languages: English (Fluent); Hindi (Native); Spanish (Beginner)
Skills: R, SPSS, Qualtrics, L^AT_EX

Relevant Coursework	Marketing	
	Consumer Behavior 1	Amit Kumar
	Consumer Behavior 2	Rajagopal Raghunathan
	Marketing Strategy	Leigh McAllister
	Marketing Research Methods	Rex Du
	Marketing Models 1	Venkatesh Shankar
	Psychology	
	Language and Social Media	James Pennebaker
	Fundamentals of Social Psychology	Bill Swann
	Theory and Explanation in Social Psychology	Bertram Gawronski
	Learning and Memory	Michael Domjan
	Motivation and Emotion	Katherine Muenks
	Statistics	
	Data Analysis, Programming & Simulation in R	Seung Choi
	Survey of Multivariate Methods	Anita Israni

References Rajagopal Raghunathan
Professor of Marketing
McCombs School of Business (UT Austin)
rajagopal.raghunathan@mcombs.utexas.edu

Andrew Gershoff
Department Chair, Marketing
McCombs School of Business (UT Austin)
andrew.gershoff@mcombs.utexas.edu

Susan Broniarczyk
Susie and John L. Adams Endowed Chair in Business; Professor of Marketing
McCombs School of Business (UT Austin)
susan.broniarczyk@mcombs.utexas.edu

Julie Irwin
Professor of Marketing
Lundquist College of Business (U Oregon)
irwinjr@uoregon.edu

Rebecca Reczek
Berry Chair of New Technologies in Marketing; Professor of Marketing
Fisher College of Business (OSU)
reczek.3@osu.edu

Abstracts

“Product Perfectionism: Defining and Measuring Consumers’ Tendency to Hold Uncompromisingly High Expectations from Possessions and Consumption Experiences” with Rajagopal Raghunathan (Submitted for 2nd round revision at Journal of Consumer Research)

Abstract: Perfectionist tendencies have been on the rise in recent years. In this paper, we conceptualize and define a specific type of this tendency, called “product perfectionism,” and situate it within a broader nomological network that includes trait perfectionism, entitlement, materialism, and maximizing. We construct an eight-item Product Perfectionism Scale, which we use to predict consumption behaviors across the three stages of a typical consumer’s journey: acquisition, consumption, and disposal (studies 1–7). We find that consumers higher (vs. lower) on product perfectionism are more susceptible to set-fit effects (study 1), attracted to brands with personalities associated more (vs. less) with perfection (study 2), and willing to pay more for newer (vs. older) products (study 3). We also find that they derive lower enjoyment from less-than-perfect consumption experiences (study 4), are more attracted to product upgrades (study 5), replace both perishable and non-perishable goods faster for smaller flaws (study 6), and are more likely to dispose of and are reluctant to repair broken possessions (study 7). We conclude the paper with a discussion of the theoretical and substantive implications of our findings.

“You Can’t Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house” with Julie Irwin and Rebecca Reczek

Abstract: Investments in inclusive design offer firms both the monetary benefits of tapping an underserved segment and the reputational benefits of promoting inclusivity. This research investigates the limits to the reputational benefits associated with offering inclusive products. Specifically, we examine how the process by which firms bring an inclusive product to market (acquisition or in-house development) impacts consumer judgments of firm ethicality and purchase intentions for inclusively-designed products. Results from four studies indicate that when firms offer inclusive products obtained via acquisitions (versus developing them in-house), consumers judge the firm as less ethical and have lower purchase likelihood from the firm. This is because firms that have acquired inclusive products are perceived as less caring and having less pure motives than those that designed inclusive products themselves. We also identify two strategies to mitigate the negative impact of acquisition—shifting consumer focus from social exchange norms and making clear that the acquiring company cares about people with disabilities, even if this care is transmitted in a way that is irrelevant to the product.

“Faulty Inferences of Wealth: The Soft Hands Fallacy” with Andrew Gershoff

Abstract: The Stereotype Content Model finds a robust positive association between perceptions of competence and wealth. Our research challenges this notion and suggests that competence in certain domains, such as repair, is associated with lower, not higher, perceptions of wealth. In 5 pre-registered studies, we find that consumers who are seen as more competent in repair skills are also judged as having lower wealth, and this belief stems from the idea that wealthy individuals can delegate repair work. This perception persists for a range of basic repair skills, such as fixing a button or a leaky pipe, and even when consumers explicitly express a willingness to do the repair. Importantly, across all 7 studies, we do not find an association between competence in repair and objective wealth of participants, suggesting that the perception is unfounded. Our last two studies examine the downstream effects of the negative association of repair and wealth on consumer behavior and marketplace dynamics.