Research Notes: Prof. Eric Hamerman

March 7, 2013



Eric Hamerman's paper "Conditioned Superstition: Desire for Control and Consumer Brand Preferences," co-authored with Gita Johar, professor of business at Columbia University, has been accepted for publication in the *Journal of Consumer Research*. The paper explores the notion of conditioned superstition, the idiosyncratic superstitions people form through everyday associations between a product and an outcome. The authors find that people are more likely to engage in superstitious behavior when they have a high level of desire to control an uncertain outcome combined with a low perception of their ability to do so. Furthermore, Hamerman and Johar find that after engaging in superstitious behaviors, individuals are more likely to predict a successful outcome. Hamerman is an assistant professor of marketing at the A. B. Freeman School of Business at Tulane University.