

# Bart de Langhe

---

Department of Marketing Management  
Rotterdam School of Management, Erasmus University  
Room T10-24, Burg. Oudlaan 50, P.O. Box 1738, 3000 DR Rotterdam, The Netherlands  
Phone: +31 6 2004 1999 | Email: [blanghe@rsm.nl](mailto:blanghe@rsm.nl) | Web: <http://www.rsm.nl/bdelanghe>

## EDUCATION

---

*Ph.D., Marketing, June 2011 (Expected)*  
Rotterdam School of Management, Erasmus University  
Rotterdam, the Netherlands

*Visiting Scholar, 2009*  
Booth School of Business, University of Chicago  
Chicago, IL

*M.A., Psychology, Summa cum laude, 2006*  
Catholic University Leuven  
Leuven, Belgium

*B.A., Psychology, Cum laude, 2003*  
Catholic University Leuven  
Leuven, Belgium

## RESEARCH INTERESTS

---

Consumer Learning and Decision Making  
Affect and Emotion  
Pricing  
Cross-cultural Marketing

## PUBLICATIONS AND WORK UNDER REVIEW

---

de Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M. J. van Osselaer, "The Anchor Contraction Effect in International Marketing Research," *Journal of Marketing Research*, forthcoming.

In an increasingly globalized marketplace, it is common for marketing researchers to collect data from respondents who are not native speakers of the language in which the questions are formulated. Examples include online customer ratings and internal marketing initiatives in multinationals. This raises the issue of whether providing responses on rating scales in one's native versus second language exerts a systematic

influence on the responses obtained. This article documents the Anchor Contraction Effect (ACE), the systematic tendency to report more intense emotions when answering questions using rating scales in a non-native language than in the native language. Nine studies (a) establish ACE, test the underlying process, and rule out alternative explanations, (b) examine the generalizability of ACE across a range of situations, measures, and response scale formats, and (c) explore managerially relevant and easily implementable corrective techniques.

Puntoni, Stefano, Bart de Langhe, and Stijn M. J. van Osselaer (2009), "Bilingualism and the Emotional Intensity of Advertising Language," *Journal of Consumer Research*, 35(6), 1012-1025.

This research contributes to current understanding of language effects in advertising by uncovering a previously ignored mechanism shaping consumer response to an increasingly globalized marketplace. We propose a language-specific episodic trace theory of language emotionality to explain how language influences the perceived emotionality of marketing communications. Five experiments with bilingual consumers show (1) that textual information (e.g., marketing slogans) expressed in consumers' native language tend to be perceived as more emotional than messages expressed in their second language; (2) that this effect is not uniquely due to the activation of stereotypes associated to specific languages or to a lack of comprehension; and (3) that the effect depends on the frequency with which words have been experienced in native- versus second-language contexts.

de Langhe, Bart, Stijn M. J. van Osselaer, and Berend Wierenga, "The Effects of Process and Outcome Accountability on Judgment Process and Performance," conditionally accepted at *Organizational Behavior and Human Decision Processes*.

A vast stream of research suggests that, to help people make better judgments and decisions, process accountability (i.e., evaluation based on the justification provided for the decision process) is consistently more desirable and uniformly superior to outcome accountability (i.e., evaluation based on the quality of the decision outcomes only). Using a task in which marketing managers predict the market success of new products, we show that process accountability in fact only improves judgment quality for a limited subset of decision problems (i.e., relatively simple tasks in which elemental, main effects of cues on outcomes have to be abstracted), but not in a wide array of other tasks (i.e., more difficult tasks in which configural, interactive effects of cues on outcomes have to be abstracted). This is because process accountability specifically enhances rule-based reasoning (which is adaptive in elemental tasks but not in configural tasks), but not exemplar-based thinking (which is adaptive in both elemental and configural tasks). In addition, we explore how individual predispositions (i.e., differences in analytical intelligence and rational thinking style) interact with process and outcome accountability to determine cognitive processes and judgment quality.

de Langhe, Bart, Steven Sweldens, Stijn M. J. van Osselaer, and Mirjam A. Tuk, "Self-Regulatory Resource Depletion Increases Risk Aversion After Experience," under review at *Journal of Marketing Research*.

Decision making under risk and uncertainty requires balancing emotional and cognitive inputs. This manuscript examines the effect of a reduction in self-regulatory resources on risk preferences. Self-regulatory resources may play a key role in risky decisions because they fuel the ability to override impulsive and emotional influences. Prior studies suggest that depletion of self-regulatory resources increases the propensity to take risks presumably because depletion makes people succumb to the impulsive desire for the highest possible reward. However, repeatedly experiencing risk may trigger negative emotional reactions which are more difficult to override if self-regulatory resources are depleted. Three studies support this hypothesis. We consistently find that individuals who are depleted of their self-regulatory resources are more likely to avoid risky decision alternatives after recent experience with the risky decision situation.

## DISSERTATION RESEARCH

---

de Langhe, Bart, Stefano Puntoni, Ann L. McGill, and Stijn M. J. van Osselaer, "Price as a Cue for Quality: Cue-Outcome Learning under Homo- and Heteroscedastic Uncertainty"

Consumers typically overestimate the association that exists between price and quality in the marketplace. In my dissertation, I propose that one of the underlying reasons for this overestimation lies in the heteroscedastic nature of the price-quality relationship found in many product categories. The price-quality relationship in a product category can be characterized as heteroscedastic (homoscedastic) if uncertainty about quality is different (constant) in different price segments. I consider two types of heteroscedastic product categories: increasing and decreasing. In a heteroscedastic increasing product category (e.g., laundry detergents), quality is consistently low for low-priced brands but varies a lot for high-priced brands. In a heteroscedastic decreasing product category (e.g., hotels), quality varies a lot for low-priced brands but is consistently high for high-priced brands.

I show that the perceived correlation between price and quality is stronger when uncertainty is heteroscedastic than when it is homoscedastic (Studies 1-4). This effect occurs regardless of whether (a) heteroscedasticity is increasing or decreasing, (b) the cue-outcome correlation is positive or negative, (c) cue-outcome pairs are presented sequentially or simultaneously, and (d) cues and outcomes are labeled as price-quality or generically as X-Y. I propose that the effect of the type of uncertainty on perceived *overall* correlations can be traced to the effect of error variance on perceived *local* correlations. Compared to a homoscedastic environment with the same overall correlation, heteroscedastic environments feature (a) a low-error price range in which the perceived local correlation between price and quality is higher and (b) a high-error price range in which the perceived price-quality correlation is similar. This is because reductions in error variance have a greater positive impact on perceived local correlations than equivalent increases in error variance (Studies 5-6).

In three additional studies, I show that also quality predictions are more extreme when uncertainty is heteroscedastic than when it is homoscedastic. This is because people psychologically conflate correlation (i.e., the predictability of an outcome) with slope (i.e., the predicted level of an outcome). Depending on the type of heteroscedasticity (increasing vs. decreasing), this leads to a specific pattern of over- and underestimation of product quality. When the price-quality relationship is positive and uncertainty about quality is heteroscedastic and increasing (decreasing), quality is predicted accurately in the low (high) price range but overestimated (underestimated) in the high (low) price range. Further demonstrating the importance of the nature of uncertainty, I show that product valuations are also affected by homo- versus heteroscedastic outcome uncertainty.

## WORKING PAPERS

---

de Langhe, Bart, Aparna A. Labroo, and Ann L. McGill, “Is Price a Devil to be Disguised? The Effect of Price Visibility on the Anticipated Utility of Consumer Products”

Marketers often try to minimize consumers’ attention to the costs of product acquisition, for example by reducing the visibility of price information. The present research argues that an imprudent adoption of this technique has serious potential to backfire. A reduction in price visibility may result in meta-cognitive experiences of difficulty, and these experiences intensify negative price-related affect. In other words, price visibility does not only alter attention to acquisition costs (i.e., the weight of the price attribute), but also the anticipated pain of paying (i.e., the valence of the price attribute). Across five experiments, we explore the impact of fluency-based affective responses to selling prices on consumers’ utility assessments. Because the anticipated pain of paying is higher for less visible prices, a reduction in price visibility leads to a lower perceived acquisition utility when consumers are focused on minimizing price. However, when consumers are focused on quality, a reduction in price visibility boosts anticipated utility, because some consumers believe that worse prices signal better product quality.

## SELECTED PROJECTS

---

Bertini, Marco and Bart de Langhe, “The Color of Price” (2 studies collected)

de Langhe, Bart and Bram van den Bergh, “The Cumulative Placebo Effect” (2 studies collected)

de Langhe, Bart and Stefano Puntoni, “The Proportion-Heuristic for the Calculation of Expected Value” (3 studies collected)

de Langhe, Bart, Daniel Fernandes, and Stefano Puntoni, “Struck by the Anchor: Emotional Sensitivity and Emotional Response Tendencies” (3 studies collected)

## CONFERENCE PROCEEDINGS AND INVITED TALKS

---

“Price as a Cue for Quality: Cue-Outcome Learning under Homo- and Heteroscedastic Uncertainty”, INSEAD, September 2010.

“Price as a Cue for Quality: Cue-Outcome Learning under Homo- and Heteroscedastic Uncertainty”, Tilburg University, May 2010.

“Price as a Cue for Quality: Cue-Outcome Learning under Homo- and Heteroscedastic Uncertainty”, European Marketing Academy Doctoral Colloquium, Copenhagen, May 2010.

de Langhe, Bart, Aparna A. Labroo, and Ann L. McGill, “Is Price a Devil to be Disguised? The Effect of Price Visibility on the Anticipated Utility of Consumer Products,” Society for Consumer Psychology, (2010), St. Pete Beach, FL.

de Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M. J. van Osselaer, “The Anchor Contraction Effect in International Marketing Research,” Society for Consumer Psychology, (2010), St. Pete Beach, FL.

de Langhe, Bart, Steven Sweldens, Mirjam A. Tuk, and Stijn M. J. van Osselaer, “The Emotional Information Processing System is Risk Averse: Ego-depletion and Investment Behavior,” Association for Consumer Research, (2008), San Francisco, CA.

Puntoni, Stefano, Bart de Langhe, and Stijn M. J. van Osselaer, “Bilingualism and the Emotional Intensity of Advertising Language,” Association for Consumer Research, (2008), San Francisco, CA.

## TEACHING EXPERIENCE

---

Supervisor Bachelor Thesis (2010), “The Role of Predictions in Consumer Decision Making”, (10 ECTS; 24 students; Evaluation: 4.4/5)

Supervisor Bachelor Internships in Marketing (2009, 2010)

Teaching Assistant (2008), The University of Chicago, Booth School of Business, Marketing Management (Prof. Stijn M.J. van Osselaer), executive MBA Asia, Europe and North America, (Evaluation: 4.4/5)

## HONORS AND AWARDS

---

- AMA-Sheth Doctoral Consortium Fellow, Texas Christian University, 2010
- Erasmus Trustfonds research grant, €2000
- Erasmus Trustfonds travel grant, €750
- Erasmus Research Institute of Management Grant for 6 month visit to the University of Chicago Booth School of Business

## PROFESSIONAL SERVICE

---

Trainee Reviewer for Journal of Consumer Research  
Reviewer for the 38<sup>th</sup> EMAC 2009 Conference  
Reviewer for the 39<sup>th</sup> EMAC 2010 Conference  
Reviewer for the 2009 North American Association for Consumer Research Conference  
Reviewer for the 2010 North American Association for Consumer Research Conference

## UNIVERSITY SERVICE

---

2008-2009: Founding administrator Erasmus University Research Opportunity (EURO), paid subject pool

2007-2008: Administrator ERIM Research Participation System (ERPS), for-credit subject pool

## PROFESSIONAL AFFILIATIONS

---

Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)

## SELECTED GRADUATE COURSEWORK

---

Behavioral Decision Theory	S.M.J. van Osselaer
Consumer Behavior	R. Pieters
Managerial Decision Making and Decision Support	B. Wierenga and J. Eliashberg
Statistical Methods	P. Groenen and A. Koning
Advanced Statistical Methods	P. Groenen and A. Koning
Quantitative Psychology	F. Tuerlinckx
Marketing Models	P.H.B.F. Franses, D. Fok, R. Paap
Current Topics in Behavioral Science	E. Caruso and J. Risen
Advanced Mkt. Theory: Behavioral Science Approach	S. Ramanathan
Methodological Seminars	M. Gallucci
- Regression with nominal and continuous independent variables, covariates, and interaction effects.	
- Linear models involving categorical independent variables	
Mixed models and incomplete data	G. Molenbergs and G. Verbeke
Measurement Models in Marketing	M. Dekimpe, P.S.H. Leeflang, and J.E. Wieringa
Managerial Issues in Marketing	P.C. Verhoef, S.M.J. van Osselaer, A.K. Kohli, and P.S.H. Leeflang
Publishing Strategy	W. Phelps and P. Heugens

## PH. D. TUTORIALS

---

Consequences of Choice Overload  
Consumers and Product Innovation  
Goals  
Individual Level Response Modeling  
Theories of Self-Regulation  
The Interplay of Wanting and Liking  
Dynamic Decision Problems in Mkt.  
Money  
Probabilistic Models I  
Probabilistic Models II

S. Iyengar (Columbia University)  
J. Goldenberg (Hebrew University)  
J. Nunes (University of Southern California)  
Puneet Manchanda (University of Michigan)  
O. Amir (UC San Diego)  
B. Shiv (Stanford University)  
G. Hitsch (University of Chicago)  
K. Vohs (University of Minnesota)  
B. Hardie (London Business School)  
Y-H. Park (Cornell University)

## SELECTED MEDIA MENTIONS

---

Science Daily (2008); Times Online (2008); Financial Times (2008)

## CO-AUTHORS

---

Marco Bertini (London Business School), Daniel Fernandes (Rotterdam School of Management), Ann McGill (Booth School of Business), Aparna Labroo (Booth School of Business), Stijn van Osselaer (Rotterdam School of Management), Stefano Puntoni (Rotterdam School of Management), Suresh Ramanathan (Booth School of Business), Steven Sweldens (INSEAD), Mirjam Tuk (Universiteit Twente), Berend Wierenga (Rotterdam School of Management).

## REFERENCES

---

Stijn M. J. van Osselaer  
Erasmus University  
Professor of Marketing  
Rotterdam School of Management  
P.O. Box 1738  
3000 DR Rotterdam, the Netherlands  
P. +31 (0)10 408 9596  
E. [sosselaer@rsm.nl](mailto:sosselaer@rsm.nl)

Berend Wierenga  
Erasmus University  
Professor of Marketing  
Rotterdam School of Management  
P.O. Box 1738  
3000 DR Rotterdam, the Netherlands  
P. +31 (0)10 408 2753  
E. [bwierenga@rsm.nl](mailto:bwierenga@rsm.nl)

Ann L. McGill  
University of Chicago  
Sears Roebuck Professor of General Management,  
Marketing, and Behavioral Science  
Booth School of Business  
5807 South Woodlawn Avenue  
Chicago, IL 60637-1610  
P. (773) 702-7448  
E. [ann.mcgill@chicagobooth.edu](mailto:ann.mcgill@chicagobooth.edu)

Stefano Puntoni – Erasmus University  
Associate Professor of Marketing  
Rotterdam School of Management  
P.O. Box 1738  
3000 DR Rotterdam, the Netherlands  
P. +31 (0)10 408 1184  
E. [spuntoni@rsm.nl](mailto:spuntoni@rsm.nl)