

David A. Norton

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EDUCATION

Ph.D., Marketing, Moore School of Business, University of South Carolina, May 2013.

M.S., Marketing Research, The University of Texas at Arlington, December 2005.

B.B.A., Marketing, The University of Texas at Austin, December 2002.

PRIMARY RESEARCH INTERESTS

Consumer Behavior

- Consumer Response to Ambiguity
- Social Identity/Identity Signaling
- Social Influence

PUBLICATIONS

Norton, David A., Cait Poynor Lamberton, and Rebecca Walker Naylor (2013), "The Devil You (Don't) Know: Interpersonal Ambiguity and Inference Making in Competitive Contexts," *Journal of Consumer Research*, 40 (August), 239-54.

Wood, Stacy, Melayne Morgan McInnes, and David A. Norton (2011), "The Bad Thing about Good Games: The Relationship Between Close Sporting Events and Game-Day Automobile Fatalities," *Journal of Consumer Research*, 38 (December), 611-21.

- Findings featured in various media including: *USA Today*, *Wall Street Journal*, *ESPN the Magazine*

Naylor, Rebecca Walker, Cait Poynor Lamberton, and David A. Norton (2011), "Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion," *Journal of Marketing Research*, 48 (June), 617-31.

DISSERTATION

“One Size Fits Others: Egocentric Inferences in Ambiguous Product Labeling,”

Committee: Randall L. Rose (Co-Chair), Caglar Irmak (Co-Chair), Alokparna (Sonia) Monga, and Rebecca Walker Naylor (The Ohio State University).

Marketers often use “all-inclusive” product labels to target multiple segments of consumers with a single product. Such labels highlight the all-fitting aspect of a product, thereby resulting in the expansion of the potential customer pool. However, marketers may unintentionally be driving customers away with their omnibus labeling practices. All-inclusive labels communicate to consumers that the product is likely to fit not only them but also all sorts of other consumers who may not be like them, requiring effortful adjustment from an egocentric anchor. I explore this effect of labeling induced target market specificity or generality on consumer reactions to such products and demonstrate that leaving the target market of a product ambiguous may actually benefit marketers.

OTHER RESEARCH IN PROGRESS

Norton, David A., Alokparna Basu Monga, and William O. Bearden, “Is Negative Brand Publicity Always Damaging? The Moderating Role of Power,” manuscript in preparation for submission to *Journal of Consumer Research*.

Negative publicity can be damaging for brands. In three studies we demonstrate that high power (e.g., supervisors) consumers are less likely to be affected by negative publicity than low power consumers (e.g., subordinates). High power consumers rely more on their own thoughts and are more sensitive to internal states which causes them to place less weight on external negative information compared to low power consumers. This effect dissipates when negative information comes from a highly credible source, or when a consumer’s sense of power is boosted prior to exposure to negative publicity.

Norton, David A. and Szu Chi Huang, “Where is the Finish Line? Goal Ambiguity Effects on Consumer Pursuit of Self-Control Goals,” two studies completed.

INVITED PRESENTATIONS

Boston University
University of Arkansas

CONFERENCE PRESENTATIONS (* denotes presenter)

Norton, David A., Cait Poyner Lamberton, and Rebecca Walker Naylor, “The Devil You (Don’t) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts,” accepted to the 2012 meetings of Society for Consumer Psychology, February 16-18, Las Vegas, Nevada.

Norton, David A.*, Caglar Irmak, and Randall L. Rose, “One Size Fits Others: The Role of Label Ambiguity in Targeting Diverse Consumer Segments,” Presented at the 2011 meetings of the Association for Consumer Research, October 13-15, St. Louis, Missouri.

Norton, David A.*, Caglar Irmak, and Randall L. Rose, “One Size Fits Others: The Role of Label Ambiguity in Targeting Diverse Consumer Segments,” Presented at the 2011 Marketing Science Institute Conference, June 8-11, Houston, Texas.

Norton, David A.*, Alokparna Basu Monga, and William O. Bearden, “Is Negative Brand Publicity Always Damaging? The Moderating Role of Power,” Presented at the 2011 meetings of the Society for Consumer Psychology, February 24-26, Atlanta, Georgia.

Norton, David A.*, Caglar Irmak, and Randall L. Rose, “One Size Fits Others: The Role of Label Ambiguity in Targeting Diverse Consumer Segments,” Presented at the 2011 Southeast Marketing Symposium, February 3-5, Oxford, Mississippi.

Naylor, Rebecca Walker, Cait Poynor Lamberton*, and David A. Norton, “Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Consumer Compliance,” Presented (in special session) at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, Florida.

Norton, David A.*, Alokparna Basu Monga, and William O. Bearden, “Is Negative Brand Publicity Always Damaging? The Moderating Role of Power,” Presented at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, Florida.

Naylor, Rebecca Walker, David A. Norton*, and Cait Poynor, “Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents,” Presented at the 2009 meetings of the Society for Consumer Psychology, February 12-14, San Diego, California.

Norton, David A.* and Rebecca Walker Naylor, “Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents,” Poster presented at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, California.

TEACHING INTERESTS

Marketing Research, Consumer Behavior, Marketing Communications

TEACHING EXPERIENCE

Instructor, Introduction to Marketing Management, UConn (Fall 2013-Fall 2015).

Instructor, Marketing Research, University of South Carolina, (Spring 2011; Spring 2012). Instructor rating: 4.4/5.0

Teaching Assistant, Marketing Research (for Prof. Randy Rose), University of South Carolina, Spring and Fall 2010-2011.

Teaching Assistant, Consumer Behavior (for Prof. Rebecca Naylor), University of South Carolina, Fall 2007

HONORS AND AWARDS

University of South Carolina Distinguished Graduate Scholar, 2013
Outstanding Doctoral Research Award, Marketing Department, 2013
Moore School Doctoral Fellowship, 2007-present
INFORMS Society of Marketing Science Consortium Fellow, Houston, Texas, 2011
AMA-Sheth Foundation Doctoral Consortium Fellow, Stillwater, Oklahoma, 2011
MSMR Advisory Board Scholarship, 2004-2005
Dean's List University of Texas at Arlington, 2004-2005

SERVICE TO THE FIELD

Volunteer, Association for Consumer Research Conference 2008

Session Chair, *Association for Consumer Research, INFORMS Marketing Science*

Ad-hoc reviewer for:

Journal of Consumer Research

Journal of Marketing Research

Association for Consumer Research Conference Submissions

Society for Consumer Psychology Conference Submissions

Academy of Marketing Science Conference Submissions

American Marketing Association Conference Submissions

SERVICE TO THE UNIVERSITY

IDEA Grant reviews, University of Connecticut (2013-2015).

Doctoral Student Association, University of South Carolina, *Vice President* (2008-9), *President* (2009-10).

Behavioral Laboratory Coordinator, Moore School of Business, University of South Carolina, 2007-present.

Coordinator, Incoming Doctoral Student Orientation, 2009.

Committee Member:

- Prospective Doctoral Students Discussion
- New BA Building Criteria
- Provost's Evaluation of Curricula
- AACSB accreditation review

Conducted PMBA Task Force Satisfaction Research for the Moore School of Business, University of South Carolina (2010)

INDUSTRY EXPERIENCE

Consumer Intelligence Analyst: RadioShack Corp., Fort Worth, TX (2004-2005)

- Consumer Electronics product design, satisfaction, new product development

Research Manager: DSS Research, Fort Worth, TX (2005-2006)

- Healthcare benefits research, Medicare Part D adoption, National Federation of Independent Business (NFIB) healthcare

Senior Project Director: Maritz Research, St. Louis, MO (2006-2007)

- Financial services research (BB&T, Capital One, Bank of America, Regions)

MEMBERSHIPS

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology