

APRAJITA GAUTAM

CBA 5.334T
The University of Texas at Austin

E-mail: aprajita.gautam@utexas.edu
Mobile: +1(551)3995398

EDUCATION

Current – PhD 4th year student (Marketing - Consumer Behavior)	2020-2025 (expected)
<i>The University of Texas at Austin, USA</i>	
Research Assistant (Marketing - Consumer Behavior)	2019-2020
<i>Texas A&M University, USA</i>	
Master of Business Administration (Dual Major - Marketing & Finance)	2009 - 2011
<i>XLRI Jamshedpur, India</i>	
Bachelor of Technology in Computer Science; 1 st division with honors	2005 - 2009
<i>APJ Abdul Kalam Technical University, India</i>	

RESEARCH INTERESTS

Sustainability, Consumer Well-being

WORKING PAPERS

Aprajita Gautam and Rajagopal Raghunathan. “Product Perfectionism: Defining and Measuring the Consumer Tendency to Seek Perfection from Possessions.”

Revision invited for 2nd round review at Journal of Consumer Research.

Abstract - Perfectionist tendencies have been on the rise in recent years. The current research proposes that this trend is also reflected in the marketplace, with consumers seeking perfection in and from their possessions and consumption experiences. This paper conceptualizes and defines this tendency, called “product perfectionism,” and situates it within a broader nomological network, including trait perfectionism, entitlement, materialism, maximizing, and frugality, among others. A reliable eight-item scale Product Perfectionism Scale (studies 1- 4) is constructed. This scale predicts behaviors across three important stages of a typical consumer’s journey: acquisition, consumption, and disposal (Studies 5–8). The theoretical and substantive implications for marketers and public policy makers are discussed.

Aprajita Gautam, Julie R. Irwin and Rebecca Walker Reczek. “You can’t buy ethicality: The modality of creation impacts the reputational benefits of inclusive design”

Manuscript in preparation

Abstract - This research explores how consumers evaluate inclusive products that cater to the needs of disabled consumers and the conditions under which firms that produce such products accrue reputational benefits. Data from 6 studies (n = 4431), including one with incentive-compatible design, indicate that firms opting for acquisitions to produce inclusive products are perceived as displaying lower levels of empathetic care. Subsequently they are judged as less ethical than firms

that create these products in-house. Results also indicate that consumers have lower purchase intentions for inclusive products when they have a goal of “being fashionable.”

Rajagopal Raghunathan, Szu-chi Huang and **Aprajita Gautam**. “Aesthetic Weighing Effect”

Manuscript in preparation

Abstract - In the current research, we document a novel strategy that that we term “Aesthetics-Weighting Effect.” When faced with a choice between an option that is better on aesthetics but lower on their preferred functional attribute and an option that is lower on aesthetics but higher on their preferred functional attribute, consumers adjust the importance of the functional attributes in favor of the aesthetic choice. Importantly, this effect is especially higher when consumers select an aesthetically superior option as opposed to when they select the aesthetically inferior option (even when both options are inferior on the functional attribute that consumers prefer). We posit that choosing the product which is aesthetically superior (when it is lower on the preferred functional attribute) induces a need to justify in consumers which leads them to rationalize their choice by revising attribute importance of functional attributes. Additionally, we also show that this revision is sticky such that even in subsequent, unrelated tasks, consumers overweigh the functional attribute which was paired with the aesthetically superior option.

RESEARCH IN PROGRESS

Aprajita Gautam with Rajagopal Raghunathan, “Product Perfectionism and Product Care.”

Aprajita Gautam with Rajagopal Raghunathan, “Reluctance to Repair: Perceived Relative Income and Entitlement as barriers to DIY Repair.”

Aprajita Gautam with Andrew Gershoff, “Repair Skills as a Wealth Cue.”

CONFERENCE PRESENTATIONS

Aprajita Gautam* and Rajagopal Raghunathan (November 2023), “Product Perfectionism: Defining and Measuring the Consumer Tendency to Seek Perfection from Possessions,” *McCombs Ph.D. Conference*, Austin, TX

Aprajita Gautam* and Julie Irwin and Rebecca Walker Reczek (October 2023), “You can’t buy ethicality: The modality of creation impacts the reputational benefits of inclusive design,” *Association of Consumer Research*, Working Paper, Seattle, WA.

Aprajita Gautam*, and Rajagopal Raghunathan (October 2022), “Reluctance to Repair: Perceived Relative Income and Entitlement as barriers to DIY Repair,” *Association of Consumer Research*, Denver, CO.

Aprajita Gautam*, and Raghunathan, Raj (March 2022), “Reluctance to Repair: Perceived Relative Income and Entitlement as barriers to DIY Repair,” *Society of Consumer Psychology Conference*, Working Paper, Virtual.

INVITED PRESENTATIONS

2022 University of Texas at Austin (MBA, MS and Undergrad course - Science of Good Business), on “Time and Happiness”

TEACHING EXPERIENCE

INSTRUCTOR, UNIVERSITY OF TEXAS AT AUSTIN	Spring 2023
Principles of Marketing (Instructor rating 4.9/5)	
TEACHING ASSISTANT, UNIVERSITY OF TEXAS AT AUSTIN	
Information and Analysis (Annabelle Roberts)	Fall 2023
Creativity and Leadership (Raj Raghunathan)	Fall 2022
Science of Good Business (Amit Kumar)	Spring 2021, 2022
Introduction to Marketing, Teaching Assistant (Dr. Linda Golden)	Fall 2021
Product Management, Teaching Assistant (Bill Peterson)	Fall 2020
Analyzing Consumer Behavior, Teaching Assistant (Chiraag Mittal)	Fall 2019
P&G CERTIFIED SUBJECT MATTER EXPERT AND TRAINER , PROCTER & GAMBLE	
Effective Business Writing	2016 - 18

SKILLS

Technical Skills – R, STATA, SPSS, Qualtrics, LIWC 2022

Trainings - Human Subject Protection Training through CITI (for IRB applications)

WORK EXPERIENCE

Procter & Gamble	2011 - 2018
Manager - Customer & Shopper Marketing – Feminine Hygiene	2018
Owner of Trade strategy and Trade spends for Whisper - \$330 mn brand in India	
Researcher - Global Emerging Markets Innovation Centre, India	2016 – 2017
Account Executive - National Store development organization	2014 - 2016
Led a team of 9 P&G managers and 200+ distributor employees to deliver a business of \$100 Mn	
Developed organization expertise in shopper psychology and in-store analytics in Organized retail	
Key Account Manager - Independent and Organized retail	2011- 2014

HONORS AND AWARDS

McCombs-Provost Research Funds grant of \$4980 for the research - “You can’t buy ethicality: The modality of creation impacts the reputational benefits of inclusive design”	2023
UT Austin Doctoral representative for Haring Symposium at Indiana University	2023
UT Austin Doctoral representative for University of Houston Symposium	2022
Eugene and Dora Bonham Memorial Funds	2021, 2023
Graduate School Provost Supplement Fellowship, University of Texas at Austin	2020 -
Recruitment Graduate School College Fellowship, University of Texas at Austin	2020
Recipient, Graduate Research Travel Grant, Texas A&M	2019

Recipient, Department of Marketing Fellowship, Mays Business School, Texas A&M	2019
Procter & Gamble global award for “Innovation in Research”	2017
Procter & Gamble national award for “Power of Minds”	2017
Procter & Gamble national award for “Power of Agility”	2015
Procter & Gamble national award for “Executing with Excellence”	2013
Procter & Gamble national award for “Best in class fundamentals”	2012