

EDUCATION

STATE UNIVERSITY OF NEW YORK AT BINGHAMTON, Binghamton, New York
Ph.D. in Management, Expected Summer 2015

- Major in Marketing. Minor in Psychology
- Dissertation: “General Level vs. Specific Level of Variety Seeking in Experiential Categories: The Case of Preference for Vacation Places” Committee Chair: Dr. Kalpesh Desai, Committee: Dr. Subimal Chatterjee, Dr. Manoj Agarwal

UNIVERSITY OF ARIZONA, Tucson, Arizona

Master of Science in Family and Consumer Sciences, May 2011

- Concentration in Retailing and Consumer Sciences. Minor in Statistics.
- Thesis: “Roles of Consumer’s Brand Storytelling in Brand Evaluation through Cognitive Processing and Emotions” Committee Chair: Dr. Anita Bhappu, Committee: Dr. Sabrina Helm, Dr. Emily Butler

SOOKMYUNG WOMEN’S UNIVERSITY, Seoul, Korea

Bachelor of Art in Political Science and International Relations, 2007

- Summa Cum Laude. Minor in Business Administration.

MIYAZAKI INTERNATIONAL UNIVERSITY, Kyushu, Japan 2006

- Study abroad

TEACHING INTERESTS

Principles of Marketing, Consumer Behavior, Marketing Research, Brand Management, Marketing Strategy, International Marketing, Social Media Marketing, Retailing

TEACHING EXPERIENCE

Lecturer

SCHOOL OF MANAGEMENT, SUNY BINGHAMTON, Binghamton, New York

- **Consumer Behavior**, Spring 2015
- **Consumer Behavior**, Fall 2014 (Teaching evaluation=3.6, where 1=Poor and 4=Excellent, School Average = 3.19)
- **Introduction to Marketing (Online)**, Summer 2014

Teaching Assistant

SCHOOL OF MANAGEMENT, SUNY BINGHAMTON, Binghamton, New York

- **Consumer Behavior (MBA)**, Spring 2014
- **Introduction to Marketing** (>150 students), Spring 2014
- **Product Management**, Fall 2012, Spring 2013
- **International Marketing**, Spring 2013

UNIVERSITY OF ARIZONA, Tucson, Arizona

- **Consumer Concepts and Theories**, Fall 09, Spring 10, Fall 10
- **E-Commerce**, Spring 2009

INDUSTRY EXPERIENCE

Intern, Guest Relations Officer (GRO), RITZ CARLTON HOTEL, Seoul, Korea (2005)

RESEARCH & WORK EXPERIENCE

Research Assistant

UNIVERSITY OF ARIZONA, Tucson, Arizona (Spring 2009-Spring 2011)

KOREAN GOVERNMENT, Seoul, Korea (2008)

SOOKMYUNG WOMEN'S UNIVERSITY, Seoul, Korea (Spring 2007-2008)

Intern, Researcher

MACROGATE KOREA (Research Company), Seoul, Korea, (2008)

RESEARCH INTERESTS

Consumer Well-being (e.g. Experiential Purchases and Variety Seeking, Financial Behavior, Time and Money, Sustainability), WOM, Emotion & Cognition

DISSERTATION

Title: "General Level vs. Specific Level of Variety Seeking in Experiential Categories: The Case of Preference for Vacation Places"

Committee Chair: Dr. Kalpesh Desai

Committee: Dr. Subimal Chatterjee, Dr. Manoj Agarwal

Outside Reader: Dr. Sean Massey (Social Psychology)

Abstract:

Prior research suggests that consumers perceive variety at different levels (see Kahn et al. 2013; Broniarczyk et al. 1998) e.g., as a whole or more concretely by comparing alternatives within an assortment. The current research addresses an important gap in the prior variety seeking literature, which has identified variety seeking at different levels, but has not investigated whether in experiential categories such as choosing vacation destinations, whether the general level of perceived variety (in terms of the distance and dissimilarity between the current and the prospective vacation locations) will dominate the specific level of perceived variety (in terms of the number of activities/attractions offered by the prospective vacation destination) or vice versa. While addressing the above gap in prior research, we also examine if construal level theory (CLT) can explain our findings. Results of five experiments reveal that in preference for vacation locations, specific variety dominates general variety. Since distant places are considered to be more novel and different from their current places, in general, overall terms (i.e., general level variety), consumers prefer to vacation at distant (vs. close) places. However, when consumers are provided names of activities/attractions that they can enjoy at the vacation place, they perceive this variety specifically and concretely resulting in preference for such places.

PUBLICATION

Brenda Sternquist, Ying Huang and JungHwa Hong (2009), "Explaining the Relationships between Supplier Dependence, Role Performance, and Retailer Commitment: The Mediating Effects of Economic and Social Satisfaction," in *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times*, XII, Joel R. Evans (Ed.), Hempstead, NY: Academy of Marketing Science.

CONFERENCE PRESENTATIONS

JungHwa Hong and Chien-Wei Lin, "The Effects of Bicultural Identity on Product Preference" Submitted to the *Association of Consumer Research* conference 2015

JungHwa Hong and Kalpesh Desai, "General Level vs. Specific Level of Variety Seeking in Experiential Categories: The Case of Preference for Vacation Places" Submitted to *Association of Consumer Research* conference 2015

JungHwa Hong and SunYoung Ahn (2015), "Seeing is Believing: The Effects of Picture in Online Review to Reduce Perceived Risk toward Online Store" *Society of Consumer Psychology Conference (SCP)*, Phoenix, AZ.

JungHwa Hong, SunYoung Ahn and Mary Ann Eastlick (2011), “The Moderating Effects of the Attributes of e-Word-of-Mouth on the Relationship between Perceived Overall Risk and Purchase Intention” *American Collegiate Retailing Association Conference (ACRA)*, Boston, MA.

Brenda Sternquist, Ying Huang and JungHwa Hong* (2009), “Explaining the Relationships between Supplier Dependence, Role Performance, and Retailer Commitment: The Mediating Effects of Economic and Social Satisfaction,” *ACRA/AMS (Academy of Marketing Science) Conference*, New Orleans, LA.

WORKING PAPERS/RESEARCH IN PROGRESS

JungHwa Hong and SunYoung Ahn, “The Effects of Consumer Reviews on Perceived Risk of Online Purchase” (manuscript in preparation for *Asia Marketing Journal*)

JungHwa Hong and Qi Wang, “Positive Spillover Effect of Hybrid Cars on Conventional Cars” (developed empirical model and manuscript in preparation)

Debi Mishra and JungHwa Hong, “Managing Multiple Retailing Channels: Emerging Strategic Perspectives” (Manuscript in preparation for *International Journal of Retail and Distribution Management*)

JungHwa Hong, Anita Bhappu, and Sabrina Helm, “The Influence of Consumers’ Storytelling (vs. Brand Storytelling) on Brand Evaluation” (manuscript in preparation for *Journal of Consumer Marketing* or *Journal of Brand Management*)

Gizem Atav, Subimal Chatterjee, JungHwa Hong, “Loss Aversion under Stress: Challenge, Threat, and Regulatory Focus” (two studies completed)

JungHwa Hong and Subimal Chatterjee, “The Relationship between Construal level and Task of Choice/Rejection on Preference” (one study completed)

JungHwa Hong and Kalpesh Desai, “Time vs. Money on Credit Card Debt Repayment” (three studies completed)

JungHwa Hong, Kalpesh Desai, and Manoj Thomas, “Investigating Debt Account Aversion” (one study completed)

JungHwa Hong and SunYoung Ahn, “Organic Food Consumption from Time vs. Money Perspectives” (one study completed)

JungHwa Hong and Dipankar Rai, “Growth vs. Fixed Mindset in Gift Giving Context”

PRESENTATIONS

SOM MARKETING BROWN BAG, Binghamton University

- “Green Consumption and Self-Regulatory Focus,” Fall 2011
- “Willingness to Pay Credit Card Debt,” Spring 2012

AWARDS & HONORS

- Graduate/Teaching Assistantship, SUNY Binghamton (2011-2015)
- Graduate Scholars Enhancement, SUNY Binghamton (2011-2015)
- Certificate of Achievement, Retailing and Consumer Sciences, University of Arizona (2011)
- Travel Grants, Division of Retailing and Consumer Sciences, Terry J. Lundgren Center (2009, 2010)
- Swift, Vivian Bancroft Scholarship, University of Arizona (Academic year of 2010-2011)
- Graduate Fellowship, Graduate Tuition & Registration Award, Division of Retailing and Consumer Sciences, School of Family and Consumer Sciences, University of Arizona (Jan. 2009, Academic year of 2009-2010 & 2010- 2011)
- Ruth Cowden Scholarship, College of Agriculture and Life Sciences, University of Arizona (2009)
- Certificate of Excellence Student, Retailing and Consumer Sciences, University of Arizona (2010)
- Honor Student Scholarship, SookMyung Women’s University (2002-2007)
- Academic Scholarship for Foreign Student in Japan, Japanese International Association (2006)
- SookMyung Leadership Camp Scholarship, SookMyung Women’s University (2005),
- Global leadership Scholarship, SookMyung Women’s University (2005).

PROFESSIONAL AFFILIATIONS/MEMBERSHIP

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Reviewer for Association for Consumer Research

SERVICE TO THE SCHOOL & COMMUNITY

Volunteer

- Organizing BrownBag series in Marketing, Binghamton University, (2014)
- Matching Grant Project-Water Supply and Sanitation in Uganda, Rotary Club, Korea (2008)
- Public Relations & Advertising, Miyazaki International College, Japan (2006)
- Chair of Korean Language Club, Miyazaki International College, Japan (2006)

- Miyazaki Yugo Disabled School, Miyazaki, Japan (2006)
- Asia Pacific Model United Nations Conference, Sydney (2005)
- SookMyung Communicator: “Blue Letter”, SookMyung Women’s University, Seoul (2005)
- Young Leaders Club, Federation of Korean Industries and Government, Seoul, Korea (2005)
- Student’s Union, SookMyung Women’s University, Seoul (2002-2004)

DOCTORAL COURSEWORK

SUNY Binghamton

Marketing

Consumer Behavior	Dr. Kalpesh K. Desai
Consumer Behavior (at Cornell University)	Dr. Manoj Thomas
Judgment and Decision Making	Dr. Subimal Chatterjee
Discrete Choice Model	Dr. Manoj Agarwal
Research Methods I	Dr. Debi Mishra
Research Methods II	Dr. Seth M. Spain

Psychology (Minor)

Social Psychology	Dr. Sean Massey
Memory	Dr. Cyma Vanpetten
Sensation and Perception	Dr. Richard Pastore

Statistics and Methodology

Statistics and Research Design III	Dr. Albrecht Inhoff
Advanced Data Analysis and Applied Regression Modeling	Dr. Seth M. Spain

GRADUATE COURSEWORK

University of Arizona

Retailing

Current Research Retail Management	Dr. Mary Ann Eastlick
Inter organizational Issues	Dr. Ying Huang
Theory and Research Non-store Retail	Dr. Mary Ann Eastlick
Consumer Financial Decisions	Dr. Mike Staten

Marketing/Social Psychology

Consumer and Organizational Buyer Behavior	Dr. Linda Price
Marketing Theory	Dr. Robert Lusch
Advanced Social Psychology	Dr. Jeff Greenberg

Statistics and Research Method

Research Methodology

Statistical Analysis

Statistical Methods in Educational Psychology

Selected Applications of Statistical Methods

Structural Equation Modeling

Dr. Emily Butler

Dr. Bruce Ellis

Dr. Levine Donnerst

Dr. Levine Donnerst

Dr. Noel Card

REFERENCES

Dr. Kalpesh Desai (Dissertation Chair)*

Professor of Marketing
Henry W. Bloch School of Management
University of Missouri-Kansas City
5100 Rockhill Rd, Kansas City, MO 64110
Phone: (816) 235- 1380
Email: desaika@umkc.edu

Dr. Subimal Chatterjee (Dissertation Committee)*

Professor of Marketing
School of Management
State University of New York at Binghamton
Binghamton, NY 13902
Phone: (607) 777-2733
Email: schatter@binghamton.edu

Dr. Manoj Agarwal (Dissertation Committee)*

Professor of Marketing and Associate Dean
School of Management
State University of New York at Binghamton
Binghamton, NY 13902
Phone: (607) 777-6860
Email: agarwal@binghamton.edu

Dr. Qi Wang

Associate Professor of Marketing
School of Management
State University of New York at Binghamton
Binghamton, NY 13902
Phone: (607) 777-2632
Email: giwang@binghamton.edu

(*) Names and contact information for three letters of references

APPENDIX A: DISSERTATION ABSTRACT

Dissertation Title: “General Level vs. Specific Level of Variety Seeking in Experiential Categories: The Case of Preference for Vacation Places”

Advisor: Dr. Kalpesh Desai

Committee: Dr. Subimal Chatterjee, Dr. Manoj Agarwal

Outside Reader: Dr. Sean Massey (Social Psychology)

SHORT ABSTRACT (50 words)

Results of five experiments reveal that in preference for vacation locations, specific variety i.e., number of (but not dissimilarity among) attractions and activities at the location dominates general variety i.e., distance and dissimilarity between the vacation and current locations. These results also rule out construal level theory as an alternative explanation.

LONG ABSTRACT (1000 WORDS)

Consumers tend to seek variety not only because it provides sensational pleasure (Zuckerman 1994), but also because of preference uncertainty (Kahn and Lehmann 1991). Moreover, increasing variety reduces satiation (Redden 2008), and assortment variety influences store choice (Broniarczyk et al. 1998; Hoch et al. 1999). Prior research suggests that consumers perceive variety at different levels (see Kahn et al. 2013; Broniarczyk et al. 1998) e.g., as a whole or more concretely by comparing alternatives within an assortment. The current research addresses an important gap in the prior variety seeking literature, which has identified variety seeking at different levels, but has not investigated whether in experiential categories such as choosing vacation destinations, whether the general level of perceived variety (in terms of the distance and dissimilarity between the current and the prospective vacation locations) will dominate the specific level of perceived variety (in terms of the number of activities/attractions offered by the prospective vacation destination) or vice versa. While addressing the above gap in prior research, we also examine if construal level theory (CLT) can explain our findings.

Consumers travel because they want to experience something new and different (Lee and Crompton 1992). Since distant places are considered to be more novel and different from their current places, in general, overall terms (i.e., general level variety), consumers prefer to vacation at distant (vs. close) places. However, when consumers are provided names of activities/attractions that they can enjoy at the vacation place, they perceive this variety specifically and concretely resulting in preference for such places. We suggest that the names of activities will dominate the influence of spatial distance on vacation preference because the names of attractions and activities that consumers can enjoy at the vacation place will help consumers visualize the vacation place and their vacation experience more vividly.

We ran a pretest to check if consumers perceive distant (vs. close) places to be dissimilar (vs. similar) to their current locations. Undergraduates imagined that they graduated and were working in a good city and planning to take a vacation to either close place or distant place. Participants rated the perceived dissimilarity of vacation place to current town. We found that participants considered the distant place to be more dissimilar to their current location than the close place ($M_{\text{close}} = 3.4$ vs. $M_{\text{distant}} = 2.4$, $F(1,41) = 4.11$, $p < .05$).

In study 1A, participants imagined that they were planning to take a vacation either after 3 weeks or 12 weeks. Next, they had to choose one place between two options: a close place and a distant place. In the result, the percentage of participants that chose a spatially distant place did not differ by temporal distance ($\chi^2(1, N=35) = .73, p > .39$). Study 1B with using different units of temporal distance (i.e., 1 month vs. 6 months) revealed the same results as study 1A and we ruled out CLT as a possible mechanism underlying participants' preference for vacation places in both studies.

In study 2, we examined the influence of the number and names of activities/attractions. Undergraduates were assigned to either close or distant place condition, and had to choose between a place with fewer activities (10) and a place with more activities (20). Participants performed the sorting task to see if CLT can serve as a possible explanation for consumers' preference of vacation places. From the result, we found that the percentage of participants that chose a vacation place did not differ by distance of the place ($\chi^2(1, N = 35) = .31, p > .58$). In both conditions, more than 80% of participants chose a place with more number of activities. We also ruled out CLT because the number of groups did not significantly differ in both conditions ($M_{\text{close}} = 6.1$ vs. $M_{\text{distant}} = 7.1, F(1,33) = 2.67, p > .11$).

In study 3, we examined if specific variety dominates general variety on consumer preference for a vacation place. One hundred twenty-eight undergraduates were randomly assigned to a 2 (close vs. distant place) x 2 (more activities vs. fewer activities) between-subjects design and answered attractiveness of the place and willingness to go to the place. The results demonstrated that participants appeared to be more attracted to a place that offered more activities, regardless of spatial distance ($M_{\text{more activities}} = 5.5$ vs. $M_{\text{fewer activities}} = 4.8, F(1,124) = 7.11, p < .05$) and showed the same pattern for willingness to go. In terms of sorting task result, participants created a similar number of groups in both conditions ($M_{600-700 \text{ miles}} = 4.6$ vs. $M_{80-100 \text{ miles}} = 4.4, F(1,124) = .04, p > .84$) so we rejected CLT to explain our findings.

In study 4A and 4B, we investigated whether the influence of specific variety on vacation preference is driven by the dissimilarity of activities and attractions or their number. Our findings revealed that underlying consumers' preference for vacation places with more (vs. fewer) activities was not how dissimilar those activities and attractions were among them but their sheer number suggesting that consumers perceive variety from the set of activities holistically than analytically, irrespective of the spatial distance between the current and vacation locations. Lastly, in study 5, we again established that perceive variety at specific level is a dominant influence over at general level irrespective of the spatial distance.

The findings from five studies reveal that consumers prefer to vacation at distant (vs. close) places and places which offer more (vs. fewer) activities/ attractions because such places make consumers believe that the vacation place will be different from their current town. Moreover, our findings indicate that consumers prefer places with more activities and attractions irrespective of the spatial distance between the vacation place and current town. In other words, specific level variety dominates general level variety in preference for vacation place. In addition, our findings rule out construal level theory as a possible mechanism underlying consumer preference of vacation places. Future research can investigate possible explanation for this.

APPENDIX B: SELECTED ABSTRACT

Brenda Sternquist, Ying Huang and JungHwa Hong (2009), “Explaining the Relationships between Supplier Dependence, Role Performance, and Retailer Commitment: The Mediating Effects of Economic and Social Satisfaction,” in *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times*, XII, Joel R. Evans (Ed.), Hempstead, NY: Academy of Marketing Science.

Two dimensions of satisfaction- economic and social satisfaction- are proposed to be mediators explaining the contradictory results from the previous studies regarding the relationship between dependence and commitment. Moreover, superior role performance leads to retailer commitment through two satisfactions. We collected data from 99 respondents in 25 cities in China and analyzed the data with regression models. The findings suggest that economic and social satisfactions are full mediators in explaining retailer commitment. This study provides implications for retailers and suppliers who want to develop and maintain favorable long-term relationships with channel members.

JungHwa Hong, SunYoung Ahn and Mary Ann Eastlick (2011), “The Moderating Effects of the Attributes of e-Word-of-Mouth on the Relationship between Perceived Overall Risk and Purchase Intention” *American Collegiate Retailing Association Conference (ACRA)*, Boston, MA.

A conceptual framework is advanced to examine the role played by e-WOM in dissipating the influence of perceived overall risk associated with consumers' online purchase intentions. The proposed framework posits that the negative relationship between perceived overall risk and online purchase intention might be moderated by the attributes of e-WOM online reviews such as number of reviews, valence of reviews, and presence of pictures.

JungHwa Hong and SunYoung Ahn (2015), “Seeing is Believing: The Effects of Picture in Online Review to Reduce Perceived Risk toward Online Store” *Society of Consumer Psychology Conference (SCP)*, Phoenix, AZ.

We propose that the negative relationship between perceived risk and online purchase intention is moderated by the presence of picture in consumer's online review and thus fills a gap in the literature concerning relationships among consumers' perceived risk, online review (eWOM), and consumers' purchase intentions. We found that consumers' online reviews including a picture help consumers increase purchase intention at online store even though they perceived high risk toward the online store.

JungHwa Hong and Chien-Wei Lin, “The Effects of Bicultural Identity on Product Preference”

Two studies reveal that biculturals introject (i.e., rely on others' preferences to gauge their own) less than individuals with single identity. Further, such effect is moderated by low (vs. high) cultural identity integration. There is no difference on projection (i.e., rely on own preferences to estimate others).

JungHwa Hong and Qi Wang, "Positive Spillover Effect of Hybrid Cars on Conventional Cars"

Based on network associative theory, we suggest that launching a hybrid car influences consumers' reviews toward their conventional cars. Data was collected from one of credible auto review websites-MSN Autos and we found that there was positive spillover effect of the hybrid car, i.e. positive consumer reviews toward the conventional car increased after the hybrid car was available in the market. Positive green image of hybrid car was transferred to the conventional cars.

JungHwa Hong, Anita Bhappu, and Sabrina Helm, "The Influence of Consumers' Storytelling (vs. Brand Storytelling) on Brand Evaluation"

The current study extends the literature by clarifying how consumers react to consumers' brand storytelling (CBS) compared to a brand's story (BS) and by examining the effect of consumers' brand storytelling (CBS) on consumers' cognitive processing and positive emotions. Experiment reveals that CBS has a greater impact on evoking positive emotions and enhancing cognitions compared to BS, which in turn increases purchase intention. Based on finding, we provide managerial implication that encouraging consumers to tell their stories related to the brand and interact with other consumers will be effective.

JungHwa Hong and Subimal Chatterjee, "The Relationship between Construal level and Task of Choice/Rejection on Preference"

We suggest that choice-thinking would be driven by higher-level construal such that the "desirable" vacation would be preferred (relaxing location) whereas rejection-thinking would be driven by lower construal such that the "feasible" vacation would be preferred (relaxing flight). And we propose a reversal by changing temporal distance where feasibility would dominate over desirability in the near future (reversing the predicted choice pattern), and desirability would dominate over feasibility (and reverse the predicted rejection pattern).

Gizem Atav, Subimal Chatterjee, JungHwa Hong, "Loss Aversion under Stress: Challenge, Threat, and Regulatory Focus"

We show that stress situations, when perceived as a challenge (rather than a threat), reduces loss aversion among promotion-focused consumers (relative to prevention-focused consumers). We propose that the challenge state encourages consumers to seek ways to cope with stress and shifts their focus from the negative to the positive.