

2023

INTERNATIONAL SYMPOSIUM OF MARKETING

CONSUMER BEHAVIOR:
SOCIAL MEDIA, POLITICAL IDEOLOGY,
AND MARKETPLACE DIGNITY

Host:
Korea University Business School
BK21 FOUR R&E Center of Business Administration

Venue:
LG-POSCO Building, Room 106

Date:
May 12, 2023

PROGRAM

- 9:45 Welcome Address
- 10:00 What Drives Voting Behavior on Social Media?
The Role of Posting Style and Profile Matching
Jeff Inman, University of Pittsburgh
- 11:15 Coffee Break
- 11:30 Political Ideology and Price Negotiation
Manoj Thomas, Cornell University
- 12:45 Lunch
- 14:00 The Drive for Marketplace Dignity:
The Conceptualization and Consequences of a Third System
Cait Lambertson, University of Pennsylvania
- 15:15 Coffee Break
- 15:30 Panel Discussion
- 16:30 Closing Remark



Jeff Inman

Albert Wesley Frey Professor of Marketing
University of Pittsburgh
Past *JCR* Editor-in-Chief

What Drives Voting Behavior on Social Media? The Role of Posting Style and Profile Matching

Consumers on social media platforms often have the option to vote for user-generated content by clicking positive response buttons, such as “like,” “cool,” and “useful,” and these votes can guide senders’ and subsequent receivers’ behavior. Given the growing importance of consumer votes for social media platforms and marketers as a key user engagement metric, we examine the underpinnings of consumer voting behavior using online communication history data collected from a social networking site and a review site. The findings support our thesis that recipients are more likely to vote for posts that match their own past posts in terms of readily accessible post attributes such as text length, emoji length, valence, and photo content, which we term “posting style matching effects”. The results also support our prediction that sender–reader matching of geographic and demographic profiles encourages voting, which we term “profile matching effects”. Additionally, we find that the effects of posting style matching and profile matching also influence the decision of whether to follow a sender. These findings provide theoretical contributions to the literature on consumer interaction, social media marketing, and interpersonal communication and offer managerial implications for platforms and marketers.



Manoj Thomas

Nakashimato Professor of Marketing
Cornell University
JCR, *JMR* Associate Editor

Political Ideology and Price Negotiation

Political ideology is an increasingly important component of individuals’ identities. Investigating the role of political ideology in shaping individual behaviors outside the political arena, we present evidence from five pre-registered studies ($N = 4,358$) that political ideology is a reliable predictor of buyers’ propensity to negotiate prices in market transactions. Study 1 demonstrates that relative to liberals, conservatives moralize negotiations more and have a higher propensity to negotiate. Conservatives’ propensity to negotiate is related to their moralization of free markets—the belief that it is fair, just, and ethical for individuals to pursue their own economic interests. Study 2 uses a causal design to show that moralizing economic value causes people to negotiate more. Study 3 shows that conservatives’ greater propensity to negotiate is attenuated when they face a conflicting moral goal (i.e., when the seller is selling for a charitable cause). Studies 4a and 4b rule out threat sensitivity and outgroup hostility as alternative explanations, as conservatives consistently show a stronger propensity to negotiate than liberals regardless of whether the seller is a professional cardealer, a good friend, or an ordinary stranger. Our results not only identify a novel antecedent of price negotiation in market transactions but also document the pervasive effects of political ideology, illustrating how ideology can influence seemingly unrelated economic behaviors.



Cait Lamberton

Alberto I. Duran President's Distinguished Professor
University of Pennsylvania
JM Editor

The Drive for Marketplace Dignity: The Conceptualization and Consequences of a Third System

As recognized by many marketing scholars and practitioners, the roots of contemporary dual-system models are thousands of years old. However, what is less frequently discussed in marketing is the potential of a concomitant third system – one that senses and responds to the degree to which one's dignity is affirmed or denied. In this project, we begin by conceptualizing marketplace dignity in light of past research. On this basis, we propose three antecedents – agency, representation and fairness – that determine the extent to which consumers feel their dignity is denied or affirmed. We then analyze tweets, elicited consumer episodes, and scaled responses for evidence of the importance of dignity in the marketplace and the relationship between these factors, as well as preliminary evidence of the aggregate effect of dignity affirmation or denial in the marketplace and as distinct from in government and healthcare. Further, we demonstrate the scalability of dignity-affirming interventions, and report a set of outcomes associated with dignity affirmation and denial. Taken together, we propose that recognizing the tractability of designing for marketplace dignity may allow us to first, analyze existing systems for their dignity-affirming potential, second, design more powerful and sustainable interventions related to consumer well-being, and third, raise our responsibility to do so, rigorously, systematically, and across a consumer's experience.

찾아 오시는 길



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