



Department of Marketing

香港城市大學
City University of Hong Kong

Research Seminar

“Shhh...Don’t Tell : The Polarizing Effect of Secrecy on Consumer Enjoyment”

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Abstract

This research investigates how secret consumption influences consumers’ enjoyment of consumption activities and documents a polarizing effect of secrecy on consumption enjoyment. When a consumption activity is expected to elicit positive social responses, keeping it as a secret (vs. not) increases consumption enjoyment. In contrast, when a consumption activity is expected to elicit negative social responses, keeping it as a secret (vs. not) decreases enjoyment. This research further reveals that the effects of secrecy on consumption enjoyment are jointly mediated by the secret keeper’s anticipation of outcomes of secret revelation, i.e., savoring (dread) of positive (negative) social responses, and cognitive burden resulting from the process of secret keeping. This research also identifies social distance as a moderator such that the effects of secrecy on consumption enjoyment are stronger when the secret is kept from someone socially close (vs. not close).

Biography

Lei JIA is a marketing doctoral candidate at the Fisher College of Business, The Ohio State University. His research interests focus on two areas: (1) consumer response to marketing communications and product design, and (2) the role of social influence in consumer behavior. He holds an M.A. from the University of Wisconsin at Milwaukee. His research has appeared in the Journal of Consumer Research.

Date: 26 Sep, 2019 (Thursday)
Time: 2:00 p.m. – 3:15 p.m.
Venue: Room 6-208, 6/F, Lau Ming Wai
Academic Building, CityU
Inquiry: 3442-9656

All Are Welcome !!