

CINDY CHAN

The Wharton School, University of Pennsylvania
 3730 Walnut Street, 700 Huntsman Hall
 Philadelphia, PA 19104
<http://marketing.wharton.upenn.edu/profile/390>

Office: (215) 898-7235
 Mobile: (917) 207-4999
 Fax: (215) 898-5087
cich@wharton.upenn.edu

EDUCATION

University of Pennsylvania (USA)		
Ph.D., Marketing, The Wharton School		Expected 2014
Cornell University (USA)		
Ph.D. program, Marketing, Johnson Graduate School of Management		2007 - 2009
University of Western Ontario (Canada)		
B.A. with distinction, Honors Business Administration, Ivey Business School		2003
B.A. with distinction, Psychology, Huron University College		2003

RESEARCH INTERESTS

Social Connection, Social Influence, Emotion, Gift Giving

I study consumer relationships, examining the social influences on and social consequences of consumer behaviour. I also investigate the role of emotion in consumer relationships.

JOURNAL PUBLICATIONS (abstracts in appendix)

Chan, Cindy, Jonah Berger, and Leaf Van Boven (2012), "Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice," *Journal of Consumer Research*, 39 (3), 561-73.

- **Dissertation Essay 1**
- Featured in *JCR Research Curations "Self-Identity and Consumer Behavior,"* Winter 2013
- Media coverage: *Business Insider, Science Daily, Flavorwire, Science Codex, PhysOrg, RedOrbit, EurekAlert!, PsyPost, PROFIT*

Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely (conditionally accepted), "Moral Violations Reduce Oral Consumption," *Journal of Consumer Psychology*.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS (abstracts in appendix)

Chan, Cindy, and Cassie Mogilner, "Experiential Gifts Are More Socially Connecting than Material Gifts." Under revision at *Journal of Consumer Research*.

- **Dissertation Essay 2**
- Media coverage: *The Philadelphia Inquirer*

Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, "Gratitude, Guilt, and Gift Giving." In preparation.

- **Dissertation Essay 3**
- Media coverage: *The Philadelphia Inquirer*

SELECT RESEARCH IN PROGRESS (abstracts in appendix)

Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases." In preparation.

Mogilner, Cassie, and Cindy Chan, "Forgiving by Not Forgetting: The Effect of Compensations Following Brand Transgressions."

Chan, Cindy, "When Preferences Differ Among Friends: How Positive Affect Influences Accommodating the Preferences of Others."

HONORS, AWARDS, AND GRANTS

Baker Retailing Center Grant	2013
Russell Ackoff Doctoral Student Fellowship, Wharton Risk Center	2010 - 2013
AMA Sheth Foundation Doctoral Consortium Fellow	2012
SPSP JDM Preconference PhD Travel Award, NYU Stern	2012
Wharton PhD Travel Grant, University of Pennsylvania	2010 - 2011
Young Woman of Distinction, YMCA of Western Ontario	2003
Award of Merit, University of Western Ontario	2003
Suzanne Curtis Award, University of Western Ontario	2002
Dean's Honor List, University of Western Ontario	1999 - 2001
Huron Scholarship of Excellence, University of Western Ontario	1999
Huron College Principal's Scholarship, University of Western Ontario	1999

EMPLOYMENT

JWT - Advertising Account Manager Clients: Johnson & Johnson, Nestle, Pfizer Consumer Healthcare, Reckitt Benckiser Awarded 2006 Gold CASSIES (Canadian Advertising Success Stories) for Sustained Success of Listerine brand	2003 - 2007
Mansfield Communications - Public Relations Account Coordinator Clients: Brascan, Lavalife, Lorus Therapeutics, Royal LePage Real Estate	2002

PEER-REVIEWED CONFERENCE PRESENTATIONS (*presenter)

Dai, Hengchen*, Cindy Chan, and Cassie Mogilner (2013), "Don't Tell Me What to Do! Experiential Buyers Rely Less on Consumer Reviews." Paper presented at the *Subjective Probability, Utility, and Decision Making Conference*, Barcelona, Spain.

Chan, Cindy*, and Cassie Mogilner (2013), "Experiential Gifts are Socially Connecting." Paper presented at the *Society for Consumer Research Conference*, San Antonio, TX.

Dai, Hengchen*, Cindy Chan, and Cassie Mogilner (2013), "Don't Tell Me What to Do! Experiential Buyers Rely Less on Consumer Reviews." Poster presented at the *Society for Consumer Research Conference*, San Antonio, TX.

Dai, Hengchen*, Cindy Chan, and Cassie Mogilner (2012), "Don't Tell Me What to Do! Experiential Buyers Rely Less on Consumer Reviews." Poster presented at the *Society for Judgment and Decision Making Conference*, Minneapolis, MN.

- Chan, Cindy*, and Cassie Mogilner (2012), "Experiential Gifts are Socially Connecting." Paper presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
- Chan, Cindy*, Cassie Mogilner, and Leaf Van Boven (2012), "Gratitude, Guilt, and Gift Giving." Poster presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
- Chan, Cindy*, Cassie Mogilner, and Leaf Van Boven (2012), "Gratitude, Guilt, and Gift Giving." Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.
- Chan, Cindy*, and Cassie Mogilner (2012), "Experiential Gifts are Socially Connecting." Poster presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.
- Chan, Cindy*, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely (2012), "Moral Violations Reduce Oral Consumption." Paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, CA.
- Symposium "Virtues and Violations: Coping with Immorality and Injustice" co-chaired by Jonathan Berman and Cindy Chan
- Chan, Cindy*, and Cassie Mogilner (2012), "Experiential Gifts are Socially Connecting." Poster presented at the *Judgment and Decision Making Preconference to the Society for Personality and Social Psychology Conference*, San Diego, CA.
- PhD Travel Award (for 10 best posters), NYU Stern
- Chan, Cindy*, Jonah Berger, and Leaf Van Boven (2011), "Differentiating the "I" in "In-Group": How Identity-Signaling and Uniqueness Motives Combine to Drive Consumer Choice." Paper presented at the *Trans-Atlantic Doctoral Conference*, London Business School.
- Chan, Cindy*, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely (2011), "Moral Violations Reduce Consumption." Paper presented at the *Society for Consumer Psychology Conference*, Atlanta, GA.
- Chan, Cindy*, Jonah Berger, and Leaf Van Boven (2010), "Differentiating the "I" in "In-Group": How Identity-Signaling and Uniqueness Motives Combine to Drive Consumer Choice." Paper presented at the *Society for Consumer Psychology Conference*, St. Petersburg, FL.
- Chan, Cindy*, Jonah Berger, and Leaf Van Boven (2009), "Differentiating the "I" in "In-Group": How Identity-Signaling and Uniqueness Motives Combine to Drive Consumer Choice." Paper presented at the *Association for Consumer Research Conference*, Pittsburgh, PA.
- Chan, Cindy*, and Alice M. Isen (2009), "When Preferences Differ Among Friends: How Positive Affect Influences Choosing to Accommodate Others vs. Choosing to Express Oneself." Poster presented at the *Association for Consumer Research Conference*, Pittsburgh, PA.

TEACHING EXPERIENCE

Wharton Teacher Development Program	2011
Teaching Assistant	
Consumer Behavior (undergraduate and MBA)	2010 - 2011
Marketing 101 (undergraduate)	2010 - 2011
Strategic Brand Management (undergraduate and MBA)	2010 - 2011
Contagious (undergraduate and MBA)	2010

SERVICE TO THE SCHOOL

IDDEAS (Introduction to Diversity in Doctoral Education and Scholarship) Conference	2013
Penn Interdisciplinary Meeting of Minds (PIMM)	2010 - 2013
Wharton Undergraduate Division - lunch and learn about Marketing PhDs	2010 - 2011
Wharton Doctoral Council - event planner	2009 - 2011
Ivey Partnership Program - mentor to Ivey undergraduate and MBA students	2003 - 2006
Ivey HBA Association - philanthropy coordinator	2002 - 2003

SERVICE TO THE PROFESSION

Journal Reviewing:

*Journal of Consumer Research**Journal of Personality and Social Psychology*

Conference Reviewing:

*Association for Consumer Research**Society for Consumer Psychology***SERVICE TO THE COMMUNITY**

Run Like a Philly Girl - assistant organizer	2010 - 2013
Daytrippers Children's Charity - Fool's Ball fundraising event planner	2006
The United Way - Youth in Action Advisory Board member, Board of Directors ex-officio member, community volunteer, and fundraising events planner	2000 - 2006
Regional Mental Health Care London - volunteer	2000 - 2001

REFERENCES

Cassie Mogilner (co-advisor)*Assistant Professor of Marketing*

The Wharton School

University of Pennsylvania

3730 Walnut Street, 766 Huntsman Hall

Philadelphia, PA 19104

(215) 898-1228

mogilner@wharton.upenn.edu**Leaf Van Boven (co-advisor)***Associate Professor of Psychology*

Department of Psychology and Neuroscience

University of Colorado Boulder

Meunzinger Hall D373C, UCB 345

Boulder, CO 80305

(303) 735-5238

vanboven@colorado.edu**Jonah Berger***James G. Campbell Associate Professor of Marketing*

The Wharton School

University of Pennsylvania

3730 Walnut Street, 768 Huntsman Hall

Philadelphia, PA 19104

(215) 898-8249

jberger@wharton.upenn.edu**Patti Williams***Ira A. Lipman Associate Professor of Marketing*

The Wharton School

University of Pennsylvania

3730 Walnut Street, 762 Huntsman Hall

Philadelphia, PA 19104

(215) 898-0670

pattiw@wharton.upenn.edu

APPENDIX

SELECT RESEARCH ABSTRACTS

Chan, Cindy, Jonah Berger, and Leaf Van Boven (2012), "Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice," *Journal of Consumer Research*, 39 (3), 561-73. (Dissertation Essay 1)

How do consumers reconcile conflicting motives for social group identification and individual uniqueness? Four studies demonstrate that consumers simultaneously pursue assimilation and differentiation goals on different dimensions of a single choice: they assimilate to their group on one dimension (by conforming on identity-signaling attributes such as brand) while differentiating on another dimension (distinguishing themselves on uniqueness attributes such as color). Desires to communicate social identity lead consumers to conform on choice dimensions that are strongly associated with their group, particularly in identity-relevant consumer categories such as clothing. Higher needs for uniqueness lead consumers to differentiate within groups by choosing less popular options among those that are associated with their group. By examining both between- and within-group levels of comparison and using multidimensional decisions, this research provides insight into how multiple identity motives jointly influence consumer choice.

Chan, Cindy, and Cassie Mogilner, "Experiential Gifts Are More Socially Connecting than Material Gifts." Under revision at *Journal of Consumer Research*. (Dissertation Essay 2)

Interpersonal relationships are essential to well-being, and gifts are often given to cultivate these relationships. To both inform gift givers of what to give and gain insight into the connecting function of gifts, this research experimentally investigates what type of gifts best connects people—material gifts (objects for the recipients to keep) or experiential gifts (events for the recipients to live through). Experiments examining actual gift exchanges in real-life relationships reveal that people who receive experiential gifts consequently feel more connected to their gift giver than those who receive material gifts, regardless of whether the gift is consumed together. The connecting power of experiential gifts stems from the emotion that is evoked when the gifts are consumed, not when the gifts are received. Giving experiential gifts is thus identified as a highly effective form of prosocial spending.

Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, "Gratitude, Guilt, and Gift Giving." In preparation. (Dissertation Essay 3)

Gratitude and guilt are both socially-adaptive emotions that help cultivate interpersonal relationships by motivating gift giving. This research shows that the same situation of social inequity can elicit feelings of gratitude or guilt, and explores the downstream social consequences of gifts that say "thanks" versus "sorry." When one person has contributed less than the other in a relationship, giving a gift can help restore social equity, but with differential effects for the gift giver and recipient. Gift givers report greater improvements in relationship closeness from giving out of guilt, whereas recipients tend to report greater relationship improvements from receiving a gift given out of gratitude. These asymmetrical social benefits pose a challenge for gift givers seeking to build closer relationships.

Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely (conditionally accepted), "Moral Violations Reduce Oral Consumption," *Journal of Consumer Psychology*.

Consumers frequently encounter moral violations in everyday life. They watch movies and television shows about crime and deception, hear news reports of corporate fraud and tax evasion, and hear gossip about cheaters and thieves. How does exposure to moral violations influence consumption? Because moral violations arouse disgust and because disgust is an evolutionarily important signal of contamination that should provoke a multi-modal response, we hypothesize that moral violations affect a key behavioral response to disgust: reduced oral consumption. In three experiments, compared with those in control conditions, people drank less water and chocolate milk while (a) watching a film portraying the moral violations of incest, (b) writing about moral violations of cheating or theft, and (c) listening to a report about fraud and manipulation. These findings imply that "moral disgust" influences consumption in ways similar to core disgust, and thus provide evidence for the associations between moral violations, emotions, and consumer behavior.

Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases." In preparation.

Consumer reviews can be found for almost any purchase, but do shoppers consider these reviews equally useful for all types of purchases? This research compares experiential purchases (events to live through) and material purchases (objects to keep). A series of experiments reveals that shoppers consider consumer reviews (but not company provided information) to be less useful for experiential purchases than for material purchases, and shoppers consequently rely less on reviews when making experiential purchase decisions. The tendency to undervalue consumer reviews for experiential purchases stems from consumers' exaggerated beliefs that their preferences for experiences are unique, and are therefore less likely to be accurately represented in reviews written by other consumers.

Mogilner, Cassie, and Cindy Chan, "Forgiving by Not Forgetting: The Effect of Compensations Following Brand Transgressions."

A series of field and lab experiments examines the impact of offering compensations following a brand transgression, examining when compensation efforts may be effective (leading to favorable brand attitudes) versus backfire (leading to unfavorable brand attitudes). The results reveal that brand-related compensations are more effective than brand-unrelated compensations, but only when consumers had a positive prior relationship with the brand. Although brand-related compensations can mitigate the negative effect of a transgression by directing consumers' attention to their prior relationship with the brand when it was positive, due to this same attention-based process we find that offering brand-related compensation can backfire when the prior relationship was negative.

Chan, Cindy, "When Preferences Differ Among Friends: How Positive Affect Influences Accommodating the Preferences of Others."

Are people in positive affect more likely to accommodate the preferences expressed by their friend when making consumer choices? Or are they more likely to stay true to their own personal preferences? The answer to both questions is yes. Results show people in positive affect are more likely than controls to accommodate their friend's preference when their preferences are not extremely different, or when their decision affects both parties. Conversely, they are less likely than controls to accommodate their friend when their friend's preference is very different, even when their choice is made in the company of their friend.