

# Sohyun Kim

Lecturer  
College of Human Ecology  
Seoul National University  
[shkim0422@snu.ac.kr](mailto:shkim0422@snu.ac.kr)

## Education

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- Ph.D. Consumer Science** Aug. 2022  
*Seoul National University*, Seoul, Korea  
Dissertation: Stepwise Technology Adoption by Consumers: Example of Autonomous Driving Technology
- M.S. Textiles, Merchandising and Fashion Design** Aug. 2017  
*Seoul National University*, Seoul, Korea  
Thesis: Analysis on Influential Factors of Consumer Needs in Fashion Using Generative Tools
- B.S. Textiles, Merchandising and Fashion Design** Aug. 2014  
*Seoul National University*, Seoul, Korea

## Research Interest

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- Consumer's technology acceptance
- Consumer welfare in the changing environment
- Analysis of consumer psychology and behavior using quantitative methodologies

## Publications

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- Rha, J. Y., Lee, H., **Kim, S.**, & Nam, Y. (2024). A study on the relationship between purchases of meal kits and home meal replacements. *Nutrition Research and Practice*, 18(3), 425-435.
- Kim, S.**, Rha, J. Y., & Kim, H. K. (2023). Changes in Consumer Food Lifestyles Before and After COVID-19 Examined Through Lifelog Data. *Journal of Consumer Studies*, 34(5), 117-141.
- Kim, S.**, & Rha, J.Y. (2023). Automobile Consumers' Adoption of Autonomous Driving as An Incremental Technology Innovation. *Journal of Consumer Studies*, 34(2), 49-75.
- Kim, S.**, & Brady, J. T. (2019). A Phenomenological Study on the Information Technology Acceptance of the Korean Baby Boomer Generation. *International Journal of Advanced Culture Technology*, 7(4), 172-186.

Kim, H. S., **Kim, S.**, Choi, H. R., & Nam, Y. J. (2015). Comparison between Clothing Sizing Systems of Korean and Foreign SPA Brands for Clothing Size Satisfaction of Tall Women in their Twenties. *Fashion & Textile Research Journal*, 17(3), 405-420.

### Accepted

Rha, J. Y., Lee, H. R., & **Kim, S.** (2024). A Study on the Dietary Satisfaction According to the Dietary competence of Senior Consumers: Focusing on Single-Person Households, *Korean Society of Consumer Policy and Education*.

### Under Review

**Kim, S.**, & Rha, J. Y. (2024). Stepwise Technology Adoption by Consumers: Example of Autonomous Driving Technology, *Transportation Research Part F: Traffic Psychology and Behaviour*.

**Kim, S.**, Kim, C.J., Rha, J.Y., & Gil, J.H. (2024). Do really global brands increase pleasure travel in consumer boycotts? The moderating role of culture and country, *International Journal of Consumer Studies*.

### In preparation

Rha, J.Y. **Kim, S.**, Gil, J.H., & Lee, H. R. (2024). An Investigation into Regional Variations in Dietary Behaviors and Satisfaction: A Comparative Analysis between Urban and Rural Areas, *Journal of Consumer Studies*.

Nam, Y. J., & **Kim, S.** (2024). The role of individual and market environmental factors in consumer well-being: A study of South Korea, *International Journal of Consumer Studies*.

Rha, J.Y. Lee, H. R., **Kim, S.**, & Gil, J.H. (2024). A Study on the Dietary Satisfaction of Senior Consumers Living Alone.

**Kim, S.**, Rha, J. Y., & Kim, H. K. (2024). Examining Changes in Consumer Psychology Through Social Media Texts: Focusing on Big Data Text Analysis Methods.

**Kim, S.** (2024). Impact Analysis of COVID-19 on Consumer Values Using Difference-in-Differences (DID) Methodology.

**Kim, S.** (2024). Examining the Mechanism of Conspicuous Consumption Using Instrumental Variables.

Lee, H. R., & **Kim, S.** (2024). A Qualitative Study on the Expression and Alleviation of Anxiety through Consumption, *Journal of Happiness*.

## Conference Presentations

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Rha, J.Y. Lee, H. R., **Kim, S.**, & Gil, J.H. (2024, June). A Study on the Dietary Satisfaction of Senior Consumers Living Alone, Poster presented at the 25th World Congress of the International Federation for Home Economics (IFHE), University of Galway, Ireland.

Rha, J.Y. **Kim, S.**, Gil, J.H., & Lee, H. R. (2024, Apr). Comparison of Dietary Behavior and Satisfaction Across Urban and Rural Areas, Paper presented at the 2024 Consumer Research Conference on Interaction between AI Services and Consumers, Gyeonggi, Republic of Korea.

Rha, J. Y., Lee, H. R., & **Kim, S.** (2023, Nov). Study on the Satisfaction of Dietary Life According to the Health-Related Interests and Behaviors of Senior Consumers: Focused on Single-Person Households. Poster presented at the 2023 Consumer Research Conference on AI and the Revolution in Consumer Living, Seoul, Republic of Korea.

Rha, J. Y., Nam, Y., Lee, H. R., & **Kim, S.** (2023, Oct). Trends in the Replacement of Home-cooked Meals: HMR (Home Meal Replacement) products vs. Meal Kits. Paper presented at the Joint Colloquium of Seoul National University and the University of the Philippines, Virtual/Online via Zoom.

**Kim, S.**, Rha, J. Y., & Kim, H. K. (2023. May). Changes in Consumer Food Lifestyles Before and After COVID-19 Examined Through Lifelog Data. Paper presented at the 2023 Service Marketing Association Spring Academic Conference, Seoul, Republic of Korea.

**Kim, S.**, & Rha, J. Y. (2022. Nov). Stepwise Technology Adoption by Consumers: Example of Autonomous Driving Technology. Poster presented at the 2022 Consumer Research Conference on Recovery of Daily Life led by Consumers and Happiness in Consumption, Seoul, Republic of Korea.

## Award

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### **2023 Best Research Paper Award in Consumer Studies**

Korean Society of Consumer Studies

### **2022 Excellence prize, Doctoral Dissertation Competition**

DMAC Interdisciplinary Conference, Seoul, Korea

## Teaching Experience

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### **Lecturer**

Mar. 2023 – Current

Dept. of Consumer Science, Seoul National University, Seoul, Korea

- Lectured historical and theoretical background of consumer psychology and current research trends.(in English)
- Lectured on the global market and the convergence and divergence of consumer psychology and behavior. (in English)

Dept. of Consumer Science, Chungnam National University, Daejeon, Korea

- Lectured on the role and impact of media on consumer behavior.
- Lectured on the Quantitative Methodology (Graduate course)

## Current Research Project

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### Graduate Research Assistant

Sep. 2021 – Dec. 2021

Analysis on Consumer Evaluation on 3D Point Cloud

(Electronics and Telecommunications Research Institute, PI: Dr. Jong-Youn Rha)

- Conducted focus group interviews on 31 consumers of 6 teenagers under 30. The results were analyzed qualitatively.

### Graduate Research Assistant & Co-researcher

Apr. 2022 – Current

Big Data DB Development and Analysis Based on Agri-food Consumption, Nutrition and Health Data (Rural Development Administration, PI: Dr. Jong-Youn Rha)

- Conducted longitudinal analysis including panel regression analysis and seasonal decomposition.

### Co-researcher

Oct. 2022 – Current

Effects of Lifelogging on Consumers' Self-Expansion and Enhancement

(National Research Foundation of Korea, PI: Dr. Hakkyun Kim)

- Conducted longitudinal analysis and big data analysis

## Research Skills

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### • Qualitative Research Skills

Designing Interviews, content analysis (thematic analysis, phenomenological approach)

### • Quantitative Research Skill

Statistics including *t*-tests, ANOVAs, Chi-squared, Multiple Linear Regression, Structural Equation Modeling, Cluster Analysis, etc.; Panel data analysis; Mixed Methods; Survey Development

- Statistical software: SPSS, STATA, R, Python
- Certificates: Tensorflow Developer Certificate, Lev 1. Google. September 13, 2022