

# Y. RIN YOON

Ph.D. Candidate in Marketing

Johnson Graduate School of Management, Cornell University

[yy878@cornell.edu](mailto:yy878@cornell.edu) | +1 (607) 262-4105 | [rinyoon.com](http://rinyoon.com)

## EDUCATION

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**Cornell University, SC Johnson Graduate School of Management**

**Ithaca, NY**

Ph.D. Marketing

*Expected 2025*

**Korea University Business School**

**Seoul, Korea**

M.S. Marketing

*2019*

- with the Academic Excellence Award, in recognition of highest academic performance

**University of California, Los Angeles (UCLA)**

**Los Angeles, CA**

B.A. Communication Studies with minor in Statistics

*2015*

- with college and departmental honors

## RESEARCH INTERESTS

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Digital Marketing | Consumer finances | Incentives | Online payments | Inference-making

## PUBLICATIONS AND MANUSCRIPTS

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### *Peer-reviewed Journal Publications*

**Yoon, Y. Rin** and Kaitlin Woolley (forthcoming), “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior,” *Psychological Science*.

### *Manuscripts with Invited Revision*

**Yoon, Y. Rin**, Joann Peck, and Suzanne B. Shu, “Increasing Hotel Loyalty Through Psychological Ownership,” revising for second round review at the *Cornell Hospitality Quarterly*.

### *Manuscripts Under Review*

**Yoon, Y. Rin**, and Suzanne B. Shu, “Buy-Now-Pain-Less: When and Why an Option to Finance Becomes a Subjective Wealth Cue,” under review at the *Journal of Consumer Research*.

### *Select Research in Progress*

“From a Penny Stock to Option Trading,” with Suzanne B. Shu, Alycia Chin, and Brian Scholl

“Generational Wealth Transmission” with Alycia Chin

“The Impact of Offering Online SNAP Payment” with Sai Chand Chintala

“Psychological Ownership in Short-Term Rental Market” with Peng Liu and Marcos Medeiros

## DISSERTATION

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**Dissertation Title:** Three Essays on Psychology at the Point of Payment

**Committee Members:** Suzanne B. Shu (Chair), Kaitlin Woolley, David Pizarro

**Essay 1: Buy-Now-Pay-Later: When and Why an Option to Finance Becomes a Subjective Wealth Cue**

With the rise of Buy Now, Pay Later financing, consumers are increasingly encountering financing options for purchases traditionally paid for in full. This research investigates how merely displaying a financing option influences consumers intending on paying outright. A series of controlled shopping simulations shows that the presence (vs. absence) of financing, even when not used, increases subjective wealth perceptions which increases purchase completion intentions. This is because when financing options are available, the preference to pay outright is seen as a sign of higher social status, elevating subjective status of consumers who prefer such payment. This effect attenuates among consumers who already perceive themselves as having high social status or in contexts where the association between financing and lower status is less pronounced. By identifying how the mere presence of financing affects consumers uninterested in using it, we advance theory and practice on payment methods, subjective wealth, and cart abandonment.

**Essay 2: The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior**

Charities often use incentives to increase prosocial action. However, possibly to avoid de-motivating donors, charities sometimes downplay these incentives in their messaging (Pilot Study). We challenge this strategy, examining whether increasing the salience of incentives for prosocial action can in fact motivate charitable behavior. Three controlled experiments (N = 2,203 adults) and a field study with an alumni donation campaign (N = 22,468 adults) find that more (vs. less) salient incentives are more effective at increasing prosocial behavior when prosocial motivation is low (vs. high). This is because more (vs. less) salient incentives increase relative consideration of self-interest (vs. other-regarding) benefits, which is a stronger driver of behavior at low (vs. high) levels of prosocial motivation. By identifying that prosocial motivation moderates the effect of incentive salience on charitable behavior, and by detailing the underlying mechanism, we advance theory and practice on incentive salience, motivation, and charitable giving.

**Essay 3: Increasing Hotel Loyalty Through Psychological Ownership**

The hospitality industry has long recognized guest satisfaction as a key to build loyalty. However, in such a highly competitive market, the marginal utility of enhancing guest satisfaction on loyalty diminishes. This research proposes psychological ownership of a hotel room as a novel factor increasing guest loyalty, particularly when guest satisfaction levels are already high. An analysis of 14,689 online reviews on TripAdvisor, a naturalistic field experiment in a hotel (N = 82), as well as two controlled lab simulation studies (N = 1,002) jointly demonstrate that increasing psychological ownership of hotel rooms significantly increases intentions to engage in

loyalty-related behaviors, even though it does not necessarily increase guest satisfaction. This work extends our current understanding of psychological ownership and customer loyalty by demonstrating that the impact of psychological ownership of a hotel room on hotel loyalty is independent from the effects of customer satisfaction. More broadly, we highlight the role of psychological ownership as an underexplored driver of hotel loyalty, beyond the traditional focus on satisfaction.

### **CONFERENCE PRESENTATIONS** (\* indicates presenting author)

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- Y. Rin Yoon\*** and Suzanne B. Shu (2024) “Buy Now, Pain Less: When and Why an Option to Finance Becomes a Subjective Wealth Cue,” Paper presented at a plenary session at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
- Y. Rin Yoon**, Joann Peck, and Suzanne B. Shu\* (2023), “Increasing Hotel Loyalty Through Psychological Ownership,” poster presented at the 2023 Society of Consumer Psychology Conference, Nashville, TN.
- Y. Rin Yoon\***, Joann Peck, and Suzanne B. Shu (2023), “Increasing Hotel Loyalty Through Psychological Ownership,” competitive paper presented at the 2023 European Association for Consumer Research Conference, Amsterdam.
- Y. Rin Yoon\*** and Kaitlin Woolley (2021), “Increasing Prosocial Behavior Through Incentive Salience,” poster presented at the 2021 Society of Judgment and Decision Making, virtual.
- Y. Rin Yoon\*** and Kaitlin Woolley (2021), “Whether (and When) Incentives Can Encourage Prosocial Behavior,” special session symposium presented at the 2021 Association for Consumer Research Conference, Seattle (virtual).
- Y. Rin Yoon\*** and Suzanne Shu (2021), “The Differential Impact of Psychological Ownership on Risk-Taking: the moderating role of expertise,” poster presented at the 2021 Association for Consumer Research Conference, Seattle (virtual).
- Y. Rin Yoon\*** and Kaitlin Woolley (2021), “Pennies for good Samaritans: the differential impact of reward motivation on prosocial behavior,” competitive paper presented at the 2021 Society of Consumer Psychology Conference, virtual.
- Y. Rin Yoon\*** and Kaitlin Woolley (2020), “Pennies for good Samaritans: the differential impact of reward motivation on prosocial behavior,” poster presented at the 2020 Association for Consumer Research Conference, virtual.
- Young Joo Cho, **Y. Rin Yoon\*** and Jongwon Park (2018), “Potions and antidotes for Jekyll: what summons moral identity in product choice context,” competitive paper presented at the 2018 Association for Consumer Research Conference, Dallas, TX. (Special session title: Emotions, Morality, and Belonging)

### **HONORS & AWARDS**

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Conference Travel Grant Award, Cornell University	2020-2024
Special Service Award, the Society for Consumer Psychology Annual Meeting	2022
SC Johnson Doctoral Fellowship, Cornell University	2019-2024
The Award of Academic Excellence, Korea University Business School	2019
Conference Travel Grant, Korea University Business School	2018
Graduate Fellowship, Korea University Business School	2018-2019

Best Paper Award, the Korean Academic Association of Business Administration	2016
Communication Studies Departmental Honors, UCLA	2015
College Honors, UCLA	2015
Undergraduate Research Week Department Representative, UCLA	2015
Conference Travel Grant, UCLA	2015
Research Fellowship Scholarship, UCLA	2015

## **TEACHING INTERESTS**

Consumer Behavior, Marketing Management, Marketing Research, Managerial Decision Making, Brand Management, Digital Marketing

## **TEACHING EXPERIENCE**

### **Course Instructor**

Cornell University

Marketing Management (undergraduate & graduate)	Spring 2023
Instructor Rating <b>4.8/5.0</b> ; School average: 4.3	

Selected comments from students:

*"This class was a highlight of my time at Cornell"*

*"I have had the privilege of taking Rin's NCC 5530, which has been instrumental in shaping my understanding not only of marketing-related knowledge but also of what it is like to be a good educator. I am really inspired by her teaching style and surprised by the impact she has made."*

*"The class was super fun and Rin always made sure to go the extra mile to help us understand the course material and engage with real world marketing problems."*

*"I love her class so much and her class made me find out what I am passionate about. I just found a marketing intern job for this summer and will apply the knowledge she taught us this semester to reality."*

*"She is so enthusiastic about teaching and guiding us to participate in class, as well as learn the material. I am always excited about her class, and all material can be applied to the assignments and projects. To be honest I hope she can teach more classes."*

Marketing Management (undergraduate & graduate)	Spring 2025 ( <i>Scheduled</i> )
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### **Teaching Assistant**

Cornell University

EMBA Behavioral Science for Marketing (Manoj Thomas)	2020
MBA Consumer Behavior (Kaitlin Woolley)	2020, 2021
MBA Marketing Core (Emily Garbinsky, Tommaso Bondi, Kaitlin Woolley)	2021
MBA Managerial Decision Making (J. Edward Russo)	2021

Korea University Business School

Undergraduate Consumer Behavior (Jongwon Park)	2017 - 2019
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UCLA Extension

Marketing Certificate Course (Alex Nascimento)

2015

**INDUSTRY EXPERIENCES**

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**Seongnam 90.7 FM Radio****Seongnam, Korea**

Radio host and producer

2016 – 2018

**Provide Consulting****Arlington, VA**Consultant for **Pfizer HQ** projects

2015 – 2016

**Accenture****Seoul, Korea**Assistant for **Hyundai Motors Company HQ** projects

2014

**ACADEMIC SERVICE**

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Association for Consumer Research Conference, reviewer

2023

Society for Consumer Psychology Conference, reviewer

2022-2023

Society for Consumer Psychology Conference, onsite organizer

2022

**DOCTORAL COURSEWORK**

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Judgment and Decision Making

Suzanne B. Shu

Cognitive Perspectives

Manoj Thomas

The Self in Consumption

Stijn van Osselaer

Advanced Social Psychology

Tom Gilovich and David Pizarro

Memory and Learning

Kathryn LaTour

Judgment and Decision Making

Sean Fath

Quantitative Modeling

Sachin Gupta

Data Analytics in Practice

Emily Zitek

Statistical Method

Sumanta Basu

Python Programming

Craig Frey

Introduction to Data Science

Felix Thoemmes

**REFERENCES**

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**Prof. Suzanne Shu**

John S. Dyson Professor in Marketing

Charles H. Dyson School of Applied

Economics and Management

Cornell University

Ithaca, New York

[sbs78@cornell.edu](mailto:sbs78@cornell.edu)**Prof. Kaitlin Woolley**

Associate Professor of Marketing

SC Johnson Graduate School of Management

Cornell University

Ithaca, New York

[krw67@cornell.edu](mailto:krw67@cornell.edu)

**Prof. Joann Peck**

Irwin Maier Professor of Business  
Wisconsin School of Business  
University of Wisconsin-Madison  
Madison, Wisconsin  
[joann.peck@wisc.edu](mailto:joann.peck@wisc.edu)

**Prof. Geoff Fisher**

Associate Professor of Marketing  
SC Johnson College of Business  
Cornell University  
Ithaca, New York  
[gwf25@cornell.edu](mailto:gwf25@cornell.edu)