

# Y. RIN YOON

Ph.D. Candidate in Marketing

Johnson Graduate School of Management, Cornell University

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## EDUCATION

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

**Ithaca, NY**

Ph.D. Marketing

2025 (expected)

**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 a minor in Statistics

2015

- with college and departmental honors

## RESEARCH INTERESTS

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Payment mechanisms | Incentives | Consumer finances | Inference-making | Digital marketing

## PUBLICATIONS AND MANUSCRIPTS

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### *Peer-reviewed Journal Publications*

**Yoon, Y. Rin** and Kaitlin Woolley (2024), “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior,” *Psychological Science*, 35(4), 390–404.

### *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: The Impact of Adding a Financing Option to Affordable Purchases,” under review at the *Journal of Consumer Research*.

### *Select Research in Progress*

“From a Penny Stock to Option Trading,” with Suzanne B. Shu

“Online SNAP Payment” with Sai Chand Chintala

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

“Generational Wealth Transmission” with Alycia Chin

## 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, Pain Less: The Impact of Adding a Financing Option to Affordable Purchases

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**

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

## **TEACHING EXPERIENCE**

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### **Course Instructor**

Cornell University

Marketing Management (undergraduate & graduate)

Spring 2023

Instructor Rating 4.8/5.0; 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 (scheduled)

### **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
UCLA Extension Marketing Certificate Course (Alex Nascimento)	2015

## **INDUSTRY EXPERIENCES**

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<b>Seongnam 90.7 FM Radio</b> Radio host and producer	<b>Seongnam, Korea</b> 2016 – 2018
<b>Providge Consulting</b> Consultant for <b>Pfizer HQ</b> projects	<b>Arlington, VA</b> 2015 – 2016
<b>Accenture</b> Assistant for <b>Hyundai Motor Company HQ</b> projects	<b>Seoul, Korea</b> 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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<b>Prof. Suzanne Shu</b> John S. Dyson Professor in Marketing Charles H. Dyson School of Applied Economics and Management Cornell University Ithaca, New York <a href="mailto:sbs78@cornell.edu">sbs78@cornell.edu</a>	<b>Prof. Kaitlin Woolley</b> Associate Professor of Marketing SC Johnson Graduate School of Management Cornell University Ithaca, New York <a href="mailto:krw67@cornell.edu">krw67@cornell.edu</a>
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**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  
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