

# YOONHO JIN

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## EDUCATION

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*Ph.D., Marketing, 2020 (Expected)*

INSEAD, France / Singapore

*M.Sc., Social and Cultural Psychology, 2012 (with Merit)*

London School of Economics, United Kingdom

*B.A., Aesthetics, 2011 (Summa cum Laude)*

Seoul National University, South Korea

## JOB MARKET PAPER (see appendix for abstract)

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Jin, Yoonho and Amitava Chattopadhyay, "The Role of Blurry Backgrounds as Nudges Towards Riskier Options," *Under 2<sup>nd</sup> round review at the Journal of Marketing*

## WORKING PAPERS AND MANUSCRIPT IN PREPARATION

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Jin, Yoonho and Amitava Chattopadhyay, "The Effects of Glossy Versus Matte imagery on Purchase Decisions: The Mediating Role of Optimism and Risk," *Working paper available, being revised for submission to the Journal of Marketing Research*

Jin, Yoonho and Amitava Chattopadhyay, "Instagrammably Visual: The Impact of Social Media Logos on Aesthetically-driven Consumption," *Manuscript in preparation (Target: Journal of Marketing Research)*

Park, Jongwon and Yoonho Jin, "The Impact of Beauty Versus Hedonistic Priming on Consumers' Moral Decisions," *Manuscript in preparation*

## DISSERTATION (see appendix for more detailed abstracts of each essay)

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**Title: Three Essays on The Impact of Aesthetic Elements on Consumer Decision Making**

**Proposal Defended:** 22 June 2018

**Chairperson:** Amitava Chattopadhyay

**Committee:** Pierre Chandon, David Dubois

**Executive Summary:** Although there have been calls for a deeper understanding of how aesthetics operates with respect to consumer behavior, the topic remains understudied. Specifically, our knowledge of how particular aesthetic/sensory elements—rather than general beauty or physical attractiveness—impact consumers' information

processing and decision making, in a non-hedonistic fashion, is limited. Against this backdrop, my dissertation entitled “Three Essays on The Impact of Aesthetic Elements on Consumer Decision Making” examines how three popular yet hitherto underexplored aesthetic elements, i.e., blurry backgrounds (**Essay 1, Job Market Paper**), glossy imagery (**Essay 2**), and social media logos (**Essay 3**), affect consumers’ information processing and decision outcomes, thereby contributing to both theory and practice of marketing.

In Essay 1, “**The Role of Blurry Backgrounds as Nudges Towards Riskier Options**,” by drawing on various streams of evidence on blurriness as a distance cue and connecting it with construal level theory, I find that exposure to a blurry background, because of distance perception, results in a high-level construal which in turn nudges consumers toward risky decisions, by increasing their focus on payoff. Using diverse risky consumption contexts such as financial investment, MBA application, and real lottery choices, I find that consumers exposed to blurry backgrounds consistently report higher purchase intentions for risky options and make riskier choices, and that the effect is moderated by riskiness, probability salience, and ex-ante inoculation.

In Essay 2, “**The Effects of Glossy Versus Matte Imagery on Purchase Decisions: The Mediating Role of Optimism and Risk**,” relying on the theory of grounded cognition, I hypothesize that exposure to glossy imagery, activates two diverging abstract concepts—optimism and risk—through metaphorical associations, which in turn increases or decreases consumers’ purchase behavior. Using an Airbnb experimental setting, I show that consumers exposed to a glossy (vs. matte) Airbnb room image tend to think that their stay in the room is likely to be hassle free (optimistic), and, thereby, report significantly higher booking intention. I also find that the effect of glossy imagery on higher booking intention is attenuated when consumers read an article about the danger of slippery floors prior to seeing the room image. As well, the effect of glossy imagery is also attenuated when consumers are conceptually primed with optimism by a scrambled sentence task, as their level of optimism is already boosted by activation of optimism irrespective of the image glossiness. The findings of this paper contribute to the literatures on glossiness, grounded cognition, and aesthetics, and have practical implications for managers dealing with marketing communications

In Essay 3, “**Instagrammably Visual: The Impact of Social Media Logos on Aesthetically-driven Consumption**,” by drawing on the literatures on visual logos, sensory perception, and impression management, I find that exposure to social media logos (e.g., Facebook, Instagram, etc.) induces a public mindset whereby people are motivated to manage their public impressions. As a consequence of the public mindset, I find that exposure to such logos makes consumers prioritize visual (aesthetic) qualities and leads to more visually superior (vs. olfactorily- or gustatorily superior) choices, since visual qualities are more easily transferable via online platforms and thus more effective for impression management. The key effect is moderated by the heavy usage of social media and consumption contexts (e.g., public vs. private).

#### SELECTED WORKS IN PROGRESS (data collection in progress)

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**Jin, Yoonho** and Amitava Chattopadhyay (2 Studies Completed), “The Impact of Surrealistic Versus Realistic Imagery on Consumer Decision Making”

**Jin, Yoonho**, Eunhwan Oh, Jaeun Kim, and Jongwon Park (2 Studies Completed), “The Impact of Music Genre on Calorie Estimation”

**Jin, Yoonho**, Ange Kim, and Jongwon Park (1 Study Completed), “The Role of a Mystery Component in Prestige Brand Evaluation”

**Jin, Yoonho** and Kuangjie Zhang (1 Study Completed), “Effects of Social Exclusion on Aesthetic Preference”

#### RESEARCH INTERESTS

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Art and Aesthetics, Sensory Marketing, Emotion and Affect, Social Media Marketing, Creativity, Social Exclusion, Artificial Intelligence

#### HONORS AND AWARDS

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Graduate Fellowship, INSEAD, 2014-Present  
Merit, London School of Economics, 2012

Summa Cum Laude Graduate, Seoul National University, 2011  
 Merit-based Scholarship, Seoul National University, 2007-2010

## CONFERENCE PRESENTATIONS

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- Jin, Yoonho and Amitava Chattopadhyay, “Instagrammably Visual: The Impact of Social Media Logos on Consumers’ Aesthetically-driven Consumption,” Association for Consumer Research, Atlanta, October 2019. (Scheduled)
- Jin, Yoonho and Amitava Chattopadhyay, “The Role of Blurry Backgrounds as Nudges Towards Riskier Options,” Wharton-INSEAD Doctoral Consortium, Pennsylvania, October 2019. (Scheduled)
- Jin, Yoonho and Amitava Chattopadhyay, “The Role of Blurry Backgrounds as Nudges Towards Riskier Options,” (Previously circulated as “The Impact of Blurry Versus Sharp Backgrounds on Consumers’ Risk-taking Behavior”), The 19th annual Trans-Atlantic Doctoral Conference, London Business School, London, May 2019.
- Jin, Yoonho and Amitava Chattopadhyay, “The Effects of Glossy versus Matte Imagery on Purchase Decisions,” HEC/INSEAD/ESSEC Research Seminar, ESSEC Business School, March 2019.
- Jin, Yoonho and Amitava Chattopadhyay, “The Role of Blurry Backgrounds as Nudges Towards Riskier Options,” (Previously circulated as “The Impact of Blurry Versus Sharp Backgrounds on Consumers’ Risk-taking Behavior”), Marketing Insights and New Investigations (MINI) Conference, National University of Singapore, February 2019.
- Jin, Yoonho and Amitava Chattopadhyay, “The Effects of Glossy versus Matte Imagery on Purchase Decisions,” Association for Consumer Research, Dallas, October 2018.
- Jin, Yoonho and Amitava Chattopadhyay, “The Role of Blurry Backgrounds as Nudges Towards Riskier Options,” (Previously circulated as “The Impact of Blurry Versus Sharp Backgrounds on Consumers’ Risk-taking Behavior”), Association for Consumer Research, Dallas, October 2018.
- Jin, Yoonho and Amitava Chattopadhyay, “The Effects of Glossy versus Matte Imagery on Purchase Decisions,” INSEAD-Wharton Doctoral Consortium, Fontainebleau, October 2018.
- Jin, Yoonho, Ange Kim, and Jongwon Park, “The Role of a Mystery Component in Prestige Brand Evaluation,” Joint Academic Conference Sponsored by Four Korean Consumer Associations, Seoul, May, 2014.
- Jin, Yoonho and Jongwon Park, “Is Beauty The Symbol of Morality? Effects of Beauty Priming on Different Moral Behaviors,” Joint Academic Conference Sponsored by Four Korean Consumer Associations, Daejeon, November, 2013.

## TEACHING INTERESTS

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Marketing Principles, Consumer Behavior, Marketing Research and Analysis, Online and Social Media Marketing, Brand Management

## TEACHING EXPERIENCE

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### *MBA Program, INSEAD*

Teaching Assistant

- Brand Management (2017 Fall), Prof. Amitava Chattopadhyay
- Brand Management (2017 Spring), Prof. Amitava Chattopadhyay
- Brand Management (2016 Fall), Prof. Amitava Chattopadhyay

### *Graduate/Undergraduate Program, Dept. of Marketing, Korea University*

Teaching Assistant

- Consumer Behavior (2014 Spring), Prof. Jongwon Park
- Consumer Behavior (2013 Fall), Prof. Jongwon Park
- Special Seminar in Behavioral Marketing (2013 Fall), Prof. Jongwon Park
- Consumer Behavior (2013 Spring), Prof. Jongwon Park
- Special Topics in Marketing (2013 Spring), Prof. Jongwon Park

## RESEARCH ASSISTANTSHIP

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*Marketing Research Lab, Dept. of Marketing, Korea University*  
Graduate Research Assistant (2012 Fall -2014 Summer), Prof. Jongwon park

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)

## DOCTORAL COURSEWORK

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### *Marketing, Behavioral Science, and Sociology*

Consumer Behavior A  
Consumer Behavior B  
Consumer Decision Making  
Decision Making and the Human Brain  
Introduction to Social Psychology  
Social Psychological Foundations of Management Disciplines  
Organizational Behavior  
Organizational Psychology  
Econometric Models in Marketing  
Analytical Modeling in Marketing  
Marketing Strategy Models  
Social Theory

Amitava Chattopadhyay  
Moniva Wadhwa  
Ziv Carmon  
Hilke Plassmann  
Zoe Kinias  
William Maddux  
Li Huang  
Soojin Jang  
Hubert Gatignon  
Paulo Albuquerque  
Hubert Gatignon  
Henrich Greve

### *Economics, Statistics, and Methodology*

Microeconomics A  
Microeconomics C  
Probability and Statistics 1A  
Probability and Statistics 1B  
Research Methods  
Econometrics A  
Multivariate Analysis A  
Multivariate Analysis B  
Experimental Design  
Math Tutorial

Tim Van Zandt  
Morten Bennesen  
Ilia Tsetlin  
Ilia Tsetlin  
Stephen Thau  
Nicolas Jacquemet  
Hubert Gatignon  
Hubert Gatignon  
Steven Sweldens  
Ekaterina Astashkina

## APPENDIX: RESEARCH ABSTRACTS

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Jin, Yoonho and Amitava Chattopadhyay, “The Role of Blurriness as Nudges Towards Risky Options,” *job market paper, under 2<sup>nd</sup> round review at the Journal of Marketing*.

This paper focuses on an underexplored aesthetic cue that has been gaining substantial popularity over the recent years in advertising and marketing: a blurry background. In particular, this essay takes on the question of how the use of a blurry background, relative to a sharp background, of a company’s commercial webpage may nudge consumers to make risky decisions/choices. Toward this end, I first draw on various streams of evidence that suggest a causal relationship between blurriness and spatial distance, and I connect this literature with the key premise of construal level theory that perception of spatial distance elicits a high-level construal, which has been shown to augment risk-taking propensity by increasing focus on payoff (vs. probability). Taken together, I hypothesize that exposure to a blurry background would result in a high-level construal via perception of distance, which in turn is likely to increase risk-taking behavior via heightened payoff focus (i.e., blurriness → distance → high-level construal → payoff focus → risky decision).

Across a series of 5 studies, I find empirical evidence for this theoretical proposition. Using diverse risky consumption contexts such as financial retirement investment, MBA application, and real lottery choice, all of which contain both payoff (e.g., expected returns, rosy starting salary, and bonus on top of participation fees) and risk (e.g., probability of losing, risk of not getting a job after graduation, and risk of losing basic participation fees), I find that consumers exposed to blurry backgrounds, relative to sharp backgrounds, report higher investment intention, higher application intention, and a higher likelihood of participating in a consequential lottery task. I also discover that this main effect disappears when the consumption context is not risky, that the effect is attenuated when riskiness/probability of the option is emphasized, and that this effect may be prevented by giving consumers an appropriate warning message, prior to dealing with the risk-taking task. I also obtain support for the five-stage causal link ‘blurriness → distance → high-level construal → payoff focus → risky decision’, given that the serial mediation analysis validates this pathway.

This research makes important theoretical contributions to construal level theory, perceptual psychology, aesthetics, and research on risky decisions. My work also has implications for practitioners dealing with the design of their company’s webpage and provides food for thought (and one possible way of controlling the effect) for regulators who wish to prevent overly risky consumption decisions.

Jin, Yoonho and Amitava Chattopadhyay, “The Effects of Glossy Versus Matte Imagery on Purchase Decisions: The Mediating Role of Optimism and Risk,” *being revised for submission to Journal of Marketing Research*

In this paper, I examine a popular yet under-investigated aesthetic/sensory cue in the commercial setting, i.e., glossy versus matte imagery, with a focus on how it influences consumers’ optimistic perception of the product/service in question. To this end, I rely on the theory of grounded cognition and hypothesize that exposure to glossy imagery, relative to matte imagery, is likely to activate two diverging abstract concepts—optimism and risk—through metaphorical associations (e.g., glossy → smooth perception → optimism; glossy → slippery perception → risk), which in turn would increase or decrease consumers’ purchase behavior, depending on the context. Further, drawing on prior research that has shown that the valence of embodied stimuli determines automaticity of activation, I hypothesize that the positive concept of optimism is likely to be automatically activated upon exposure to glossy imagery, yet the negative concept of risk would require additional priming to be activated.

Across a set of studies, I find results that empirically support my conceptualization. Using an Airbnb experimental setting, and the Photoshopped images that only differ in perceived glossiness, I discover that consumers exposed to a glossy Airbnb room image, as opposed to a matte Airbnb room image, tend to think that their stay in the room is likely to be hassle free (optimistic), and, thereby, report significantly higher booking intention. I also find that the effect of glossy imagery on higher booking intention is attenuated when consumers read an article about the danger of slippery floors prior to seeing the room image, since the article triggers the negative concept of risk. The effect of glossy imagery is also attenuated when consumers are conceptually primed with optimism by a scrambled sentence task, as their level of optimism is already boosted by activation of optimism irrespective of the image glossiness. The findings of this paper contribute to the literatures on glossiness, grounded cognition, and aesthetics, and have practical implications for managers dealing with marketing communications.

Jin, Yoonho, Amitava Chattopadhyay, “Instagrammably Visual: The Impact of Social Media Logos on Aesthetically-driven Consumption,” *Manuscript in preparation*

In this paper, I explore the impact of visual logos of social media platforms (e.g., Facebook, Instagram) in marketing communications of independent brands, as this has become a common marketing strategy in diverse consumption contexts: printed on a website, a flyer, or a restaurant menu. Drawing on the literatures of visual logos, sensory transferability, and impression management, I hypothesize that exposure to such social media logos would induce a public mindset, whereby consumers attend to how others view them and, thus, are motivated to manage their public impressions. As a consequence, I argue that exposure to such logos is likely to make consumers prioritize visual (aesthetic) qualities when making purchase decisions, since visual qualities, relative to other sensory qualities (e.g., gustatory, olfactory), are more easily transferable via online platforms, without direct contact with the tangible objects. Across a series of studies, I find evidence that consumers indeed tend to choose more visually superior (vs. olfactorily- or gustatorily superior) products (e.g., food, flower bouquet) in the presence of social media logos, but not in the presence of other logos (e.g., a company’s logo). Additionally, I also discover that this main effect is greater for heavier social media users, but does not emerge among those who rarely use social media platforms. Lastly, I find that the effect of social media logos on prioritization of visual qualities disappears when the consumption context is exclusively private (vs. public), such as when buying a dinner only for oneself. Taken together, these findings demonstrate that exposure to visual logos of social media platforms embedded in daily sources of marketing may increase consumers’ choices for aesthetically appealing products because of the public mindset, and, thereby, theoretically contribute to the literatures on social media, visual logos, aesthetics, and self-presentation. This paper also has important practical implications for managers dealing with marketing communications.

## REFERENCES

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**Amitava Chattopadhyay**

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The GlaxoSmithKline Chaired Professor  
of Corporate Innovation*  
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The L'Oréal Chaired Professor of Marketing,  
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