

## Ruouo Li

Darla Moore School of Business, University of South Carolina  
1014 Greene Street, Columbia, SC 29208  
Email: [ruouo.li@grad.moore.sc.edu](mailto:ruouo.li@grad.moore.sc.edu); Cellphone: 614-620-1002

### EDUCATION

---

Ph.D. in Business Administration, Marketing May 2022 (Expected)  
Darla Moore School of Business, University of South Carolina  
*Dissertation proposal defended: April 5<sup>th</sup>, 2021*

Bachelor of Science in Psychology May 2015  
Summa Cum Laude, with Honors Distinction  
The Ohio State University

### PUBLICATION

---

Huang, Liang, Anastasiya Pocheptsova Ghosh, **Ruouo Li**, and Elise Chandon Ince (2020). Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods on Consumer Evaluations, *Journal of the Association of Consumer Research*, 5(3), 271-81. [[Link](#)]

### WORKING PAPERS

---

Eva C. Buechel and **Ruouo Li**, “When and Why Consumers Prefer Uncertainty in the Context of Mysterious Consumption,” *under review at the Journal of Consumer Research*

**Li, Ruouo**, Rafay Siddiqui, and Ashwani Monga, “Been There, Done That: Virtual Reality Promotes Patience,” *Expected submission to the Journal of Marketing in Summer 2021*

**Li, Ruouo** and Linyun W. Yang, “When and Why Targeted Products for Underserved Consumers Backfire,” **Job market paper and dissertation**, *Expected submission to the Journal of Marketing Research (Mitigation in Marketing Special Issue) in Winter 2022*

### DISSERTATION (Dissertation Proposal Defended on April 5<sup>th</sup>, 2021)

---

Dissertation committee: Linyun W. Yang (co-chair), Abhijit Guha (co-chair), Elise Chandon Ince, Xiaojing Yang, and Ashwani Monga (outside member)

As the consumer demand for creating and embracing an inclusive marketplace increases, the strategies that over-generalize the needs of different consumer groups are no longer viable. As a result of this change in the marketplace, many brands and companies have begun offering products that accommodate the specific needs of historically underserved consumers (e.g., people of color, women). How should these products be promoted to appeal to these previously underserved consumers? While prior research suggests that consumers will favor products with more explicit descriptions of the target consumer because doing so makes the targeted identity salient, I find that explicitly identifying underserved consumers as the target consumer (i.e., blatant targeting) can backfire because doing so can raise the suspicions toward the targeting effort. In turn, these heightened suspicions negatively impact assessments of the company’s intentions and ultimately evaluations of the targeted product.

## SELECTED RESEARCH IN PROGRESS

---

**Ruouou Li** and Eva C. Buechel: “When and Why Surprises Backfire,” targeting *Psychological Science*

Anastasiya Pocheptsova Ghosh, Elise Chandon Ince, and **Ruouou Li** (alphabetical order):  
“Spendthrifts, Tightwads, and Mental Accounting”

## CONFERENCE PRESENTATIONS

---

**Li, Ruouou** and Linyun W. Yang (2021). Targeted Products and Underserved Consumers. Accepted for Oral Presentation at Association for Consumer Research, virtual.

**Li, Ruouou**, Rafay Siddiqui, and Ashwani Monga (2021). Been There, Done That: Virtual Reality Promotes Patience. Accepted for Oral Presentation at Association for Consumer Research, virtual.

Buechel, Eva C. and **Ruouou Li** (2020). Misguided Preference for Mysterious Consumption. Oral Presentation at Association for Consumer Research, virtual.

Huang, Liang, Anastasiya Pocheptsova Ghosh, **Ruouou Li**, and Elise Chandon Ince (2020). Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods on Consumer Evaluations. Oral Presentation at Association for Consumer Research, virtual.

Buechel, Eva C. and **Ruouou Li** (2020). Misguided Preference for Mysterious Consumption. Oral Presentation at Society for Consumer Psychology Conference, Huntington Beach, CA.

Huang, Liang, Anastasiya Pocheptsova Ghosh, **Ruouou Li**, and Elise Chandon Ince (2020). Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods on Consumer Evaluations. Oral Presentation at Society for Consumer Psychology Conference, Huntington Beach, CA.

Buechel, Eva C. and **Ruouou Li** (2020). Misguided Preference for Mysterious Consumption. Oral Presentation at Society for Personality and Social Psychology Annual Convention, New Orleans, LA.

Buechel, Eva C. and **Ruouou Li** (2019). Misguided Preference for Mysterious Consumption. Oral Presentation at Annual ISMS Marketing Science Conference, Rome, Italy.

Buechel, Eva C. and **Ruouou Li** (2019). Misguided Preference for Mysterious Consumption. Oral Presentation at CBSIG Conference, Bern, Switzerland.

**Li, Ruouou** and Eva C. Buechel (2018). Misguided Preference for Mysterious Consumption. Poster Presented at Society for Judgment and Decision Making Conference, New Orleans, LA.

**Li, Ruouou**, Laura Novak, Jennifer N. Belding, and Melissa Beers (2015). Using Backwards Design to Prepare Writing-Intensive Psychology Courses. Poster presented at Midwestern Psychological Association Conference, Chicago, IL.

Laura Novak, **Ruouou Li**, Jennifer N. Belding, and Melissa Beers (2015). Methods for Assessing Student Performance in Writing Psychology. Poster presented at Midwestern Psychological Association Conference, Chicago, IL.

## TEACHING

---

*Instructor*, Principles of Marketing Research (synchronous virtual), University of South Carolina, Fall 2020

- Instructor Performance Evaluation: **4.57/5**
- Undergraduate level

*Teaching Assistant*, Consumer Behavior (face-to-face), University of South Carolina,

- Undergraduate and MBA level, Fall 2018
- Undergraduate and MBA level, Fall 2019
- Undergraduate level, Spring 2020

*Teaching Assistant*, Principles of Marketing Research (face-to-face), University of South Carolina

- Undergraduate level, Fall 2018

## HONORS AND AWARDS

---

AMA Consumer Behavior Special Interest Group Small Research Grant Recipient, \$1,250 (2021)

AMA-Sheth Foundation Doctoral Consortium Fellow (2021)

Darla Moore School of Business Research Grant Recipient

- With Professor Linyun W. Yang, \$5,000 (Fall, 2020)
- With Professor Abhijit Guha, \$1,500 (Spring, 2019)
- With Professor Elise Chandon Ince, \$1,000 (Spring, 2019)
- With Professor Linyun W. Yang, \$2,000 (Fall, 2018)
- With Professor Elise Chandon Ince, \$1,000 (Fall, 2017)

## SERVICE

---

Ad-hoc reviewer

- Journal of Consumer Research Trainee Reviewer
- Social Influence
- Summer American Marketing Association Conference
- Winter Society for Consumer Psychology Conference
- Winter Academy of Marketing Science Conference

Moore School Behavioral Lab Coordinator, 2016 - Present

## COURSEWORK

---

Marketing

Current Topics in Consumer Behavior  
Concepts and Theory in Consumer Research  
Consumer Behavior (Audit)

Anastasiya Pocheptsova Ghosh  
Priyali Rajagopal  
Abhijit Guha

	Research Methods and Philosophy in Marketing Marketing Strategy I Marketing Models Independent Study (Readings and Research)	Satish Jayachandran Satish Jayachandran Ramkumar Janakiraman Linyun W. Yang
Psychology	Judgment and Decision Making Research Approaches to Human Behavior Social Psychology	Douglas H. Wedell Ron Prinz Suzanne Swan
Statistics	Advanced Statistics Experimental Research Method Theory Statistical Inference Management Research Methodology Methods in Analysis of Behavior Data II Latent Variable Estimation	Kathleen Whitcomb Kathleen Whitcomb Brian Habing Paul Bliese Alberto Maydeu-Olivares Clark Hampton

## INDUSTRY EXPERIENCE

---

### Strategic Research Group

Columbus, Ohio

August 2015 – May 2016

#### *Research Associate*

Conducted market research for clients including the *Ohio Department of Education* and the *Ohio Department of Health*

### Center for Research & Evaluation at Center of Science and Industry

Columbus, Ohio

September 2014 – May 2015

#### *Research and Evaluation Intern*

Main tasks included conducting interviews and focus groups with museum guests and market research for current and future exhibits

## REFERENCES

---

### **Linyun W. Yang (Co-Chair)**

Assistant Professor of Marketing

Darla Moore School of Business

University of South Carolina

Email: [l.yang@moore.sc.edu](mailto:l.yang@moore.sc.edu)

### **Abhijit Guha (Co-Chair)**

Associate Professor of Marketing

Darla Moore School of Business

University of South Carolina

Email: [abhijit.guha@moore.sc.edu](mailto:abhijit.guha@moore.sc.edu)

### **Ashwani Monga**

Provost and Executive Vice Chancellor and

Professor of Marketing

Rutgers University

Email: [ashwani.monga@rutgers.edu](mailto:ashwani.monga@rutgers.edu)

### **Rafay A. Siddiqui**

Assistant Professor of Marketing

Leavey School of Business

Santa Clara University

Email: [rasiddiqui@scu.edu](mailto:rasiddiqui@scu.edu)

### **Elise Chandon Ince**

Associate Professor of Marketing

Darla Moore School of Business

University of South Carolina

Email: [Elise.Ince@moore.sc.edu](mailto:Elise.Ince@moore.sc.edu)

### **Eva C. Buechel**

Assistant Professor of Marketing

Marshall School of Business

University of Southern California

Email: [buechel@marshall.usc.edu](mailto:buechel@marshall.usc.edu)

## ABSTRACTS

---

Eva C. Buechel and **Ruouou Li**, “When and Why Consumers Prefer Uncertainty in the Context of Mysterious Consumption,” *under review at the Journal of Consumer Research*

Mysterious consumption items represent products that are chosen or purchased without knowing the exact nature of the product. In contrast to what we know about uncertainty aversion, we show that consumers exhibit a preference for mysterious consumption items over non-mysterious consumption items of equal expected value. 7 studies show this preference for mysterious consumption across a variety of products (stress-balls, teas, snacks, hotel rooms). The value of mysterious consumption lies, at least in part, in the uncertainty about the nature of the outcome. Specifically, the greater number of horizontally differentiated outcomes (i.e., horizontal uncertainty) makes mysterious consumption appealing and allows consumers to be surprised. The preference for uncertainty is not observed when the uncertainty lies in the quantity of a known outcome (i.e., vertical uncertainty) or when horizontal uncertainty is reduced to a degree that diminishes the ability to be surprised.

**Li, Ruouou**, Rafay Siddiqui and Ashwani Monga, “Been There, Done That: Virtual Reality Promotes Patience,” *expected submission to the Journal of Marketing in Summer 2021*

Virtual Reality (VR) has become more popular than ever. In marketing, VR has been used to communicate information about products, especially experiential products, by offering consumers a preview of what they would purchase. In this research, we argue that incorporating VR technologies in marketing practice sometimes decreases effectiveness of the communication. Specifically, the adoption of VR to showcase information about novel experiential purchases can backfire for marketers. We propose that VR makes consumers feel as if they have already completed the experience in real life. This feeling of “done that” can make it difficult to justify purchasing the real experience. Because consumers are more likely to engage in justification for hedonic purchases (Okada 2005), we propose that consumers will be more likely to delay a hedonic, experiential purchase in real life after they preview it via VR versus non-VR (e.g., regular video).

Huang, Liang, Anastasiya Pocheptsova Ghosh, **Ruouou Li** and Elise Chandon Ince (2020). Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods on Consumer Evaluations, *Journal of the Association of Consumer Research*, 5(3), 271-81.

The use of novel forms of payment, such as peer-to-peer (P2P) payment methods, has exploded in the marketplace. While businesses are adopting these payment methods, little is known about how consumers perceive service providers that adopted them. Service providers believe that adopting P2P payment methods makes them more appealing to consumers and increases the likelihood of transactions. Contrary to this view, in a series of studies, we demonstrate that consumers associate P2P payment methods more with social transactions than with business transactions. This leads consumers to rate service providers as warmer, and correspondingly less competent, and decreases the likelihood of transactions. Consumer judgments based on offered payment methods are enduring: consumers only adjust their evaluations of service providers over time if they had several unambiguous positive experiences that highlight business competence, but not when experiences are mixed (both positive and negative) or highlight warmth aspects of the business.