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WORK

08.2024 - Present Assistant Professor in Marketing
University of New Hampshire, Durham, New Hampshire

EDUCATION

Ph.D. Marketing (*Consumer Behavior*), minor in *Psychology*,
State University of New York at Buffalo, Buffalo, New York

Master of Science, Arts and Cultural Management
Hongik University, Seoul, South Korea

Bachelor of Architecture, Architecture
Pratt Institute, Brooklyn, New York

RESEARCH INTERESTS

- Perception, Attention, Relationships Between Human Psychology and Design, Consumer Empowerment, Advertising, Product Visualization, Retail Environment

PUBLICATION AND MANUSCRIPT UNDER REVIEW

- **Kang, Seo Yoon**, Junghan Kim, and Arun Lakshmanan (2024), “Anatomical Depiction: How Showing a Product's Inner Structure Shapes Product Valuations,” *Journal of Marketing*. doi:[10.1177/00222429241257911](https://doi.org/10.1177/00222429241257911)
- **Kang, Seo Yoon**, Nara Yoon, and Heakyung C. Yoon (2019), “The Self-Regulatory Power of Environmental Lighting: The Effect of Illuminance and Correlated Color Temperature,” *Journal of Environmental Psychology*, 62, 30-41. doi:[10.1016/j.jenvp.2019.02.006](https://doi.org/10.1016/j.jenvp.2019.02.006)

DISSERTATION RESEARCH

I Can Almost See How It Works: The Effect of Vector Illustration on Product Valuation
(Proposal defended on June 9, 2023)

Committee members: Arun Laksnmanan (Chair), Sunyee Yoon, and Charles Linsdey

Products are often seen as a bundle of attributes that can be classified as search or experience attributes (Wright and Lynch, 1995). While consumers can relatively easily acquire and evaluate search attributes prior to purchase (i.e., a speaker's color and dimensions), experience attributes can be only verified after direct experiences (i.e., a speaker's sound quality). As consumers often find it challenging to evaluate experience attributes due to their intangible and subjective nature, consumers tend to rely on direct product trials or experiences to assess these attributes (e.g., Shapiro and Spence 2002; Weathers, Sharma, and Wood 2007). Specifically, communicating experience attributes plays a crucial role in reducing the uncertainty of potential online consumers who lack direct product experiences. In order to mitigate this common "experience attribute problem" (Lal and Sarvary 1999) and successfully persuade consumers of product benefits, firms often utilize a variety of visual cues. For instance, a tissue box package may include an image of a feather or cloud to convey softness and an advertisement for an energy drink may feature multiple units to convey product efficacy (Vanbergen, Irmak, and Sevilla 2020).

In line with this tradition of visual presentation techniques aimed at communicating experience attributes, some ads include graphic elements that represent a medium that is influenced by the product to bring desired outcomes to target objects. For instance, an air purifier ad can feature a product with visualized airflow (i.e., medium) acting upon a room (i.e., target object) or a neck massager ad can feature the product and visualizes pressure (i.e., medium) acting upon one's neck (i.e., target object or consumer). I term this visualization technique as *vector illustration* – depiction a core medium to explicate its mechanism that is normally invisible to the naked eye during product operation.

This research introduces and develops theories around the vector illustration effect on product valuation based on literature on dynamic imagery, mental simulation, and cross-modality in sensory imagery. I further empirically show that this visualization technique is an effective advertising tool that increases product valuation as vector illustration elicits medium visualization (i.e., visual simulation of how the focal product acts upon its core medium which subsequently acts upon target objects or consumers themselves). We empirically show that vector illustration increases product judgment (Studies 1 and 2) via medium visualization (Study 3). I further propose medium visualization increases product valuation by increasing the second mediator – sensory imagery – which will be examined in future Study 4.

Taken together, my dissertation aims to theoretically ground a framework for vector illustration and rigorously test its underlying mechanism and marketing outcomes. This is the first systematic investigation that focuses on visualizing the role of mediating environment would affect the consumer visualization process and product judgment. Substantively, this theory lays the foundation for helping practitioners (e.g., ad designers) to develop marketing communication for experience attributes. I believe that my dissertation lays out a theoretical platform that can seed future work in product visualization research.

Keywords: visualization; mental simulation; product evaluation; sensory imagery; embodied cognition; cross-modality

Status: 3 studies complete, Study 4 under progress. Target: *Journal of Marketing Research*.

RESEARCH IN PROGRESS

- **Kang, Seo Yoon** and Sunyee Yoon (2024), “The Letter Quantity Heuristic: Letter Quantity on Product Package Label Affects Brand Sincerity Perception, Brand Transparency Judgment, and Product Evaluation”. Status: 2 studies complete, Study 3 under progress. Target: *Journal of Marketing*.

This research investigates how substantial letter quantity on product packages influences brand perceptions, specifically, how consumers use letter quantity as a heuristic cue for judging brand transparency and brand sincerity, which subsequently affects product evaluation. We further aim to examine managerially relevant moderators to test the boundaries of the core letter quantity effect.

Keywords: package design; inference; brand transparency; brand personality

- **Kang, Seo Yoon** and Nara Youn (2024), “We Bond Under Cool Lightings: Lighting’s Color Temperature Influencing Perceived Threat, Psychological Power, and Conformity”. Status: 4 studies complete, manuscript under preparation. Target: *Journal of Retailing*.

This research investigates the effects of lighting’s color temperature on preference for conformity. The results of three studies show that exposure to cool color temperature increases perceived environmental threat and feelings of powerlessness and, in turn, elevates preferences for conformity, whereas exposure to warm color temperature decreases perceived environmental threat and feelings of powerlessness and, in turn, elevates preferences for nonconformity. Preference for conformity was operationalized as preference for majority goods and products with salient associations within-group social identity.

Keywords: lighting, color temperature, environmental threat, power, conformity

CONFERENCE PRESENTATIONS (*denotes presenter)

- **Kang, Seo Yoon*** and Sunyee Yoon (upcoming, 2024), “The Text Quantity Heuristic: Text Quantity on Product Package Affects Brand Sincerity Perception and Product Evaluation,” *Society for Marketing Advances*, **Presentation** Session, Tampa, FL, USA.
- **Kang, Seo Yoon*** and Arun Lakshmanan (2023), “I Can Almost See How It Works: The Effect of Sensory Visualization on Product Valuation,” *Society for Consumer Psychology*, **Working** Paper Session, San Juan, Puerto Rico, USA.
- **Kang, Seo Yoon***, Junghan Kim, and Arun Lakshmanan (2023), “Anatomical Depiction: How Showing a Product’s Inner Structure Shapes Product Valuations,” *Celebration of Academic Excellence*, SUNY-Buffalo, NY, USA.
- **Kang, Seo Yoon***, Junghan Kim, and Arun Lakshmanan (2022), “The Impact of Anatomical Depiction on Simulated Assemblage and Product Judgments,” *American Marketing Association*, **Competitive** Paper Session, Chicago, IL, USA.



- **Kang, Seo Yoon*** and Arun Lakshmanan (2022), “Personal Control and Preferences for Minimalist Aesthetic,” *School of Management PhD Student Showcase*, SUNY-Buffalo, NY, USA.
- **Kang, Seo Yoon***, Junghan Kim, and Arun Lakshmanan (2021), “The Effect of Anatomical Product Representations on Consumer Outcomes,” *Association for Consumer Research*, **Competitive** Paper Session, Seattle, WA, USA.
- **Kang, Seo Yoon***, Junghan Kim, and Arun Lakshmanan (2021), “The Effect of Anatomical Product Representation on Consumer Outcomes,” *School of Management PhD Student Showcase*, SUNY-Buffalo, NY, USA.
- **Kang, Seo Yoon***, Nara Youn, and Heakyung Cecilia Yoon (2018), “The Self-Regulatory Power of Environmental Lighting,” *Society for Consumer Psychology*, **Working Paper**, Dallas, TX, USA.
- **Kang, Seo Yoon*** and Nara Youn (2018), “Color Temperature of Environmental Lighting and Conformity (2018),” *Society for Consumer Psychology*, **Working Paper** Session, Dallas, TX, USA.
- **Kang, Seo Yoon*** and Nara Youn (2017), “The Self-Regulatory Power of Environmental Lighting,” *Association for Consumer Research*, **Working Paper** Session, San Diego, CA, USA.
- **Kang, Seo Yoon*** and Nara Youn (2017), “Environmental Lightings and Consumers’ Self-Control,” European Marketing Academy, **Working Paper** Session, Groningen, The Netherlands.

HONORS AND AWARDS

- Ph.D. Student Achievement Award, Graduate Commencement, School of Management, SUNY-Buffalo, 2024
- Paul E. Green Award in Marketing, School of Management, SUNY-Buffalo, 2024
- Dean’s Award for Research Excellence, Annual Ph.D. Showcase, School of Management, SUNY-Buffalo, 2024
- AMA Sheth Foundation Doctoral Consortium Fellow, Oslo, Norway, 2023
- UB Excellence in Research, Scholarship & Creativity Award, Celebration of Student Academic Excellence Student Showcase, SUNY-Buffalo, 2023
- First Place Winner, UB Sigma Xi "Companions in Zealous Research" Award, Celebration of Student Academic Excellence Student Showcase, SUNY-Buffalo, 2023
- First Place Winner, Ph.D. Research Poster Competition, Annual Ph.D. Showcase, School of Management, SUNY-Buffalo, 2022
- Presidential Fellowship, SUNY-Buffalo, 2018–2022
- Outstanding Thesis Award, Hongik University, 2017
- Research Assistance Scholarship, Hongik University, 2015–2017
- Academic Scholarship for Excellent Academic Records, Hongik University, 2015
- President’s List for Excellent Academic Records, Pratt Institute, 2008, 2011, 2012
- Dean’s List for Excellent Academic Records, Pratt Institute, 2010, 2013



ACADEMIC RESEARCH EXPERIENCES

- Ph.D. Researcher in Marketing, School of Management, University at Buffalo
- Assistant researcher in Marketing, School of Business, Hongik University
- Assistant researcher, School of Architecture, Hongik University
- Assistant researcher in Management Information Systems, Department of Information Systems, School of Business, Hongik University

TEACHING INTEREST

- Principles of Marketing, Consumer Behavior, Marketing Research, Digital Marketing, Advertising and Sales Promotion

TEACHING EXPERIENCES

- Consumer/Buyer Behavior (MKTG 753), Fall 2024 (Full Instructor)
- Principles of Marketing (MGM 301), Summer 2022 (Full Instructor: Half section)
- Principles of Marketing (MGM 301), 2022-2024 (Recitation Instructor)

TECHNICAL SKILLS

- Visualization Programs
 - Rhinoceros 3D, Autodesk AutoCad, Autodesk Revit, Vray, Maxwell, Darkroom, SketchUp, Adobe InDesign, Adobe Illustrator, Adobe Photoshop
- Analysis Programs
 - SPSS, Liserel, AMOS, R, SAS

PROFESSIONAL AFFILIATIONS

- Association of Consumer Research
- Society for Consumer Psychology
- American Marketing Association