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EDUCATION

Ph.D., in Marketing, June 2009 (expected)
The University of Chicago, Graduate School of Business
Support Area: Behavioral Science

M.B.A., June 2009 (expected)
The University of Chicago, Graduate School of Business

B.A., in Psychology and English Literature, February 2002
Yonsei University, Seoul, Korea

RESEARCH INTERESTS

Consumer Behavior with a special focus on Goals and Motivations
Consumer Self-control; Charitable giving
Customer Relationship Management (e.g., reward/loyalty programs)

DISSERTATION

The Influence of Looking Back versus Ahead on Consumer Goal Pursuit

Chair: Ayelet Fishbach

Committee: Aparna A. Labroo, Ann L. McGill, and Nira Liberman (Tel Aviv Univ.)

In my dissertation, I examine how looking back and focusing on what one has accomplished so far (actions to date) versus looking ahead and focusing on what one has yet to accomplish to attain a goal (actions to go) influences goal pursuit by consumers. For example, in the context of reward programs, I find that emphasizing accumulated purchases to date (vs. remaining purchases to go) is more effective at increasing customers' participation in the program when they are not yet committed to the program, whereas remaining purchases to go (vs. to date) is more effective when customers are already committed to the program. Similarly, in a large-scale field study of actual charitable giving, I find that framing information about the campaign's progress as amount of money donated to date is more effective at increasing contributions among potential donors who are not yet committed to the campaign. In contrast, framing the same information as the amount that is still needed to complete a campaign goal is more effective at increasing contributions among regular donors who are already committed to the campaign. The two essays of the dissertation examine how such variations in the emphasis on actions to date versus to go influence consumers' goal striving (Essay 1) and goal setting behavior (Essay 2).

**Please see the abstracts of the following two papers for details.*

PUBLICATIONS

Koo, Minjung, and Ayelet Fishbach (2008), "Dynamics of Self-Regulation: How (Un)accomplished Goal Actions Affect Motivation," *Journal of Personality and Social Psychology*, 94 (2), 183-195. (Lead Article) *Paper based on Essay 1 of my dissertation.*

Two factors increase the motivation to adhere to a goal: goal commitment and lack of goal progress. When people ask about commitment, focusing on what they have accomplished (to date) signals to them high commitment and increases motivation. Conversely, when commitment is certain and people ask about goal progress, focusing on what they have yet to accomplish (to go) signals to them lack of progress and increases motivation. Accordingly, four studies show that emphasizing to-date information increases goal adherence when commitment is uncertain—that is, when participants study for a relatively unimportant exam, consume luxuries, fulfill a desire, and make first-time contributions to a charity. Conversely, emphasizing to-go information increases goal adherence when commitment is certain—that is, when participants study for an important exam, consume necessities, fulfill a need, and make repeated contributions to a charity.

WORK UNDER REVIEW AND REVISION

Koo, Minjung, and Ayelet Fishbach, "Climbing the Goal Ladder: How the Focus on Upcoming Actions Increases Level of Aspiration," under review at the *Journal of Personality and Social Psychology*. *Paper based on Essay 2 of my dissertation*

In the course of pursuing a series of progressive goals that form a "goal ladder" there is often a trade-off between expressing a higher level of aspiration and being satisfied with the present goal. This article examines whether the focus on upcoming actions (to go) increases the value of goal completion and moving up to a more advanced goal, whereas the focus on completed actions (to date) increases the value from staying on the present goal. We find support for our prediction across several goal domains, ranging from moving up the academic and the professional ladder to advancing to the next level on simple, computerized tasks. We further find that people spontaneously attend information on actions to go more than action to date, to motivate higher level of aspiration.

Koo, Minjung, and Ayelet Fishbach, "Standing in Line: Inferring Value from the People Behind," under revision for resubmission to the *Journal of Consumer Research*

This article examines whether consumers standing in a queue infer that their queuing goal is more valuable when there are other people behind them, which is a proxy for their accomplishment. We find that the value of products is heightened when there are more people lined up behind a person (study 1) or when others join the queue after a person (study 2). Value further increases by directing people's attention to the presence of others behind them—that is, when they look backward (study 3) and when the queue structure emphasizes the last person to join (study 4). These effects on valuation are associated with increased expenditure of queuing consumers (study 5).

Koo, Minjung, Aparna A. Labroo, and Angela Y. Lee, "Focus Single Mindedly on Your Goal: Explicit Self-Control Strategy and Regulatory Focus," under revision for resubmission to the *Journal of Consumer Research*

Existing research on self-control has suggested that people facing a self-control dilemma can follow one of two explicit strategies: they can try to boost goal-compatible thoughts or try to suppress goal-conflicting (temptation) thoughts. The present research examines the efficacy of each strategy, and further investigates how consumers' adoption of either self-control strategy may be influenced by their regulatory orientation. Across four studies, we show that: i) Participants with a prevention orientation are vigilant about avoiding goal failure and therefore focus single-mindedly on their goal. In contrast, participants with a promotion orientation are eager to ensure successes and therefore adopt a dual strategy (both goal focus and temptation suppression). ii) Goal focus is a more effective self-control strategy than temptation suppression or dual strategy. Whereas a goal focus strategy results in successful self control and consequently, a suppression of temptation thoughts, temptation suppression or dual strategy results in a rebound of temptation thoughts that detract from goal focus.

Koo, Minjung, Ayelet Fishbach, and Marlene D. Henderson, "Group Goals and Sources of Motivation: When Others Don't Get the Job Done, I (Might) Pick Up the Slack," under review at the *Psychological Science*.

This article addresses what factors best motivate individuals to work toward group goals. We propose that individuals who are not highly identified with members of a group are most affected by information on other group members' contribution to date, because this information suggests that a group's goal is valuable. In contrast, we propose that individuals who are already highly identified with members of a group are most affected by information on required contributions to complete the goal, because this information emphasized the need to progress to complete the goal. Three studies lend support for these predictions by measuring efforts towards group goals that involve idea-generation about how to promote iPhone (Study 1), helping victims of Southern California wildfires (Study 2), and helping children affected by riots in Kenya (Study 3).

MANUSCRIPTS IN PREPARATION

Koo, Minjung and Ayelet Fishbach, "How Progress Monitoring Influences Participation in a Reward Program."

This article investigates how progress monitoring influences consumers' participation in a reward program. We propose that consumers' participation in the reward program depends on their subjective evaluations of the progress that each action would achieve. We show that when the level of progress is low (less than 50%), the focus on progress to date is more motivating than remaining progress to go (e.g., 20% to date > 80% to go), whereas when level of progress is high (more than 50%), the focus on progress to go is more motivating than progress to date (e.g., 80% to date < 20% to go). This is because an additional action is seen as yielding greater progress when consumers compare it to a small (vs. large) number of actions. We find support for this prediction in lab experiments and a field experiment that monitored over 3000 consumer purchases at a sushi restaurant.

Labroo, Aparna A., Minjung Koo, and Angela Y. Lee, "Towards Understanding the Cognitive Versus Motivational Impact of Priming on Affective Judgment."

Does prior exposure to indulgent chocolate cake increase or decrease your liking of healthy fruit salad? Is the effect symmetric: for example, does a prior exposure to the fruit salad have

a similar effect on your liking of the chocolate cake? The present research brings together research on fluency and self-regulation to demonstrate that the effect of a prime on the evaluation of a target product depends upon whether consumers follow a cognitive or a motivational route during the evaluation of the target product. For non-dieters who presumably follow a cognitive route, the effects are symmetric. Exposure to cake increases liking of salad, and exposure to salad increases liking of cake, but especially so when the regulatory framing of the two products matches, replicating Labroo and Lee (2006). In contrast, for dieters who presumably follow a motivational route, asymmetric effects are observed. Prior exposure to the temptation (cake) increases evaluation of a goal product (salad), but prior exposure to the goal product (salad) reduces evaluation of a temptation product (cake), but especially so when the regulatory framing of the two products matches.

Fishbach, Ayelet, Ying Zhang, and Minjung Koo, "The Dynamics of Self-regulation," in preparation as an invited contribution to the *European Review of Social Psychology*.

This article addresses the simultaneous pursuit of multiple goals through a sequence of actions that evolves over time and can either balance between these multiple underlying goals or highlight the single most important one. Our basic premise is that people represent goal actions in terms of either making progress or expressing commitment. As a result of these two representations of goal actions, people either balance between goals on which they experience progress or highlight goals to which they feel committed. This chapter discusses this theoretical framework in greater detail. We begin by addressing the self-regulatory process in each of the two dynamics: progress-based balancing versus commitment-based highlighting. Then, we address variables that determine the specific framing of goals and the corresponding dynamics that people follow.

ACADEMIC HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2008
Converse Consortium Fellow, 2008
Judgment and Decision Making SPSP Preference Travel Award, 2007
Haring Symposium Fellow, 2007
The University of Chicago, Graduate School of Business Fellowship, 2004-present
The University of Chicago, the Division of the Social Sciences Fellowship, 2002-2003

CONFERENCE PUBLICATIONS

Minjung Koo, Ayelet Fishbach (forthcoming), "Dynamics of Self-regulation: How (Un)accomplished Goal Actions Affect Motivation," *Advances in Consumer Research*, 35.

Minjung Koo, Aparna A. Labroo, Angela Y. Lee (2007), "Against the Odds: Prevention Focus Stands Firm in the Face of Temptations," *Advances in Consumer Research*, 34, 483-484.

CONFERENCE SESSION CHAIR

A symposium on "Consumer Motivation: Identifying Factors that Increase Goal Adherence," the annual meeting of the Association for Consumer Research, Memphis, Tennessee, October, 2007 (with Ayelet Fishbach)

A symposium on "Using or Losing Self-Control: Antecedents of Regulatory Strength and Regulatory Depletion," the annual meeting of the Association for Consumer Research, Orlando, Florida, September, 2006 (with Angela Y. Lee)

CONFERENCE PRESENTATIONS

"Dynamics of Self-Regulation: How Actions To-Date Versus To-Go Affect Goal Pursuit," with Ayelet Fishbach. Paper presented at the annual meeting of the *Association for Psychological Science*, Chicago, IL, May, 2008.

"How to Increase Contributions to a Group Goal," with Ayelet Fishbach and Marlene D. Henderson. Poster presented at the inaugural meeting of the *Society for the Study of Motivation*, Chicago, IL, May, 2008.

"Standing in Line: Inferring Value from the People Behind," with Ayelet Fishbach. Paper presented at the annual meeting of the *Society for Consumer Psychology*, New Orleans, LA, February, 2008

"How to Increase Contributions to a Group Goal," with Ayelet Fishbach and Marlene D. Henderson. Poster presented at the 3rd Judgment and Decision-Making Preconference of the *Society of Personality and Social Psychology*, Albuquerque, NM, February, 2008.

"Dynamics of Self-Regulation: How (Un)accomplished Goal Actions Affect Motivation," with Ayelet Fishbach. Paper presented at the annual meeting of the *Association for Consumer Research*, Memphis, TN, October, 2007

"When Do Accomplished Versus Unaccomplished Actions Increase Goal Adherence: A Matter of Goal Commitment," with Ayelet Fishbach. Paper presented at the 37th *Albert Haring Symposium*, Bloomington, IN, April, 2007.

"When Do Accomplished Versus Unaccomplished Actions Increase Goal Adherence: A Matter of Goal Commitment," with Ayelet Fishbach. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN, January, 2007.

"Standing in Queues: How the People Ahead and Behind Affect Perceived Value and Effort," with Ayelet Fishbach. Poster presented at the 2nd *Judgment and Decision-Making Preconference of the Society of Personality and Social Psychology*, Memphis, TN, January, 2007.

"Against the Odds: Prevention Focus Stands Firm in the Face of Temptations," with Aparna A. Labroo and Angela Y. Lee. Paper presented at the annual meeting of the *Association for Consumer Research*, Orlando, FL, September, 2006.

PROFESSIONAL SERVICE

Ad hoc reviewer for:
Association for Consumer Research Annual Conference, 2007
Trainee reviewer for:
Journal of Consumer Research

TEACHING INTERESTS

Marketing Strategy, Marketing Management, Consumer Behavior, Advertising and Sales Management

TEACHING EXPERIENCE

Teaching Assistant, The University of Chicago, Graduate School of Business
Marketing Strategy (Prof. Ann L. McGill), MBA course, 2006-present
Managerial Decision Making (Prof. Christopher K. Hsee), MBA course, 2005-2007

BUSINESS EXPERIENCE

Strategic Planner, Publicis New York, New York, NY, 2003

- Conducted brand/category and consumer research for *Heineken* and *Amstel Light*
- Developed marketing strategies for the launching of *Proctor & Gamble's* new pharmaceutical brands

Survey Researcher, Gallup International, Seoul, Korea, 2001-2002
Research Assistant, Publicis Advertising, Seoul, Korea, 1999-2000

SELECTED GRADUATE COURSEWORK

Marketing

Marketing Literature Seminar

Consumer Behavior

Adv. Marketing Theory: Behavioral Science

Adv. Marketing Theory: Quantitative Perspective

Aparna A. Labroo &
Guenter J. Hitsch
Angela Y. Lee
(Northwestern Univ.)
Christopher K. Hsee
Pradeep K. Chintagunta

Psychology and Behavioral Science

Attitude and Persuasion

Judgment and Decision Making

Cognitive Foundations of Judgment and Decision Making

Current Topics in Social Cognition

Current Topics in Organizational Behavior

Cognitive Psychology

Behavioral Economics

Psychology of Communication

Penny Visser
William Goldstein
Reid Hastie
Nicholas Epley
Tanya Menon
Vera Malkowic
Richard H. Thaler
Boaz Keysar

Methodology and Statistics

Advanced Statistical Theory and Method

Probability and Statistics

Statistical Inference

Multivariate Statistical Analysis

Questionnaire Design

Experimental Design 1 and 2

Stephen M. Stigler
Nicholas Polson
Nicholas Polson
Ruey Tsay
Kenneth Rasinski
Steven K. Shevell

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Association for Personality and Social Psychology
Association for Psychological Science

REFERENCES

Ayelet Fishbach (Dissertation Chair)

Associate Professor of Behavioral Science and the 2007-08 David W. Johnson Professor
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