Asian Centre for Branding & Marketing
Research Seminar

The Effects of Social Relationships on Narrative Persuasion
By
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Date: 8 Feb 2018 (THU)
Time: 10:30 am - 12:00 noon
Venue: M714

Abstract
Stories often focus on interpersonal relationships. In this research, we explore whether lonely consumers are more or less likely to be transported by a narrative advertisement. In a series of studies, we find that lonely consumers are less transported by narratives that have a social focus, while consumers who are not lonely are more transported by socially-focused narrative ads. We believe this reduction in transportation is due to the inability of lonely consumers to imagine themselves in the socially-focused narrative and thus they do not empathize with the characters. Consistent with prior narrative advertising research, transportation leads to higher evaluations of the products in the ads.

Dr Jing (Alice) Wang is Associate Professor of Marketing and Henry B. Tippie Research Fellow in the Tippie College of Business at the University of Iowa. She received a PhD in Marketing from the Kellogg School of Management, Northwestern University. Her research focuses on the effectiveness of marketing communications. She seeks to improve marketing communication effectiveness by understanding how consumers may differ on personality traits, processing styles, motivational orientations, and individual differences. She also studies how media strategies can enhance the effectiveness of marketing communications. Her research has appeared in the Journal of Marketing Research, the Journal of Consumer Research, Management Science, and the Journal of Consumer Psychology. She teaches Integrated Marketing Communications and Marketing Management in various MBA and undergraduate programs.

All interested are welcome.