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Session Name: Session 1: Oral, Behavioral & Social Sciences, Business, Humanities & Letters

Presentation Time: 12:30 pm

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Project Title: Impact of Self-construals on Consumers’ Timing of Sharing on Social Media: Mediating Role of Regulatory Foci

Abstract: Culture influences the values and beliefs of a society and thus the attitudes and behaviors of consumers who live in the culture. Therefore, companies utilizing social media need to understand their target market's culture. This study uses the sharing function of social media, which is defined as the extent to which users exchange, distribute, and receive content using social media. The prevalence of the sharing function has equipped consumers with a new way to interact with companies to influence their brands. However, little is known about if the timing of consumers' sharing about an event will be influenced by their self-construals and if so, how so. We propose that self-construal is positively related to the timing of sharing and that regulatory foci mediate the process. We intend to test the hypotheses using a 2 (self-construal: independent vs. interdependent) x 2 (timing of sharing: before vs. after event) factorial design. The participants will be randomly assigned to either self-construal using a scenario approach. Next, they will be randomly assigned to one of two-timing of sharing scenarios. Subsequently, participants will respond to other measures intended to check for manipulations and confounding. This research contributes to international advertising and marketing literature by uncovering the role of self-construals on consumers' sharing behaviors. We also intend to provide practitioners with relevant lessons to optimize their global social media strategy, enhance consumer engagement and cross-cultural brand equity.