

THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING  
DEPARTMENTAL RESEARCH SEMINAR

**Lonely are the Brave? Effects of Social  
Exclusion on Financial Risk-Taking**

By

**Dr Yuwei Jiang**

Date: Monday, 3 May 2010

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

# Lonely are the Brave? Effects of Social Exclusion on Financial Risk-Taking

## ABSTRACT

In everyday life people often encounter situations in which they are rejected or ignored by others or social groups. In such situations, people experience social exclusion - "being excluded, alone, or isolated". Social exclusion thwarts one of human being's fundamental tasks: seeking social acceptance and maintaining social relationships, and can have significant psychological and behavioral consequences. Despite the growing body of research on social exclusion in the psychology literature, relatively little research has been done to study the role of social exclusion in consumer judgment and decision-making. The current research aims to fill in the gap by examining the relationship between social exclusion and consumers' financial risk-taking behavior. Results from three experiments show that when consumers are socially excluded, they tend to be more risk taking in small financial decisions, compared to socially-included consumers. However, when the monetary outcome of the decision is enlarged, a reversed pattern is observed. Potential underlying process of this phenomenon and future research directions are discussed.