

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING
Departmental Research Seminar



Consumer Identify Conflict
and Risk Preference
By

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Date : 15 Apr 2019 (MON)
Time : 10:30 am – 12:00 nn
Venue : M802

Abstract

We examine the risk preference for individuals with identity conflict. We hypothesized and confirmed that, compared with consumers with no identity conflict, those with conflicts tend to be more willing to engage in risky behaviors. Such behaviors, in turn, function to reduce the uneasiness caused by the experience of identity conflicts.

Prof. Ying Zhang is a Professor of Marketing and Behavioral Science at the Guanghua School of Management. Ying Zhang received his PhD from the Booth School of Business at University of Chicago. Professor Zhang does research in consumer decision making, with a particular interest in the interaction between consumer cognition and motivation. He has published extensively in both marketing and psychology.

All interested are welcome.



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