

Oden H. Groth

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EMPLOYMENT

Lecturer, Fall 2021 – Present

The College of Business, Stony Brook University, The State University of New York

EDUCATION

Ph.D. in Marketing, 2022 (expected)

Zicklin School of Business, Baruch College, The City University of New York

Master of Science in Psychological Research, 2015

The University of Oxford, United Kingdom

Bachelor of Science in Psychology, 2012

The University of York, United Kingdom

RESEARCH INTERESTS

Consumer Behavior and Well-Being, Sustainability, Ownership and Acquisition, Technology, Sensory Marketing.

DISSERTATION

Title: Lost in Digitization: Product Format Affects Authenticity Perceptions.

The explosion in digitization means that consumers increasingly have the opportunity to choose between digital and material version of products — for example, between an eBook and a paperback book. In my dissertation, I investigate the effects of product format — digital or material — on perceptions of authenticity. Previous research has found that consumers place importance on how authentic a product is — for example, consumers are inclined to pay a premium for more authentic goods. In four studies, I find that digital versions of products in different categories are perceived as less authentic than their material counterparts. This decreased authenticity, in turn, leads to downstream consequences like lower feelings of ownership and liking, and reduced desire to generate word-of-mouth. In a study in progress, I examine how to reverse this deficit for digitized goods. Given that material products are more resource-intensive than digital products, learning how to increase consumers' preferences for digital products has important implications for sustainability and public policy, consumers, and managers.

Committee: Lauren Block (Advisor), Ana Valenzuela, Sankar Sen, and Rhonda Hadi.

MANUSCRIPT UNDER REVIEW

“Crossmodal Contrasting: Sensory Discomfort Affects Consumer Preferences Across Modalities,” Rhonda Hadi, Oden Groth, Lauren Block, and Suresh Ramanathan (invited for a third round at the *Journal of Consumer Research*).

We demonstrate a novel phenomenon of crossmodal contrasting, where an uncomfortable stimulus in one modality (e.g. audition) leads to preferences for products with contrasting sensory associations in a different modality (e.g. vision). For example, uncomfortably loud sound leads individuals to prefer products which have less “loud” (i.e. bright) colors. We demonstrate this effect using different sensory modalities across a series of three experimental studies and two field studies. The underlying process is individuals’ desire to decrease discomfort in the affected modality which, in turn, drives a desire for a contrasting product preference. The effect is attenuated by the ability to adjust the stimulus (e.g. loud sound) within the modality of the initial discomfort.

“A Tactile Toolbox: Documenting Consumer Responses to Haptically-Augmented Mobile Communications,” with Rhonda Hadi, Ana Valenzuela, and Karthik Sridhar (Manuscript under review at the *Journal of Advertising*).

Mobile usage has become increasingly common, but while the screen size limits marketing communication, marketers may be able to take advantage of haptic cues to reach the consumer. We show that synchronously integrating haptic effects into audiovisual mobile content improves responses to advertisements, but the effect is moderated by brand characteristics. Brands perceived as warm benefit the most from haptic augmentation.

RESEARCH IN PROGRESS

“The Impact of Product Format on Gift Giving,” with George Newman and Lauren Block (study in progress).
The popularity of digital products means that consumers not only choose between digital and material version of products for themselves, they also face the same decisions when giving gifts. In this research, we investigate how giving digital vs. physical products as gifts affects relationship strength and anticipated enjoyment of the product.

“Ownership and Word-of-Mouth: Differences in Online Review Generation Between Owners and Renters,” with Diogo Hildebrand and Ana Valenzuela (two studies completed).
Consumers increasingly face the option to rent a product, rather than buy it. With the popularity of online reviews, it is important to examine how acquisition mode – whether the product was purchased or rented – affects word-of-mouth (WOM) generation. We find that, overall, owners are more likely to generate WOM than renters. However, the valence of the experience moderates this effect, such that renters are more likely to generate WOM when the experience is negative. We also find that owners are more concerned about impression management in their reviews.

“Saving the Environment Through Individual or Collective Action? An Implicit Mindset Perspective,” with Pragya Mathur and Shilpa Madan (two studies completed).
In this research, we investigate how an individual’s implicit mindset – growth or fixed – affects their beliefs about and preferences for different pro-environmental actions. People can engage in actions at both the individual-level, such as recycling, as well as at the institutional level, such as organizing protests or petitions. We find that individuals with a fixed mindset exhibit stronger beliefs in the

effectiveness of institutions, rather than individuals, to effect environmental change, and engage in different pro-environmental behaviors than those with a growth mindset.

CONFERENCE PRESENTATIONS

Hadi, Rhonda, Oden Groth, Lauren Block, and Suresh Ramanathan “Crossmodal Contrasting: Sensory Discomfort Affects Consumer Preferences Across Modalities,” *European Association of Consumer Research Conference*, Ghent, Belgium, June 2018.

Hadi, Rhonda, Ana Valenzuela, Karthik Sridhar, and Oden Groth “A Tactile Toolbox: Documenting Consumer Responses to Haptically-Augmented Mobile Communications,” *European Association of Consumer Research Conference*, Ghent, Belgium, June 2018; *Society for Consumer Psychology*, Dallas, TX, February 2018; and *Society for Consumer Psychology Boutique Conference on Consumers and Technology*, Montreal, Canada, June 2019.

ACADEMIC HONORS AND AWARDS

- 2020 AMA Sheth Doctoral Consortium Fellow
- H. Fenwick Huss Teaching Award, Baruch College, April 2019
- Five-year Graduate Center Fellowship, City University of New York, 2016 – 2021
- Tuition award, City University of New York, 2016 – 2021

PROFESSIONAL SERVICE

- Student Volunteer, Association for Consumer Research Conference, 2017 and 2019
- Marketing Department Subject Pool Assistant Coordinator, Fall 2018 – present
- Research Assistant, Saïd Business School at the University of Oxford, UK, 2014 – 2015

TEACHING EXPERIENCE

- “Introduction to Business,” Baruch College, Fall 2017 – Spring 2019
Course instructor, Overall Course Evaluation: 4.7/5
- “Marketing Foundations,” – Hybrid Class - Baruch College, Summer 2019 – Spring 2021
Course instructor, Overall Course Evaluation: 4.8/5
- “Internet Marketing,” – Hybrid Class - Baruch College, Fall 2020 – Spring 2021
Teaching assistant
- “Internet Marketing,” – Hybrid Class - Baruch College, Summer 2021
Course instructor
- “Social Media Marketing,” – Hybrid Class - Baruch College, Fall 2021 – Present
Course instructor

OTHER TEACHING EXPERIENCE

- PeterSven Skolan (Helsingborg, Sweden)
Full-time secondary school history and English teacher, 2012 – 2013
- Further English Institute (Buenos Aires, Argentina)
English instructor, 2013 – 2014
- Overcome the Barrier (Online learning platform)
Online English instructor, 2013 – 2014
- Cambridge House English Academy (Madrid, Spain)
Youth and adult English instructor, 2015 – 2016