

Rebecca Rabino

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Academic Position

Assistant Professor of Marketing 2017-Present
Rawls College of Business, Texas Tech University

Education

PhD	Marketing Pamplin College of Business, Virginia Tech Minor: Statistics	2017
BA	Majors: English and Economics, Summa Cum Laude Northeastern University	2011

Research Interests

Consumer behavior, digital marketing, information processing, prosocial behavior

Refereed Publications (abstracts on page 5-6)

Zemack-Rugar, Yael, and Rebecca Rabino (2019), "The Impact of Visualizing Use versus Acquisition of a Product on the Appeal of its Complement." *Psychology & Marketing*, 36 (4), 251-265.

Zemack-Rugar, Yael, Rebecca Rabino, Lisa Cavanaugh, and Gavan Fitzsimmons (2016), "When Donating is Liberating: The Role of Product and Consumer Characteristics In the Appeal of Cause-Related Products." *Journal of Consumer Psychology*, 26 (April), 213-230.

Research Under Review († denotes PhD student)

Rabino, Rebecca "Dropping Donations Due to COVID? Don't Mention It" (*under review at the Journal of Advertising*)

Rebecca Rabino, Hass, Ashley †, and Debra A. Laverie, "Keeping it Topical: The Effect of Topical Instagram Stories on Promotional Posts" (*under review at the Journal of Advertising*)

Selected Research in Progress (** denotes equal authorship; † denotes PhD student)

Rabino, Rebecca, Elise Chandon Ince, and Debora Thompson, “Look Who’s Talking: Ambiguous Accents, Curiosity, and Product Evaluations” (*writing stage; preparing for submission to the Journal of Consumer Psychology*)

**Manis, Kerry T., and Rebecca Rabino, “When Innovation isn’t Intimidating: The Effect of Materialism on Newness Perceptions” (*5 studies complete, writing stage; preparing for submission to the Journal of Marketing Research*)

** Rabino, Rebecca, and Aparna Sundar, “When Benefactors Backfire: The Moderating Effect of Just World Beliefs on Benefactor-Focused Appeals” (*3 studies complete; target Journal of Consumer Research*)

**Hass, Ashley †, Rebecca Rabino, and Debra A. Laverie, “When Influencers Support a Charity, Brands Benefit”

Rabino, Rebecca, and Paul M. Herr, “The Case of Curiosity and Risky Business: Curiosity Enhances Risk Taking Behavior in Gambles”

Villanova, Daniel, and Rebecca Rabino, “Small but Strong: Smaller Mixtures are Perceived as More Potent”

Rabino, Rebecca, and Mario Pandelaere, “When Discounts Satisfy My Curiosity: Curiosity Resolution and Discount Mystery Ads”

Refereed Conference Presentations (*denotes presenter; † denotes PhD student)

Rebecca Rabino* and Aparna Sundar (2020), “When Benefactors Backfire,” *Association for Consumer Research* (October), Paris, France.

Kerry T. Manis† and Rebecca Rabino* (2020) “Materialistic Enough to Matter: The Effect of Materialism on the Reception of Innovative Products,” *Association for Consumer Research* (October), Paris, France.

Kerry T. Manis*† and Rebecca Rabino (2020) “Materialistic Enough to Matter: The Effect of Materialism on the Reception of Innovative Products,” *American Marketing Association, Winter Conference* (February), San Diego.

Kerry T. Manis†, Ashley Hass†, and Rebecca Rabino* (2019) “Materialistic Enough to Matter: The Effect of Materialism on the Reception of Innovative Products,” *Association for Consumer Research* (October), Atlanta.

Rebecca Rabino*, Elise Chandon Ince, and Debora Thompson (2019) “Guess Where I’m From: Ambiguous Accents Can Trigger Consumer Curiosity,” *Society for Consumer Psychology Winter Conference* (February), Savannah.

Aparna Sundar, Edita Cao[†], and Rebecca Rabino* (2019) “The Language Style that Fits Deservingness Beliefs: The Role of Affective Expression in Charitable Appeals,” *Society for Consumer Psychology Winter Conference* (February), Savannah.

Rebecca Rabino*, Aparna Sundar, and Frank Kardes (2018) “New Moderators of the Halo Effect: Consumer Inferences on Negative Packaging Labels,” *American Marketing Association, Summer Conference*, (August), Boston.

Aparna Sundar, Edita Cao[†], and Rebecca Rabino* (2018) “When Fairness is Formal: The Effect of Language Formality and Just World Beliefs on Charitable Behavior,” *Journal of the Association for Consumer Research: Boutique Conference on Prosocial Consumer Behavior* (June), Whistler.

Rebecca Rabino* and Paul M. Herr (2017) "Calling a Lie a Lie: Deception Identification, Word of Mouth, and Consumer Attitudes," *Society for Consumer Psychology Winter Conference* (February), San Francisco.

Yael Zemack-Rugar*, Rosellina Ferraro, and Rebecca Rabino (2015) “Wouldn’t It Be Nice? The Impact of Imagined Consumption on Preference for Complementary Products,” *Society for Consumer Psychology, Winter Conference*, (February), Phoenix.

Elise Chandon Ince, Debora Thompson, and Rebecca Rabino* (2014) “Guess Where I’m From: Ambiguous Accents, Curiosity and Product Evaluations”, *Association for Consumer Research, North American Conference*, (October), Baltimore.

Yael Zemack-Rugar, Canan Corus, Rebecca Rabino*, and David Brinberg, (2013) “Working Against the Clock: Predicting Responses to Deadline Goal Failure,” *Association for Consumer Research, North American Conference*, (October), Chicago.

Teaching Interests

Consumer Behavior, Marketing Research and Analysis, Digital Marketing

Teaching Experience

Fall 2020	Texas Tech: Consumer Behavior, Section 1	Rating: 4.8/5.0
Fall 2020	Texas Tech: Consumer Behavior, Section 2	Rating: 4.9/5.0
Spring 2020	Texas Tech: Consumer Behavior	Rating: 4.7/5.0
Fall 2019	Texas Tech: Consumer Behavior, Section 1	Rating: 4.8/5.0
Fall 2019	Texas Tech: Consumer Behavior, Section 2	Rating: 5.0/5.0
Spring 2019	Texas Tech: Consumer Behavior	Rating: 4.7/5.0
Fall 2018	Texas Tech: Consumer Behavior, Section 1	Rating: 4.6/5.0
Fall 2018	Texas Tech: Consumer Behavior, Section 2	Rating: 4.6/5.0
Spring 2018	Texas Tech: Consumer Behavior	Rating: 4.5/5.0

Fall 2017	Texas Tech: Consumer Behavior, Section 1	Rating: 4.7/5.0
Fall 2017	Texas Tech: Consumer Behavior, Section 2	Rating: 4.9/5.0
Spring 2017	Virginia Tech: Consumer Behavior, Section 1	Rating: 5.5/6.0
Spring 2017	Virginia Tech: Consumer Behavior, Section 2	Rating: 5.2/6.0
Fall 2014	Virginia Tech: Consumer Behavior, Section 1	Rating: 5.6/6.0
Fall 2014	Virginia Tech: Consumer Behavior, Section 2	Rating: 5.8/6.0
Summer 2014	Virginia Tech: Consumer Behavior	Rating: 5.9/6.0

Awards and Honors

2021	Rawls College of Business Nominee for Texas Tech Alumni Association New Faculty Award
2020	Rawls College of Business Nominee for Hemphill-Wells New Professor Excellence in Teaching Award
2020	MSI Research Grant Competition (with Ashley Hass and Debra A. Laverie)
2018	AMA Best Paper Award, Consumer Behavior Track
2016	Outstanding Doctoral Student of the Pamplin College of Business (\$500)
2016	Pamplin College of Business Doctoral Student Research Award (\$500)
2016	Pamplin Doctoral Summer Research Grant (\$7,500)
2016	Virginia Tech Graduate Research Development Program (\$993)
2015	AMA Sheth Consortium Fellow
2015	Pamplin Doctoral Summer Research Grant (\$7,500)
2015	Virginia Tech Graduate Research Development Program (\$700)

Service

Department Service

Marketing & Supply Chain Management Awards Committee	Spring 2020-Present
Co-founder and co-leader, PhD Student Lunch n' Learn	Spring 2018-Spring 2019
Area Coordinator Candidate Search Committee	Fall 2018

College Service

Dean's Representative, Muhammad Muhammad Defense	Spring 2020
Delta Sigma Pi Faculty Mentor	Spring 2019
Textbook Committee	Fall 2017-Present
Behavioral Lab Manager	

Professional Service – Ad Hoc Reviewing and Conference Program Committee

Journal of Advertising
Journal of Experimental Psychology: Applied
The Association for Consumer Research North American Conference
The Association for Consumer Research European Conference

The American Marketing Association Summer Marketing Educators Conference
The American Marketing Association Winter Academic Conference
The Society for Consumer Psychology Annual Winter Conference (reviewer)
The Society for Consumer Psychology Annual Winter Conference (program committee 2020)

Professional Affiliations

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)

Relevant Professional Background

2010	Marketing Associate Meccanotecnica Riesi, Sicily, Italy
2009	Newsletter Program Coordinator The MathWorks, Natick, Massachusetts
2008	Marketing Assistant, Marketing Communications Constant Contact, Waltham, Massachusetts

Published Abstracts

The Impact of Visualizing Use versus Acquisition of a Product on the Appeal of its Complement

Prior work on consumer visualization has focused on how visualization increases the appeal of the imagined product itself. Instead, the present work examines the effects of visualization on the appeal of the imagined product's complement. The authors distinguish between two visualized consumption actions: use and acquisition. Both are predicted to increase the appeal of the complement, but this increase is expected to be asymmetric, with imagined acquisition leading to a greater increase than imagined use. Specifically, the authors propose that imagining use evokes consideration of how one would interact with the product, which increases the salience of the imagined product's attributes. Conversely, imagining acquisition evokes consideration of why one would purchase the product, which increases the salience of the imagined product's goals. As complementarity is defined by products' shared goals (not physical attributes), it is predicted and shown that imagining acquisition results in a greater increase in the appeal of the complement than imagining use. Four studies demonstrate the asymmetric effect of imagined use versus acquisition on preference, choice, and willingness-to-pay for a complement. The studies also provide evidence for the proposed process and rule out several alternative explanations. Implications for theory and practice are discussed.

When Donating is Liberating: The Role of Product and Consumer Characteristics In the Appeal of Cause-Related Products

The present work examines the effectiveness of pairing a charitable donation with a product purchase. We propose a compensatory process, in which the guilt-laundering properties of charitable donations are more appealing the more consumption guilt is experienced. Consumption guilt is dependent on both product type (hedonic vs. utilitarian) and consumer characteristics (guilt-sensitivity), such that adding a charitable donation to hedonic products is more impactful than adding the same donation to utilitarian products, especially for guilt-sensitive consumers. As a result of the impact of product type and guilt-sensitivity, several non-intuitive findings emerge. For example, guilt-sensitive consumers, who normally indulge in hedonic consumption the least, indulge at least as much as their less guilt-sensitive counterparts when hedonic products are paired with a charitable donation. Moreover, guilt-sensitive consumers are relatively insensitive to the nature of the supported cause, indulging in hedonic consumption even when it supports disliked causes. Six studies demonstrate the impact of adding charitable donations to products as well as the unique role that consumption guilt and its alleviation play in the underlying process.