

Xianyu (Bonnie) Hao

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EDUCATION

University of Minnesota, Carlson School of Management May 2025 (In progress)

Ph.D., Marketing

Dissertation: “The Impact of Political Ideology on Consumer Behavior”

(Proposal Defended: July 15, 2024)

Committee: Akshay R. Rao (Advisor), Rohini Ahluwalia, William Hedgcock, Christopher Federico
(Political Science and Psychology)

The University of Texas at Austin May 2019

Master of Arts in Advertising

The Ohio State University May 2015

Bachelor of Arts in Strategic Communication, minor in Consumer Sciences, Cum Laude

RESEARCH INTERESTS

Theoretical topics:

- Political Ideology
- Attitudes and Persuasion

Practical topics (contexts where I apply theories):

Theme: Better Marketing for a Better World

- Product Consumption
- Prosocial Behavior
- Sustainable Behavior
- New Technology

JOURNAL PUBLICATIONS

Hao, Xianyu (Bonnie), Mayank Anand, Tzushuo (Ryan) Wang, and Akshay R. Rao (2022), “Reducing COVID Vaccine Hesitancy by Inducing a Comparative Mindset,” *Vaccine*, 40(52), 7547-7558.

doi: 10.1016/j.vaccine.2022.10.077.

WORKING PAPERS

Hao, Xianyu (Bonnie) and Akshay Rao, “I need to get better at this: The Impact of Political Ideology on The Preference for Self-Improvement Products” (Dissertation Essay 1, **Job Market Paper**), manuscript in preparation for submission to the *Journal of Marketing*.

Hao, Xianyu and Akshay Rao, “The Impact of Political Ideology on Volunteering Behavior,” (Dissertation Essay 2), manuscript in preparation for submission to the *Journal of Marketing Research*.

Hao, Xianyu and Alison Xu, “The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context,” manuscript in preparation for submission to the *Journal of Consumer Research*.

SELECTED RESEARCH IN PROGRESS

Hao, Xianyu and William Hedgcock, “The Impact of Political Ideology on Sustainable Behavior,” *Data collection in progress*.

CONFERENCE PRESENTATIONS

Hao, Xianyu and Akshay Rao, “I need to get better at this: The Impact of Political Ideology on The Preference for Self-Improvement Products,” scheduled to present at the Association for Consumer Research Conference, September 2024.

Hao, Xianyu and Alison Xu, “The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context,” scheduled to present at the Association for Consumer Research Conference, September 2024

Hao, Xianyu and Akshay Rao (2023), “The Impact of Political Preferences on the Well-Being Benefits Gained from Prosocial Behaviors,” Presented at the Haring Symposium, April 2023.

Hao, Xianyu and Akshay Rao (2022), “Do People Gain Similar Well-Being Benefits from Prosocial Behavior? The Impact of Political Partisanship on Well-Being Benefits Gained from Volunteering versus Donating”, Presented at the Association for Consumer Research (session chair), October 2022.

Hao, Xianyu and Kathleen Vohs (2020), “Do Happiness and Meaning in Life Uniquely Predict Consumer Well-Being?” Presented at the Association for Consumer Research, October 2020

Hao, Xianyu and Lucy Atkinson (2019), “When morals collide: the role of moral identity and moral licensing effects in green consumption,” Presented at the American Marketing Association Winter Conference, February 2019

AWARDS AND FELLOWSHIPS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2024

Haring Symposium Fellow (Presenter), Indiana University, 2023

Henricksen Award, 2022

- Awarded to students of the highest academic distinction based on research strength

Travel Grant, Carlson School of Management, UMN, 2021-2022

Henricksen Fellowship, Carlson School of Management, UMN, 2019-2020

- Awarded to students of the highest academic distinction based on research strength

Graduate School Fellowship, Carlson School of Management, UMN, 2019-2024

Dean’s List, The Ohio State University

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Marketing Analytics, Advertising and Promotion, Branding, International Marketing

TEACHING EXPERIENCE

University of Minnesota

Instructor

Principles of Marketing (Fall 2022, Spring 2022)

Teaching Assistant (Undergraduate, Graduate, and Executive MBA)

Advanced Marketing (Executive MBA)

Pricing Strategy (MBA)

Marketing Strategy (Undergrad)

Advertising and Promotion (Undergrad)

Finding Happiness in the age of Consumption (Undergrad)

University of Texas at Austin

Teaching Assistant

International Advertising (Undergrad)

Integrated Communications Management (Undergrad)

Integrated Communications Campaigns (Undergrad)

ACADEMIC SERVICE

Marketing PhD Research Camp Organizer, 2023

Marketing Weekly Brown Bag Organizer, 2022

Reviewer, Society for Consumer Psychology Conference, 2019

Reviewer, AMA-Winter conference, 2019

PROFESSIONAL MEMBERSHIPS

- Association for Consumer Research
- Association for Psychological Science
- Society for Consumer Psychology

SELECTED DOCTORAL COURSEWORK

Marketing:

Consumer Attitudes, Persuasion, Categorization, Brands (Barbara Loken)

Consumption and Consumer Well-being (Rohini Ahluwalia)

Consumer Information Processing (Alison Jing Xu)

Experimental Methods (Kathleen Vohs)

Human Motivation (Kathleen Vohs)

Judgment and Decision Making (Akshay Rao)

Social Influence (Kathleen Vohs)
Self and Brands (Deborah John, Audit)
Consumer Behavior Introduction (Deborah John, Audit)
Pro-seminar in Marketing (Mark Bergen)
Inter-Organizational Relations in Marketing (George John)
Quantitative Modelling (Yi Zhu)

Psychology and Statistical Methods:

Impression Management (Marti Gonzales)
Political Psychology and Socialization (Christopher Federico)
Analysis of Psychological Data (Justin Kracht)
Designing Experiments (Barbara Kuzmak)
Statistical Analysis of Longitudinal Data (Nidhi Kohli)

REFERENCES

Akshay Rao

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General Mills Chair in Marketing
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Carlson School of Management
University of Minnesota

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Carlson School of Management
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William Hedgcock

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Associate Professor of Marketing
Carlson School of Management
University of Minnesota

APPENDIX: ABSTRACTS OF PAPERS

Hao, Xianyu (Bonnie), Mayank Anand, Tzushuo (Ryan) Wang, and Akshay R. Rao (2022), “Reducing COVID vaccine hesitancy by inducing a comparative mindset,” *Vaccine*, 40(52), 7547-7558.
doi: 10.1016/j.vaccine.2022.10.077.

Abstract: To investigate if a behavioral nudge comprising a vaccination opportunity that employs a comparative probe first (i.e., which vaccine to take) versus the more commonly used deliberative probe (i.e., willingness to take a vaccine), reduces vaccine hesitancy, while controlling for political partisanship. A LOGIT regression (N = 1736) was conducted to test the research questions. Overall, the comparative probe yielded a 6% reduction in vaccine hesitancy relative to the typical deliberative probe. Additionally, while vaccine hesitancy varies due to individual political views, the comparative probe is effective at reducing vaccine hesitancy even among the most vaccine hesitant population (i.e., Pro-Trump Republicans) by almost 10% on average. Subtly changing the manner in which the vaccination offer is framed, by asking people to compare which vaccine to take, and not deliberate about whether they would like to take a vaccine, can reduce vaccine hesitancy, without being psychologically taxing or curtailing individuals’ freedom to choose. The nudge is especially effective among highly vaccine hesitant populations such as Pro-Trump Republicans. Our results suggest a costless communication protocol in face-to-face interactions on doorsteps, in clinics, in Pro-Trump regions and in the mass media, that might protect 5 million Americans from COVID-19.

Hao, Xianyu (Bonnie) and Akshay Rao, “I need to get better at this: The Impact of Political Ideology on The Preference for Self-Improvement Products,” (Dissertation Essay 1), manuscript in preparation for submission to the *Journal of Marketing*.

Abstract: While political ideology has been found to impact consumers’ product preferences, little is known about its impact on self-improvement products. These products are options that can help consumers improve an important aspect of the self. In six studies (including one study in the Web Appendix, N = 1367), we demonstrate that consumers’ preference for self-improvement products are contingent on their political ideology. Conservatives favor self-improvement products more than liberals across different domains (physical health, sociability, and intelligence). This occurs because 1) conservatives’ social dominance orientation motivates them to improve themselves so they might socially dominate others, and 2) conservatives have a relatively high belief in their ability to improve, as a consequence of which they believe they can achieve their goal of improving themselves so as to socially dominate others. We further show that when liberals are boosted with a social dominance orientation, and when they are primed to believe that they can indeed improve, liberals’ preferences for self-improvement products also increase. These findings contribute to the literatures on political ideology, self-improvement products, and social dominance orientation, and provide implications for practitioners.

Hao, Xianyu (Bonnie) and Akshay Rao, “The Impact of Political Ideology on Volunteering Behavior,” (Dissertation Essay 2), working paper, targeted towards the *Journal of Marketing Research*.

Abstract: This paper investigates the impact of political ideology on volunteering behavior, a question under-examined in the literature. Three studies show that conservatives prefer to volunteer time more than liberals. This effect is attributed to conservatives’ higher valuation of personal effort than liberals.

We establish that volunteering requires more non-monetary effort than an equivalent monetary donation. Conservatives who value effort, therefore, are more interested in volunteering time than liberals who value effort less. Additionally, we show that when liberals are primed to think about the importance of personal effort, their preferences for volunteering increase significantly. We further identify the boundary conditions of international help. We demonstrate that conservatives' willingness to volunteer decreases when the helping is at the international level (versus the national level). However, liberals' volunteering preferences increase significantly when helping internationally (versus nationally). A field study is in progress to provide more behavioral evidence for our research.

Hao, Xianyu and Alison Xu, "The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context," working paper, targeted towards the *Journal of Consumer Research*.

Abstract: Although virtual meetings have become popular and bring benefits to companies, the manner in which contextual factors influence the effectiveness of persuasion in virtual meetings still needs to be explored. Our research aims to investigate how the meeting backgrounds that marketers use impact consumers' reactions to persuasion, and to explore who is more susceptible to the impact of virtual (versus real) backgrounds. In four studies, we show that the usage of backgrounds does not impact existing consumers' evaluation of products. However, new consumers evaluate the product less favorably when the marketer uses a virtual (versus a real) background. The use of a virtual background decreases marketer trustworthiness and thus decreases product evaluation. We additionally demonstrate that even a relevant virtual background (a virtual background with the company's logo) decreases new consumers' evaluations of the focal product. A study is in progress to examine the boundary condition of self-enhancement motive.