

EKIN OK

Sauder School of Business | University of British Columbia
2053 Main Mall, Vancouver, BC V6T 1Z2, Canada
ekin.ok@sauder.ubc.ca | Tel: +1 (778) 995-3560 | www.ekinok.com

Education

Ph.D., Marketing and Behavioural Science Sauder School of Business, University of British Columbia, Vancouver, BC, Canada	2016-2022 (expected)
M.M., Master of Management Sauder School of Business, University of British Columbia, Vancouver, BC, Canada	2012
M.A., Conflict Analysis and Resolution Sabanci University, Istanbul, Turkey	2011
B.A., Social and Political Sciences, Honors Sabanci University, Istanbul, Turkey	2009

Research Interests

Consumer-Brand Relationships, Self and Identity, Social Influence

Doctoral Dissertation

“Satisfied Yet Disloyal: A Portrayal of Fickle Consumers”

Chairs: Darren Dahl and Dale Griffin

Committee Members: JoAndrea (Joey) Hoegg and Ron Cenfetelli

Planned Completion: March 2022

Customer retention is frequently regarded as the “holy grail” of marketing and a substantial body of literature describes what marketers can do to cultivate and maintain loyalty. However, in recent years many sources have claimed that consumer *disloyalty* is becoming the new norm. To capture this era of fleeting consumer-brand relationships, my research introduces the construct of *consumer fickleness*, defined as “*the tendency to remain uncommitted to a service provider and display a lack of consistency in patronage*”. In ten studies, I develop and validate the Consumer Fickleness Scale, from which I develop three unique consumer profiles: 1) Commitment Averse Consumers, 2) Novelty-seekers, and 3) Entitled Maximizers. I show how fickleness is related to other individual difference variables from marketing and psychology, and also how it differs from existing consumer-brand relationship constructs like brand attachment and brand loyalty. Finally, I demonstrate that the Consumer Fickleness Scale predicts a broad range of consumption-related behaviours (e.g., switching intentions, loyalty card ownership, seeking alternatives despite being satisfied with current providers,

preference for shorter-term subscriptions, and higher willingness to pay for options that offer flexible cancellation).

Publications and Papers under Review

Ok Ekin, Yi Qian, Brendan Strejcek, and Karl Aquino (2021), “Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities.” *Journal of Personality and Social Psychology*, 120(6).

Graso Maja, Karl Aquino, and **Ekin Ok** (2019), “Branding Virtuous Victimhood: How Activating the Salience of a Consumer’s Moral Identity Motivates Resource Transfer.” In *Handbook of Research on Identity Theory in Marketing*, eds. Americus Reed II and Mark Forehand, Northampton, MA: Edward Elgar Publishing, 97-110.

Ok Ekin and Karl Aquino, “Cruel to be Kind or Kind to be Cruel: How Communal Motives Predict Everyday Acts of Vigilantism.” Under review.

Cakanlar, Aylin[†], **Ekin Ok**[†] and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Romantic Relationship Dissolution on Switching Behavior.” Under review.

Habib, Rishad[†], **Ekin Ok**[†], and Karl Aquino, “Political Identity and Consumer Evaluations: A Reversal of Ingroup Favoritism.” Under review.

Chen, Fan Xuan, **Ekin Ok**, and Karl Aquino, “Relationship Between Tendency for Interpersonal Victimhood and Vigilante Identity.” Revise and resubmit.

Selected Work in Progress

Ok Ekin, Darren Dahl, and Dale Griffin, “Satisfied Yet Disloyal: A Portrayal of Fickle Consumers,” 10 studies completed, manuscript in preparation for submission to *Journal of Consumer Research*. [Job Market Paper].

Ok, Ekin, Rishad Habib, and Karl Aquino, “Don’t Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations”, 4 studies completed, manuscript in preparation for submission to *Journal of Consumer Psychology*.

Chen, Fan Xuan, **Ekin Ok**, Joey Cheng, Simon Lloyd Restubog and Karl Aquino, “Dominance, Prestige, and Morality Perceptions Explain the Status Acquisition of Workplace Vigilantes”, 4 studies completed, manuscript in preparation for *Organizational Behavior and Human Decision Processes*.

Conference Presentations

Society of Consumer Psychology (SCP), March 2022.

When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior

Society of Consumer Psychology (SCP), March 2022.

Satisfied Yet Disloyal: A Portrait of Fickle Consumers

Society of Consumer Psychology (SCP), March 2022.

How Political Identity Reverses Ingroup Favoritism in Consumer Evaluations

Association for Consumer Research (ACR), October 2021.

When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior

Academy of Management (AOM), August 2021.

Dominance, Prestige, and Morality Perceptions Explain the Status Acquisition of Workplace Vigilantes

UBC – UW Annual Marketing Conference, May 2021.

Satisfied Yet Disloyal: A Portrait of Fickle Consumers

Society of Consumer Psychology (SCP), March 2021.

Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations

Association for Consumer Research (ACR), October 2020.

Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations

Behavioural Insights into Business for Social Good, Vancouver, September 2019.

Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations

Academy of Management (AOM), Boston, August 2019.

Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities

Organized Symposia

“What Makes Us ‘Us’: Finding and Expressing the Self through Identity-Driven

Consumption” (with Aylin Cakanlar), *Association for Consumer Research*, October 2021.

Grants and Awards

AMA-Sheth Foundation Doctoral Consortium Fellow (2021)

President's Academic Excellence Initiative Award, University of British Columbia (2020)

Business for Social Good Research Grant, Peter P. Dhillon Centre for Business Ethics (2020)

Sauder Exploratory Research Grant, University of British Columbia (2019)

Dean Earle D MacPhee Memorial Fellowship, University of British Columbia (2016-2020)

Sauder School of Business Graduate Award, University of British Columbia (2016-2021)

Teaching Interests

Marketing Research, Consumer Behavior, Intro to Marketing, Judgment and Decision-Making

Teaching Experience

University of British Columbia, Sauder School of Business

Instructor

Marketing Research (COMM 365, Marketing undergraduate course)

Evaluation score: 4.66 / 5.00

Teaching Assistant

Consumer Behaviour (COMM 362, undergraduate-level, Instructor: David Hardisty)

Introduction to Marketing (BAMA 560, graduate-level, Instructor: Kirstin Appelt)

Marketing Research (BAMA 508, graduate-level, Instructor: Joey Hoegg, Cluny South)

Decision-Making for Managers (BA 563, MBA program, Instructor: Dale Griffin)

Creativity and Innovation (BA 562, MBA program, Instructor: Darren Dahl)

Intrapreneurship (BAEN 510, MBA program, Instructor: Blair Simonite)

Behavioural Insights (Advanced Professional Certificate program)

Service

Lab Coordinator

2017-2020

Organized Marketing and Behavioural Science Lab Orientation & Training sessions for undergraduate research assistants and new faculty members, supervised lab use and equipment.

Reviewer

Society for Consumer Psychology (SCP) Conference

Association of Consumer Research (ACR) Conference

Academy of Management (AOM) Conference

Journal of Personality

Professional Experience

Reichert & Associates, Research and Program Evaluation, Vancouver, BC 2013 - 2015

Research Associate

Research and evaluation lead for 15+ projects in healthcare, immigration and sustainability.

Statistics Canada, Vancouver, BC 2016

Field Supervisor for Census 2016

Lux Insights Market Research Agency, Vancouver, BC 2021

Behavioral Economics Consultant

References

Darren W. Dahl

Professor of Marketing and Behavioural
Science
Sauder School of Business
University of British Columbia
Vancouver, BC, Canada
+1 604 822 1890
darren.dahl@sauder.ubc.ca

Dale Griffin

Professor of Marketing and Behavioural
Science
Sauder School of Business
University of British Columbia
Vancouver, BC, Canada
+1 604 822 8364
dale.griffin@sauder.ubc.ca

JoAndrea (Joey) Hoegg

Associate Professor of Marketing and
Behavioural Science
Sauder School of Business
University of British Columbia
Vancouver, BC, Canada
+1 604 827 4541
joey.hoegg@sauder.ubc.ca

Karl Aquino

Professor of Marketing and Behavioural
Science
Sauder School of Business
University of British Columbia
Vancouver, BC, Canada
+1 604 822 8378
karl.aquino@sauder.ubc.ca