

Transformative Consumer Research Conference 2019 Track Description

New Digital Consumption Patterns in the Home: Exploring the Innovation and Influence of Youth on Family Technology Use through Reverse Socialization

Track Participants

Chair: **Zhiyong Yang**, Professor of Marketing and Department Head, Department of Marketing, Entrepreneurship, Sustainable Tourism and Hospitality, Bryan School of Business and Economics, University of North Carolina Greensboro

Co-Chair: **Marlys Mason**, Associate Dean of Undergraduate Programs, and Spears Chair and Associate Professor of Marketing, Spears School of Business, Oklahoma State University

Member: **Meichen Dong**, doctoral student, Department of Marketing, College of Business, University of Texas at Arlington

Member: **Jingguo Wang**, Professor of Information Systems, Department of Information Systems and Operation Management, College of Business, University of Texas at Arlington

Member: **H. Raghav Rao**, AT&T Distinguished Chair in Infrastructure Assurance and Security, Professor of Information Systems and Cybersecurity, Department of Information Systems and Cybersecurity, University of Texas at San Antonio

Track Description (284 words)

Consumer socialization, as one of the most important activities in the basic social group—family, has obtained significant attention, since it emphasizes how children learn the skills, knowledge, and attitudes as a consumer from their parents and become a consumer themselves (Basu and Sondhi, 2014; Quintal, Phau, Sims, & Cheah, 2016). With the development of information technologies and the Internet, the consumption environment has rapidly changed. Adolescents and young adults have more advantages in utilization of digital devices and exploration in the digital world (Shim, Serido, & Barber 2011; Thaichon, 2017), and that children may exert certain influences in family decision making (Laroche, Yang, Kim, & Richard, 2007; Palan & Wilkes, 1997).

However, it is still unclear, theoretically and empirically, regarding the role of children's digital advantages in influencing the parents' and family's consumption decisions and technological behaviors in such a rapidly evolved digital environment. In particular, how do digital advantages of children reverse family learning patterns and socialize parents' consumption behaviors in the uprising digital world? What influence does the reverse-socialization have on parents or on the entire family, and subsequently affect children's empowerment and influence in family decision making? Further, how are traditional antecedents of socialization outcomes, such as parental styles and family communication, altered when youth are driving the learning and usage by the family? What are the theoretical reasons underlying such changes?

The track brings together a multidisciplinary, multicultural team of researchers from marketing and information system areas. The broad goal of this track is to develop a conceptual framework of reverse socialization in new digital consumption patterns, including family communication, parents' digital consumption behaviors, online information security and privacy, and online deception detection and

avoidance, along with theoretical underpinnings.

Track Co-Chair Biographies



Dr. Zhiyong Yang is Professor of Marketing and Department Head of the Department of Marketing, Entrepreneurship, Sustainable Tourism and Hospitality at the University of North Carolina Greensboro. His research focuses on consumer decision-making. His work has appeared in over 30 journals, including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Experimental Social Psychology*, and *Journal of Management Information Systems*. His research has been funded by Statistics Canada, FQRSC Canada, and NSF China. He is a guest editor of *Industrial Marketing Management*, and serves on the editorial review boards of the *Journal of Business Research*, and *Journal of Macromarketing*.



Dr. Marlys Mason is the Associate Dean of Undergraduate Programs, and Spears Chair and Associate Professor of Marketing at Oklahoma State University. Her research has been published in *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *Journal of Consumer Affairs*, *Journal of Marketing Management*, *Journal of Business Research*, and more. Her areas of interest include consumer health and well-being, resiliency, risk behavior, technology usage, and public policy. She is currently an associate editor of the *Journal of Public Policy & Marketing*, and serves on the editorial review boards of *Journal of Consumer Affairs* and *International Journal of Advertising*.