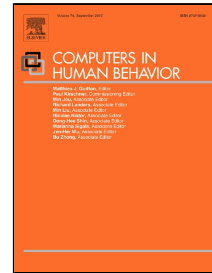


# Accepted Manuscript

Exploring consumer evaluations in social media: The role of psychological distance between company and consumer

Sunghun Chung, Jooyoung Park



PII: S0747-5632(17)30464-8  
DOI: 10.1016/j.chb.2017.07.042  
Reference: CHB 5095  
To appear in: *Computers in Human Behavior*  
Received Date: 12 August 2016  
Revised Date: 27 June 2017  
Accepted Date: 28 July 2017

Please cite this article as: Sunghun Chung, Jooyoung Park, Exploring consumer evaluations in social media: The role of psychological distance between company and consumer, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.07.042

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Exploring consumer evaluations in social media:  
The role of psychological distance between company and consumer

Sunghun Chung <sup>a,\*</sup>, Jooyoung Park <sup>b,1</sup>

<sup>a</sup> *The University of Queensland, Australia*

<sup>b</sup> *Peking University PHBS Business School, China*

**ABSTRACT**

While social media has emerged as a key source of information used by consumers in their attitude formation, whether and how companies build a psychological distance with customers has not been thoroughly examined. This study investigates the influence of psychological distance on consumer evaluations of a company and its products when the company's behavior in social media is ambivalent in terms of morality or competence. In two experiments, the findings indicate that consumer evaluations vary as a function of types of ambivalent behavior (morality vs. competence) of a company and psychological distance between consumers and the company. These findings not only advance the understanding of the role of psychological distance in consumers' company evaluations but also offer implications regarding strategies that organizations can employ to manage their public relations by using social media.

*Keywords: social media, morality, competence, psychological distance, public relations, ambivalence*

\* Corresponding author at: Business Information Systems, UQ Business School, The University of Queensland, Brisbane 4072 Queensland, Australia.

Email: s.chung@business.uq.edu.au

<sup>1</sup> Peking University PHBS Business School, University Town, Nanshan District, Shenzhen, China, 518055. Tel: +86 755 2603 3621.

Email: jpark@phbs.pku.edu.cn

☆The authors alone are responsible for all limitations and errors that may relate to the study and the paper.

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات