

Yoko Sugitani, Ph.D.

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Professor of Consumer Psychology
Department of Management, Faculty of Economics
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PERSONAL

Born: March 27, 1980 Tokyo, Japan

Citizenship: Japanese

Gender: Female

Legal surname: Togawa

ACADEMIC POSITIONS

Professor, Department of Management, Sophia University, Japan, 2019-present.

Associate Professor, Department of Management, Sophia University, Japan, 2012-2019.

Assistant Professor, Department of Management, Sophia University, Japan, 2008-2012.

Visiting Scholar, the ESADE Law and Business School, Barcelona, Spain, from November 10th, 2023 to February 25th, 2024.

Visiting Scholar, Faculty of Law, Economics and Finance, Luxemburg University, Luxemburg, from September 14th 2017 to September 26th 2017.

Visiting Scholar, Graduate School of International Corporate Strategy (ICS), Hitotsubashi University, Japan, from April 1st 2017 to September 13th 2017.

Visiting Scholar, Department of Management, Ca' Foscari University, Venice, Italy, from Oct 23th 2016 to March 8th 2017.

EDUCATION

Ph.D. in Social Science, Hitotsubashi University, 2008

M.A. in Social Science, Hitotsubashi University, 2004

B.A. in Commerce, Keio University, 2002

RESEARCH AREAS

Consumer Psychology

Emotion and cognition in attitude formation
Word-of-Mouth communication
Social influence on consumer behavior

Global Brand Management
Brand attachment
Cultural differences

TEACHING

Sophia University, 2008-present
Consumer Behavior (English course)
Industrial and Organizational Psychology
Brand Management
Data Analysis in Marketing
Research Seminars in Marketing

Gakushuin University, 2021
Consumer Psychology

Keio University, 2019, 2022
Social Psychology

Waseda University, 2010-2014
Industrial Psychology

University of the Sacred Heart, Tokyo, 2013
Social Psychology

Asia University, 2007-2009
Consumer Behavior

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

Japanese Psychological Association, 2014-present
Japan Marketing Academy, 2012-present (“Marketing Journal” Senior editor 2023-present)
Japan Society of Marketing and Distribution, 2010-present (Associate editor 2017-2021/
Board member 2020-present)
Association for Consumer Research, 2008-present
Society for Consumer Psychology, 2008-present
Japanese Association of Industrial/Organizational Psychology, 2006-present
Japan Association for Consumer Studies, 2004-present (Board member 2010-present)
Japanese Society of Social Psychology, 2002-present

REFEREE SERVICE

Italian Journal of Marketing (Guest editor)
Journal of Brand Management
Academy of Marketing Science
Global Marketing Conference
Global Fashion Management Conference
Psychologia
The Institute of Electronics, Information, and Communication Engineers
Journal of Marketing & Distribution (Editorial board member 2017-2021)
Advances in Consumer Studies (Editorial board member 2022-present)
Japan Marketing Journal (Editorial board member 2023-present)
Japanese Psychological Research
The Japanese Journal of Psychology
Japanese Journal of Social Psychology
Japanese Association of Industrial / Organizational Psychology Journal

OTHER POSITIONS

Committee Member, Earthquake Disaster Countermeasures Division, Tokyo Fire Department, 2015-2016.

Committee Member, Land Economy and Construction Industries Bureau, The Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2013-2022.

Committee Member, The Strategic Headquarters for the Promotion of an Advanced Information and Telecommunications Network Society, Cabinet Office, Government of Japan, 2012-2015.

AWARDS

2020 Yoshida Hideo Research Grant Award
Sugitani, Yoko, Taku Togawa, and Minoru Karasawa 2020 Cognitive Order Theory: Zoom-in/zoom-out Type Cognition and Advertising.

2018 Outstanding Paper Award for Young Scholars: Japan Marketing Academy
Sugitani, Yoko 2018 Self-brand Connections and Purchase Intentions: The Effect of brand use in reference groups, *Japan Marketing Journal*, 37(3), 38-53.

2016 Outstanding Paper Award: Japan Association for Consumer Studies
Sugitani, Yoko 2016 How to build a strong brand attitude: Exploring the role of emotion and usage experience in branding, *Advances in Consumer Studies*, 21, 1-26.

2016 Outstanding Paper Award for Young Scholars: Japan Marketing Academy
Sugitani, Yoko 2016 The Role of Self-based and Public-based Evaluation: Comparing Attitudes toward Luxury and Non-luxury Brands, *Japan Marketing Journal*, 36(1), 2-16.

2006 the Encouragement Prize for Young Scientists: The Japanese society of social psychology

2004 The highest award of Jacs-SPSS Encouragement Prize for Young Scientists: Japan Association for Consumer Studies

COMPETITIVE RESEARCH GRANTS

Yoko Sugitani, Taku Togawa, and Minoru Karasawa, Effect of language structure on consumers' cognitive style and advertising evaluation.

A Grant-in-Aid for Scientific Research from the Japan Society for the Promotion of Science, Japan, 2022-2025.

Yoko Sugitani, Taku Togawa, and Minoru Karasawa, Cognitive Order Theory: Zoom-in/zoom-out Type Cognition and Advertising. Research fund from Yoshida Hideo Memorial Foundation, Japan, 2019-2020.

Yoko Sugitani, Study on the Psychological Benefit of Emotional Attachment to Brands. A Grant-in-Aid for Scientific Research from the Japan Society for the Promotion of Science, Japan, 2017-2020.

Yoko Sugitani, Study on the Role of Self-judgement and Public Reputation in Brand Attitude Formation. A Grant-in-Aid for Young Scientists B from the Japan Society for the Promotion of Science, Japan, 2014-2017.

Kikkawa Toshiko, Kazuhisa Takemura, Yoko Sugitani, and Tetsuro Kobayashi, Survey and Method Evaluation to Promote Effective Risk Communication. Health and Labour Sciences Research Grant from the Ministry of Health, Labour and Welfare, 2014-2016.

Kikkawa Toshiko, Kazuhisa Takemura, Kusumi Takashi, Yukari Hanao, and Yoko Sugitani, Evaluation and Development of Risk Communication Methods Based on Behavioral Science. Health and Labour Sciences Research Grant from the Ministry of Health, Labour and Welfare, 2010-2013.

Yoko Sugitani, Empirical Study on the Role of Emotion in Brand Attitude Formation. A Grant-in-Aid for Young Scientists A from the Japan Society for the Promotion of Science, Japan, 2010-2013.

Yoko Sugitani, Study on the Effect of Negative Word-of-Mouth Messages on Corporate and Brand Reputations. Grant-in-Aid for Young Scientists (Start-up) from the Japan Society for the Promotion of Science, Japan, 2008-2010.

PUBLICATIONS

Journal articles

- Togawa, Taku and Yoko Sugitani 2022 Looks Far Beyond My Reach: The Zoom Effect in Product Videos Influences Luxury Perception and Purchase Intention. *Journal of Consumer Psychology*, 32(4), 687-698. <https://doi.org/10.1002/jcpy.1268>
- Kubota, Yukihiro, Satoshi Akutsu, Takuro Yoda & Yoko Sugitani 2019 Current Issues in Brand Research. *Japan Marketing Journal*, 39(1), 61-74. <https://doi.org/10.7222/marketing.2019.025>
- Quoidbach, Jordi, Yoko Sugitani, James Gross, Maxime Taquet and Satoshi Akutsu 2019 From Affect to Action: How Pleasure Shapes Everyday Decisions in Japan and the U.S. *Motivation and Emotion*. 43(6), 948–955. doi: 10.1007/s11031-019-09785-7
- Sugitani, Yoko 2018 The effect of self- and public-based evaluations on brand purchasing: the interplay of independent and interdependent self-construal. *Journal of International Consumer Marketing*, 30(4), 235-243. doi: 10.1080/08961530.2018.1428920
- Sugitani, Yoko 2018 Self-brand Connections and Purchase Intentions: The Effect of brand use in reference groups, *Japan Marketing Journal*, 37(3), 38-53. *Received the Young Scholar Award of Japan Marketing Academy.
- Sugitani, Yoko 2016 How to build a strong brand attitude: Exploring the role of emotion and usage experience in branding, *Advances in Consumer Studies*, 21, 1-26. *Received the Encouragement Award of Japan Association for Consumer Studies.
- Sugitani, Yoko 2016 The Role of Self-based and Public-based Evaluation: Comparing Attitudes toward Luxury and Non-luxury Brands, *Japan Marketing Journal*, 36(1), 42-56. *Received the Young Scholar Award of Japan Marketing Academy.
- Sugitani, Yoko 2013 The role of consumers' emotion on new brand building, *Sophia Economic Review*, 58, 289-298.
- Sugitani, Yoko 2012 The effects of consumers' emotion on brand building, *The Journal of Marketing and Distribution*, 43, 14-21.
- Sugitani, Yoko 2012 Exploring the attitudinal structure of a strong brand: Consumers' cognition and emotion for apparel brands (Consumer Behavior and Marketing (4)), *Journal of the Japan Research Association for Textile End-Use*, 53, 14-19.
- Sugitani, Yoko 2011 Emotions and cognitions of consumers' brand attitudes: Exploring the structure of attitudes toward "strong" brands, *Advances in Consumer Studies*, 17, 143-168.
- Sugitani, Yoko 2010 Effective communication during the scandal reportage of a company: The effects of emotional and logical persuasion on restoring trust. *Japanese*

Association of Industrial / Organizational Psychology Journal, 23, 91-101.

Sugitani, Yoko 2009 The effectiveness of the reputation on the internet: the role of nonverbal cues on the evaluation of products, *Sophia Economic Review*, 54, 47-58.

Sugitani, Yoko 2008 The validity of “word of mouth” communication appearing on the Internet: The effect of nonverbal cues on the interpretation and memory of information, *Japanese Association of Industrial / Organizational Psychology Journal*, 22, 39-50.

Sugitani, Yoko 2008 Word-of-mouth communication and consumers’ communication: The effectiveness of word-of-mouth communication on an internet web site (Frontiers of psychological studies (1) Frontiers of consumer psychology (6)), *Journal of the Japan Research Association for Textile End-Use*, 49, 18-25.

Sugitani, Yoko 2007 Why is it easier to communicate by e-mail?: CMC contributes to the self-presentation efficacy, *Japanese Journal of Social Psychology*, 22, 234-244.

Sugitani, Yoko 2006 The effect of pictures in advertisements on the evaluation of products, *Advances in Consumer Studies*, 12, 53-70.

Chapters in Books

Sugitani, Yoko 2023 Social Self and Brand Strategy. In H. Tanaka (ed.), *Brand Strategy in the Digital Age*, Yuhikaku, pp. 63-79 (Chap. 4).

Karasawa, Minoru, Yoko Sugitani, and Yanagida Wataru 2023 Effect of SDGs-related activities as corporate branding on consumers’ cognition and behavior. In S. Yamada (ed.), *Discourse Analysis of “Sustainability”*, Toshin-do Inc. pp. 81-97 (Chap. 5).

Sugitani, Yoko 2023 Brand attachment, Social networking service. In N. Onzo & M. Sakashita (eds.), *Power of Marketing*, Yuhikaku, pp. 148-150, pp. 194-196.

Sugitani, Yoko 2019 Social Influences in Consumer Behavior. In M. Nagano (ed.), *Consumer Psychology*, Kitaoji-shobo Inc., pp. 107-124 (Chap. 7).

Sugitani, Yoko 2017 Marketing and Consumer behavior. In H. Ikeda (ed.), *Industrial and Organizational Psychology*, Saiensu-sha, Pp. 201-225.

Sugitani, Yoko 2015 Consumer Behavior. In S. Yanagisawa & N. Tabaru (eds.), *Introductory Industrial and Organizational Psychology*, Hakutou-shobo, Pp. 189-214.

Sugitani, Yoko 2014 Consumer Psychology. In H. Shimoyama, T. Endo, J. Saiki, Y. Otsuka, T. Nakamura (eds.), *Seishin Dictionary of Psychology*, Seishin-shobo, Pp. 596-600.

Sugitani, Yoko 2013 Public Relations. In T. Sugimoto (ed.), *Psychology of Marketing and Advertisement*, Asakura shoten Inc., Pp.125-139.

Sugitani, Yoko 2012 Communication and Consumer Behavior. In T. Sugimoto (ed.), *Psychology for Understanding Consumers* (Revised), Fukumura-shuppan Inc., Pp. 183-201.

Sugitani, Yoko 2012 How Organizations Should Take their Responsibilities. In I. Furukawa & Y. Yamaguchi (eds.), *Psychology for Proactive Management: Beyond Reactive Organization*, Yuhikaku, Pp. 225-263.

Sugitani, Yoko 2009 Self-Presentation and Self-Disclosure via Computer-Mediated Communication. In A. Miura, H. Morio, & Y. Kawaura (eds.), *Seishin Handbook of Internet Psychology: Individuals, Groups, and Community*, Seishin-shobo, Pp. 59-85.

Sugitani, Yoko 2006 Altruism (Chapter 2), Nationalism. In H. Mitsui & J. Shinoda (eds.), *Psychology of Ism*, Nakanishiya shuppan Inc., Pp.15-28, 111-124.

PRESENTATIONS (International conferences only)

Sugitani, Yoko, & Taku Togawa 2022 Social behavior is sustainable behavior: How social inclusion enhances conscious consumption. AMA Summer Academic Conference, Chicago, IL., August 11-14th.

Gonzalez-Jimenez, Hector, Taku Togawa & Yoko Sugitani 2020 I won't listen to you because you are like me: The "backfire effect" in human-robot interactions. Artificial Intelligence & Robotics in Service Interactions (AIRSI2020), 30 September, 2020.

Sugitani, Yoko & Togawa, Taku 2020 Cognitive Order Theory: "Zoom-in" vs. "Zoom-out" Cognitions Affect Preference for Visual Information. Society for Consumer Psychology, Huntington Beach, U.S., 5-7 March.

Sugitani, Yoko & Fu, Tian 2019 The Effect of Social Exclusion on Attitudes Toward Ingroup and Outgroup Brands: The Role of Affiliation Motive and Self-Construal. Association for Consumer Research, Atlanta, U.S., 16-20 October.

Sugitani, Yoko 2019 Centrality of Self-based Evaluation in Attitude: Effects of Construal-level and Self-consciousness. 2019 American Psychological Association meeting, Chicago, IL, the U.S., 8-11 August.

Sugitani, Yoko 2019 Abstract Mindsets Lead Consumers to Value Self-based Evaluation in Purchase Decision Making. International Convention of Psychological Science, Paris, France, 7-9 March, 2019.

Sugitani, Yoko & Riccardo Rialti 2018 The Interactive Moderating Role of Self-Esteem and Independent Self-Construal on Brand Evaluations: A Cross-National Study. Global Marketing Conference, Tokyo, Japan, 26-28 July, 2018.

Sugitani, Yoko & Taku Togawa 2017 Psychological Distance and Gender of Endorsers in Advertising: Moderating Effect of Self-relevance, the 15th European Congress of Psychology, Amsterdam, the Netherlands, July 11-14, 2017.

Sugitani, Yoko 2017 Self-based and Public-based Evaluations in Global Brand Building: A Comparison between Independent and Interdependent Cultures, Global Fashion Management Conference, Vienna, Austria, July 6-8, 2017. (Oral presentation)

Rialti, Riccardo, Lamberto Zollo, Cristiano Ciappei and Yoko Sugitani 2017 Social Media Based Luxury Marketing: Are Activities on Social Media Capable to Transmit Luxury Brand Heritage and Exclusivity to Customers, Global Fashion Management Conference, Vienna, Austria, July 6-8, 2017. (Oral presentation)

Sugitani, Yoko 2017 The Impact of Brand Attachment and Social-oriented Evaluation on Brand Attitude Formation: A Cross-cultural Comparison of the United States and Japan, SCP-JACS Collaborative Conference, Tokyo, Japan, May 18-19, 2017. (Oral presentation)

Sugitani, Yoko 2016 The Role of Personal Judgment and Public Reputation in Attitudinal Confidence: A Comparison Between Westerners and East Asians, The 23rd Congress of the International Association for Cross-Cultural Psychology, Nagoya.

Suzuki, Hiroko, Yoko Sugitani, & Isamu Watanabe 2016 Factors Predicting the Intention of 'Shares' on SNS: Exploring the Effects of Article Readers' Sympathy and Self-Relevance, The 31st International Congress of Psychology, Yokohama.

Sugitani, Yoko 2016 The Role of Self-based and Public-based Evaluation on Forming Attitudes toward Luxury and Non-luxury Brands. The 2016 Global Marketing Conference, Hong Kong. (Oral presentation).

Suzuki, Hiroko, Isamu Watanabe, & Yoko Sugitani 2016 Text Analysis of Factors Related to the Extent of Interest in Articles, The 38th ISMS Marketing Science Conference, Shanghai. (Oral presentation)

Sugitani, Yoko 2015 Role of Self-judgment and Public Reputation in Brand Attitude Formation: Exploring Cultural and Cognitive Style Differences, 2015 International Conference of Asian Marketing Associations, Waseda University. (Oral presentation)

Sugitani, Yoko 2014 A Brand Attitude Comparison between East Asians and Westerners: Exploring the Role of Emotion and Cognition on Attitude Formation, 2014 Global Marketing Conference, Singapore. (Oral presentation)

Sugitani, Yoko 2013 Direct experience and emotional attachment to brands: Protecting brands from the negative word of mouth opinion of Japanese consumers, the 16th Biennial World Marketing Congress Academy of Marketing Science, Melbourne. (Oral presentation)

Invited research seminars

Togawa, Taku, Yoko Sugitani, & Minoru Karasawa Cognitive Order Theory: Word Order of Native Language Shapes Cognition, at The Ohio State University, IL, U.S., August 13, 2019.

Sugitani, Yoko The Role of Self-based and Public-based Evaluation on Forming Attitudes toward Luxury and Non-luxury Brands, at Ca'Foscari University of Venice, Venice, Italy, February 15, 2017.

Sugitani, Yoko Self-based and Public-based Evaluations in Global Brand Building: A Comparison between Independent and Interdependent Cultures, at the University of Florence, Florence, Italy, December 19-20th, 2016.