

Title: The Fit between Depth of Self-Disclosure and Self-Construal on Consumer Evaluations in Peer-to-Peer Markets

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Abstract

Peer-to-peer markets, such as those that facilitate apartment sharing and meal sharing, involve interaction between individual buyers and sellers. During these interactions, sellers often disclose information about themselves, and these can vary in terms of depth, i.e., degree of intimacy of the information. This research shows that depth of disclosure by the seller interacts with consumer self-construal to influence consumer evaluations of the product being offered by the seller. Results indicate that depth of disclosure has a positive effect on product evaluation when self-construal is interdependent, but that this positive effect is eliminated when self-construal is independent. Results also indicate that the positive effect of depth of disclosure and self-construal is driven by felt involvement in the case of interdependent self-construal condition. This research contributes to the literature on depth of disclosure by identifying a new moderator of self-construal and a new mediator of felt involvement that underlies the effect of depth of disclosure on product evaluation.