

# Beomjoon “Peter” Choi



**Position** Professor

**Discipline** Marketing

**Final Degree** PhD, University of Kansas (2007)

## **Faculty Contact Info**

**Office** Tahoe Hall 2013

**Phone** 916-278-6825

**Email** [bchoi@csus.edu](mailto:bchoi@csus.edu)

## **Biography**

Beomjoon (Peter) Choi, PhD, is a Professor of Marketing at the College of Business Administration, California State University Sacramento. He earned his Ph.D. from the University of Kansas. He earned his BA degree in Economics from Sogang University and MBA degree from Seoul National University. Dr. Choi’s research interests include misperception, persuasion, corporate social responsibility, service failure and recovery, and decision making. Dr. Choi’s research has been published in numerous journals such as *Psychology and Marketing*, *European Journal of Marketing*, *Journal of Applied Social Psychology*, *Internal Journal of Electronic Commerce*, *Journal of Service Theory and Practice*, *Journal of Service Marketing*, and *Service Industries Journal*. He is a member of the American Marketing Association.

## Areas of Interests

**Teaching** Marketing Management, Consumer Behavior

**Research** Corporate social responsibility, sequential decision making, customer satisfaction and loyalty, customer-to-customer interaction, and service recovery

## Faculty Scholarship

### *Refereed Journal Articles*

Kim, Hyunsik and Beomjoon Choi (2025), The power of customer-to-customer self-service technology in enhancing customer-to-customer interactions, *European Journal of Marketing*, 59(1), 157-181

Kim, Kyungmin, Beomjoon Choi, Sangwon Lee, and Benjamin Nobl (2024), “The Influence of Regulatory Focus and Evaluation Mode on Consumer’s decision making,” *Journal of Marketing Theory and Practice*, June, 1-15

Hong, You Jeong, Beomjoon Choi, Kyogu Lee (2023), “When Background Music in Audio-Visual Advertisements Can Boost the Perceived Competence of the Advertised Brands – An Empirical Study from South Korea”, *Asia Pacific Journal of Marketing and Logistics*, 35(8), 1991-2011

Choi, Beomjoon and Jaewoo Joo (2021), “Authentic Information on the Back Label of Wine Bottle”, *Asia Marketing Journal*, 23(3), 13-26

Choi, Beomjoon and Hyunsik Kim (2020), “Customer-to-customer interaction quality, promotion emotion, prevention emotion, and attitudinal loyalty in mass services”, *Journal of Service Theory and Practice*, 33(3), 257-276

Choi, Beomjoon and Hyunsik Kim (2020), “Online customer-to-customer interactions, customer-firm affection, firm-loyalty, and participation intention”, *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1717-1735

La, Suna and Beomjoon Choi (2019), “Perceived Justice and CSR after Service Recovery”, *Journal of Services Marketing*, 33(2), 206-219

Kim, Hyunsik, Jun Youb Lee, Suna La, and Beomjoon Choi (2018), “Conceptualization and Model Development of Customer-to-Customer Encounter Quality (CCEQ) in Service Settings”, *Psychology & Marketing*, 35(6), 463-476

Jeon, Hoseong and Beomjoon Choi (2017), “The Carryover Effect of Customer Satisfaction on Service Quality: Focused on Moderating Effect of Customer Trust and Cooperative Orientation”, 38(4), 239-252, *Service Marketing Quarterly*

Kim, Hyunsik and Beomjoon Choi (2016), “The Effects of Three Customer-to-Customer Interaction Quality Types on Customer Experience Quality and Citizenship Behavior in Mass Services Setting”, 30(4), 384-397, *Journal of Services Marketing*

Choi, Beomjoon and Hyunsik Kim (2015), “The Impact of Servicecape on Customer Experience Quality through Employee-to-Customer Interaction Quality and Peer-to-Peer Interaction Quality in Hedonic Service Settings”, 17(2), 73-96, *Asia Marketing Journal*

Choi, Beom-Jin, Seok C. Jung and Beomjoon Choi (2014), "The effect of website quality and image on customer satisfaction and intention to use C2C websites: An empirical study", 24(1), 39-55, *Journal of Management Systems*

Choi, Beomjoon and Beom-Jin Choi (2014), "The Impact of Customer Justice Perception on Customer Affection, Loyalty, and Word-of-mouth in Service Recovery: Focused on the Intermediate Role of Customer Affection", 48(1), 108-131, *European Journal of Marketing*

Choi, Beomjoon, Chris Crandall, and Suna La (2014), "Permission to be prejudiced: Legitimacy Credits in the Evaluation of Advertisements with Black and White Models", 44(3), 190-200, *Journal of Applied Social Psychology*

Yi, Youjae, Hoseong Jeon, and Beomjoon Choi (2013), "The Role of Perceived Uncertainty in Understanding the Effect of Reward Frame", 47(8), 1238-1255, *European Journal of Marketing*

Kim Hyunsik and Choi, Beomjoon (2013), "The Influence of Customer Experience Quality on Customers' Behavioral Intentions", 34(4), 322-338, *Services Marketing Quarterly*

Choi, Beomjoon and Suna La (2013), "The Impact of Corporate Social Responsibility (CSR) and Customer Trust on the Restoration of Loyalty after Service Failure and Recovery: A Focus on the Ethical-Legal Component of CSR", 27(3), 223-233, *Journal of Services Marketing*

Choi, Beomjoon and Hyunsik Kim (2013), "The Impact of Outcome Quality, Interaction Quality, and Peer-to Peer Quality on Customer Satisfaction", 23(3), 188-204, *Journal of Service Theory and Practice*

Choi, Beomjoon and Rohini Ahluwalia (2013), "Determinants of Brand Switching: The Role of Consumer Inferences, Brand Commitment, and Perceived Risk," 43(5), 981-991, *Journal of Applied Social Psychology*

Chu, Wujin, Meeryoung Song, and Beomjoon Choi (2013), "Post-Purchase Disadvantages of a Less-Preferred Brand and How They Can Be Overcome: An Examination of Regret and Attribution," 43(4), 887-898, *Journal of Applied Social Psychology*

Jeon, Hoseong and Beomjoon Choi (2012), "The Relationship between Employee Satisfaction and Customer Satisfaction", 26(5), 332-341, *Journal of Services Marketing*

La, Suna and Beomjoon Choi (2012), "The Role of Customer Affection and Trust in Loyalty Rebuilding after Service failure and Recovery," 32(1), 105-125, *The Service Industries Journal*

Choi, Beomjoon, Dennis Rosen, and Suna La (2012), "The Use of Portraits and Performance Statements of Service Providers in Marketing Communications", 33(1), 1-15, *Services Marketing Quarterly*

Choi, Beomjoon, Kissan Joseph, and James Lemieux (2010), "Time-Inconsistent Preferences vs. Price Discrimination: How do Firms Increase Profits via Mail-in Rebate Promotions?", *Advances in Consumer Research*, 36, 504-505.

Choi, Beomjoon, Pingsheng Tong, and Craig Kelly (2010), "A Review of Marketing

Department Assessment of Student Learning Programs at AACSB Schools", *Journal for Advancement of Marketing Education*, 16, 10-19

Craig, Kelly, Pingsheng Tong, and Beomjoon Choi (2010), "A Review of Assessment of Student Learning Programs at AACSB Schools: A Dean's Perspective", *Journal of Education for Business*, 85, 299-306

Kim, Kyungmin, Beomjoon Choi, and Meichang Lee (2010), "The Influence of Regulatory Focus and Evaluation Mode on Consumer's Post-Purchase Regret," *Journal of Korean Marketing Management*, 15(4), 103-126

Choi, Beomjoon, Kissan Joseph, and Dennis Rosen (2008), "Why Do Service Providers Employ Their Face-Shots in Marketing Communications?," *Seoul Journal of Business*, 14(1), 105-121

Chu, Wujin, Beomjoon Choi, and Mee Ryoung Song (2005), "The Role of On-line Retailer Brand and Infomediary Reputation in Increasing Consumer Purchase Intention," *International Journal of Electronic Commerce*, 9(3), 115-127

### **Conference Proceedings**

Choi, Beomjoon, Kissan Joseph, and James Lemieux (2010), "Time-Inconsistent Preferences vs. Price

Discrimination: How do Firms Increase Profits via Mail-in Rebate Promotions?," *Advances in Consumer Research*, 36, 504-505.

Choi, Beomjoon and Chris Crandall (2008), "Permission to be Prejudiced: Positively Evaluating Black

Models in Ads Can Lead to Discrimination against Black Models", *Advances in Consumer Research*, 35, 724-725.

Choi, Beomjoon and Rohini Ahluwalia (2006), "The Role of Consumer Inferences About Price Discounts in Influencing Switching Behavior," *Advances in Consumer Research*, 33, 252-253.

### **Conference Presentations**

Myung Suk Kim, Meeja Im, and Beomjoon Choi, "Influencing Factors on Attitudes toward Advertising

in the Chinese Market: The Integration Effect of Endorser Ethnicity, Product Type, and Country of Origin, Fifth Annual American Business Research Conference, June 2013, Flushing, NY.

Choi, Beomjoon, "The Impact of Customer Justice Perception on Customer Affection, Loyalty, and

Word-of-mouth in Service Recovery: Focused on the Intermediate Role of Customer Affection", *Summer Marketing Educators Conferences hosted by American Marketing Association*, Aug. 2012, Chicago, IL.

Choi, Beomjoon, Kissan Joseph, and James Lemieux, "Time-Inconsistent Preferences vs. Price

Discrimination: How do Firms Increase Profits via Mail-in Rebate Promotions?," *Association for Consumer Research*, Oct. 2009, Pittsburgh, PA.

Craig Kelly, Pingsheng Tong, and Choi, Beomjoon, "A Review of Marketing Department

Assessment of Student Learning Programs at AACSB Schools", *Marketing Educators' Association Conference*, April, 2009, Newport Beach, CA.

Choi, Beomjoon and Chris Crandall, “Permission to be Prejudiced: Positively Evaluating Black Models

in Ads Can Lead to Discrimination against Black Models”, *Association for Consumer Research*, Oct. 2007, Memphis, TN.

Choi, Beomjoon, Kissan Joseph, and James Lemieux, “Mail-in Rebate Promotions: Time Inconsistent

Preferences or Price-Discrimination?,” *INFORMS Marketing Science Conference*, June 2007, Singapore.

Choi, Beomjoon, “Design of Rebate Promotions,” *15<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium*, Apr. 2006, Lincoln, Nebraska

Choi, Beomjoon and Rohini Ahluwalia, “The Role of Consumer Inferences About Price Discounts in

Influencing Switching Behavior,” *Association for Consumer Research*, Oct. 2005, San Antonio, TX