

Christian M Parry

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EDUCATION

Ph.D. Marketing	The University of Iowa, Iowa City	May 2026 (Expected)
B.S. Marketing	Utah State University, Logan, UT	May 2021
B.S. Economics	Utah State University, Logan UT	May 2021

RESEARCH INTERESTS

Customization	Loneliness
Consumer well-being	Consumer self-identity
Digital Consumption	Consumer-product interactions
Sports	

MANUSCRIPTS UNDER REVIEW

Christian Parry, Shyam Gopinath, Alice Wang, and Catherine Cole “Loneliness and Problematic Gaming”, *Under review at Journal of Marketing Research*

Angeline Close-Scheinbaum, Brook Russell, Jiyun Huang, and **Christian Parry**, “The Essential Role of Corporate Community Involvement in Effective Event Sponsorship,” *Reject and Resubmit at Journal Advertising Research*

MANUSCRIPTS IN PREPARATION

Christian Parry and Rebecca Krause-Galoni, “Be Yourself, but Only if you Can’t Beyoncé: Consumer Disinterest in Customizability for Celebrity Merch,” *Preparing for submission to at Journal of Consumer Psychology* *Job Market Paper

Soogand Alavi, **Christian Parry**, Salar Nozari, and Alice Wang, “I Like Myself, but Hate the Product: Self-Sentiment in Online Reviews,” *Preparing for submission to Journal of Marketing Research*

SELECTED WORKS IN PROGRESS

Christian Parry and Bryce Pyrah, “Sustainability in Motorsports: The Importance of Sensory Experiences,” *Data collection in progress.*

Christian Parry and Alice Wang, “The Rise and Fall of NFTs: How We Got Here and Where We Can Still Go.” *Manuscript in preparation.*

Christian Parry, Rebecca Krause-Galoni, and Alice Wang, “It Isn’t Me, but it is Somebody: The Impact of Loneliness on Reactions to Secondhand Purchases of Customizable Products,” *Data collection in progress.*

Soogand Alavi, **Christian Parry**, Dhananjay Nayakankuppam, and Cathy Cole, “Consumer Identification of AI-Generated Content,” *Data collection in progress*

Soogand Alavi, **Christian Parry**, Dhananjay Nayakankuppam, and Salar Nozari, “Premium Service Subscriptions,” *Data collection in progress*

Christian Parry, Ryan Krause, and Rebecca Krause-Galoni, "Instrumental Variable Analysis in Mediation: Accounting for Divergent Effects of Transient and Chronic Constructs in Experimental Research," *Data collection in progress*

Christian Parry and Dhananjay Nayakankuppam, "Possessed by My Possessions: Irrational Bidirectional Behaviors Towards Special Possessions," *Data collection in progress*

SELECTED PRESENTATIONS

Christian Parry and Rebecca Krause-Galoni, "Be Yourself, but Only If You Can't Beyonce: Consumer Disinterest in Customizability for Celebrity Merch," Invited Speaker at Utah State University, September 2025.

Christian Parry, Catherine Cole, and Alice Wang, Shyam Gopinath, "The Impact of Loneliness on Problematic Gaming Behavior," Invited participant in Preconference on 'Cravings, Coping, and Consequences: Navigating Vices, Virtues, and Indulgences In the Age of Generative AI,' at Association for Consumer Research Conference, Washington DC, October 2025.

Christian Parry and Rebecca Krause-Galoni, "Be Yourself, but Only If You Can't Beyonce: Consumer Disinterest in Customizability for Celebrity Merch," Accepted Competitive Paper at Association for Consumer Research Conference, Washington DC, October 2025.

Christian Parry and Rebecca Krause-Galoni, "Be Yourself, but Only If You Can't Beyonce: Consumer Disinterest in Customizability for Celebrity Merch," Paper presentation at Mittelstaedt & Gentry Symposium 2025, University of Nebraska-Lincoln, Lincoln, Nebraska, April 2025.

Christian Parry, Catherine Cole, and Alice Wang, "Breaking the Cycle: Addressing Gaming Disorders, Loneliness, and Online Purchases for a Healthier Society," Poster at AMA Marketing and Public Policy Conference, Washington DC, June 2024.

Christian Parry, Catherine Cole, and Alice Wang, "Breaking the Cycle: Addressing Gaming Disorders, Loneliness, and Online Purchases for a Healthier Society," Poster Presentation, Computational Psychiatry Symposium, Iowa City, Iowa, April 2024.

Christian Parry and Rebecca Krause-Galoni, "Customization and Celebrities: Where Essence Ends and Consumers Begin," Accepted Speaker at Haring Symposium, University of Indiana, Bloomington, Indiana, April 2024.

Christian Parry and Alice Wang, "Paradox of Ownership: How Non-Fungible Tokens (NFTs) Affect Consumer Behavior," Poster at Association for Consumer Research Conference, Seattle Washington, October 2023.

Christian Parry and Alice Wang, "NFTs from the Consumers' Perspective," Poster at European Association for Consumer Research Conference, Amsterdam, Netherlands, July 2023.

Christian Parry and Alice Wang, "NFTs from the Consumers' Perspective," Special Session at Society for Consumer Psychology Annual Winter Conference, San Juan, Puerto Rico, March 2023.

Christian Parry and Alice Wang, "Optimality of Distance to Digital Devices Affects Persuasion," Poster at American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 2023.

Christian Parry and Alice Wang, "Preference for Perfection: Cracked Screens Increase Persuasion," Poster at American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 2023.

DISSERTATION OVERVIEW

Title: Driving Customization: Investigating the Impact of Designer Essence and Loneliness on Customization

Co-Chairs: Rebecca Krause-Galoni and Alice Wang

Committee Members: Chelsea Galoni and Daniel Newton

Proposal Defense: April 22, 2025

Abstract: Product customization allows personalized design decisions with minimal delivery time impact. In general, consumers prefer customizable products over non-customizable options. Across two essays, my dissertation investigates the psychological antecedents of customization. Essay 1 shows that customization preferences decrease for celebrity merchandise due to the perceived dilution of the celebrity's essence. Essay 2 examines customization in compensatory consumption, finding that consumer loneliness increases the tendency to customize products before purchase. In total, this

December 2025

work contributes to understanding when preferences for customization may be enhanced or decreased, depending on consumer and product characteristics. It also highlights customization's potential for coping with loneliness. I combine experimental methods and archival data analysis to ensure robust findings and generalizability of my findings.

HONORS, GRANTS, AND AWARDS

Ballard and Seashore Dissertation Fellowship	Spring 2026
M. Bhanu Murthy Memorial Prize for Excellence in Teaching	May 2025
Invited Presenter - Mittelstaedt & Gentry Doctoral Symposium	April 2025
AMA Sheth Doctoral Student Consortium Fellow	June 2024
Invited Presenter - Haring Symposium	April 2024
Outstanding Teaching Assistant Award - Tippie College of Business	Fall 2023
Graduate College Iowa Recruitment Fellowship	2021-2026
Post-Comprehensive Research Fellowship	Spring 2024

ACADEMIC AFFILIATIONS

Society for Consumer Psychology (SCP)
Association for Consumer Research (ACR)
American Marketing Association (AMA)
American Psychological Association (APA)

COURSEWORK

Course	Instructor(s)
Seminar in Consumer Behavior	Alice Wang, Chelsea Galoni
Design of Experiments	Ariel Aloe
Social Analytics	Patrick Fan
Seminar in Marketing Models	Gary Russel, Tom Gruca
Seminar in Self and Identity	Steven Hitlin
Meta Analysis in Behavioral and Social Sciences	Rong Su
Factor Analysis and Structural Equation Models	Lesa Hoffman
Problems and Solutions in Behavioral Research	DJ Nayakankappam, Bowen Ruan
Judgement and Decision-Making	Paul Windschitl
Quantitative Marketing Models	Gary Russel, Tom Gruca
Group Processes and Multilevel Models	Semin Park
Mediation, Moderation, and Conditional Process Analysis	Andrew Hayes

TEACHING EXPERIENCE

University of Iowa

Introduction to Marketing Strategy	Fall 2021 (3 sections)
Overall Rating 5.47 out of 6	Spring 2022 (3 sections)
	Fall 2022 (1 section; Honors Students)
	Spring 2025 (Head TA)

TEACHING INTERESTS

ABSTRACTS FOR PAPERS UNDER REVIEW

Christian Parry and Rebecca Krause-Galoni, “Be Yourself, but Only if you Can’t Beyoncé: Consumer Disinterest in Customizability for Celebrity Merch,” Under review at Journal of Marketing Research **Job Market Paper*

Product customization has been researched heavily in recent years. It can increase consumers’ valuation of products as well as the level of identification, or sense of self, consumers feel within the product. Consumers nearly universally prefer customizable products when compared to stock, or non-customizable, designs, but less is known about factors that might disrupt this preference for customizability. This research investigates whether and why merchandise created by a favorite celebrity (celebrity “merch”) might lead to a reduced preference for customizability of such products. Results from five studies (N = 1728) suggest that the generally accepted preference for customizability is attenuated or even eliminated in the case of celebrity merch. This reduction in preference for customizability occurs because customizing a product disrupts perceptions of the celebrity’s essence within the product, taking away much of the appeal celebrity products hold for consumers.

OTHER SELECTED ABSTRACTS

Christian Parry, Shyam Gopinath, Catherine Cole, and Alice Wang, “Loneliness and Problematic Gaming.”

We investigate psychological antecedents and consumer behavior-related consequences of problematic video gaming behavior. Specifically, through text analysis of a subreddit dedicated to helping individuals stop gaming and an archival data study, we examine whether individuals scoring higher on a measure of problematic gaming are more likely to make in-game purchases than those with less problematic gaming habits. We also establish that loneliness is a predictor of problematic gaming behavior, those who feel more lonely tend to have more problematic gaming habits. In a lab experiment, we explore how loneliness affects problematic gaming behavior, and how problematic gaming habits affect online purchases. We further establish these relationships using a longitudinal study that allows us to establish the causal nature of the relationship observed in the other studies. This research meets at the crossroads of mental health crises and online behavior issues. We find that lonely people are more likely to be transported into online games, are more likely to develop gaming disorders, and spend more money on digital items for their avatars.

Soogand Alavi, **Christian Parry**, Salar Nozari, and Alice Wang, “I Like Myself, but Hate the Product: Self-Sentiment in Online Reviews.”

Sellers of various fashion brands often have different fits for the same size numbers. In this paper, we demonstrate that discrepancies between a customer’s expected size and the actual fit negatively affect product ratings, even when returning or exchanging items is easy. However, we show that encouraging customers to maintain a positive view of their bodies, even when trying on ill-fitting clothes, creates a win-win-win situation. Customers are more inclined to leave positive reviews, the product rating remains stable as long as the quality is satisfactory despite the poor fit, and these reviews provide valuable insights for future buyers. This approach not only benefits the platform and sellers by decreasing product returns but also offers useful information to potential customers. To support our findings, we present extensive lab experiments alongside an empirical analysis of Amazon Fashion product reviews, using language models to identify mentions of fit issues. We then quantify the impact of these mentions on customer ratings and helpful votes.

Christian Parry and Alice Wang, “The Rise and Fall of NFTs: How We Got Here and Where We Can Still Go.”

Non-fungible tokens (NFTs) are a technology with great potential to change digital consumption. Widespread adoption of NFT technology can transform how consumers interact with their possessions and the firms they purchase from. This conceptual study reviews relevant literature about NFTs and discusses how diffusion of innovation can be used to increase

consumer understanding of and trust in NFT technology. By understanding why NFTs adoption has not happened, we add clarity to the overall picture of NFT technology. This study outlines three primary areas for future research, namely, Trust in NFTs, NFT valuation, and Uses of NFTs. Addressing these areas can increase consumer confidence in NFTs and increase overall adoption

REFERENCES

Professor Jing (Alice) Wang – Co-advisor
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