

Veena Chattaraman, Ph.D.

**Human Sciences Professor
Department of Consumer and Design Sciences
College of Human Sciences**

301 Spidle Hall
Auburn University,
Auburn, AL 36849
Phone: (334) 844-3258
Fax: (334) 844-1340
Email: vchattaraman@auburn.edu

Education

Ph.D., The Ohio State University, 2006, Consumer Sciences
M.Des., University of Cincinnati, 2002, Design

Research Interest

Intelligent technologies for consumer applications
Social-psychological and cultural aspects of consumer behavior
Design psychology and consumer neuroscience

Courses Taught

Graduate

CADS 7040: Protocol for Graduate Study
CADS 7060: Survey of Consumer and Design Sciences Research
CADS 7200: Aesthetics Theory in Consumer and Design Sciences
CADS 7670: Social Psychological Theories for Consumer and Design Sciences

Undergraduate

CADS 1740: Aesthetics for Fashion
CADS 2740: Illustration Techniques for Apparel
CADS 3800: Consumer Decision Making for Apparel and Fashion Products

Research Projects

Alabama Agricultural Experiment Station (AAES) Hatch grant (Role: Co-PI) 2016-2021
Reducing E-Health Literacy Disparities among Rural Elders Using Intelligent Agent Technology
Investigation of the role of assistive intelligent agent technology in promoting (a) health-related social networking and (b) positive health behavior.

National Science Foundation Grant IIS-1527182 (Role: PI) 2015-2019
Mobile Language-Based Aids for Intelligent Decisions

Design, development, and evaluation of conversational, mobile decision-aids for consumption decisions grounded in intelligent information retrieval and adaptive decision strategy use.

Auburn University Intramural Grant Program (Role: Co-I) 2015-2017

Efficacy of Food Taxes and Subsidies in Mitigating Childhood Obesity in Rural Alabama

Investigation of changes in parents' behavior and neural response to differing fiscal incentives (lower taxes and rebates) offered on healthy foods, through behavioral and neural experiments.

Alabama Agricultural Experiment Station (AAES) Hatch grant (Role: Co-PI) 2011-2016

Enhancing Health and Well-Being among Rural Elderly Community through Intelligent Agent Technology

Examination of assistive intelligent agent technology in enhancing Alabama rural elders' (a) access and (b) health literacy related to Internet-based health information.

Auburn University Competitive Outreach Scholarship Grant (Role: Co-PI) 2013-2014

Improving e-Pharmacy Literacy among Seniors through Intelligent Agent Technology

Design, development, and evaluation of intelligent agents with cognitive aids to address older adults' challenges in effectively using e-pharmacies.

National Science Foundation Grant IIS-0955763 (Role: Co-PI) 2009-2013

Conversational Agents in Web-Based Consumer Environments Designed for Older Users

Design, development, and evaluation of conversational agent technology to reduce the critical cognitive and social-psychological barriers hindering older users online.

Marketing Science Institute Grant # 4-1682 (Role: PI) 2011-2012

Value by Design: Aesthetic Experience and Neuropsychological Response to Product Design

Modeling the influence of product beauty on purchase decisions using convergent evidence from fMRI and behavioral studies.

Auburn University Competitive Outreach Scholarship Grant (Role: PI) 2008-2009

Bridging the Digital Divide to Enhance Technology Use Among the Elderly

Enhancing Internet-use among the elderly in Alabama through the design and development of an Internet application employing intelligent agent technology.

Auburn University Competitive Research Grant (Role: PI) 2008-2009

Embodied Conversational Agents in E-Commerce

Assessment of older consumers' critical needs and barriers in successfully learning and using Internet applications through focus group interviews.

Peer-Reviewed Journal Publications by Research Area

**indicates student contribution*

Intelligent Technologies for Consumer Applications

Chattaraman, V., Kwon, W.-S., Gilbert, J., & *Ross, K. (2019). Should AI-based, conversational digital assistants employ social- or task-oriented interaction style? A task-competency and reciprocity perspective. *Computers in Human Behavior*, *90*, 315-330.

Chattaraman, V., Kwon, W.-S., Gilbert, J. E., & *Li, Y. (2014). Virtual shopping agents: Persona effects for older users. *Journal of Research in Interactive Marketing*, *8*(2), 144-162.

Chattaraman, V., Kwon, W.-S., & Gilbert, J. E. (2013). Internet use and perceived impact on quality of life among older adults: A phenomenological investigation. *The International Journal of Health, Wellness and Society*, *2*(3), 1-13.

Chattaraman, V., Kwon, W.-S., & Gilbert, J. E. (2012). Virtual agents in retail websites: Benefits of simulated social interaction for older users. *Computers in Human Behavior*, *28*, 2055-2066.

*Shim, S., Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2012). Virtual sales associates for mature consumers: Technical and social support in e-retail service interactions. *Clothing and Textiles Research Journal*, *30*(3), 232-248.

Chattaraman, V., Kwon, W.-S., Gilbert, J. E., & *Shim, S. I. (2011). Virtual agents in e-commerce: Representational characteristics for seniors. *Journal of Research in Interactive Marketing*, *5*(4), 276-297.

Social-Psychological and Cultural Aspects of Consumer Behavior

Banerjee, T., **Chattaraman, V.**, *Zhou, H., & Deshpande, G. (2020). A neurobehavioral study on the efficacy of price interventions in promoting healthy food choices among low socioeconomic families. *Nature Scientific Reports*, *10*(15435). <https://doi.org/10.1038/s41598-020-71082-y>

*Johnson, O., & **Chattaraman, V.** (2020). Signaling socially responsible consumption among millennials: An identity-based perspective. *Social Responsibility Journal*. Advance online publication. <https://doi.org/10.1108/SRJ-02-2019-0074>

*Rashid, S., & **Chattaraman, V.** (2019). Do consumers react differently to sweatshop allegations on luxury and non-luxury brands? A brand entitativity-based account. *Journal of Fashion Marketing and Management: An International Journal*, *23*(1), 138-155.

*Johnson, O., & **Chattaraman, V.** (2019). Conceptualization and measurement of Millennial's self- and social-signaling for socially responsible consumption. *Journal of Consumer Behaviour*, *18*(1), 32-42.

Kumar, V., **Chattaraman, V.**, *Neghina, C., Skiera, B., Aksoy, L., Buoye, A., & Henseler, J. (2013). Data-driven services marketing in a connected world. *Journal of Service Management*, *24*(3), 330-352.

*Aghekan, M., Forsythe, S., Kwon, W.-S., & **Chattaraman, V.** (2012). The role of product brand image and online store image on perceived risks and online purchase intentions. *Journal of Retailing and Consumer Services*, *19*(3), 325-331.

Chattaraman, V., Lennon, S. J., & Rudd, N. A. (2010). Social identity salience: Effects on identity-based brand choices of Hispanic consumers. *Psychology & Marketing*, *27*(3), 263-284.

Chattaraman, V., Rudd, N. A., & Lennon, S. J. (2010). The malleable bicultural consumer: Effects of cultural contexts on aesthetic judgments. *Journal of Consumer Behaviour*, 9(Jan-Feb), 18-31.

Chattaraman, V., Rudd, N. A., & Lennon, S. J. (2009). Identity salience and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator. *Journal of Business Research*, 62(8), 826-833.

Chattaraman, V., & Lennon, S. J. (2008). Ethnic identity, consumption of cultural apparel and self-perceptions of ethnic consumers. *Journal of Fashion Marketing and Management*, 12(4), 518-531.

Design Psychology and Consumer Neuroscience

*Seifert, C., & **Chattaraman, V.** (2020). A picture is worth a thousand words! How visual storytelling transforms the aesthetic experience of novel designs. *Journal of Product and Brand Management*. Advance online publication. <https://doi.org/10.1108/JPBM-01-2019-2194>

*Seifert, C., *Cui, T. & **Chattaraman, V.** (2019). Can brands deviate from their brand aesthetic? Brand luxury status as a moderator. *Journal of Fashion Marketing and Management: An International Journal*, 23(2), 176-192.

*Michaelson, D., Teel, K., & **Chattaraman, V.** (2018). Assessing functional needs of rock climbing pants. *Clothing and Textiles Research Journal*, 36(4), 235-250.

*Seifert, C., & **Chattaraman, V.** (2017). Too new or too complex? Why consumers' aesthetic sensitivity matters in apparel design evaluation. *Journal of Fashion Marketing and Management: An International Journal*, 21(2), 262-276.

Chattaraman, V., Deshpande, G., Kim, H.J., & *Sreenivasan, K.R. (2016). Form 'defines' function: Neural Connectivity between aesthetic perception and product purchase decisions in an fMRI study. *Journal of Consumer Behavior*, 15, 335-347.

*Wang, Y., **Chattaraman, V.,** Kim, H., & Deshpande, G. (2015). Predicting purchase decisions based on spatio-temporal functional MRI features using machine learning. *Transactions on Autonomous Mental Development*, 7(3), 248-255.

*Faber, M. E., **Chattaraman, V.,** & Simmons, K. P. (2014). Men's fit preferences in outdoor performance clothing: A qualitative investigation. *Critical Studies in Men's Fashion*, 1(3), 255-274.

*Goh, Y. S., **Chattaraman, V.,** & Forsythe, S. (2014). Product design in brand extensions: The impact of brand and category fit on attitudes and purchase via affective and cognitive routes. *International Journal of Cultural and Creative Industries*, 1(2), 36-51.

Chattaraman, V., Simmons, K. P., & Ulrich, P. (2013). Age, body size, body image and fit preferences of male consumers. *Clothing and Textiles Research Journal*, 31(4), 291-305.

*Goh, Y. S., **Chattaraman, V.,** & Forsythe, S. (2013). Brand and category design feature consistency in brand extensions. *Journal of Product and Brand Management*, 22(4), 272-285.

Chattaraman, V., & Rudd, N. A. (2006). Preferences for aesthetic attributes in clothing as a function of body image, body cathexis and body size. *Clothing and Textiles Research Journal*, 24(1), 46-61.

Design Education

*Seifert, C., & **Chattaraman, V.** (2016). Identity formation and self-reflection strategies in the development of apparel design eportfolios. *Fashion, Industry, and Education*, 14(2), 12-21.

Chattaraman, V., Tan, L., & Peek, P. (2016). Use of Digital Drawing Tablets in Design Communication: Focus on Apparel and Interior Design Studios. *The International Journal of Design Education*, 10(4), 1-7.

Tan, L., Peek, P., & **Chattaraman, V.** (2015). HEI-LO model: A grounded theory approach to assess digital drawing tools. *Journal of Interior Design*, 40(1).

Chattaraman, V., Sankar, C., & *Vallone, A. (2010). Action learning: Application to case-study development in graduate design education. *Art, Design, and Communication in Higher Education*. 9(2), 183-198.

Selected Honors and Awards

- **Best Poster Award (2018)** 20th International Conference on Human-Computer Interaction (HCI)
- **Best Poster Award for Faculty Engagement (2017)** 18th Annual Engagement Scholarship Consortium (ESC) Conference
- **Best Reviewer Award (2012)**, *Clothing and Textiles Research Journal*
- **Winner of Research Competition on Innovation (2011)**, Marketing Science Institute. One of eight recipients (64 applicants)
- **Alumni Undergraduate Teaching Excellence Award (2011)**, Auburn University
- **College of Human Sciences Women's Philanthropy Board Faculty Award (2010)**, College of Human Sciences, Auburn University
- **Paper of Distinction Award in the Merchandising Visual Track (2010)**, International Textile and Apparel Association Annual Conference
- **Fairchild Publications Textile & Apparel Faculty Award (2007)**, the International Textile and Apparel Association.

Professional Affiliations

- International Textile and Apparel Association
- American Collegiate Retailing Association
- Society for Consumer Psychology