

# LUCA CASCIO RIZZO

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## EDUCATION

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<b>Visiting Ph.D student</b> Rotterdam School of Management	May 2023 – Present Rotterdam, NE
<b>Ph.D   Marketing</b> LUISS Guido Carli University	Sep 2020 – Present Rome, IT
<b>Master of Science   Marketing Analytics &amp; Metrics</b> LUISS Guido Carli University	Sep 2017 – Jul 2019 Rome, IT
<b>Bachelor   Management</b> Tor Vergata University	Sep 2011 – Mar 2016 Rome, IT

## RESEARCH INTERESTS

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Unstructured Data, Consumer Behavior, Social Influence, Digital Marketing, Cultural Success

## PAPERS

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- **Cascio Rizzo Giovanni Luca**, Jonah Berger, Matteo De Angelis, and Rumen Pozharliev (2023), "How Sensory Language Shapes Influencer's Impact," forthcoming at **Journal of Consumer Research**.
- **Cascio Rizzo Giovanni Luca**, Francisco Villarroel Ordenes, Rumen Pozharliev, Matteo De Angelis, and Michele Costabile, "How Aroused Language Shapes Micro versus Macro Influencers' Impact," fourth round R&R at **Journal of Marketing**.
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, and Francisco Villarroel Ordenes, "Companion Presence and Virtual Influencer's Impact," under review at **Journal of Consumer Research**.
  - \* Featured in **Harvard Business Review** (IdeaWatch).
- **Cascio Rizzo Giovanni Luca** and Jonah Berger, "Melodic Repetition Shapes Success," under review at **PNAS**.
- **Cascio Rizzo Giovanni Luca** and Jonah Berger, "The Power of Speaking Slower," working.
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, Gabriele Paolacci, and Francisco Villarroel Ordenes, "Sustainable Influence," working.

## HONORS AND AWARDS

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<b>SIM Scholarship</b> Best Doctoral Student Paper Award, SIM DR	Jun 2022 Rimini, IT
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## CONFERENCES

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<b>ACR (scheduled)</b> Special Session "Influencer Marketing Effectiveness," Presenter	Oct 2023 Seattle, US
<b>EACR</b> Special Session "New Insights Into Influencer Marketing," Chair and Presenter	Jul 2023 Amsterdam, NL
<b>EMAC</b> "The Power of Sensory Language in Influencer Marketing," Presenter	May 2023 Odense, DK
<b>EMAC Doctoral Colloquium</b> "How Micro versus Macro Influencers Can Use Aroused Language," Presenter	May 2023 Odense, DK
<b>SCP</b> "New Insights into Sensory Marketing," Chair	March 2023 San Juan, PR
<b>EMAC</b> "How Arousal and Follower Count Shape Responses to Influencer Content," Presenter	May 2022 Budapest, UN

## TEACHING

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<b>Teaching Assistant (+100 theses supervised), LUISS</b> Performance Marketing, Marketing Management, Markstrat Simulation, Machine Learning	Sep 2018 – Present Rome, IT
<b>Lecturer, School 42</b> Digital & Social Media Marketing	Dec 2021 – Feb 2022 Rome, IT

## SERVICE

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**AMA Conference**  
Reviewer

## WORKING EXPERIENCE

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<b>LUISS X.ITE Research Center</b> Research Fellow	Sep 2018 – Present Rome, IT
<b>AB Testing Ltd</b> Co-Founder, Lecturer in Numerical Logic	Sep 2017 – Present Taranto, IT
<b>American Express Co.</b> Data Analyst	Mar 2018 – Jun 2018 Rome, IT

## ABOUT ME

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Reader for interest, boxer for hobby, musician for love.

## ABSTRACTS

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### **How Sensory Language Shapes Influencer's Impact**

Influencer marketing has become big business. But while influencers have the potential to spread marketing messages and drive purchase, some posts get lots of engagement and boost sales, while others do not. What makes some posts more impactful? This work examines how sensory language (e.g., words like “crumble” and “juicy” that engage the senses) shapes consumer responses to influencer-sponsored content. A multimethod investigation, combining controlled experiments with automated text, image, and video analysis of thousands of sponsored social media posts, demonstrates that sensory language increases engagement and willingness to buy the sponsored product. Further, the studies illustrate that these effects are driven by perceived authenticity. Sensory language leads consumers to infer that influencers actually use the product they are endorsing, which increases perceived authenticity, and thus engagement and purchase. These findings shed light on how language shapes responses to influencer-sponsored content, deepen understanding of the drivers of authenticity, and suggest how to develop more impactful social media campaigns.

### **How Aroused Language Shapes Micro versus Macro Influencers' Impact**

Influencer marketing is a popular strategy for connecting with consumers. However, its effectiveness largely depends on the levels of engagement that influencers prompt on social media. Some posts resonate; others do not. Might subtle differences in language be a cause of such variation? This article investigates how language arousal in micro versus macro influencers' sponsored posts might shape engagement. Six studies, combining automated text, image, video, and audio analyses of thousands of social media posts with controlled experiments, demonstrate that more aroused language increases engagement with micro influencers, but it decreases engagement with macro influencers, seemingly because it makes micro (macro) influencers appear more (less) trustworthy. The results also show that arousal's negative effect for macro influencers is mitigated if their posts indicate an informative, rather than a commercial, goal. These findings deepen understanding of how language arousal shapes consumer responses, reveal a psychological mechanism through which language arousal affects perceptions, and provide actionable insights for crafting more effective social media content.

### **Companion Presence and Virtual Influencer's Impact**

Non-human agents (e.g., artificial intelligence and chatbots) have promised to transform human life, as well as marketing. But while consumer researchers have begun to explore some aspects of non-human agents (e.g., medical AI), there's been less attention to how these technologies may shape another important marketing domain: social influence. To fill this gap, we explore the emerging trend of virtual influencers, and what makes some of their posts more impactful. Specifically, we examine how appearing with a companion (e.g., a human friend) shapes consumer response. A multimethod investigation, combining automated image and text analysis of thousands of social media

posts with six controlled experiments, demonstrates that companion presence boosts impact. These effects are driven by trust. Appearing with a companion makes virtual influencers seem more human themselves, which makes them seem more trustworthy, and thus increases engagement and choice. Taken together, these findings shed light on the role of non-human agents in an important marketing domain, reveal a psychological mechanism through which companions affect consumer perceptions, and provide actionable insights for designing more impactful online content.

### **Melodic Repetition Shapes Success**

Music is fundamental part of human existence. But why are some songs, hymns, or other types of music more successful? While some have argued that success is random, driven by patterns of social influence, this work suggests that melodic repetition might shape success. A multimethod investigation, including automated audio analysis of thousands of songs using cutting-edge audio processing algorithms, as well as two controlled experiments, demonstrates that songs that repeat the melody more often are evaluated more positively and become more popular. Further, the studies illustrate that this effect is driven by processing ease. Melodic repetition makes songs easier to process, which boosts their success. Taken together, these findings shed light on why things catch on, the psychology of music, and how automated audio analysis can be used to provide insight into human behavior.

### **The Power of Speaking Slower**

Consumers often have negative experiences with customer service. Could how employees speak improve customer satisfaction? We suggest that speaking slower can help. A multimethod investigation, combining automated text and speech analysis of hundreds of customer service calls with controlled experiments, finds that customers are more satisfied when employees speak to them more slowly. This occurs because speaking slower makes customers infer that employees are more emphatic (i.e., they understanding and care about their needs). These findings demonstrate the power of speaking slower, shed light on the value of empathy in boosting perceptions, and highlight the importance of vocal features in shaping consumer behavior.

### **Sustainable Influence**

Influencers have big impact on sustainable choices. But while it is of practical and social interest to boost sustainable behavior, encouraging green practices is often difficult. Might the verb tense influencers use shape their impact? A multimethod work, combining automated text and image analysis of thousands of social media posts with controlled experiments, demonstrates that past (vs. present) tense can increase persuasion. Follow-up experiments demonstrate that the effects are driven by perceived commitment. Using past tense makes people believe that influencers actually use the product discussed, which increases perceptions of commitment to the cause, and in turn, persuasion. These findings shed light on how language impacts consumer behavior and have clear implications for persuasion in the sustainable consumption context.