
Kevin L. Sample

Darla Moore School of Business University of South Carolina
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Employment

University of South Carolina, Darla Moore School of Business
Assistant Professor (2024 – present)

University of Rhode Island, College of Business
Assistant Professor (2019 – 2024)

Education

Ph.D., Marketing, School of Business Administration, University of Georgia (2019)

Master of Architecture, Texas A&M University (2007)

M.B.A., Mississippi State University (2000)

B.A., General Liberal Arts, Mississippi State University (1999)

Research Interests

Consumer Behavior, Design, Visual Perception, Scale Development, Consumer Welfare

Publications

Sample, Kevin L., Julio Sevilla, and Kelly L. Haws (2025), “Clear Views, Clear Gains: Exterior Transparency's Role in Increasing Consumer Entry for Retail Environments,” *Journal of Retailing*.

Bauer, Carlos, Kevin L. Sample, and Julio Sevilla (2025), “From my Standpoint: How Visual Perspective Mitigates Satiation from Visual Experiences,” *Journal of Retailing*.

Sample, Kevin L., John Hulland, Julio Sevilla, and Lauren I. Labrecque (2024), “The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Design Communications,” *Journal of Marketing Research*, 61(1), 27-48.

Haws, Kelly L., Kevin L. Sample, and John Hulland (2023), “Scale Use and Abuse: Towards Best Practices in the Deployment of Scales,” *Journal of Consumer Psychology*, 33(1), 226 - 243.

Wu, Freeman, Kevin L. Sample, and Kelly L. Haws (2021), “The Messy Satiation Effect: Understanding How Eating Messily Can Accelerate the Rate of Satiation and Reduce Consumption,” *Appetite*, 159, 1-11.

Sample, Kevin L., Henrik Hagtvedt, and S. Adam Brasel (2020), “Components of Visual Perception in Marketing Contexts: A Conceptual Framework and Review,” *Journal of the Academy of Marketing Science*, 48(3), 405-421.

Venugopal, Srinivas, Roland Gau, Samuelson Appau, Kevin L. Sample, and Rita CF Pereira (2019), "Adapting Traditional Livelihood Practices in The Face of Environmental Disruptions in Subsistence Communities," *Journal of Business Research*, 100(July), 400-409.

Haws, Kelly L., Rebecca Walker Reczek, and Kevin L. Sample (2017), “Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition,” *Journal of Consumer Research*, 43(6), 992-1007.

- Finalist 2019 AMA-EBSCO Annual Award for Responsible Research in Marketing

Working Papers

Hulland, John, Kevin L. Sample, and Mark Houston, “Scale Development in Marketing: An Enhanced Process to Address the Neglected Role of Theory,” *Under review (Journal of the Academy of Marketing Science)*.

Sample, Kevin L. and Wangsuk Suh, “Perceived Effort,” *Finalizing for submission (Journal of Consumer Research)*.

Peña, Priscilla, Lauren Labrecque, Kunal Swani, and Kevin L. Sample “From Woke-Washing to Authentic Brand Activism,” *Under review (Journal of Business Research)*.

Awards/Honors

Outstanding Reviewer (2023; 2024): Journal of Consumer Psychology

Outstanding Research Award (2023-2024): University of Rhode Island College of Business

Conference Presentations (*- denotes presenter)

Hulland, John, Kevin L. Sample*, and Mark Houston (February 2025), “Scale Development in Marketing: An Enhanced Process to Address the Neglected Role of Theory,” *SCP 2025*, Las Vegas, Nevada.

Sample, Kevin L.*, Julio Sevilla, and Kelly L. Haws, (October 2024) “Exterior Transparency of the Built Environment and Consumer Patronage,” *ACR 2024*, Paris.

Hulland, John, Kevin L. Sample*, and Mark Houston (July 2024), “Scale Development in Marketing: An Enhanced Process to Address the Neglected Role of Theory,” *AMA CBSIG 2024*, Vienna, Austria.

Peña Priscilla, Lauren Labrecque*, Kevin L. Sample, and Kunal Swani (2023), “Woke-Washing Allegations: Attributions and Recovery Strategies,” *Academy of Marketing Science Annual Conference*, New Orleans, Louisiana.

Peña Priscilla*, Lauren Labrecque, Kevin L. Sample, and Kunal Swani (2023), “From Woke-Washing to Authentic Brand Activism,” *5th annual PhD Project*, Baruch College Symposium, New York.

Sample, Kevin L.*, John Hulland, Julio Sevilla, and Lauren I. Labrecque (2023), “The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Design Communications,” *Society for Consumer Psychology*, San Juan, Puerto Rico.

Sample, Kevin L.*, John Hulland, Julio Sevilla, and Lauren I. Labrecque (2022), “The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Design Communications,” *Association for Consumer Research*, Denver, CO.

Bauer, Carlos*, Julio Sevilla, and Kevin L. Sample (2021), “The Impact of Visual Perspective on Feelings of Satiation,” *AMA Marketing + Public Policy Conference*, virtual.

Sample, Kevin L.*, Julio Sevilla, and Kelly L. Haws (2020), “Framing Consumers: Increasing Consumer Approach Behaviors towards and within Public and Private Spaces,” *Association for Consumer Research*, Paris, France virtually.

Sample, Kevin L.*, Kaushik Jayaram, and Julio Sevilla (2019), “Going My Way? The Effect of Perceived Lighting on Perceptions of Provision and Elimination,” *Association for Consumer Research*, Atlanta, GA.

Sample, Kevin L.* and Julio Sevilla (2019), “Going My Way: Two-Dimensional Lighting Effects and the Spatiotemporal Perception of Elimination and Provision Claims,” *Society for Consumer Psychology Annual Conference*, Savannah, GA.

- Sample, Kevin L.*, Julio Sevilla, and Kelly Haws (2019), “To See (or Not): Consumer Perspectives of and Reactions to Visibility into Public Environments,” *Winter American Marketing Association Academic Conference*, Austin, TX.
- Sample, Kevin L.*, Henrik Hagtvedt, and S. Adam Brasel (2018), “Visual Perceptual Research in Marketing,” *Association for Consumer Research*, Dallas, TX.
- Sample, Kevin L.* and Kelly L. Haws (2018), “The Messy Satiation Effect: The Benefits of Eating Like a Pig,” *Association for Consumer Research*, Dallas, TX.
- Sample, Kevin L.*, Henrik Hagtvedt, and S. Adam Brasel (2018), “Visual Perceptual Research in Marketing,” *JAMS Thought Leaders Conference*, Oslo, Norway.
- Venugopal, Srinivas*, Roland Gau, Samuelson Appau, Kevin L. Sample, and Rita Pereira (2018), “The Impact of Environmental Disruptions on Sustainability in Subsistence Marketplaces: A Bottom-Up View,” *7th Subsistence Marketplaces Conference*, Champaign, IL.
- Sample, Kevin L.* and Julio Sevilla (2018) “Coming or Going? Spatiotemporal Beliefs Regarding Provision, Elimination, and Images,” *Georgia Research Symposium*, Athens, GA.
- Sample, Kevin L.*, John Hulland, and Julio Sevilla (2018), “Consumer Evaluations of Product Designs: A Robust Product Design Scale (RPDS) for Marketers and Designers,” *Winter American Marketing Association Academic Conference*, New Orleans, LA.
- Sample, Kevin L.* and Julio Sevilla (2018), “The Influence of Perceived Closeness on Perceptions of Elimination or Provision,” *Winter American Marketing Association Academic Conference*, New Orleans, LA.
- Sample, Kevin L.* and Kelly L. Haws (2018), “The Messy Satiation Effect: The Benefits of Eating Like a Pig,” *Winter American Marketing Association Academic Conference*, New Orleans, LA.
- Sample, Kevin L.*, John Hulland, and Julio Sevilla (2018), “The DESIGN Scale: Diagnosis of the Extrinsic and Intrinsic Goodness of Products to Consumers,” *12th Annual Southern Marketing Symposium*, Tuscaloosa, AL.
- Sample, Kevin L.* (2017), Discussant for “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes,” *47th Annual Haring Symposium*, Bloomington, IN.

Haws, Kelly L., Rebecca Walker Reczek, and Kevin L. Sample* (2016), “Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition,” *Association for Consumer Research*, Berlin, Germany.

Teaching

Undergraduate Courses

- Consumer Behavior, University of South Carolina (Spring 2025; 3 sections)
- Consumer Behavior, University of Rhode Island (2019 – present: 2 sections per semester)
- Consumer Behavior, University of Georgia (Fall 2018)
- Design and Visual Marketing, University of Rhode Island (Spring 2023)
- Services Marketing, University of Georgia (Fall 2016; Fall 2017)

Graduate Courses

- Ph.D. Marketing Proseminar, University of Rhode Island (Fall 2020)
- Independent Directed Study (Fall 2022 (2 sections); Spring 2023; Summer 2025)

Doctoral Student Committees

- Wangsuk Suh, URI, Marketing Ph.D. Candidate (2025): external member
- Priscilla Pena, URI, Marketing Ph.D. (2024): member
- Michael Toomey, URI, DBA (2023): chair

Undergraduate Honors Thesis Director

- Katelyn Overbay (expected 2026)

Service

Internal

- University of South Carolina
 - Assistant Professor (CB) Hiring Committee (Spring 2025)
 - CB Research Roundup / Brownbag Coordinator (2024 - present)
 - Marketing Camp Planning Committee Member (2024 – 2025)
- University of Rhode Island
 - Marketing Department Instructor Hiring Committee (2020 – 2021; 2021 – 2022)
 - COB Building Renovation Committee (2022 – 2023)
 - COB Scholarship Committee (2021 – 2023)
 - Undergraduate Research & Innovation Steering Committee (2021 – 2023)

External

- Faculty Mentor
 - SCP Doctoral Consortium (2025)
- Faculty Representative
 - 55th Annual Haring Symposium (2025)

- Journal Reviews
 - Editorial Review Board Member:
 - Journal of Consumer Psychology (2022 – present)
 - Journal of Marketing (2025 - present)
 - Journals (Ad-hoc):
 - Appetite
 - Journal of the Academy of Marketing Science
 - Journal of Interactive Marketing
 - Journal of Marketing
 - Journal of Marketing Research
 - Journal of Public Policy & Marketing
 - Journal of Retailing
 - Conferences:
 - Association for Consumer Research
 - Society for Consumer Psychology

Additional Work Experience

Architect; Nashville, TN (2007 – 2011)

Project Manager, BellSouth Telecommunications Inc.; Birmingham, AL (2000 – 2004)

Academic and Professional Affiliations

American Institute of Architects

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

United States Green Building Council: LEED AP