

# Friday, 02 January 2009

**ACR Registration**  
**5:00pm - 7:00pm**  
**Registration Desk-Atrium**

**Welcome Dinner**  
**7:00pm - 9:00 pm**  
**EH Mirror Pool**

# Saturday, 03 January 2009

## Continental Breakfast

7:30 - 8:30 am

Atrium

## Registration

8:30am - 3:30pm

Atrium

## Session 1:00

8:30am - 09:45am

- 1.01 *Competitive Paper* : I Win You Lose: Consumer Perceptions of Fairness and Other Judgments (AC 2 MLT)**  
**1.02 *Competitive Paper* : International Consumer Behavior: Understanding Consumption Around The World (AC 2 NEW MLT)**  
**1.03 *Competitive Paper* : Placing Products: How Physical Location of Products Affects Perceptions (AC 3 MLT)**  
**1.04 *Special Session*: Negotiating Individuated Identity in the Face of Dominant Ideological Representations: The Role of Advertising and Technology Consumption (AC 4 MLT)**  
**1.05 *Special Session*: Socio-Culturally Embedded Literacies in an Emerging Economy (AC 7 MLT)**  
**1.06 *Film Festival*: (AC 8 LT)**

## Coffee Break

9:45am- 10:00am

## Session 2:00

10:00am - 11:15am

- 2:01 *Competitive Paper* : Overcoming Resistance and building stronger relationships: Novel Ways of Changing Consumer Attitudes (AC 2 MLT)**  
**2:02 *Competitive Paper* : Doing The Right Thing: Perspectives on Corporate Social Responsibility (AC 2 NEW MLT)**  
**2:03 *Competitive Paper* : In The Family Way: Family Impacts on Consumer Behavior (AC 3 MLT)**  
**2:04 *Competitive Paper* : Improving the Assessment of Gender and Culture Differences (AC 4 MLT)**  
**2:05 *Special Session*: Finding Your Way Out of Sticky Situations: The Role of Self-Regulation (AC 7 MLT)**  
**2:06 *Film Festival*: (AC 8 MLT)**  
**2:07 *Roundtable Session*: Conducting Consumer Research in India: Challenges, Issues and New Directions (AC 8 BOARD ROOM)**

## Coffee Break

11:15am - 11:30am

## Session 3:00

11:30am - 12:45pm

- 3.01 *Competitive Paper* : Facilitating Exchange: Factors Affecting Buyer-Seller Interactions (AC 2 MLT)**

**3.02 *Competitive Paper* : Image Transfers: How Brands Affect Each Other (AC 2 NEW MLT)**

**3.03 *Competitive Paper* : I Believe You: Trusting Others' Views (AC 3 MLT)**

**3.04 *Special Session*: Influence of Face Reading on Consumer Judgments (AC 4 MLT)**

**3.05 *Film Festival*: (AC 8 MLT)**

**3.06 *Roundtable Session*: Hyperwesternization and Asian Consumer Culture (AC 8 BOARD ROOM)**

Lunch

12:45pm - 2:15pm

Bajaj Dining Hall

Session 4:00

2:15pm - 3:30pm

**4.01 *Competitive Paper* : What Do You Think? On Reactions to Online Reviews (AC 2 MLT)**

**4.02 *Competitive Paper* : I Am What I Consume: Studying the Link between Self Image and Consumption (AC 2 NEW MLT)**

**4.03 *Competitive Paper* : New Concepts, New Measures: Methodological Issues in Consumer Behavior (AC 3 MLT)**

**4.04 *Special Session*: Inventing the Nation: Marketing and the Politics of Nation-Making (AC 4 MLT)**

**4.05 *Film Festival*: Repeat Session: Naturalistic Group Interviewing in China/ Behind Close Doors: Gendered Home Spaces in an Arab Gulf State (AC 8 MLT)**

# Sunday, 04 January 2009

## Continental Breakfast

7:30am - 8:30 am

## Session 5:00

8:30am - 9:45am

- 5:01 *Competitive Paper* : Developments in Brand and Product Familiarity Effects (AC 2 MLT)**
- 5:02 *Competitive Paper* : I Don't Trust You: Reactions to Negative Information (AC 2 NEW MLT)**
- 5:03 *Competitive Paper* : From Assessment to Buying: Factors Affecting Consumer Evaluation and Purchase Behavior (AC 3 MLT)**
- 5:04 *Competitive Paper* : Eating Right: Understanding the Consumer Behavior of Food Choices (AC 4 MLT)**
- 5:05 *Special Session*: Indian Condom Social Marketing Campaigns (AC 7 MLT)**
- 5:06 *Film Festival*: Repeat Session: A Right To Life: Reducing Maternal Death and Morbidity in Pakistan/ This Day is to be Special (AC 8 MLT)**
- 5:07 *Roundtable Session*: Re-appropriation in the global consumptionscape (AC 8 BOARD ROOM)**

## Coffee Break

9:45am - 10:00am

## Session 6:00

10:00am - 11:15am

- 6:01 *Competitive Paper* : Advertising Effectiveness: New Media and New Models (AC 2 MLT)**
- 6:02 *Competitive Paper* : Consumer Decision Making (AC 2 NEW MLT)**
- 6:03 *Competitive Paper* : Online Consumer Behavior (AC 3 MLT)**
- 6:04 *Special Session*: Contesting and Creative Consumption: Past to the Present, National to the Individual (AC 4 MLT)**
- 6:05 *Special Session*: Never Alone: Product Choice in a Complementary World (AC 7 MLT)**
- 6:06 *Film Festival*: Repeat Session: Living Dolls: How Affinity Groups Sustain Celebrity Worship/ Behind Closed Doors: Gendered Home Spaces in an Arab Gulf State (AC 8 MLT)**
- 6:07 *Roundtable Session*: Consumer Behavior Field Experiments Using Google AdWords (AC 8 BOARD ROOM)**

## Coffee break

11:15am - 11.30 am

## Session 7:00

11:30am -12:45pm

- 7:01 *Competitive Paper* : New Findings in Judgment and Choice (AC 2 MLT)**
- 7:02 *Competitive Paper* : Why Do I Like You? Consumer Responses to Various Product Attributes (AC 2 NEW MLT)**
- 7:03 *Competitive Paper* : New Products-New Consumers: Case Studies in Consumer Reactions to New Products. (AC 3 MLT)**
- 7:04 *Special Session*: Hip Hop across the Globe: Qualitative Approaches to the Understanding of Global Hip Hop**

**Consumption (AC 4 MLT)**

**7:05 Special Session: Writing for the Field's Journals: Content and Processor Perspectives. (AC 7 MLT)**

**7:06 Special Session: The Impact of Lay Intuitions on Consumption Decisions: How Learned Correlations, Fleeting Emotions, and Motivational Orientations Matter (AC 8 MLT)**

**Lunch**

**12:45pm - 02:15pm**

**Bajaj Dining Hall/ Atrium**

**Session 8:00**

**02:15pm - 03:30pm**

**8:01 Competitive Paper : Promotions that Build Customer Loyalty (AC 2 MLT)**

**8:02 Competitive Paper : Social Influences on Consumers (AC 2 NEW MLT)**

**8:03 Competitive Paper : Why We Buy: Developments in Consumer Motivation Research (AC 3 MLT)**

**8:04 Competitive Paper : Cross-Cultural Examinations in Consumer Behavior (AC 4 MLT)**

**8:05 Special Session: Reward Programs & Loyalty Behaviour In The Indian Retail Sector (AC 7 MLT)**

**8:06 Film Festival: Screening of Winning Films (AC 8 MLT)**

**Session 9:00**

**3:30pm - 4:30pm**

**Working Paper:**

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## Session 1:00

8:30am - 09:45am

### ***1.01 Competitive Paper : I Win You Lose: Consumer Perceptions of Fairness and Other Judgments***

**Room:** AC 2 MLT

**Chair:** ,

#### ***Perceived Price Fairness: The Role of Other Marketplace Players***

Mark Ratchford, University of Colorado at Boulder, Leeds School of Business, Boulder, CO 80309, USA

Atanu R Sinha, University of Colorado at Boulder, Leeds School of Business, Boulder, CO 80309, USA\*

This research attempts to provide new insights on perceived price fairness by considering marketplace settings. In particular, comparisons are drawn between fairness perceptions in a monopoly situation versus under competition. We also consider the effect of the presence of independent channel intermediaries. It is found that a monopolist's price increase action is deemed fairer than that of a firm in a competitive situation. Additionally, retailers are perceived to be more unfair than manufacturers given a price increase.

#### ***Getting what they deserve: The role of fairness in schadenfreude from another's product failure***

Ethan Pancer, Queen's School of Business, Canada\*

Laurence Ashworth, Queen's School of Business, Canada

This paper examines the roles of fairness and psychological closeness to a target on the experience of schadenfreude – taking pleasure in the suffering of another. In a consumption-related context, we examined consumers' emotional reaction to the downfall of another's product. Prior research has focused on the link between envy and schadenfreude and on the perceived deservingness of the misfortune. In contrast to this work, we focus on the perceived deservingness or fairness of the initial product ownership. Our findings suggest that schadenfreude can stem from both the removal (via product downfall) of an unfair situation as well as the removal of a product that inspires envy. Unexpectedly, psychologically closeness to the product owner did not enhance schadenfreude, perhaps due to an increase in conflicting emotions.

#### ***Consumers' Reluctance to Use Windfall Gains to Offset Opportunity Losses***

Subimal Chatterjee, SUNY at Binghamton, USA\*

Timothy Heath, Miami University, USA

Magdoleen Ierlan, SUNY at Binghamton, USA

Napatsorn Jiraporn, SUNY at Binghamton, USA

In two studies, we show that consumers are reluctant to use windfall money (\$50 won in a lottery) to offset a prior opportunity loss (missing a \$50 off sale on a chocolate basket). The reluctance remains unchanged even when the windfall amount exceeds the lost opportunity (\$75 lottery win to offset a \$50 off sale) such that consumers have to spend less out of pocket money to buy the focal product. The reluctance, however, reduces somewhat if consumers feel that they are not to blame for missing the first opportunity. We discuss the implications of these results on the research on inaction inertia.

## ***1:02 Competitive Paper : International Consumer Behavior: Understanding Consumption Around The World***

**Room:** AC 2 NEW MLT

**Chair:** ,

### ***Emerging Profile of Online Shoppers in India: An Empirical Investigation and Implications***

Mohan Agrawal, Jaypee Business School India\*

Vidushi Sandhir, Jaypee Institute of Information Technology, India\*

Gaurav Gupta, Delhi College Of Engineering, India\*

Online shopping is quite common these days in the developed world. Through smartly growing, online shopping is yet to become as strong and diversified as in the West. There are only few researches are reported that have focused on the Indian market. Towards the goal of better understanding, this study attempts to answer questions pertaining to the Indian online retail market particularly as it relates to the apparel market. The results of various empirical tests reveal great potential in converting the Indian street consumers into online buyers. This study should facilitate the upcoming retail brands in their market research before launching their online portals.

### ***Conspicuous Consumption in Cross-national Context: Psychological and Brand Antecedents***

Paurav Shukla, University of Brighton, UK

Ekta Shukla, Freelance researcher, UK

Sangeeta Sharma, Birla Institute of Technology and Sciences Pilani, India

This study addresses the issue of conspicuous consumption among the British and Indian consumers, focusing on the psychological and brand antecedents, using the context of alcoholic beverages while employing a cross-sectional, survey-based methodology. The findings suggest that in both countries psychological and brand antecedents are of crucial importance among consumers in influencing their conspicuous consumption. However, the variables differ in their importance. The findings provide marketers an opportunity to engage with consumers by coupling the right mix of standardization and customization. The study is first of its kind explicitly investigating the conspicuous consumption in a cross-national context.

### ***Consumer Perceptions of Service Quality: A Cross-National Analysis***

James Agarwal, University of Calgary, Canada\*

Naresh Malhotra, Georgia Tech, USA

Ruth Bolton, Arizona State University, USA

International service is the fastest growing sector in the world economy, but few studies have examined cross-national perceptions of service quality. The authors test a second-order service quality (SQ) model within a cross-national context – USA and India. The proposed SQ model – where satisfaction mediates the relationship between SQ and behavioral intention - is found to be superior to competing factor structures in terms of model fit. Consumers in USA perceive service quality levels to be significantly higher than

consumers in India and weigh reliability, assurance, and empathy more heavily in their overall assessments of service quality.

### ***1:03 Competitive Paper : Placing Products: How Physical Location of Products Affects Perceptions***

**Room: AC 3 MLT**

#### ***Bodily Sensations and Context Effects: The Moderating Role of Physical Distance***

Joan Meyers-Levy, University of Minnesota, USA

Extant research indicates that people's psychological processes often induce incidental diffuse feelings (e.g., moods) and these are frequently assimilated in people's assessments of unrelated products. We extend on this by demonstrating that more localized bodily sensations that emerge when people's sensory receptors come in contact with external stimuli also can produce context effects, though they can foster either assimilation or contrast effects. Specifically, we find that the physical distance from which a person views a product when standing on an (un)comfortable hard tile or carpeted floor can moderate the direction of the such context effects on people's product assessments.

#### ***PRODUCT "POSITION"-ING: IMPLICATIONS OF VERTICAL AND HORIZONTAL SHELF SPACE PLACEMENT***

Ana Valenzuela, Baruch College, CUNY, USA

Priya Raghubir, UC Berkeley, USA

This paper investigates consumers' inferential process based on a product's physical position on a shelf. It examines whether consumers extract meaning from the position of products in both horizontal and vertical arrays, and, as a consequence, whether the position of a product on a shelf array systematically affects its choice likelihood. Three different experimental studies support that i) consumers believe that products offered are ordered according to general, meaningful criteria, ii) consumers hold shared vertical and horizontal price schemas, and these schemas translate into quality perceptions, iii) these inferences lead to their belief that items in the middle of an array represent the best price/quality trade-off, iv) this implicit ordering criterion favours the central item as a position-based compromise between price and quality, which leads to a center advantage in choice.

#### ***How the Order of Sampled Experiential Goods Affects Choice***

Dip Biswas, Bentley College, USA

Dhruv Grewal, Babson College, USA

Anne Roggeveen, Babson College, USA\*

Three experiments reveal that when evaluating a series of experiential products, consumers exhibit a recency outcome for desirable products, such that they express preference for the desirable product experienced second, but a primacy outcome for undesirable products, such that they express relative preference for the undesirable product experienced first. The underlying process is due to a recency effect, such that there is better recall for the most recently experienced product. The impact of the placement of an undesirable product in a series of two desirable products is also examined.

### ***1:04 Special Session: Negotiating Individuated Identity in the Face of Dominant Ideological Representations: The Role of Advertising and Technology Consumption***

**Room: AC 4 MLT**

**Chair:** Meera Venkatraman, Suffolk University, USA

**Discussion Leader:** Alladi Venkatesh, University of California at Irvine, U.S.A.

### ***The Not-So-Desperate Housewives of India***

Ambi M.G. Parameswaran, FCB-Ulka Mumbai, India

With the winds of liberalization blowing through India, the construction of “Indian women” identity is in flux as women are reconstructing shared understandings and common practices. Of particular interest to advertisers and marketers is the challenge of constructing and depicting an “Indian Woman” who resonates across the country. Towards this end FCB-Ulka has commissioned two large scale qualitative research studies to understand the motivations, aspirations, and goals of the new Indian urban woman. This presentation reports on the findings and discusses how they impact the depiction of women in ads.

### ***Imagining an Indian Identity: an Ethnography of Muslim Indian Women and Media Reception***

Julien Cayla, Australian Business School, Australia

In a nation as culturally diverse as India, national identity is the object of many contestations and negotiations. Of special interest is the way minority groups, such as Muslims, relate to the omnipresent representations of Indians as Hindus. This paper draws from ethnographic work with Muslim women in urban India and their relationship to the marketplace. Contrary to our expectations, Muslim Indian women related to the motivations of women depicted in ads which are often based on family and kinship relations. They did not see the absence of Muslim characters in the media as a form of oppression but preferred it to being misrepresented

### ***From Tool to Transformation: Consuming Technology to Negotiate Identity***

Meera Venkatraman, Suffolk University, U.S.A.

Fleura Bardhi, Northeastern University, U.S.A.

Robin Higie Coulter, University of Connecticut, U.S.A.

In this paper we examine the role of technology consumption in negotiating individuated identity within the common shared habitus of the “Army Wife.” While women are historically disadvantaged in the consumption of technology, we find that they can engage with and appropriate technology for their own purposes. Within the dominant shared habitus of an “Army Wife,” we show that women create individuated identity projects of freedom and emancipation and use technology both as a tool and resource in the process of constituting and realizing themselves.

## ***1.05 Special Session: Socio-Culturally Embedded Literacies in an Emerging Economy***

**Room:** AC 7 MLT

**Chair:** Laurel Anderson, Arizona State University

**Discussion Leader:** Amitava Chattopadhyay, INSEAD Singapore

### ***Alternative Literacies in India***

Genevieve Bell, Intel Corporation USA\*

Ashwini Asokan, Intel Corporation\*

The circulations and flow of information are rarely straight-forward. They echo other flows and circulations, following lines of power, identity politics, cultural practice etc. Newspapers, radio, television and now blogs represent a familiar information ecosystem – one which can be, for the most part, easily ‘read’. But there are alternate information ecosystems and economies that include individuals, cultural capital, social practice and everyday relationships. In this paper, we explore ways in which alternate information economies and eco-systems simultaneously produce and also rely upon alternative forms of literacy in India.

### ***Literacy By Proxy: India's "Smaller" Fathers and Mothers***

Laurie Anderson, Arizona State University\*

Illustrating that our definition of literacy is often an issue that extends beyond those in poverty, this research focuses on the urban middle and upper class end of the economic range and on the literacy surrounding the use of a socio-technical product – the computer. This study of Indian adolescents and their parents examines the socio-cultural repercussions that occur when there is a disparity between the levels of computer literacy of these parents and their children. This disparity has repercussions for traditional power and socialization structures, especially in a culture such as India that has traditionally subscribed to narrow socialization practices.

### ***Socially-Embedded Marketplace Literacy in Subsistence Contexts***

Madhu Viswanathan, University of Illinois\*

Srinivas Sridharan, University of Western Ontario\*

This research seeks to examine the nature of “marketplace literacy” in impoverished contexts in India. We describe findings from a research program conducted in one such context in Chennai, South India, and introduce the features of a socially-situated consumer literacy intervention developed based on the research. The key insight is that, although consumption in impoverished contexts occurs amidst severe resource constraints, consumers cope by developing a socially-embedded form of marketplace literacy over time. They do so by drawing from a confluence of personal skills and social relations, which is sustained and enriched by repetitive exposure to a highly interpersonal 1-1 interactional marketplace.

### ***Alternative Perspective Discussant***

Amitava Chattopadhyay, INSEAD – Singapore\*

Suresh Reddy, Byrraju Foundation\*

Two discussants examine this research from different perspectives. Chattopadhyay's research, consulting and teaching in Asia, along with his research in emerging markets and his work with poverty in India make him a highly qualified discussant. Reddy's work with Byrraju Foundation adds an alternative approach and additional perspective that focuses on the transformational aspects of literacy. The Byrraju Foundation seeks to “build progressive self-reliant rural communities, with a holistic approach, by providing services in the areas of healthcare, environment, sanitation, primary education, adult literacy and skills development.”

## ***1.06 Film Festival:***

**Room: AC 8 LT**

### ***Naturalistic Group Interviewing in China***

Giana Eckhardt, Suffolk University, USA

Anders Bengtsson, Suffolk University, USA



In this film, we argue that only certain qualitative methods are appropriate in a Chinese context, due to various aspects of Chinese culture which de-emphasize expressing one's thoughts, feelings, beliefs and values openly. This film demonstrates how (1) presenting Chinese consumers with scenarios that they can relate to stimulates meaningful discussion, (2) breaching people's expectations is what allows people to articulate underlying meaning systems, and (3) conducting interviews in naturally occurring social groups all lead to naturalistic discussions.

### ***Behind Closed Doors: Gendered Home Spaces in a Gulf Arab State***

Russell Belk, York University, Canada\*

Rana Sobh, University of Qatar\*



A Qatari architect in our study observed that a woman's abaya (the black overgarment that is the national dress), shayla (an accompanying black head covering), and niqab (a black face veil covering all but her eyes) are the embodied extension of gendered spaces in Qatari homes. That is, it provides a sense of privacy and modesty as well as a screen safeguarding the woman from the gaze of the outside (predominantly male) world. This video provides an introduction to the changing role of home design in the wealthy state of Qatar and how it relates to gender identity and other meanings.

#### **Coffee Break**

**9:45am- 10:00am**

#### **Session 2:00**

**10:00am - 11:15am**

### ***2:01 Competitive Paper : Overcoming Resistance and building stronger relationships: Novel Ways of Changing Consumer Attitudes***

**Room: AC 2 MLT**

**Chair:** Steffen Zorn, University of Western Australia, Australia

#### ***The Influence of Public Commitment on Resistance to Attitude Change: An Investigation into the Psychological Processes.***

Mahesh Gopinath, Old Dominion University, USA\*

Prashanth Nyer, Chapman University, USA

This research investigates the effect of public commitment on resistance to persuasion, and the effect of attitude certainty, susceptibility to normative influence (SNI) and preference for consistency (PFC) on resistance to attitude change after making a public commitment to their attitude. Two studies measure the initial attitude of subjects along with their attitude certainty, SNI and PFC. Attitude change is measured after exposure to counter attitudinal information. Subjects who made a commitment in public became more confident in their evaluations and more resistant to attitude change. SNI and PFC also increase resistance to persuasion under conditions of public commitment.

#### ***The Mere Forecasting Effect: How Focusing on the Future Influences Current Attitudes***

Mathew S. Isaac, Northwestern University Kellogg School of Management, USA

Bobby J. Calder, Northwestern University Kellogg School of Management, USA

The present research seeks to demonstrate that future experience, elicited by anticipating one's future affective experience with a product, can influence current product attitudes. Our claim is that the mere act of forecasting one's future affective experience can alter current evaluations of a product, often irrespective of the future attitude itself. We provide evidence that forecasting can influence current attitudes through two separate routes. First, focusing on the future increases the salience of distal information. As a

result, this information is disproportionately weighted when participants consider their current attitudes. Second, even if one's anticipated future attitude is non-diagnostic (no different than the current attitude), we find evidence that the process or act of contemplating one's future experience with a product can impact current judgments through a meta-cognitive route.

### ***Identifying and Managing Valuable Prospects***

Steffen Zorn, University of Western Australia, Australia

Jamie Murphy, University of Western Australia, Australia\*

A high percentage of customers quit their relationship with a firm each year. Therefore companies constantly must acquire new customers and characterize valuable customers to avoid acquiring customers, constantly switching their relationship with a firm in response to competitive offerings. Certain models to assess the customer life value (CLV), the discounted difference between a customer's revenue and sales costs, are available. However these models have certain limitations, for example ignoring acquisition. This paper investigates the importance of the acquisition phase for the CLV and sets up propositions related to CLV.

## **2:02 Competitive Paper : Doing The Right Thing: Perspectives on Corporate Social Responsibility**

**Room:** AC 2 NEW MLT

**Chair:** John Pracejus, University of Alberta

### ***USING CORPORATE SOCIAL RESPONSIBILITY TO STRENGTHEN EMPLOYEE AND CUSTOMER RELATIONSHIPS***

Daniel Korschun, Drexel University, USA

C.B. Bhattacharya, Boston University, USA\*

Sankar Sen, Baruch College/CUNY, USA\*

Corporate social responsibility (CSR) is increasingly gaining attention as a means by which companies can improve customer-company relationships, yet prior research has tended to ignore a central contributor to these relationships: the "internal customer" (i.e., the employee). A two-part study seeks to extend the CSR literature by investigating the effectiveness of CSR as a marketing lever for both employees and consumers. We draw on the CSR, social identity theory and internal marketing literatures to show that, contingent upon a number of factors, CSR can strengthen relationships (1) between employees and the company, and (2) between employees and customers. Subsequently, CSR is demonstrated to be an additional means by which companies can practice the marketing concept among two of its primary stakeholder audiences, employees and consumers.

### ***WHEN DOES BEING GOOD IMPLY DOING GOOD? : EXPLORING CONTEXT EFFECTS ON CORPORATE SOCIAL RESPONSIBILITY***

Shuili Du, Simmons College, School of Management, Boston, Massachusetts , USA

Sucharita Chandran, School of Management, Boston University, Boston, Massachusetts , USA\*

This research explores the double-edged nature of CSR (corporate social responsibility) reputation. Using the inclusion/exclusion model of context effects, we suggest that when CSR reputation is used to interpret company action, assimilation effect results and an ambiguous action to deal with crisis will be judged positively for a company with a positive CSR reputation. However, when CSR reputation is used to form the standard the focal company is held to, contrast effect results and an ambiguous action will be judged negatively for a company with a positive CSR reputation. The presence or absence of information on competitor actions influences which context effect, assimilation or contrast, will occur. Two experiments provide support for our hypotheses.

***An Examination of the Formation of Consumer CSR Association: When Corporate Social Responsible Initiatives are Effective***

Haodong Gu, University of New South Wales, Australia\*

Pamela Morrison, University of New South Wales, Australia

Corporate Social Responsibility is becoming a central agenda item for companies as well as capturing the burgeoning interest of academic researchers. Taking a broad overview of the recent working in this area, only embryonic research has been dedicated thus far to the consumer cognition process towards the CSR information. Motivated by this, we construct a cognitive model to investigate why some CSR initiatives are highly valued by consumers while others go unacknowledged. Through an experimental design we test the effects of two mediating variables (consumer attribution and consumer awareness of consequence) on the formation of consumer CSR association. The results suggest that different types of CSR initiatives (commitment, timing and fit) stimulate different levels of consumer CSR association by affecting their information cognition process, which is motivation attribution and consequence expectation.

***2:03 Competitive Paper : In The Family Way: Family Impacts on Consumer Behavior***

**Room:** AC 3 MLT

**Chair:** Gurvinder Singh Shergill, Department of Commerce, Massey University

***CONSUMERS PREFERENCES TOWARDS RESTAURANTS: EXAMINING THEIR HOMOGENITY***

Yogesh Upadhyay, Reader, Jiwaji University, Gwalior, India.\*

Shiv Kumar Singh, Reader, Jiwaji University, Gwalior, India.\*

Dhiraj Sharma, Academic Associate, Indian School of Business, Hyderabad, India.\*

The reverberations of rapidly growing Indian economy are being observed in lifestyle of consumers in India. The number of people dining at restaurants is rising as more women are working outside the home, busier lifestyles and more disposable income. The present paper attempts to analyze Indian consumers' preferences towards restaurants with the help of survey conducted outside the restaurants (usable surveys 370) and segments them on the basis of these preferences. The findings of this study suggest how preferences of consumers converge and their relative positions in dealing with extrinsic and intrinsic cues. The study proposes ten factors that evolve out of responses of consumers towards 36 variables that a consumer normally faces. The study advocates three segments of consumers visiting restaurant viz. "deal seekers", "preference seekers" and, "experience seekers", based on their preferences. The outcome of the study carries implications for researchers and entrepreneurs.

***PARENTS' PERCEPTION OF TEEN'S INFLUENCE ON FAMILY PURCHASE DECISIONS: A STUDY OF CULTURAL ASSIMILATION***

Gurvinder Singh Shergill, Department of Commerce, Massey University, Auckland, New Zealand

Min Zhao, Decorator Consultant, Freedom Furniture, 19 Link Drive Rd, Wairau Park, North Shore City, Auckland, New Zealand

This study investigates the cultural assimilation influence on family purchase decision-making of Chinese immigrant families in New Zealand, and in Chinese families living in China (PRC). The data is collected from 200 respondents. One-hundred families have been chose from each of these countries. The results of this research show that cultural assimilation does have an influence on parental perceptions of teen's influence on family decision-making. Chinese immigrants' teenage children in New Zealand were perceived as having more influence within the family than their peers in Chinese families living in China.

***MOOD BEHAVIOR ON CLUB VACATIONS***

Gunter Silberer, University of Gottingen, Germany\*

Gunnar Mau, University of Gottingen, Germany  
Susanne Roth, Bauer Verlag, Hamburg, Germany

Vacation represents the nicest days of the year. Tour operators are well advised to provide a good vacation mood. The behavior of this mood was examined in a broad study and the existence of various behavior forms proven. The mood varies with the duration of the vacation and the guests themselves. Personality traits, motives and other factors influence the mood behavior. Effects of mood behavior include satisfaction and the willingness to recommend the club. However, the manifested satisfaction also depends upon the mood at the time of the satisfaction survey. Therefore, possible mood bias should also be monitored in mood research.

## ***2:04 Competitive Paper : Improving the Assessment of Gender and Culture Differences***

**Room: AC 4 MLT**

**Chair:** Piyush Sharma, Hong Kong Polytechnic University, Hong Kong

### ***CONSUMER SEXISM: SCALE DEVELOPMENT AND VALIDATION***

Jean-Francois Ouellet, HEC Montreal, Canada\*

Myriam Beaunoyer, HEC Montreal, Canada

Caroline Lacroix, CERAG/Universite Pierre-Mendes-France, France

This article introduces the concept of consumer sexism and develops a measurement scale for the construct. Through 4 different studies, internal, nomological, and face validities of the scale are established and various effects are explored. Findings suggest that consumer sexism affects attitudes toward products advertised as originating from women. They also suggest that while it does not affect online review credibility, it interacts with a perceived product gender type in negatively influencing attitudes toward masculine products favorably evaluated by women, and also directly and negatively affects purchase intentions for such products, no matter the perceived product gender.

### ***CONSUMER FASHION INNOVATIVENESS ACROSS CULTURES: A TEST OF SCALE RELIABILITY AND MEASUREMENT INVARIANCE***

Anil Mathur, Frank G. Zarb School of Business, Hofstra University, U.S.A.\*

Benny Barak, Frank G. Zarb School of Business, Hofstra University, U.S.A.

Yong Zhang, Frank G. Zarb School of Business, Hofstra University, U.S.A.

Keun S. Lee, Frank G. Zarb School of Business, Hofstra University, U.S.A.

Denis Guiot, Universite de Paris, France

This study attempts to establish measurement invariance for a fashion innovativeness scale across five diverse cultures with samples from Korea (N = 639), China (N = 523), India (N = 172) USA (N = 399), and France (N = 428). The results from a series of confirmatory factor analyses indicate that the fashion innovativeness scale is applicable to culturally divergent countries. Implications of findings are discussed.

### ***Worlds Apart: Collecting Primary Data on AIDS from Semi-literate Indian Truckers Speaking Different Languages***

Joseph Paniculagara, University of Central Florida, USA\*

Experimental and survey research was undertaken with respondents who differed in literacy and communicated in different languages. The topic of research was delicate, as the thought processes of Indian truckers regarding AIDS and their paid-for sexual encounters was elicited. Certain procedures not usually followed in academic research had to be implemented in order to collect data from 99

male truckers intercepted at rest stops, along highways and a trucking terminal. Some of the results from data analysis provide support for hypotheses based on Terror Management Theory and indicate the importance of grounding research in the context of the respondent's lifestyle.

## **2:05 Special Session: Finding Your Way Out of Sticky Situations: The Role of Self-Regulation**

**Room:** AC 7 MLT

**Chair:** Raj Raghunathan, University of Texas at Austin, USA

**Discussion Leader:** Jaideep Sengupta, HKUST

### ***Why One Can't Stop Looking at that Temptation: Dynamics of Attentional Biases in Self-Control Dilemmas***

Suresh Ramanathan, University of Chicago, USA\*

Two studies examine the role of attentional biases for indulgences among impulsive (non-impulsive) people in explaining consumption behavior. Using a visual probe task, I examine whether attentional biases for temptations emerge as initial orienting towards temptations or inability to disengage from it. Further, I investigate whether these biases affect impulsive behavior. Results show that while impulsive people exhibit both forms of bias towards temptations, their inability to disengage attention is what drives the extent to which they indulge. A second study provides additional evidence by showing that such attentional biases are reflected in more intense approach reactions towards temptations.

### ***The Inertia of Motion***

Sunaina Chugani, UT Austin, USA\*

Raj Raghunathan, UT Austin, USA

Ying Zhang, UT Austin, USA

Newton's first law – an object at rest (motion) stays at rest (motion) – can be applied to human behavior. An individual who has begun (vs. not begun) moving has a greater propensity to keep moving. Thus, those in motion (vs. at rest) exhibit a greater readiness to start a subsequent task and tend to spend less time per "unit" of a task. When forced to choose between maintaining momentum vs. achieving another goal, those in motion tend to choose the former. Three studies support these assertions by observing individuals who believe they have begun (vs. not begun) a task.

### ***Switching Mindsets Drains Self-Regulatory Resources***

Kathleen Vohs, University of Minnesota, USA\*

Ryan Hamilton, Northwestern University, USA

People have the remarkable capacity to accomplish goals using drastically different mental states (called mindsets) that enable people to respond with different approaches, tendencies, dispositions, or readiness. The literature contains numerous theories using the notion that different mindsets solve similar problems in different ways, but a paucity of work has examined the mindsets themselves. We examine how people switch between mindsets and the concomitant effect of switching. We argue that switching requires executive functioning and taxes self-regulatory resources. Three studies support these claims, by comparing people who switch versus maintain mindsets related to promotion/prevention, locomotion/assessment, and abstract/concrete styles of operating.

## **2:06 Film Festival:**

**Room:** AC 8 MLT

## ***A Right to Life: Reducing Maternal Death and Morbidity in Pakistan***

Marylouise Caldwell, University of Sydney\*

Paul Henry, University of Sydney



A Right to Life highlights the complexities of empowering the citizen-consumer by implementing reform in the public obstetric/gynaecological health care sector of Pakistan. Every year approximately 30,000 women die from pregnancy related complications and 375,000 suffer severe post-natal injuries. These figures place Pakistan's maternal death and morbidity rates as the highest in South Asia. The film's narrative is largely conveyed and enacted by Dr Shershah Syed, Secretary General of the Pakistan Medical Association, who together with other activists, is trying to empower citizen-consumers by providing medical procedures to impoverished women living in urban slums and rural areas, and educating them regarding their rights as citizen-consumers.

## **2:07 Roundtable Session: Conducting Consumer Research in India: Challenges, Issues and New Directions**

**Room: AC 8 BOARD ROOM**

**Chair:** Humaira Mahi, San Francisco State University

### ***Participants:***

Soren Askegaard, University of Southern Denmark, Denmark	Sridhar Samu, Indian School of Business, India
Dipankar Chakravarti, University of Colorado - Boulder, USA	Rajiv Vaidyanathan, University of Minnesota - Duluth, USA
Sameer Deshpande, University of Lethbridge, Canada	Ajay Singh, Indian School of Business, India
Giana Eckhardt, Suffolk University, USA	Venkatesh Parthasarathy, Indian Institute of Management, Ahmedabad, India
Srini Sridharan, University of Western Ontario, Canada	Joffi Thomas, Indian Institute of Management, Kozhikode, India

With consumerism rising in India and the Asia Pacific region, interest in consumer research in these dynamic markets is increasing steadily. While there are many interesting research questions that marketers are starting to study, there are many challenges as well to conducting consumer research in these markets, especially for researchers based in other parts of the world. A roundtable was held at the 2007 Memphis ACR conference to discuss issues and challenges with conducting consumer research in India and China and was expanded to include all emerging markets for the ACR 2008 San Francisco conference. This roundtable is a part of that series that seeks to tap into the unique insights from a dialogue between researchers based in India and those based elsewhere on conducting consumer research in the Indian market.

**Coffee Break**

**11:15am - 11:30am**

**Session 3:00**

**11:30am - 12:45pm**

### **3.01 Competitive Paper : Facilitating Exchange: Factors Affecting Buyer-Seller Interactions**

**Room:** AC 2 MLT

**Chair:** Ana Vanenzuela, Baruch College, USA

#### ***Information Sharing in Asymmetric Buyer-Seller Negotiations: An Experimental Study***

ABHIK ROY, QUINNIPIAC UNIVERSITY, USA\*

MICHAEL MENASCO, CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, USA

ANTHONY MYERS, BECHTEL JACOBS COMPANY, USA

This paper reports results of experiments mimicking buyer-seller negotiations over two periods, in which two factors introduce bargaining asymmetries—a threat price from a competitor of the supplier and private information held by either the buyer or seller. Hypotheses are developed, which reflect the possible effects of information sharing and threat price on negotiated price outcomes. The impact of information sharing should depend on whether a threat price exists; it should also depend on which party, buyer or seller, is in control of the information. In each experiment conducted, the bargaining frontier consists of specific price solutions. Information is provided on the utility of each price solution. Results show that there is a main effect of threat in lowering negotiated prices. There is also evidence of a main effect of information sharing, and that the impact of sharing depends on whether there is a threat price. The magnitude of the information sharing effect also depends on whether the seller or the buyer initiates the exchange process. Interestingly, it is disadvantageous for a seller to share information in the absence of a threat. When a threat price exists, sellers can partially mitigate some of the effects of the threat through information sharing. Specifically, we find that the best a seller can achieve is an equal earning settlement, a solution in which both parties earn equal amounts of utility from their worst possible utility points. Buyers perceive the outcomes to be fair when sellers share information; they also consider that sellers have significantly influenced them, when the latter use information sharing as a selling strategy. When buyers share information themselves, they benefit regardless of whether they possess a threat price or not. We conclude that a seller might benefit from sharing private information, but only when facing a credible threat.

#### ***The Role of Social Identity and Information in Expectation Formation and Bargaining Facilitation***

Ana Valenzuela, Baruch College, CUNY, USA

Joydeep Srivastava, University of Maryland, USA

This paper explores how the social context in which market transactions are embedded influences transaction expectations, perceptions and outcomes in both complete and incomplete information situations. Under complete information conditions, individuals react more strongly to unfair offers that come from out-group than from in-group counterparts reflecting out-group derogation (Study 1). However, under incomplete information condition, norm violating expectations come into play (Study 2). Individuals stop giving the benefit of the doubt to in-group counterparts when the offer is relatively low, signaling possible competitive behavior. Additionally, they start favoring out-group counterparts when the offer is relatively high and clearly signals cooperative behavior (Study 3). This paper highlights the malleability of judgment and behavior to social cues that are an integral part of many exchange processes. Knowledge of such influences should facilitate better management of trade-offs between competitive and cooperative behavior in exchange processes.

#### ***To Bargain or Not to Bargain? Determinants of Consumer Intention to Bargain in the Retail Market***

Meng-Kuan Lai, Business Administration Department, College of Management, National Cheng Kung University, Taiwan

Bayu Aji Aritejo, Business Administration Department, College of Management, National Cheng Kung University, Taiwan\*

This study investigates the potential determinants of consumer intention to bargain in the retail market context. The findings reveal that consumer attitude toward bargaining strongly influences their intention to engage in bargaining during a purchase. Building on information search and bargaining literature, it is found that both consumers' bargaining attitude and intention are positively influenced by perceived overprice and budget constraint, but negatively influenced by unavailability of time. Perceived loss of face in bargaining, however, only has direct negative effect on bargaining attitude, but not on bargaining intention.

### ***3.02 Competitive Paper : Image Transfers: How Brands Affect Each Other***

**Room:** AC 2 NEW MLT

**Chair:** Harish Kapoor, Acadia University

#### ***Enhancement or Dilution? Asymmetric Influence of Channel Fit on Beliefs and Evaluations of Functional and Symbolic Brands and Stores***

Kalpesh Kaushik Desai, SUNY-Binghamton, USA\*

Kevin Lane Keller, Dartmouth College, USA

In light of increasing number of brands distributing through distinct stores, we investigate the influence of fit of functional vs. symbolic brands distributing through functional vs. symbolic stores and of the latter carrying functional vs. symbolic brands. Specifically, we examine the influence of store image on brand beliefs and brand evaluations and the influence of brand image on store evaluations. Using prior literature in context effects, brand fit, functional-symbolic product concepts, and assimilation-contrast models as conceptual underpinnings of our hypotheses, findings from an experiment employing real store names and brand names in four category replicates revealed consumers perceived poor fit in symbolic stores carrying functional brands and functional stores carrying symbolic brands. In both cases, poor fit resulted in consumers thinking less positively about stores carrying image inconsistent brands. Regarding the influence of store image on brand evaluations, poor fit of distributing through image inconsistent stores resulted in lower likelihood to buy but only for symbolic and not functional brands. Finally, there seems to be disconnect between the influence of store image on brand beliefs and brand evaluations. Despite the symbolic belief of symbolic brands being perceived stronger at functional store, the evaluations of symbolic brands was lower at functional vs. symbolic stores. Similarly, despite stronger functional beliefs at symbolic stores, the evaluation of functional brands at symbolic vs. functional stores did not differ.

#### ***Brand Fit, Selective Hypothesis Testing, and Evaluation of Brand Extensions***

Harish Kapoor, Acadia University, Canada\*

Evaluation of brand extensions is a useful strategy widely employed by businesses to mitigate the risks associated with introducing new products. A considerable effort by marketing scholars on examining how extensions are evaluated has shown that fit plays a key role in the evaluation process. However, most of these findings are based on the singular evaluation of extensions. The present study proposes and demonstrates that the singular evaluation leads to selective hypothesis, thus, resulting in overly positive evaluations for extensions than when they are evaluated comparatively.

#### ***The Impact of Parent Brand Salience and Extension Innovativeness on Reciprocal Transfer of Image and Performance Associations***

Jean Boisvert, American University of Sharjah, UAE\*

Despite a substantial amount of studies on affect transfer, little research has been conducted on reciprocal transfer of image-based and performance-based brand association from line extensions and core brands. The purpose of the paper is to test the effect of extension innovativeness and parent brand salience on reciprocal transfer of image and performance associations. The results show that

reciprocal transfer of brand associations is influenced by the innovativeness of the extension and the salience of the core brand but varies whether an association is image-based or performance-based. This paper suggests that a performance-based association reciprocally transfer from an extension to the parent brand notwithstanding of the innovativeness of the extension or the salience of the core brand. For image-based associations, reciprocal transfer is automatic for highly salient parent brand and highly innovative extensions but not for non innovative extension. This paper is important as it fills a gap in the understanding of how newly launched line extension's specific brand associations influence dilution of parent brands whether the extension is innovative and whether the parent brand is salient during launch

### ***3.03 Competitive Paper : I Believe You: Trusting Others' Views***

**Room: AC 3 MLT**

**Chair:** Kyotsi Pennanen, University of Vaasa, Department of Marketing, Finland

#### ***Word-of-Mouth and Consumer Choice Behavior: More on Message and Dispatcher Effects***

Håvard Hansen, University of Stavanger, Norway

Sangeeta Singh, BI Norwegian School of Management, Norway\*

We examine how Word-of-Mouth (WOM) affects consumers' choice between brands in a study containing two scenario experiments. WOM has a significant impact on choice outcome in a situation where consumers prefer one brand but WOM communication recommends another. We then introduce an expert/novice distinction on the WOM dispatcher along with a varying degree of diagnosticity of the WOM message. The results show that both expertise and diagnosticity influence the effect of WOM recommendations. Most interesting is that diagnostic information from a novice is more effective than non-diagnostic information from an expert, leading us to conclude that the type of information provided is more influential than who is giving it.

#### ***Effects of Customer Trust on Word of Mouth Communication: Examining Customer-Brand Relationship***

Joffi Thomas, INDIA\*

Ashok Pratap Arora, Management Development Institute, India

G. Shainesh , Indian Institute of Management Bangalore, India

Measuring and modeling customer trust can enhance the understanding of customer-brand relationship. The research examined the effects of customer trust and perceived value on word-of-mouth communication (WOM) using path analysis technique among existing customers of four competing brands, in a high involvement consumer goods context (passenger cars). The findings reveal the nature and magnitude of the differential effects of corporate brand trust, product brand trust and customer interface trust on WOM. It has implications for allocating resources for brand building across the three trust facets, designing programs to develop trust in a facet and monitoring effectiveness of marketing efforts.

#### ***Consumers' Initial e-Trust Building Process: Development of An Integrative Model and Research Propositions***

Kyosti Pennanen, University of Vaasa, Department of Marketing, Finland\*

Trust is a widely studied phenomenon across numerous disciplines. Researchers of e-commerce have conducted several studies on consumer trust in e-commerce. Despite the extensive interest in consumer trust, there are only few studies that concentrate on how consumers build trust in e-commerce. The present article seeks to amend this situation by conceptualising consumers' initial e-trust building process. Different affective and cognitive mechanisms that consumers may use to build e-trust are introduced. Moreover, the influence of different consumer characteristics and the context in consumer's e-trust building process is addressed. As a consequence, five propositions for further research are developed.

### **3.04 Special Session: Influence of Face Reading on Consumer Judgments**

**Room:** AC 4 MLT

**Chair:** Rajesh Bagchi, Virginia Tech

#### ***Seller's Face and Concession Patterns: Influence on Buyer's Price Expectations***

Rajesh Bagchi, Virginia Polytechnic Institute & State University, USA\*

Dipankar Chakravarti, University of Colorado at Boulder

Atanu Sinha, University of Colorado at Boulder

We explore how seller facial representations (honest vs. dishonest) influence buyer price expectations in the presence of seller's concession patterns in face-to-face negotiations. Sellers often vary their price concession patterns to influence buyer price expectations. These concession patterns are ambiguous and interpretation may be contingent on other available cues. One powerful interpretive cue that is available to buyers in face-to-face negotiations is the seller's face. We find that the seller's face influences how buyers interpret the seller's concession patterns. Moreover, the mode of processing (nonconscious vs. conscious) also impacts this influence. When the seller's face is processed nonconsciously, an honest face elicits higher price expectations relative to a dishonest face and concession patterns do not influence price expectations. However, when the seller's face is processed consciously, buyers correct for its influence. Thus, face no longer influences price expectations. Consequently, the only other available cue, that is, the seller's concession patterns now influences price expectations. Providing more diagnostic information about the seller does not alter these patterns of results. Thus, across a series of studies we show that the seller's face influences buyers' price expectations and provide a framework to study such an influence. We also discuss theoretical and managerial implications and suggest future extensions.

#### ***Product Crises and Babyfaces: The Face of a Company Affects Consumer Judgments***

Gerald Gorn, Hong Kong University of Science and Technology

Yuwei Jiang, Hong Kong University of Science and Technology

Gita Johar, Columbia University\*

We investigate the effects of babyfaceness on the trustworthiness and judgments of a company's chief executive officer in a public relations crisis. Experiment 1 demonstrates boundary conditions for the babyfaceness-honesty trait inference and its influence on company evaluations. Experiment 2 shows that trait inferences of honesty are drawn spontaneously but are corrected in the presence of situational evidence (a severe crisis) if cognitive resources are available. We demonstrate that these babyface-trait associations underlie evaluations by reversing the babyface effect on judgments in (a) experiment 3, where a priming task creates associations counter to the typical babyface-unintentional harm stereotype, and (b) experiment 4, which creates a situation where innocence is a liability.

#### ***Connecting with Others through Shared Experiences: Differing Effects for Friends and Strangers***

Ann McGill, University of Chicago

Suresh Ramanathan, University of Chicago\*

We examined differences in the effects of sharing an experience for friends and strangers. Findings indicate that friends and strangers both show greater synchrony in their moment-to-moment evaluations of the experience when they can observe each other's body language and facial expressions but this effect is stronger for friends, who look at each other more frequently. We trace the emergence of coherence to processes of mimicry and emotional contagion by coding participants' facial expressions and head movements for direct evidence of contagion. For strangers, greater synchrony in moment-to-moment evaluations was correlated with more positive retrospective evaluations but for friends, synchrony in moment-to-moment evaluations did not predict the summary judgment. By

contrast, greater synchrony led to greater feelings of interpersonal rapport for friends but not strangers. Disruption in the ability to see each other's reactions, however, lowered the evaluation of the experience for friends but not strangers.

### ***3.05 Film Festival:***

**Room: AC 8 MLT**

#### ***LIVING DOLLS: HOW AFFINITY GROUPS SUSTAIN CELEBRITY WORSHIP***

Marylouise Caldwell, University of Sydney\*

Paul Henry, University of Sydney



Celebrity worship attracts limited attention in the marketing literature. In this study, we examine adult celebrity worship within a fan club. Examining past literature, we find celebrity worship associates with certain religious behaviors and not others. Fans regard the celebrity as human, not God-like. Celebrity worship in the fan club appears healthy. Endowed with high emotional intelligence, fan club members do not exhibit pathology. They respect the celebrity's privacy, understand their attraction is based on a carefully crafted image and see the humor associated with their obsession. The fan club provides emotional support across many aspects of their lives.

#### ***This Day is to be Special: The Role of Exaggerated Contrast in an Indian Wedding***

Ekant Veer, University of Bath, UK\*



This movie documents an explorative look at how aural and visual cues are purposefully exaggerated in Indian culture as a means of separating the sacred from the profane. It is known that one of the key elements of sacredness is its separation from the profane (Belk, Wallendorf, & Sherry 1989). This research shows how aspects of a typical North Indian wedding ceremony and the events surrounding the wedding are used as a means of contrast. Aural and visual cues are knowingly and often excessively exaggerated from everyday Indian life as a means of ensuring separation from the profane.

### ***3.06 Roundtable Session: Hyperwesternization and Asian Consumer Culture***

**Room: AC 8 BOARD ROOM**

**Chair:** Nikhilesh Dholakia, University of Rhode Island

#### ***Participants:***

Julien Cayla, Australian Graduate School of Management, Australia

Rohit Varman, Indian Institute of Management - Calcutta (IIMC), India

Ruby Dholakia, University of Rhode Island, USA

Soren Askegaard, University of Southern Denmark, Denmark

Parthasarathi Banerjee, National Institute of Science, Technology and Development Studies (NISTADS), India

Russell Belk, York University, Canada

Giana Eckhardt, Suffolk University, USA

This roundtable is the flip side of the roundtable on “Re-appropriation in the Global Consumptionscape” being proposed by Giana Eckhardt, Suffolk University and Soren Askegaard, University of Southern Denmark. In the Eckhardt-Askegaard proposal, the focus is on how Asian and eastern consumption practices are being re-appropriated and re-presented in western settings; and then re-globalized via the west. In this roundtable, we look at the historical and contemporary processes of rapid westernization in Asian consumption settings. Drawing from various interpretive perspectives, the participants in this roundtable explore how strong pressures of westernization commingle with long-established local cultural practices of India and other Asian countries to create hybrid and oft-contradictory consumptionscapes. A special focus of some of the presenters is on the exclusionary impacts of hyperwesternization of subaltern consumers who are left out of the ambit of rapid economic growth. We hope the organizers and reviewers would find both these complementary roundtables of interest.

**Lunch**

**12:45pm - 2:15pm**

**Bajaj Dining Hall**

**Session 4:00**

**2:15pm - 3:30pm**

**4.01 Competitive Paper : What Do You Think? On Reactions to Online Reviews**

**Room: AC 2 MLT**

***Persuasive Influence of Online Word of Mouth and Professional Reviews***

Anindita Chakravarty, Pennsylvania State University, USA

Yong Liu, University of Arizona, USA

Tridib Mazumdar, Syracuse University, USA\*

Effects of online word of mouth (WOM) and professional reviews on consumer product evaluations were tested in four experiments, in which subjects are exposed to information posted on a simulated movie website. We find that infrequent consumers of a category are more influenced by WOM than are frequent consumers. This effect is not moderated by whether the online comments are experience-based or purely speculative. In the presence of both WOM and professional reviews, frequent consumers of a category are more influenced by professional reviews but less influenced by WOM than are infrequent consumers.

***"Is it Really Complicated?" Motivational Differences in the Effects of Structural and Outcome Complexity on Consumers' Web site and Brand Evaluations***

Reetika Gupta, Lehigh University, USA\*

Stephen, J. Gould, Baruch College, CUNY, USA

As marketers spend significantly to enhance the aesthetics and sophistication of consumer experiences, they are increasing the complexity of interactive consumption environments (e.g. web sites). However, little is known about how consumers react to such complexity, in terms of their evaluations. In this research, we examine two specific types of complexity: Structural Complexity is defined as the number of distinct cues at the web site that the consumer has to process, and Outcome Complexity is defined as the abstractness of icons and symbols that the consumer uses to navigate the web site. We focus on consumer motivations, to analyze if complexity will lead to negative or positive outcomes at a web site.

### ***Gendered Differences in the Trust of e-Word-of-Mouth from Virtual Reviewers***

Shahana Sen, Fairleigh Dickinson University, USA\*

In this paper we study gender differences in the trust of a virtual reviewer and use of word-of-mouth over the Web. We found a gendered difference in the attitude towards eWOM consumer reviews. Compared to men, women were significantly more likely to consider eWOM consumer reviews as informative, and also exhibited the negativity bias, viz. found negative reviews significantly more informative than positive reviews, and reported that they were more likely to use these in their decision-making. In this paper, we investigate the reasons leading to this gendered difference in the trust of the eWOM from the virtual reviewer.

### **4:02 *Competitive Paper* : I Am What I Consume: Studying the Link between Self Image and Consumption**

**Room:** AC 2 NEW MLT

**Chair:** Aysen Bakhir, Illinois State University, USA

### ***The Impact and Accuracy of Beliefs Relating to Impressions Caused by Products***

Laurence Ashworth, Queen's School of Business, Canada\*

Margaret Matear, Queen's School of Business, Canada

The current work demonstrated that consumers' desire to avoid creating a particular impression exerted an important influence on their attitudes and ultimately their willingness to pay for a product. Consumers considerably overestimated the impact of product usage on the impressions they created though. Specifically, both men and women thought the use of a feminine colored product would affect others' impressions, which caused men, but not women, to like and value the product less. In contrast, observers' impressions of the product user were unaffected by the color of the product. Our results suggest that the discrepancy between users' beliefs about the impression created and observers' actual impressions was due to a failure by users to account for other self-related factors that dilute the impact of an individual product on the overall impression created.

### ***Intimacy-related male consumption and masculine identity construction: a consumer point of view***

nacima ourahmoune, ESSEC BUSINESS SCHOOL/ IAE AIX EN PROVENCE\*

Our society is going through a change in men's identity, role, status and image. Also, home-based masculine practices and intimacy-related purchase are changing. Consumer research lacks an understanding of men's involvement in consumption practices, codes of a whole traditionally feminine culture. In this paper, we attempt to explore how a new masculine consumption – lingerie for men- that had clear divisions between men and women, may shape and reinforce men's socially defined gender roles/identity construction. We focus on new identity landmarks, which move the social frontier between the sexes. This 21 semi-structured interviews research with French men reveals a duality based on identity

### ***LIVING IN DOUBLE WORLD: HARMONIZING HOMOSEXUALITY AND MASCULINITY THROUGH SYMBOLIC CONSUMPTIONS IN PRIVATE SPACE***

Nopporn Ruangwanit, Thammasat University, Thailand\*

Kritsadarat Wattanasuwan, Thammasat University, Thailand\*

This article demonstrates the interpretation of a selected homosexual's narratives of his consumption patterns and taste which emerge as a refuge from any social stigmatization. These reconstruct a sense of masculinity while cherishing their homosexuality. The investigation emphasizes various experiential aspects of interior decorative activities of his secret room which is treated confidentially

and demarcated from more open rooms. The interpretation indicates that the decoration is employed to sacralize the room which is used for the escapism and romantic ritual purpose. Moreover, the conflated decorative styles of loft and vintage, as reflexive of camp consumption, are discussed in line with an affirmation of masculinity and an embrace of homosexuality. Hypermasculinization is also explored since it creates a cultural superiority over the heterosexual mainstream to achieve the homosexual masculinity.

### **4.03 Competitive Paper : New Concepts, New Measures: Methodological Issues in Consumer Behavior**

**Room: AC 3 MLT**

**Chair:** Sanjaya Gaur, Auckland University of Technology

#### ***Website Innovativeness: Development and Validation of the Measure***

Edith Tremblay, Yellow Pages Group, Canada

Anik St-Onge, UQAM, Canada

Jean-François Ouellet, HEC Montreal, Canada\*

Sylvain Senecal, HEC Montreal, Canada

The main objective of the research was to develop a website innovativeness (WSI) measurement scale. Following Churchill (1979), a literature review was performed to define the WSI concept and generate measurement items. Additional items were also generated following thirteen individual interviews with consumers. Next, expert judges were used to purify the scale, which was then used in a large scale data collection (n=278). Two factors, novelty and appropriateness, emerged for the exploratory factor analysis. The proposed WSI measurement scale, in addition to being reliable, showed some evidence of content, discriminant, and construct validity. Based on these findings, theoretical and managerial implications are discussed.

#### ***Creative Problem Resolution Strategies in On-Line Peer-to-Peer Communities: A Netnographic Exploration***

Rama Jayanti, Cleveland State University, U.S.A\*

I explore how information technology fosters opportunities for creative communication designers to connect with their audience. I develop the idea that on-line peer-to-peer communities can help communication designers to peek into the contextual, experiential, and participatory consumer knowledge that is “constructed” as people interact in social contexts. Using the netnographic method, I analyzed two longitudinal threads of collective interactions posted on a medical health-board to investigate the problem resolution strategies that consumers collectively construct around their experiences. Implications of such grounded, experiential, and hermeneutic analysis of on-line communities for advertising strategy are discussed.

#### ***Worming into Apple’s Core: Devotion and Impatience among iPhone Innovators***

Nikhilesh Dholakia, University of Rhode Island, USA\*

Julianne Joy Cabusas, University of Rhode Island, USA

Caroline Wilcox, University of Rhode Island, USA

Emilio J. M. Arruda-Filho, Amazon Studies Institute, Para, Brazil

Iconic brands have the potential to take on sacral aspects that elicit consumer devotion and strong loyalty. Just a few weeks after introduction, it became evident that Apple’s iPhone was such a brand. This paper presents two sides of the iPhone euphoria. From the U.S. market, we present an interpretive analysis of the devotion, cultism and conflicted emotions among iPhone innovators. Not only iPhone devotees express elation with and admiration for the brand, the deity-like character of the brand motivates them to overlook flaws and to defend their faith diligently against doubters. In Asia, iPhone services were not available even a year after the product

launch, and this spawned a gray market culture characterized by unauthorized unlocking of iPhone by rebellious hackers and the Robin Hood-like admiration of the rebels by lay consumers. The brand culture of iPhone is being shaped by intersections of these strands of devotion, desire, and rebellious co-creation.

#### **4.04 Special Session: Inventing the Nation: Marketing and the Politics of Nation-Making**

**Room:** AC 4 MLT

**Chair:** Julian Cayla, Australian School of Business

**Discussion Leader:** Giana Eckhardt, Suffolk University

##### ***Nostalgia for a Past that Never Was: Marketers and the Invention of Tradition***

Julien Cayla, Australian School of Business, University of New South Wales\*

To create a pan-Indian, national marketing campaign is especially difficult because of the huge cultural diversity existing in India. What is Indian tradition when most rituals and symbols are tied to specific communities and geographies in India? Drawing from ethnographic work in the world of Indian advertising, we show that marketers are playing an active role in defining and re-inventing tradition. This paper contributes to scholarship on the globalization of the marketplace and the role of marketing in re-defining national identity.

##### ***Imagining India: Narratives of Class and Caste in Indian Advertising***

A.F. Mathew, Mudra Institute of Communications\*

The narrative of India as the “next power to be” is dominant in the Indian public sphere, in the way consultants and economists talk about the country, and in advertising commercials portraying life in India. Despite the overwhelming media endorsement of this economic process, statistics belie this claim: industrial production has slumped, debt increased and structural aggravations have led to great economic disparities among Indian people. Through an analysis of popular Indian advertising campaigns and marketing discourses, we show how marketers help sell and promote a certain image of India. We then analyze the disjunctures of this image with reality and the potential consequences for consumers.

##### ***Imagined Nationhood: Advertising Nationalism in Republican Shanghai***

Xin Zhao, University of Hawaii at Manoa, USA\*

Russell Belk, York University, USA

In this paper, we seek to understand how advertising reflects and contributes to the construction of an imagined nationhood. We examine through a semiotic analysis how nationalism was constructed and reinterpreted in Chinese print advertising to promote consumption in Republican Shanghai (1912-1949). Shanghai at the time was world’s fifth largest city with a rampant consumer culture and a highly sophisticated advertising infrastructure. The study of China’s first encounter with global brands may also help to understand advertising and branding in contemporary China.

#### **4.05 Film Festival: Repeat Session: Naturalistic Group Interviewing in China/ Behind Close Doors: Gendered Home Spaces in an Arab Gulf State**

**Room:** AC 8 MLT

# Sunday, 04 January 2009

Continental Breakfast

7:30am - 8:30 am

Session 5:00

8:30am - 9:45am

## **5:01 Competitive Paper : Developments in Brand and Product Familiarity Effects**

**Room:** AC 2 MLT

**Chair:** Dr. Mohan Agarwal, Jaypee Business School India

### ***Implications of the Relationship between Retrieval Strength and Storage Strength in a Comparative Advertising Context***

Sara Appleton-Knapp, San Diego State University, USA

Antonia Mantonakis, Brock University, Canada

Marketers of little known brands often advertise their brands in comparison to the market leader. In order to avoid giving “free” advertising to the market leader some ads omit the name of the leader. While this practice may improve the brand image or positioning of the weak brand, our data show that such indirect comparison can hurt recall of the weak brand. Our results suggest that indirect comparisons in advertisements induce retrieval of the leading brand, thus taking cognitive resources away from the encoding of the weak brand, ultimately hurting later recall of that brand. We discuss our findings with respect to the New Theory of Disuse (Bjork and Bjork 1992; see also Estes 1955).

### ***CONSUMER'S PREFERENCE FOR (DIS)SIMILAR ALTERNATIVES: THE MODERATING ROLE OF PRODUCT FAMILIARITY***

Kwanho Suk, Korea University, Korea\*

Song-Oh Yoon, Korea University, Korea

Literature on consumer choice models indicates that choice probability decreases with the increasing similarity of a brand's attributes to those of other brands, whereas consumer behavior theories suggest that attribute similarity is positively related with brand preference. This study attempts to integrate these two opposing views, and proposes that familiarity with products being evaluated moderates the effects of attribute similarity on choice. Multinomial logit analyses of discrete conjoint choice data and a laboratory experiment present converging evidence suggesting that when products are less (more) familiar, consumers are more likely to chose a brand that is more similar (dissimilar) to others.

### ***Does consumer experience match expectations? Predicting the influence of price and country of origin on consumer buyer behavior***

Roberta Veale, University of Adelaide, Australia

Pascale Quester, University of Adelaide\*

The influence on consumers' wine quality evaluations of two extrinsic cues (price and country of origin) was investigated in a context when intrinsic cues were experienced through sensory perceptions. We compared these results with those of a survey employing identical intrinsic and extrinsic cues to measure wine quality expectations. In both instances, extrinsic cues contributed more to perceptions of wine quality than did the manipulated intrinsic cue. Hence, marketers cannot assume that intrinsic cues are interpreted

accurately by consumers, pre-or post experience. Further, our study shows conjoint analysis to be a reliable means of predicting consumer cue usage.

## **5:02 Competitive Paper : I Don't Trust You: Reactions to Negative Information**

**Room: AC 2 NEW MLT**

**Chair:** Anil Mathur, Hofstra University

### ***Attenuating Suspicion by Revealing Seller Self-Interest: The Role of Categorical versus Situational Association of Sinister Attribution***

Subimal Chatterjee, SUNY at Binghamton, USA\*

Somali Ghosh, SUNY at Binghamton, USA

We test two sources of suspicion, categorical and situational association of sinister attribution. The former entails automatic suspicion of an individual simply because the individual belongs to a disliked category (e.g., we suspect salespeople in general), and we show that this is a relatively milder form of suspicion that is attenuated when the salesperson reveals her self-interest. Situational association of sinister attribution (e.g., the salesperson, who wishes to sell us a car has previously sold us a poor quality karaoke machine at her garage sale), however is a more intense form of suspicion (presumably because both information and affect of the previous negative experience is transferred to the current situation), and revealing the seller's self-interest has little impact on attenuating suspicion.

### ***Responding to Ethical and Competence Failures***

Sekar Raju, Iowa State University, IA, USA

Priyali Rajagopal, Southern Methodist University, TX, USA

Two studies investigate the effect that a firm's response (accepting responsibility for a failure or denying the allegations that a failure has occurred) has on consumer's attitude towards the firm. It is argued that the effect on the attitude towards the firm depends on whether the failure is deemed to be an ethical failure or a competence failure. As expected the results indicate that denying ethical failures or accepting responsibility for competence failures results in more favorable attitudes compared to accepting ethical failures or denying competence failures.

### ***Consumer Reprieve***

Suraj Commuri, University at Albany, State University of New York

Sanjay Putrevu, University at Albany, State University of New York\*

When a firm commits a consumer-facing infraction, its consumers may choose to overlook the infraction and return to the brand. We propose that constructs such as loyalty and commitment do not completely account for this behavior and we propose that a new construct consumer reprieve – the tendency to resist defection and attempt resolution – will fill this gap. Using data from thirty-four depth interviews, we piece together the conditions under which firm-consumer interactions turn negative and the ensuing consumer behavior (not) resulting in consumers granting reprieve. Our findings reveal that purchase decision elaboration prior to infraction is often a valuable predictor of consumer reprieve.

## **5:03 Competitive Paper : From Assessment to Buying: Factors Affecting Consumer Evaluation and Purchase Behavior**

**Room: AC 3 MLT**

**Chair:** Paurav Shukla, University of Brighton

### ***ROLE OF STORE IMAGE IN CONSUMER IMPULSE BUYING BEHAVIOR***

M Geetha, Department Of Management Studies, Indian Institute Of Technology Madras\*

Bharadhwaj Sivakumaran, Department Of Management Studies, Indian Institute Of Technology Madras

Piyush Sharma, Department Of Management and Marketing, Hongkong Polytechnic University, Hongkong

We posit that store image drives impulse buying through positive affect, negative affect and urge to buy impulsively. We hypothesize that shopping enjoyment would drive impulse buying through positive affect, while impulse buying tendency would drive impulse buying through urge and self-regulation would drive impulse buying through negative affect. A mall survey conducted to test our structural model established strong support for our model, finding that store image drives impulse buying. Retailers may therefore focus on enhancing store image. We integrate the store image literature with impulse buying and methodologically we incorporated the Schmid-Leiman factor structure in our model.

### ***Exploring Impulse Buying in Services vs. Products – Towards a Common Conceptual Framework***

Piyush Sharma, Hong Kong Polytechnic University, Hong Kong\*

Bharadhwaj Sivakumaran, Indian Institute of Technology Madras, India

Roger Marshall, Auckland University of Technology, New Zealand

Impulse buying has been studied extensively but mostly in the products context, despite the prevalence of services in modern consumers' lives. This gap is addressed with conceptual framework incorporating several relevant constructs such as consumer impulsiveness, optimum stimulation level, and self-monitoring. Several hypotheses for differences between impulse buying in services vs. products are developed and tested using an empirical study with undergraduate students. Consumer impulsiveness and optimum stimulation level were both found positively associated with impulse buying in products and services; however the association of impulse buying with impulsiveness was stronger for products vs. services and vice versa for OSL. Moreover, self-monitoring had a greater negative association with impulse buying in services compared to products. Implications of these findings are discussed along with some limitations and directions for future research.

### ***Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect***

Paul M. Herr, University of Colorado, Boulder, US\*

Christine M. Page, Skidmore College, US

Bruce E. Pfeiffer, University of New Hampshire, US

In two experiments, we investigate mood as it relates to the structural asymmetry between positive and negative affective judgments reported by Herr and Page (2004). Mood was found to influence, but not form the sole basis of the asymmetry. The manner of mood's influence was demonstrated to be consistent with a view of mood effects that posit positive affect-induced processing efficiency. Specifically, our findings suggest that positive moods result in more efficient processing of positive and negative affective queries, attenuating (if not eliminating) the asymmetry, while negative moods appear to exacerbate the asymmetry, making all judgments more effortful.

## ***5:04 Competitive Paper : Eating Right: Understanding the Consumer Behavior of Food Choices***

**Room: AC 4 MLT**

### ***Choosing Healthy Foods: The Consumer Behaviors***

Rebecca Hochradel, Delta State University, USA

Mahesh Gopinath, Old Dominion University, USA\*

Marketers are interested in predicting consumer behavior. Americans diagnosed with heart disease, diabetes, and excessive weight continues to increase, thus providing information to allow consumers to choose healthier foods becomes imperative. This research experimentally manipulates nutrition information availability, occasion for eating food away from home, dining companion, and healthiness of the dining companion's meal during the menu selection process and investigates this and the effects of consumer characteristics on the healthiness of the consumer's menu selection. This research utilizes a healthiness quotient to assess the healthiness of each menu item. Results are analyzed using multivariate analysis techniques.

### ***Understanding and Facilitating the Use of Nutritional Labels by Low-Literate Consumers***

Madhubalan Viswanathan, University of Illinois, USA

Manoj Hastak, American University, USA\*

Roland Gau, University of Illinois, USA

This research examines how low-literate consumers use nutritional labels on packages as well as ways in which such usage can be facilitated. Using research on nutritional labeling and on low-literate consumers as bases, we designed an experiment to test specific hypotheses about the effects of graphical versus non-graphical formats on usage of nutrition information by consumers with different levels of literacy. Implications of our findings for future research as well as for public policy are discussed.

### ***Enticing the Effects of Consumer Values on Actual Choices of Food Products by Applying the Value Activation Theory: Chasing Ghosts?***

Rami Paasovaara, University of Vaasa, Finland\*

Harri T. Luomala, University of Vaasa, Finland\*

The role of activated values in consumers' choice of actual food products was investigated. The central values of hedonic and traditional consumers were first activated. Then, in a simulated grocery shopping task consumers selected their favorite food products in four product categories and evaluated each product's image attributes. The results revealed that even after successful value activation only one product out of eight was chosen differently by the two consumer groups. Still, attitudes towards all the products were different between groups indicating that consumers' attitudes do not always translate into value-congruent behaviors.

## ***5:05 Special Session: Indian Condom Social Marketing Campaigns***

**Room:** AC 7 MLT

**Chair:** Sameer Deshpande, University of Lethbridge

### ***Concept note on condom social marketing***

Kallol Mukherjee, Population Services International, India\*

This essay describes the current policy of Indian government to promote condoms while providing a historical perspective.

### ***Social marketing – Building a bridge among condom, consumer, and community***

Ajay Singh, Indian School of Business\*

CSM in India was taken up at a mass scale in the 1950s, but till date, little success has been achieved. Mail survey was conducted to

understand why people use or don't use condoms. The reason for failure in promoting condoms may be due to the lack of understanding the psyche of the people and improper awareness of condom usage in both urban as well as rural areas. Based on the findings and existing literature, the author recommends promoting condom as a hygiene product rather than HIV/AIDS prevention or family planning tool. The emphasis should be on healthier, happier and better living with condom.

***Enhancing stakeholder analysis by investigating underlying factors***

Sameer Deshpande, University of Lethbridge, Canada\*

Previous stakeholder management literature in relation to social marketing has paid less attention to the underlying causes that may explain the influence of a variety of stakeholders. Focusing on underlying causes can enable briefly describing the complex situation of multiple stakeholder influences and enable social marketing organizations to better manage these influences in order to achieve organizational objectives. Around 70 managers were interviewed from a variety of Indian government and nonprofit organizations. While respondents named a variety of stakeholders, four underlying factors seem to explain their roles in the Indian condom social marketing campaigns: morality, patriarchy, governance, and urban/rural divide.

***5:06 Film Festival: Repeat Session: A Right To Life: Reducing Maternal Death and Morbidity in Pakistan/ This Day is to be Special***

**Room: AC 8 MLT**

***5:07 Roundtable Session: Re-appropriation in the global consumptionscape***

**Room: AC 8 BOARD ROOM**

**Chair:** Giana Eckhardt, Suffolk University, USA

***Participants:***

Soren Askegaard, University of Southern Denmark, Denmark	Meera Venkatramen, Suffolk University, USA
Russell Belk, York University, Canada	Julien Cayla, University of New South Wales, Australia
Nikhilesh Dholakia, University of Rhode Island, USA	Xin Zhao, University of Hawaii, USA
Humaira Mahi, San Francisco State University, USA	

The contemporary global consumptionscape is characterized by a vast array of global economic, technological and cultural flows. These flows connect different consumer cultures in highly complex ways. One outcome of global cultural flows is the re-appropriation of cultural practices in their places of origin after a process of sanctioning in the Western hotbed of consumer culture production. In this session we will explore how the crossing and re-crossing of boundaries has fundamentally transformed the practices and ideas behind local consumption practices in the Asian marketplace.

**Coffee Break**  
**9:45am - 10:00am**

**Session 6:00**  
**10:00am - 11:15am**

***6:01 Competitive Paper : Advertising Effectiveness: New Media and New Models***

**Room: AC 2 MLT**

***Convenient or Intrusive? The Role of "When" and "Where" in Consumer Reactions to Mobile Advertising.***

Syagnik Banerjee, Assistant Professor Marketing, University of Michigan, Flint, USA\*

Ruby Roy Dholakia, Professor of Marketing and E-Commerce, University of Rhode Island, USA

Location Based Advertising (LBS) through mobile phones helps remove geographical and information barriers between consumers and availability of marketplace offerings by reaching shoppers at the right place and time. Though such contextual advertising seems convenient, it may also be perceived as intrusive. In this paper we find that the effectiveness of such “convenient” advertising depends on whether consumers are in public or private places at the time of receiving the advertisement. Where they are (location) and what they are doing (context) affects their perceptions of usefulness of the ad, store evaluations, and willingness to respond to the offer.

### ***Generic Advertising Campaigns: A Goals-Based Perspective on the Effect of Market Trends and Solicitation Messages on Voluntary Contributions***

Shweta Oza, University of Miami, U.S.A\*

Joydeep Srivastava, University of Maryland

Although generic advertising campaigns, intended to increase primary (or category) demand, are common in the marketplace, such campaigns have received relatively little attention in the literature. Focusing on generic advertising campaigns that are funded voluntarily (instead of mandatory contributions), this research examines the influence of situational factors (i.e., market trends) and solicitation messages on voluntary contributions to a generic campaign. Taking a goals-based perspective, we propose that market trends induce different goals, which in turn, influence voluntary contributions. We propose further that a solicitation message that is congruent with the existing mean-goal association is likely to be most effective in increasing voluntary contributions relative to incongruent messages. Consistent with a goals-based framework, results of three studies show that voluntary contributions are higher when the market trend is declining versus increasing and a solicitation message that reinforces the association between induced goal and the means to achieve that goal is more effective in increasing contributions.

### ***CELEBRITY ENDORSEMENTS AND BRAND PERSONALITY***

Subhadip Roy, ICFAI INSTITUTE FOR MANAGEMENT TEACHERS, HYDERABAD, INDIA\*

Y.L.R Moorthi, INDIAN INSTITUTE OF MANAGEMENT, BANGALORE, INDIA

Celebrity endorsement is a highly researched field in marketing. Having its roots in psychology and the source credibility of communication (Hovland and Weiss, 1952; McCroskey and Young, 1981) it has come up a long way since the early research was done in the seventies (Friedman, et al., 1976; Kamen et al., 1975). Researchers have delved into various issues of celebrity endorsements such as source credibility of the celebrity, celebrity-brand congruence and meaning transfer model (McCracken, 1989). Research in Brand Personality is relatively new. The works of Aaker and Fournier (1995), Aaker (1997) and Durgee (1998) initiated the interest which ultimately resulted in the construction of a Brand Personality Scale by Aaker (1997). However, researchers have not looked into the issue of Celebrity Personality affecting the Brand Personality even in congruence studies. In this paper we try to address the issue of celebrity personality affecting brand personality. Based on an empirical study, we try to find out whether the same personality dimensions exist for the celebrity and the brand endorsed respectively. Following which we have tried to see whether celebrity personality has an effect of brand personality. The study is supposed to generate research interest because of its novelty of idea.

## ***6:02 Competitive Paper : Consumer Decision Making***

**Room: AC 2 NEW MLT**

**Chair: Rajesh Bagchi, Virginia Tech**

## ***AN ALTERNATIVE DECISION-MAKING PARADIGM: THE MAINTENANCE OF MENTAL HEALTH***

James Gentry, University of Nebraska-Lincoln\*

Suraj Commuri, University of Albany

Mariam Beruchashvili, California State University - Northridge

Marketing and, to a lesser extent, Consumer Research have been limited by their basic foundation coming from Economics and by its normative emphasis. Despite Consumer Research's broadened scope fostered by the incorporation of perspectives from Psychology, Sociology, Anthropology, and other disciplines, we argue that the perspectives of consumer decision making have been based, implicitly if not explicitly, upon (modifications of) Economic theory. Hirschman (1993) argued that a cooperative perspective should be considered as well as a competitive one. We extend that by arguing that a mental health perspective should be used to evaluate decision making and, more importantly, to frame our expectations for the research.

## ***More News is Bad News? Bilingualism and Overload in Time-Constrained and Consequential Decision-Making Settings***

Therese Louie, San Jose State University\*

Jackie Snell, San Jose State University\*

Studies in real world settings investigated information processing overload for time-constrained and personally consequential decisions. It was hypothesized that written materials not in the readers' first language would prompt overload, with longer processing corresponding to poorer choice performance. As anticipated, when American students whose first language was not English took an open-book multiple-choice test, longer completion times correlated with lower scores. In contrast, English-only speakers did not show significant deterioration. Convergent evidence that reliance on written materials caused overload for bilinguals comes from opposite closed-book exam results, wherein longer times correlated with positive performance. Discussion focuses on consumer applications and future research.

## ***Social Value Orientation as a Moral Intuition: Decision-Making in the Dictator Game***

Gert Cornelissen, Universitat Pompeu Fabra, Barcelona, Spain

Siegfried Dewitte, Katholieke Universiteit Leuven, Belgium

Luk Warlop, Katholieke Universiteit Leuven, Belgium

We studied the decision making process in the Dictator Game and showed that decisions are the result of a two-step process. In a first step, decision makers generate an automatic, intuitive proposal. Given sufficient motivation and cognitive resources, they adjust this in a second, more deliberated phase. In line with the social intuitionist model, we show that one's Social Value Orientation determines intuitive choice tendencies in the first step, and that this effect is mediated by the dictator's perceived interpersonal closeness with the receiver. Self-interested concerns subsequently lead to a reduction of donation size in step 2. Finally, we show that increasing interpersonal closeness can promote pro-social decision-making.

## ***6:03 Competitive Paper : Online Consumer Behavior***

**Room:** AC 3 MLT

**Chair:** Lisa Abendroth, University of St Thomas, Minneapolis, USA

## ***The Effect of Gender and Product Categories on Consumer Online Information Search***

Jooyoung Park, Korea Advanced Institute of Science, Korea\*

Yeosun Yoon, Korea Advanced Institute of Science, Korea\*

Byungtae Lee, Korea Advanced Institute of Science, Korea\*

This article analyzes clickstream data collected from a popular online retailer to observe actual consumers' information search behavior considering both gender and product categories. The results show, compared with males, females tend to be comprehensive processors, searching for more product information such as customer reviews and using various types of decision tools more while shopping online. Besides, unlike males, females searched more information and used decision tools significantly more when shopping for experience goods than when shopping for search goods. These results will help theorists and practitioners to better understand and predict consumer behavior in the online context.

### ***Facebook: Making Social Connections***

Micael-Lee Johnstone, Victoria University, New Zealand

Sarah Todd, The University of Otago, New Zealand

Adeline Phaik Harn Chua, The University of Otago, New Zealand

Considerable research has been devoted to online communities and consumers' anonymous participation in these sites but research in the area of social networking sites has only begun to attract attention. The aim of our study was to explore how and why consumers incorporate social networking sites into their daily lives. Our findings revealed that friendships are being managed both online and offline, although they are not mutually exclusive. More importantly, we propose that the Facebook environment is no different to the offline environment in terms of one's need for acceptance and social affiliation.

### ***The Souvenir Purchase Decision: Effects from Online Availability***

Lisa Abendroth, University of St Thomas, Minneapolis, MN, USA

Souvenir purchases are typically limited to a specific destination, but the increasing presence of retail websites extends the purchase opportunity almost indefinitely. How does this affect decision-making? Findings in two scenario-based experiments suggest that limiting the opportunity to in-store only increases purchase likelihood both at the destination and after returning home. On location, it was the item's reminder value, not monetary value, that mediated the effect of limitation on purchase. Once home, regret and reactance drove purchase intent. These results have implications for research on scarcity, regret, and souvenirs, as well as sales tactics used by destination retailers.

## ***6:04 Special Session: Contesting and Creative Consumption: Past to the Present, National to the Individual***

**Room:** AC 4 MLT

**Chair:** Ruby Dholakia, University of Rhode Island, USA

**Discussion Leader:** Rohit Varman, Indian Institute of Management, Calcutta, INDIA

### ***Consumption, Institutions and Strategic Agency***

Biswatosh Saha, Indian Institute of Management, Calcutta, INDIA\*

Consumption as a phenomenon is under increased attention, especially of commodities such as food and energy that are regarded as essentials for biological survival. The concern on commodity consumption, however, is global. The discourse differs though – between Europe and India. In this essay, I base myself on this difference in discourse, and the contests that are being waged over the sphere of consumption, to argue that shaping up of consumption is an institutional act. It has agency. I use secondary data on consumption patterns, narratives around episodes of contests among multiplicities of agencies to interpret institutional contests, showing that forms and modes of consumption correspond with forms of organization of production. An agency on the production side therefore has an interest in subversions in the consumption sphere.

### ***Consuming Nationhood: Understanding the role of consumption in the construction of Indian Nationhood***

Rohit Varman, Indian Institute of Management, Calcutta, INDIA\*

The construction of national identity through consumption processes is an under-researched area in consumer research. In this study, I examine the role of consumption in the construction of Indian nationality. In offering a historical analysis of the relationship between consumption and nationhood in India, I show that consumption objects are infused with social, economic, and political meanings that emerge from the nation's experience of colonialism and globalization. These meaning laden consumption objects, in turn, have become simultaneous markers of colonial hegemony and the nationalist resistance to it. This dialectical interpretation situates consumption objects as important symbols of transition in the history of Indian nationhood.

### ***Consumers, Co-creators, Hackers and Resisters: Conceptualizing Techno-Savvy Resistance to Brands and Marketing***

Nikhilesh Dholakia, University of Rhode Island, USA\*

Julianne J. Cabusas, University of Rhode Island, USA

Caroline Wilcox, University of Rhode Island, USA

In this paper, we conceptualize hacking and related phenomena as techno-savvy acts of resistive consumption – where consumer or other non-corporate actions subvert the neatly laid timelines and storylines of iconic brand-owning corporations. In the case of Apple's iPhone, via acts of co-creation (the creation of the unlocked phone), hacking (unlocking is totally unauthorized by Apple and the company has big warnings about it), and resistance (hackers and consumers are saying to Apple: "We love your product but we are not going to be at your mercy and your slaves in terms of your timetable for introducing the iPhone in our country"), Asian consumers started partaking of the highly sought "brand sacrament" – the iPhone – without waiting for approval from the brand's high priests. The neat plot lines for the global iPhone story, being laid in the Silicon Valley headquarters of Apple, got derailed by the antenarratives Rosile emerging from the alleyways of Shanghai.

### ***Co-creation as Consumer Resistance and Marketer Co-optation***

Ruby Dholakia, University of Rhode Island, USA\*

Adriana M. Boveda-Lambie, University of Rhode Island, USA

Co-creation, as a form of consumer resistance, is not new. In the past, research in customer participation has mainly focused on the service arena; recent technological advances and competitive realities are creating opportunities for customer participation in the production of goods as well. Furthermore, technological connectedness is allowing collaborative co-creation among consumers. These developments are not going unnoticed by producers.

In this paper, we present a framework to examine the conditions that determine customer participation in co-creation and the conditions that facilitate company co-optation. The motives, nature and extent of the customer involvement in co-creation appears to be contingent on a host of factors

## ***6:05 Special Session: Never Alone: Product Choice in a Complementary World***

**Room:** AC 7 MLT

**Chair:** Kristin Diehl, University of Southern California

### ***Arranged to Distraction: How Categorizing Products with Complements versus Substitutes Alters the Experience of Product Choice***

Erica van Herpen, Wageningen University, The Netherlands

Kristin Diehl, University of Southern California, U.S.A.

Cait Poynor, University of Pittsburgh, U.S.A.\*

Although much is known about how substitute products impact consumers' decision processes, little is known about how product displays involving complementary items affect decisions. If consumers shop for a single target product, complementary items are objectively irrelevant. Yet, our research finds that organizing products with complements distracts consumers, increasing decision time and perceived effort. This distraction occurs across different physical arrangements and is not due to detailed examination of complementary products. At the same time, complementary categorizations are perceived as attractive and inviting, suggesting that their negative effects may be offset by creating an engaging, affectively positive experience.

***The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products***

Kelly Goldsmith, Yale University, U.S.A.\*

Ravi Dhar, Yale University, U.S.A.

Most choice research has examined consumer choices in isolation (from one category at a time). However, consumers often make a series of choices from adjacent categories (in the oral care aisle one may consider buying toothpaste, mouthwash, etc). This project explores how a consumer's mindset (abstract versus concrete) will influence the number of items purchased from a set of adjacent products. Across several studies, we demonstrate that consumers in an abstract mindset purchase significantly more items from adjacent categories, relative to those in a concrete mindset. We identify an underlying shift in regulatory focus as the mechanism behind this effect.

***The importance of value certainty in assessing multiple items simultaneously***

John W. Pracejus, University of Alberta, Canada\*

Peter T.L. Popkowski Leszczyc, University of Alberta, Canada

Yingtao Shen, Dominican University, U.S.A.

Combining bundle items with different value certainty has led to some remarkable outcomes, such as paying less for a pair of items than for one of the items in isolation (i.e. hyper-subadditivity). We show new evidence for the role of value certainty in that (a) participants consider the more certain item first, regardless of importance or price and (b) perceived retail item price showed an impact of the certain item on the uncertain item, but not vice versa. Taken together, these findings demonstrate that when people are making a decision about multiple items, that value certainty plays a critical role.

**6:06 Film Festival: Repeat Session: Living Dolls: How Affinity Groups Sustain Celebrity Worship/ Behind Closed Doors: Gendered Home Spaces in an Arab Gulf State**

**Room: AC 8 MLT**

**6:07 Roundtable Session: Consumer Behavior Field Experiments Using Google AdWords**

**Room: AC 8 BOARD ROOM**

**Chair: Jamie Murphy, University of Western Australia**

***Participants:***

Jamie Murphy, The University of Western Australia\*

Steffen Zorn, The University of Western Australia\*

Subroto Roy, University of New Haven\*

Sanjoy Ghose, University of Wisconsin-Milwaukee\*

Humaira Mahi, San Francisco State University\*

Piyush Sharma, Hong Kong Polytechnic University\*

A decade has passed since consumers began using the Internet in decision-making and advertisers targeted online consumers. Yet

despite the medium's ability to track consumer behavior and conduct field experiments, a quick literature review reveals few scholarly papers with online field experiments. For example, a study of design elements in business-to-business and business-to-consumer banner advertisements closed with a call for experimental research to test design elements (Lohtia, Donthu, & Hersberger, 2003). This roundtable serves two broad purposes: introduce simple methods to conduct online field experiments of consumer behavior and develops a dialog on fruitful theoretic approaches to online consumer behavior.

**Coffee break**  
**11:15am - 11.30 am**

**Session 7:00**  
**11:30am -12:45pm**

### ***7:01 Competitive Paper : New Findings in Judgment and Choice***

**Room: AC 2 MLT**

**Chair:** Joffi Thomas, Indian Institute of Managment, Kozhikode, India

#### ***When Numbers Are Frightening: Effects of Message Framing on Judgments of Risk and Behavioral Intentions***

Nevena Koukova, Lehigh University, PA, USA

Joydeep Srivastava, University of Maryland, College Park, MD, USA

We propose that framing may cause consumers to respond differentially to equivalent descriptions of the same information. Specifically, when the information is framed negatively (e.g., require repairs) respondents are more likely to engage in risk-reducing behaviors and buy a product if relative frequency (e.g., 1/20) is used as compared to percentage (e.g., 5%), but when the information is framed positively (e.g., operate without repairs) this effect disappears. We investigate the underlying process and show that when the impact information is presented as negative relative frequency respondents exhibit higher negative affect, resulting in higher perceived risk and lower choice likelihood.

#### ***"Double-Standard" or "Sensible Positioning": What Factors Influence Consumers' Authenticity Evaluation of Off-shore Manufactured Brands?***

Martin Jen-Yuan Liu, Warwick Business School, U.K.\*

Qing Wang, Warwick Business School, U.K.

This paper proposes that in the situation of off-shore manufactured brands where indexical authenticity is inherently low, higher authenticity evaluation can be managed and communicated via marketing positioning strategy that takes into account both brand type and consumer expertise and utilizes cues from different dimensions of authenticity. In two experimental studies we found that: (1) a brand elicits higher authenticity evaluation when paired with incongruent marketing positioning images than when paired with congruent marketing positioning images and (2) consumers' expertise significantly influence their ability to process brand attributes, which in turn affects their authenticity evaluation of the brand. The findings have important implications for market positioning and brand management.

#### ***The Effects Of Weather On Negative Hedonic Consumption: What The Weather Tells The Marketer.***

Rahul Govind, University of Mississippi\*

Nitika Garg, University of Mississippi

The research studies the relationship between weather conditions faced by an individual and her propensity to indulge in the consumption of negative hedonic goods. We bring together two streams of literature - the effect of weather on mood and the effect of mood on hedonic consumption to study this relationship. Three methodological approaches, an empirical study, a field study and an experiment are utilized to prove that the consumption of hedonic products is significantly influenced by weather. The experimental study also helps us to ascertain that the relationship is mediated by the mood of the consumers.

### ***The Effects of Conceptual Priming on Stimulus-Based Choice***

Antonia Mantonakis, Brock University, Canada

Using a DRM paradigm (Deese 1959; Roediger and McDermott 1995), two experiments explore the role of conceptual priming, in the form of exposure to meaningful brand-related cues, in stimulus-based choice. We demonstrate an effect on choice and argue that it is associated with increased accessibility, revealed by illusory recognition of competing, non-exposed brands. A beneficial choice effect occurs for strong brands of the primed product category, with an accompanying detriment to weak brands. This result is in contrast to prior research findings which imply that conceptual priming only impacts memory-based choice (Lee 2002). Our results call into question the need to differentiate effects of conceptual versus perceptual priming on choice.

### **7:02 Competitive Paper : Why Do I Like You? Consumer Responses to Various Product Attributes**

**Room:** AC 2 NEW MLT

**Chair:** Reetika Gupta, Lehigh University

### ***Self Affirmation Through the Choice of High Design***

Claudia Townsend, Anderson School of Business UCLA, USA\*

Sanjay Sood, Anderson School of Business UCLA, USA

An implicit assumption in consumer research is that product design, defined in terms of aesthetics, influences product valuation similarly to other attributes of the options. However, we find this not to be the case. In contrast to functional attributes, we propose that design affirms the self. Consequently, decision-makers are relatively price inelastic for products with high design compared to products with high functionality and they vary the importance of other product attributes to justify the choice of high design. We propose that the effects of design are not necessarily conscious and test an explanation based on self-affirmation.

### ***When Good Looks Kill: An Examination of Consumer Response to Visually Attractive Product Design***

Rishtee Batra, Boston University, USA

In a time when companies are able to match each other on dimensions of quality and price, superior design is seen as a key to winning customers. But while design has been an area of growing concern, it remains unclear whether superior design should be a goal sought after by all. The present paper examines the effect of visually attractive design upon consumers' perceptions of quality and argues that in the absence of external cues (such as brand or country-of-origin information) companies might be adversely impacted in pursuit of highly attractive visual design. I develop and empirically test a model of visual information processing based on the implicit personality theory (Bruner and Tagiuri 1954; Cronbach 1958) and a parallel implicit product theory (Pinson 1986). It is shown that a under normal circumstances, an inverted U-shaped relationship exists between visual attractiveness and perceived performance but that this relationship is moderated by both brand information and access to processing capabilities. By understanding the boundary conditions and mechanisms involved in this process of performance-related trait inference, we can begin to outline implications for when and how to use a product's visual design as a competitive tool.

***Unwrapping the Good News: Packaging Pays, and How!***

Tanuka Ghoshal, Carnegie Mellon University, USA\*

Peter Boatwright, Carnegie Mellon University, USA

Jonathan Cagan, Carnegie Mellon University, USA

There is little to no research studying the role of packaging in consumer choice behavior and product experience. In this paper, we a) provide empirical evidence for the influence of packaging on product valuation and product attitude; b) study the judgments and emotions elicited by different kinds of packaging; and c) propose and test a conceptual framework to illustrate the role of packaging in impacting product perceptions. We find that more appealing packaging positively impacts product valuation. Our conceptual model of packaging proposes that its impact on attitude and behavior is mediated by dual logical and affective reactions. This research is a significant first step toward a full understanding of the conceptual role of packaging in the entire product experience.

***7:03 Competitive Paper : New Products-New Consumers: Case Studies in Consumer Reactions to New Products.***

**Room:** AC 3 MLT

**Chair:** Philippe Jourdan, University of Evry, France

***An example of operational use of brand equity: The launch of the M3Power by Gillette***

Philippe Jourdan, University of Evry, France

This article presents an operational measurement method of brand equity base. This method, based on conjoint analysis techniques, is implemented on the occasion of the Gillette's M3 Power razor's launch. The results of the research (better market segmentation, price optimization, estimation of the leverage effect induced by the brand) are highlighted to illustrate how the brand equity index can be used as an operational marketing variable.

***Understanding Computer-mediated Communication Usage: A perspective from MSN services***

Chun-Wang Tsou, Department of Transportation and Communication and institute of Telecommunication Management, NCKU, Tainan, Taiwan

Chun-Hsiung Liao, Department of Transportation and Communication and institute of Telecommunication Management, NCKU, Tainan, Taiwan

A research model evaluating a user's adoption of Microsoft Network (MSN) services is developed along the lines of compatibility, enjoyment, attractiveness, and interactivity as a series of external variables. These variables are simultaneously incorporated into the technology acceptance model (TAM) to increase the predictive power of the user adopting MSN services. A total of 806 existing MSN users from a survey of MSN Hotmail account-holders are used empirically to test the proposed research model. A test and model construction adopts a two-step approach, confirmatory factor analysis (CFA) and structural equation modeling (SEM), to examine the reliability and validity of the measurement model, and to evaluate the casual model.

We show that enjoyment plays an important part between perceived ease-of-use, compatibility, attractiveness, and attitude, and MSN services with interactive content is perceived to be more useful. Of particular note, a new relationship flowing from perceived usefulness to perceived enjoyment is confirmed to be significant.

***Consumer Innovativeness and Product Innovation- A study of the relationship in the mobile telephony market***

Manasa Nagabhushanam, Assistant Professor, MBA Program, PESIT, Bangalore, India\*

Rajendra Nargundkar, Dean, Continuing Education, IFIM, Bangalore, India\*

There is a great realization that companies cannot survive unless they innovatively differentiate their products. But, the success of such innovations depends ultimately on consumers accepting them. One cannot expect all consumers to buy and accept the innovations. However, companies keep experimenting by launching new features and new products. There is a need to understand consumer innovators and adoption of the innovative products. In this context, a study was taken up to find out the relationship between consumer innovativeness and product adoption of the mobile telephones where innovation is happening at a rapid pace in relation to other industries. Two scales namely the consumer innovativeness scale and product innovation scales have been developed. The responses are correlated. The results reveal that there is a significant correlation between the two.

## **7:04 Special Session: Hip Hop across the Globe: Qualitative Approaches to the Understanding of Global Hip Hop Consumption**

**Room:** AC 4 MLT

**Chair:** Geraldine Henderson, Northwestern University, USA

**Discussion Leader:** Jerome D. Williams, University of Texas at Austin, USA/Singapore

### ***“Jigger What? Jigger Who?: The Connective Marginalities of The Asian Hip-Hop Diaspora”***

Geraldine Henderson, Northwestern University, USA\*

Carol Motley, Florida A&M University, USA

This paper considers the intricacies of the diffusion of hip-hop culture around the globe. The data identify commonalities between American and Asian hip-hop markets. More importantly, the findings reinforce the flexibility of hip-hop to speak to members of multiple national cultures and localized socioeconomic and political conditions (Motley and Henderson 2008). The authors also identify some highly contested differences in the adaptation of hip-hop in Asia.

### ***Subcultures of Consumption and Production: An Ethnographic Study of the Australian Hip Hop Culture***

Damien Arthur, The University of Adelaide, Australia\*

Claire Sherman, The University of Adelaide, Australia

This ethnographic study of the Australian Hip Hop culture revealed that status within this subculture of consumption was conferred through embodied subcultural capital which was objectified through authentic consumption. Interestingly, embodied subcultural capital was also expressed through the production of goods and consumption experiences. Analysis revealed that subcultural members preferred to appraise subcultural capital on the basis of production than consumption, and production was a necessary pre-requisite to being perceived as a hard-core member. As such, as an analytic category the subculture of consumption may have overemphasized the role of consumption and underemphasized the role production within marketplace cultures.

### ***“I’ll Have What Jay-Z is Having”: Hip-hop Consumer Responses to Brand Mentions in Hip-hop Music***

Nakeisha Ferguson, University of Texas at San Antonio, USA\*

The presence of brands in music is not a new phenomena. In fact, PQ Media estimated that companies are investing approximately \$30.4 million in the placement of brand names and products in hip-hop songs (Lehu 2007). However, brand mentions are more elusive than more traditional marketing communications tactics. Particularly, some artists argue that the use of the brands are a reflection of artistic power, while others have openly recognized having been paid to mention certain brands in their lyrics. The current research explores how consumers’ attitudes towards brands are influenced by this growing phenomenon.

## **7:05 Special Session: Writing for the Field's Journals: Content and Processor Perspectives.**

**Room:** AC 7 MLT

**Chair:** Mary Ann Twist, University of Wisconsin-Madison

### *Navigating the Publishing Process at Top Marketing Journals: Process and Content Perspectives*

Amitava Chattopadhyay, Journal of Consumer Psychology\*      Praveen Kopalle, Marketing Science  
Klaus Wertebroch, Journal of Marketing Research              James Gentry, North American Editor, Journal of Consumer  
Kristin Diehl, Journal of the Academy of Marketing Science      Behaviour

This will be a parallel session and would involve participants interacting with representatives from the top marketing journals. The goal of the session is to discuss how best to prepare and submit manuscripts for the leading marketing journals to maximize likelihood of success. Additionally, editorial board members from some of the journals will talk about the content of their journals and appropriately positioning papers for their journals. Each representative will use approximately 10-12 minutes to discuss the submission and review process of their respective journals and this will be followed by an open discussion and Q & A. Confirmed presenters include Mary Ann Twist (Managing Editor, Journal of Consumer Research), Amitava Chattopadhyay (Editorial Board, Journal of Consumer Psychology), Klaus Wertebroch (Editorial Board, Journal of Marketing Research), Kristin Diehl (Editorial Board, Journal of the Academy of Marketing Science), Praveen Kopalle (Editorial Board, Marketing Science) and James Gentry, North American Editor, Journal of Consumer Behaviour.

## **7:06 Special Session: The Impact of Lay Intuitions on Consumption Decisions: How Learned Correlations, Fleeting Emotions, and Motivational Orientations Matter**

**Room:** AC 8 MLT

**Chair:** Aparna A. Labroo, University of Chicago, USA

### *The "More fun = Less functional" intuition and its influence on consumption decisions*

Rajagopal Raghunathan, University of Texas, Austin\*  
Rebecca Walker Naylor, University of South Carolina

This research builds on the thesis that people subscribe to a lay brief we term the more fun = less functional intuition, which refers to the belief that the higher the hedonic quality of a stimulus (product, service, activity), the lower its functional quality. Results from three experiments demonstrate that consumers (1) infer that products that perform well on hedonic attributes perform poorly on functional attributes, (2) make judgments about actual product experiences that confirm their initial intuition-consistent inferences, (3) choose products that perform poorly on hedonic attributes in situations where functional attributes are deemed more important, even when no information on a product's performance on the functional attributes is provided, and (4) may not be aware of the influence of the intuition on their behavior.

### *Searching for happiness: How mood and implicit theories of emotion transience impact affect regulation*

Aparna Labroo, University of Chicago\*  
Anirban Mukhopadhyay, University of Michigan

Across six studies we demonstrate that consumers have beliefs pertaining to transience of emotion, which interact with their current feelings to determine the extent to which they prefer hedonic to equally valuable functional alternatives. When consumers believe that emotion is fleeting, those feeling happy (vs. unhappy) engage make hedonic (vs. functional) choice, because they infer they need to

take actions to maintain their positive feelings. In contrast, when consumers believe that emotion is lasting, those feeling unhappy (vs. happy) make hedonic choices, because they infer the negative feelings will last unless they take actions to repair them. The effects are obtained with measured and manipulated beliefs, only when they pertain to emotion, and making them salient attenuates the effects, showing they operate implicitly.

***Never Give Up Givin' It Up: How Lay Theories of Self-Control and Recent Success or Failure Affect Goal-Directed Behavior***

Anirban Mukhopadhyay, University of Michigan

Gita Johar, Columbia University\*

Three studies demonstrate that prior performance interacts with the lay theory that self-control is a limited (versus limitless) resource to influence goal setting and striving, by driving expectancies of capability. Success at time 1 is attributed by “limited theorists” to factors in their control, and causes them to set more functional (vs. hedonic) goals for time 2, persist longer and anticipate less doubt at achieving these goals. Limited theorists who fail try compensate by setting more detailed implementation intentions, but these are non-specific and not time-bound.

***Asymmetric Effects of Counteractive Control***

Ayelet Fishbach, University of Chicago\*

Ying Zhang, University of Texas, Austin

Kristian Myrseth, University of Chicago

Counteractive control theory predicts that functional alternatives decrease the motivational strength of hedonic alternatives, whereas hedonic alternatives increase the motivational strength of goal-related functional alternatives. We explore these asymmetric effects in three studies that tested for evaluations, predictions and performance. Study 1 finds that dieters devalue fatty foods and augment healthy foods. Study 2 finds that individuals in a committed relationship show heightened beliefs devaluing perceived attractiveness of alternative partners and augmenting the attractiveness of their own partner. Study 3 finds that students show optimistic beliefs of spending more time on academic activities and less time on leisure activities, which determine performance.

**Lunch**

**12:45pm - 02:15pm**

**Bajaj Dining Hall/ Atrium**

**Session 8:00**

**02:15pm - 03:30pm**

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***8:01 Competitive Paper : Promotions that Build Customer Loyalty***

**Room:** AC 2 MLT

**Chair:** Praveen Kopal, Dartmouth College, USA

***Benefits—Satisfaction—Loyalty Linkages in Retail Loyalty Card Program Model: Exploring the Roles of Program Trust and Program Commitment***

Musa Rosidah, Assoc. Prof. Dr.\*

Omar Nor Asiah, Mrs.\*

Investigations to determine whether benefits that members derived from a loyalty program could influence their satisfaction, trust, commitment, loyalty with the program, and ultimately store loyalty are critical to elucidating the roles and significance of constructs and advancing management practice. With this in mind, our research aims to assess the effects of the loyalty program's benefits offered by one of the leading superstore in Malaysia on its members' loyalty towards the store.

### ***The Moderating Effect of Loyalty on the Relationship of Sales Promotions and Brand Equity***

Joshy Joseph, Indian Institute of Technology Madras, India.\*

Bharadhwaj Sivakumaran, Indian Institute of Technology Madras, India.

Sales promotions are used very widely in the market, despite the conflicting research findings that they erode brand equity. This paper explains reasons for this increased spend by investigating the role of brand loyalty in the relationship of promotions and brand equity. Findings indicate that brand equity is different for customer segments with differing levels of loyalty, and that even non-CFB promotions support brand equity in certain market segments (like those dominated by spurious loyal customers). The paper ends by highlighting the need of loyalty-based segmentation of markets.

### ***A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior***

Praveen Koppalle, Dartmouth College, USA\*

Yacheng Sun, University of Colorado, USA

Scott Neslin, Dartmouth College, USA

Vanitha Swaminathan, University of Pittsburg, USA

Baohong Sun, CMU, USA

We develop and estimate a dynamic structural model to determine the impact of frequency reward and customer tier components of a loyalty program on customer behavior. The contribution of this paper is that: (1) we provide an integrated analysis and measurement of the impact of two critical components of a loyalty program; (2) we develop a comprehensive model incorporating customers' purchase and cash-in decisions, rewarded behavior, state dependence, heterogeneity, and forward-looking behavior; and (3) our research answers questions regarding the strength of response to frequency reward and customer tier programs, level of heterogeneity, and the corresponding policy implications.

## ***8:02 Competitive Paper : Social Influences on Consumers***

**Room:** AC 2 NEW MLT

**Chair:** Tina M. Lowrey, University of Texas at San Antonio, USA

### ***Children's Consumption Constellations***

Lan Nguyen Chaplin, University of Arizona, USA

Tina M. Lowrey, University of Texas at San Antonio, USA

Two studies were conducted to investigate the development of children's consumption constellations. Study 1 involved a collage task completed by 3rd, 5th, and 7th graders to explore the content and complexity of descriptions of a particular individual. Participants were asked to construct collages to describe a "cool kid" (an aspirational role for these age groups). Study 2 replicated study 1, expanded the task to include a collage constructed to describe another individual (a "quiet kid" – an avoidance role for these age groups), and included 1st and 10th graders.

### ***Motivated Response Styles in Cross-Cultural Marketing Research: The Role of Regulatory Focus and Self-Consciousness in Socially Desirable Responding***

Ashok Lalwani, University of Texas at San Antonio, USA

L. J. Shrum, University of Texas at San Antonio, USA  
Chi-Yue Chiu, University of Illinois at Urbana-Champaign

Four studies investigated the relations between culture and socially desirable responding and the processes that underlie them. Results indicated that individualists tend to engage in self-deceptive enhancement but not impression management, whereas collectivists tend to engage in impression management but not self-deceptive enhancement. Regulatory focus was shown to mediate these relations: a promotion focus mediated the relation between individualism and self-deceptive enhancement, whereas a prevention focus mediated the relation between collectivism and impression management. This general mediation pattern was found to be moderated by type of self-consciousness: the promotion focus mediation was stronger for participants low (vs. high) in private self-consciousness, whereas the prevention focus mediation was stronger for participants high (vs. low) in public self-consciousness. Implications for cross-cultural marketing research are discussed.

### ***The Role of Acculturation in the Body Image Perceptions of Immigrants***

Anurag Hingorani, University of Technology Sydney, School of Marketing, Australia\*  
Lynne Freeman, University of Technology Sydney, School of Marketing, Australia

The aim of this research is to examine the role of acculturation in the body image perceptions of an immigrant community in Australia, namely, Indian-Australians. Acculturation is the process of change an individual experiences moving cultures, during which values, attitudes and societal standards of the new culture can be adopted. Body image is a multi-dimensional construct characterized by perceptions of, attitudes toward, and values about the body. This research builds on existing cross-cultural, body image research by applying a qualitatively assessed and multi-dimensionally constructed perspective of acculturation and utilizing avatars (i.e., digital visual representations of the 'self') to understand perceptions.

## **8:03 Competitive Paper : Why We Buy: Developments in Consumer Motivation Research**

**Room: AC 3 MLT**

**Chair: Sanjay Putrevu, University at Albany, SUNY, USA**

### ***Consumers' Motivations to shop in Shopping Malls: A Study of Indian Shoppers***

Vipul Patel, Faculty in the area of Marketing, V.M.Patel Institute of Management, Ganpat University, Gujarat, India  
Mahendra Sharma, Faculty in the area of Marketing, V.M.Patel Institute of Management, Ganpat University, Gujarat, India

The growth of India organized retail industry has changed the shopping behavior of the India consumers. Shopping today is much more than just buying- it is an experience itself. Consumers have various motivations to visit the shopping malls. In this study, an attempt was made to study the motivations that people go shopping in mall. A mall intercept survey was conducted to study the shopping motivation of India shoppers. This study identified three utilitarian (i.e., convenient shopping, economic shopping and achievement shopping) and six hedonic shopping motivations (i.e. shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping).

### ***The Effects of Informational and Transformational Motivations on Responses toward Celebrity Endorsements***

Kenneth Lord, The University of Scranton, USA  
Sanjay Putrevu, University at Albany, SUNY, USA

This research examines the relationship between dimensions of celebrity endorser credibility (attractiveness, expertise, trustworthiness) and consumer motivation (informational and transformational). The first study reveals that attitude and purchase intention of adult consumers are driven by celebrity endorsers' trustworthiness upon exposure to ads for products with informational

motivations and by their attractiveness when the ads are for products with transformational motivations. The second study shows that celebrity expertise is the primary determinant of informational processing, while attractiveness is the principal variable driving transformational processing.

***Making Misery More Miserly: Reducing the Sad-Spending Effect***

Nitika Garg, University of Mississippi, USA

Jennifer Lerner, Harvard University, USA

Sadness has been shown to increase the amount of money decision makers pay to acquire new goods, fueling the phrase “misery is not miserly” (Cryder et al. 2008; Lerner, Small and Loewenstein 2003). Decision makers are typically unaware of the influence sadness has on them. Based on the theories of compensatory consumption, the present studies test three ways to reduce the influence of sadness on buying price. Results reveal that the underlying sadness effect is robust. One theoretically-derived technique succeeded in reducing the influence of sadness while two theoretically-derived techniques did not. Our research also, reveals self-reported sadness as a mediator of this effect.

***8:04 Competitive Paper : Cross-Cultural Examinations in Consumer Behavior***

**Room:** AC 4 MLT

**Chair:** Jeffrey Blodgett, North Carolina A & T State University, USA

***Consumer Comfort and Its Role in Relationship Marketing Outcomes: An Empirical Investigation***

Sanjaya S. Gaur, AUT School of Business, Auckland University of Technology (AUT University), New Zealand\*

Shilpa Madan, Hindustan Unilever Limited, INDIA.

Yingzi Xu, AUT School of Business, Auckland University of Technology (AUT University), New Zealand

Our study contends that relationship comfort has a positive impact on various relationship marketing outcomes namely, satisfaction, trust, commitment, loyalty and active voice. We investigate if consumer relationship proneness moderates the impact of relationship comfort on various relationship marketing outcomes by using SEM and multi-group analysis on primary data collected from 300 respondents in India. Our findings demonstrate that relationship comfort has a positive impact on relationship marketing outcomes, and confirm that consumer relationship proneness moderates the link between relationship comfort and relationship marketing outcomes.

***TO SEEK VARIETY OR CONFORMITY?: THE ROLE OF CULTURE IN INDIVIDUAL'S CHOICE IN A GROUP SETTING***

Song-Oh Yoon, Korea University\*

Kwanho Suk, Korea University

Seon Min Lee, Korea University

Eun Young Park, Korea University

One stream of research suggests that individuals in collectivistic culture will tend to follow others' choices in a group choice setting (e.g., Markus and Kitayama 1991). Other research, however, suggests that others' choices will have little impact on individuals' choices in this cultural context (e.g., Kim and Drolet 2002). Current research attempts to test these competing hypotheses by examining individuals' choices in interpersonal choice contexts (Ariely and Levav 2000). First, comparisons of 517 meal order slips from two local restaurants in Korea with simulated outcomes indicate a profound conformity-seeking tendency in dish selections among collectivist cultural individuals. Second, our field experiment reveals that members of collectivist culture tend to follow group members' choices only when group influence is visible. We show that this conformity-seeking behavior is influenced by individuals' individualism-collectivism self-concepts (Singelis 1994). Finally, unlike previous findings of studies conducted with individuals from

Western cultures, selections made in accordance with social norms did not result in the reduction of emotional well-beings for collectivist cultural members.

### ***THE ROLE OF GENDER ON TURKISH CONSUMERS' DECISION-MAKING STYLES***

Bahar Yasin, PhD, Istanbul University-Faculty of Business Administration, Turkey\*

Decision-making styles defined as a mental orientation that characterizes a consumer's approach to making choices. This research was undertaken to identify consumer decision-making styles in Turkey and to find out the differences in male and female consumers' decision-making styles.

In order to identify Turkish consumers' decision-making characteristics, factor analysis was performed. Nine decision-making styles factors were identified for Turkish consumers. Decision-making differences of male and female consumers were analyzed by t-test. The mean differences between the two groups' styles related to Novelty-Fashion Conscious Consumer, Confused by Overchoice Consumer, Brand Conscious Consumer and Recreational Consumer factors were found to be statistically significant.

### ***8:05 Special Session: Reward Programs & Loyalty Behaviour In The Indian Retail Sector***

**Room:** AC 7 MLT

**Chair:** Alok Saklani, Apeejay School of Management

#### ***Structure & Design of Reward Programs in India***

praphul misra, Netcarrots, india\*

ruchi malik, apeejay school of management, india

shilpa bhaskar, apeejay school of management, india

Rewards Programs have been introduced by several retailers in India, in the recent years. The programs remain purely motivational in nature, as yet, even though they have progressed to engaging designs in the more matured markets in the west. With time, however, the programs in India will also need to evolve to higher value offerings in terms of personalization and customisation so as to be able to better connect with customers and move towards mutually beneficial relational behavior.

#### ***Impact Of Reward Programs On Customer Loyalty***

alok saklani, apeejay school of management, india\*

Rewards programs are in great use in many countries in the west and have also been introduced in the sector, in the recent years, in India. But doubts exist on their very efficacy; whether they actually impact the buying behavior of members even when they involve huge investments. This is primarily due to the mixed effects observed in repeated studies. Recent researches, however, seem to indicate that while the effects do exist, they are selective, and occur only in certain pockets. But impact of such programs needs to be studied only along with certain other antecedents.

#### ***Research Perspectives On Indian Retail Loyalty Programs***

amit mookerji, indian institute of management-lucknow, india\*

The Indian retail scene is rapidly evolving. Even though the base is huge, it is yet to develop just as the retail industry is to evolve. Large format stores provide a certain value to a customer, and a benefit based on a given pattern of shopping, such that, it enhances their total spend or category share. On the contrary, surveys on Indian customers have revealed many interesting facets of shopping behaviour that may not be amenable to change using the rewards commonly used. For customers to change their habits, it may need specific values from the loyalty programs.

## **8:06 Film Festival: Screening of Winning Films**

**Room: AC 8 MLT**

**Session 9:00**

**3:30pm - 4:30pm**

### ***Working Paper:***

#### ***Effects of Tie Strength and Tie Valence on Consumer Word-of-Mouth Communication and Altruistic Intentions***

Joseph Paniculangara, University of Central Florida, USA

Barney Pacheco, The University of the West Indies, Trinidad

The current study extends Frenzen and Nakamoto's (1993) model of information exchange in order to address counterintuitive marketplace behavior, such as information exchange occurring across weak ties when moral hazard is present. By simultaneously considering both the strength and the valence of the ties individuals share with members of their social networks, we show that while consumers are more likely to transmit information and be altruistic toward individuals with whom they share strong ties, such exchange is more likely to occur across weak ties when the valence of the tie is perceived as positive (versus negative). Suggestions for future research based on this conceptualization are also identified.

#### ***The Effect of Mood on Advertisements Attitude and Recall--Separating Arousal from Valence***

Kang-Ning Xia, Yuan Ze University

Yu-Tse Lin, Fu Jen Catholic University\*

This study probed the effects of both valence and arousal on consumers' ad attitude and recall. This research included two 2 (valence: good vs. bad)\*2 (arousal: high vs. low) experiments. Experiment 1 explored the "reading the ad before mood stimulus" condition. Experiment 2 explored "reading the ad after mood stimulus" condition. Each experiment had 120 respondents. The results show that in both time orders, high arousal polarized the valence effect, and form more extreme attitude. In addition, time order was the critical factors influence the way arousal affecting ad recall. When consumer read the ad after mood stimulus, high arousal led to worse ad recall. On the contrary, when consumer reads the ad before mood stimulus, high arousal led to better ad recall.

#### ***MANAGING BRAND RELATIONSHIPS: SHOULD BOARD-ROOMS LISTEN TO CONSUMERS CHOICES?***

MOHAMMED NADEEM, ASSOCIATE PROFESSOR, MARKETING, SCHOOL OF BUSINESS AND MANAGEMENT,  
NATIONAL UNIVERSITY, SAN JOSE, CA, USA\*

China and India are the fastest-growing major markets (Johnson and Tellis, 2008) in the world and the most popular markets for foreign entrants. The main purpose of this study is to provide a fresh perspective on global brand relationships, and how growing multi-ethnic make-up of board-rooms impact strategic decision making. It is also intended to provide a detailed framing of the present conceptual studies in this realm as well as Chief Executive Officers (CEO's) innovative positioning on customer choices and therefore provides a base for future research. The study also discusses the reasons for and implications of these findings.

#### ***The Relationship between consumer guilt and product categories***

Yu-Tse Lin, Fu Jen Catholic University\*

Kang-Ning Xia, Yuan Ze University

Although previous research has defined consumer guilt, the relationship between consumer guilt and product categories is still not available in previous research. Therefore, this study focuses on the relationship between consumer guilt and the product categories consumers buy and intends to explore the constructs and evolution of consumer guilt. The results pointed out consumers are more likely to feel guilty when they buy indulgences than necessities. Also, consumer guilt had six constructs of emotion: hesitation, fear, scruple, reluctance to spend, regret, blame.

***Underdog for all or not? - The homogenous price strategy vs. the heterogeneous price strategy***

JUNGSIL CHOI, UNIVERSITY OF KANSAS

The original question of this study is whether the underdog strategy of an unknown brand that is new to a global market is always good. Toyota and Hyundai had positioned with an image of low price when they entered the U.S. market, because American consumers were not familiar to these brands. I predict that the heterogeneous price strategy rather than the homogeneous low price strategy in which the price of all product lines are lower than that of the established brands will be more likely to enhance consumer's willingness to purchase, because the heterogeneous strategy could reduce uncertainty of quality of the unknown brand.

***Pennies a Day temporal reframing effect in a domain of gain***

JUNGSIL CHOI, UNIVERSITY OF KANSAS

Consumer's preference often changes by some other effects than utility changes. Previous studies showed that the segregated gains are perceived as bigger than the integrated gains even though the utility value has not changed. I predict that the integrated gains can be perceived as bigger than the segregated gains when the gains are temporally reframed as very small amount. Study 1 supports such an assumption that contrasts the theory of the mental accounting. However this temporal reframing effect is not significant when consumers are aware of the gaining rate because people tend to make decisions based on the interest. Study 2 supports this assumption.

***Decoding Controversial Campaigns: China's Ad Law and Political Symbols***

Xin Zhao, University of Hawaii at Manoa, U.S.A

Jeff Wang, City University of Hong Kong, China

Consumption has been replacing communism in China. To uncover the process and nuances of this transition, this research examines China's advertising regulation and links it with China's political ideology. The ideological components of China's advertising law are analyzed to manifest the political correctness and cultural appropriateness. We select four advertising cases and use semiotic analysis to examine how political symbolism can and cannot be used to promote brands. We discuss why some ads violated ideological rules and others successfully transmitted desired ideological messages.

***"We taught the world new ways to dream": The Role of Optimism during First Exposure to a Hedonic or Utilitarian Radical Innovation***

Arjun Chaudhuri, Fairfield University, USA

**Abstract**

Recent research has advocated the importance of emotions in new product development. I investigate whether initial exposure to either a hedonic or utilitarian description of an innovation is responsible for greater optimism and greater willingness to try the innovation. Using the hydrogen fuel cell car as the focal product, I find a significant interaction between the type of description and the presence of a visual image of the innovation with regard to willingness to try. While optimism does not mediate the effect of this

interaction, it is a significant and unique predictor of willingness to try.

***Consumption relationship: normal - pathological continuum***

Stefania Perduca, San Raffaele University, Milan, Italy\*

Giovanni Siri, San Raffaele University, Milan, Italy\*

Clinical psychology and consumption psychology differ in their perspective on consumption psychopathology; taking the consumption view of there being a continuum between normal and pathological consumption style, we investigate the relationship between consumption style and personality traits.

Preliminary findings on a 95 subject sample are presented: euphoric respondents have constant style of consumption, focused on possessing; controlled respondents have a controlled stage and a “out of control” stage of shopping and buying.

***Ambiguity Aversion and the Power of Established Brands***

A. V. Muthukrishnan, HKUST, Hong Kong, SAR\*

Luc Wathieu, ESMT, Berlin, Germany

Alison Jing Xu, HKUST, Hong Kong SAR

This paper investigates situations in which a sizeable subset of consumers prefers an established brand featuring inferior attributes to a less-established brand featuring superior attributes. Established brands are those for which consumers hold more confident beliefs about the benefits (although their specific attributes might be worse than those of competing, less-established brand). We propose that ambiguity aversion, as proposed in the literature on decision making under uncertainty drives the preference for a “dominated” established brand. In nine experiments, we examine the role of ambiguity aversion in the preference for a dominated, established brand. We first show that there is a correlation between ambiguity aversion (revealed through choices among monetary gambles) and the preference for established brands. We then show that the preference for established brands is enhanced when ambiguity aversion is made more salient in unrelated preceding choices. To further study the ambiguity-reducing properties of established brands, the last two experiments assign brand names to monetary gambles, and established brands appear to increase the likelihood of choosing ambiguous gambles. Overall, this research suggests that consumers’ tendency of ambiguity aversion may at least partly drive preference for dominated, established brands and thus indirectly help their brand equity.

***The Scented Winds of Change: Conflicting Notions of Modesty and Vanity among Young Qatari and Emirati Women***

Rana Sobh, Qatar University, Qatar\*

Russell Belk, York University, Canada

Justin Gressel, American University of Sharjah, UAE

Wearing modest Muslim dress in public is intended to conceal women’s sexuality and promote a virtuous public domain. Nevertheless, emerging bodily adornment practices in some Gulf region countries serve the contradictory purposes of revealing female wearers and celebrating fashion. We explore the conflicting notions of modesty and vanity embodied in Qatari and Emirati clothing and cosmetic choices in the public sphere. Using insights from in-depth interviews with twenty-four Emirati and Qatari female students we explore the dynamics underlying these conflicting imperatives of virtue and beauty and capture some of the ambivalence inherent in these performative constructions of female identity and conceptions of the self.

***Would Kiranas in Urban India Survive the Modern Trade Onslaught? An Insight from Efficiency Perspective***

Paromita Goswami, Xavier Institute of Management, Bhubaneswar, India\*

Mridula Mishra, ICFAI Business School, Kolkata, India\*

We examine the efficiency of the traditional and modern trade formats in an attempt to understand the chances of survival of the Kiranas. Instead of assessing the efficiency of retail stores on the basis of supply-side efficiency in terms of retailer productivity scores alone, we argue in favor of additionally using demand-side efficiency measures in terms of satisfaction of customers' needs. We propose using two DEAs: one DEA to measure customer patronage perspective through efficient satisfaction of customers' needs, and another DEA to measure retail productivity. A customer and retailer study across four Indian cities is done to arrive at the answer to the research question.

***"Trust" in Customer Relationship: Addressing the Impediments in Research***

JOFFI THOMAS, INDIA\*

Trust has been recognized as "...the single most powerful relationship marketing tool available to a company." However, research on trust has neither facilitated knowledge integration in the domain nor had made significant implications for practice. This article (i) synthesizes various studies employing trust to model customer relationships (ii) reveals issues in trust conceptualization and modelling that impede advances in trust research and (iii) offers directions to address those issues in - trust conceptualisation, treatment of trust and trustworthiness, dimensions of trust worthiness, trust facets, and modelling of antecedents of trust – drawing insights from interdisciplinary trust research.

***Theoretical Underpinnings of Brand Architecture Strategies: Using Models of Stereotype Change to Understand Sub-brands***

Kaleel Rahman, Assistant Professor of Marketing, American University in Dubai, United Arab Emirates\*

Grounded on categorization and schema theory, this work-in-progress paper uses models of stereotype change (conversion, subtyping, subgrouping, and bookkeeping models) to understand how consumers evaluate different types of sub-brands including brand alliances, endorsed brands, dual brands and support brands. It is argued that a generally held stereotype is analogous to a generally held brand image, and that the development of sub-brand's image, and the changes in the parent brand's image resulting from the creation of such sub-brands, would depend on the specific type of sub-branding strategy undertaken.

***Increasing Effectiveness of Charitable Mail Solicitations Using Negative Emotions***

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Surendra Singh, University of Kansas, USA

Sanjay Mishra, University of Kansas, USA

With ever increasing needs for donations, charities are seeking ways to enhance the effectiveness of their solicitations. Relying on a broad theoretical framework derived from literatures on appraisal theories of emotion, helping, and persuasion, this paper explores how two negative emotions, guilt and empathy, can enhance the persuasiveness of charitable solicitations. We find that for mail solicitations, empathy and guilt led to an egoistic motive to help. The ease of escape from helping and involvement with the charity moderated the effect of these emotions on helping. Managerial implications of these findings are discussed.

***The Commodification of Culture: An Analysis of the Samoan Handicrafts Market***

Jessica Lucas, Austin College, USA\*

At a crossroads of tradition and modernity, Samoa provides a unique model for the study of authenticity in handicraft consumption. Prior to the introduction of commercialization, Samoan artisans produced handicrafts for communal utilitarian use. An evolving social and market system has since forced these crafts to undergo significant modification. Through ethnographic and qualitative research, vendor and consumer perceptions of authenticity and involvement in the conceptualization of Samoan handicraft products are gauged. Analysis advances previously established frameworks for perceived authenticity by addressing the incorporation of innovative

materials into traditional Samoan handicrafts and the reclamation of “tourist products” for “authentic” use by Samoans.

***Factors Responsible for the Small and Medium Scale Indian IT Entrepreneur’s Ability to Deliver Superior Customer Value: A Conceptual Framework***

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We present a conceptual framework explaining the factors responsible for the Small and Medium Scale Indian IT Entrepreneur’s ability to deliver superior customer value and its consequence. This paper is based on the extant review of the literature. This paper proposes a framework to discuss the constructs of entrepreneurial traits and collectivism, their relationship to market and relationship marketing orientation and the delivery of superior customer value, thereby resulting in business success. Previous research that relates to MO, RMO, customer value and its effect on business success is also discussed.

***The Costs and Benefits of Temptation in Consumer Choice***

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Research on consumer self-control focuses on the costs of facing tempting choices. Resisting temptation requires expending willpower (ego depletion) or constraining one’s choice set (precommitment). In contrast, we propose that temptation may also entail benefits that arise from what a choice tells consumers about themselves. Succumbing to temptation is a (costly) signal of weak willpower, whereas resisting temptation is a (beneficial) signal of strong willpower. These self-signaling costs and benefits depend not only on the chosen item but also on the non-chosen options in the opportunity set. Five experiments involving choices between tempting vices and unappealing virtues show that the self-signaling value of the non-chosen options (1) enhances or reduces the utility of the chosen item and (2) prospectively affects consumer preferences among the sets themselves.

***The Incidence of Scanner Fraud at the Grocery Checkout: Does Anyone Care?***

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Sanjaya S. Gaur, AUT School of Business, Auckland University of Technology (AUT University), NEW ZEALAND

Scanner technology in the grocery sector has not totally eliminated error at the checkout, resulting in consumers sometimes being charged more than the shelf price of the item. Largely considered a ‘dead’ or marginal issue, overcharging continues to occur and raise the ire of shoppers. Initial findings from this exploratory stage of a two stage study indicate a level of scanner error inconsistent with the technology employed, the existence of three consumer complaint behaviour groups, and potential loyalty impacts which should be of great concern to managers. Whilst at present formative, the consistency of the response, “at times” and strongly emotive shopper narratives would indicate that a dedicated research agenda is justified.

***A Communication-based Branding Model for Building Retail Service Brand Loyalty***

Kuan-Yin Lee, Central Taiwan University of Science and Technology\*

Yin-Chiech Hsu, National of Kaohsiung First University of Science and Technology

Retail service brands are a ubiquitous feature of the retail landscape. This study notes parallels between communication theory and brand theory and uses three key points at which the two disciplines intersect to develop a communication-based branding model for building retail service brand loyalty. The key points of intersection are: (i) message (corporate and consumer level); (ii) competition; and (iii) feedback (retail service brand equity and loyalty intention). The study describes the development of the conceptual framework in detail and presents a series of testable research propositions. Finally, a discussion of the implications for academics and

practitioners is provided, and opportunities for future qualitative and quantitative research are suggested.

### ***Impact of retail on the indian consumer***

vinita choudari, India\*

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Retail shopping today is not only built around the purchase of a product rather consumers are buying into a complete package, a complete experience. The big question today is: What has propelled this change, why has Retail redefined itself into an experience which is therapeutic for the new age Indian consumer.

This qualitative study will focus on understanding the change in the consumer's attitude towards shopping in retail outlets and analyze the impact of retail on their thinking, behavior and habits. The study also delves into the different coping strategies adopted by the consumer to help use this retail boon to their advantage.

### ***Do Retailers Know How Customers Value Brands?***

Joshy Joseph, Indian Institute of Technology Madras, India.\*

Bharadhwaj Sivakumaran, Indian Institute of Technology Madras, India.

Retailers are becoming very powerful in the supply chain of most products. As many consumer product manufacturers do not have direct contact with customers, they rely on retailers' reports for market feedback, which are often incorrect or biased. In this paper, we investigate the difference between customer-based brand equity and retailers' perceptions of it, when sales promotions are offered in the market. We found that customer brand equity and retailer's perceptions of it were not similar, and that while retailers' perceptions were differing with the nature and frequency of promotions, customer brand equity was unaffected.

### ***Impact Of Store Image On Impulse buying***

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We posit that store image drives impulse buying through positive affect, negative affect and urge to buy impulsively. We also hypothesize that shopping enjoyment would drive impulse buying through positive affect, while impulse buying tendency would drive impulse buying through urge and self-regulation would drive impulse buying through negative affect. We conduct a mall survey to test our structural model. We find strong support for our model, finding that store image drives impulse buying. Retailers may therefore focus on enhancing store image. We integrate the store image literature with impulse buying. We also incorporate the Schmid-Leiman factor structure in our model.

### ***The Dynamic Link between Satisfaction and Experience: Honeymooners, Disgruntled Midterms, and the Experienced Veterans***

Tilottama G. Chowdhury, Quinnipiac University, USA\*

Abhik Roy, Quinnipiac University, USA\*

Soumitra Ghose, University of Miami, USA\*

Prior work on satisfaction examined an experienced based satisfaction model emphasizing the use of expectation norms (Woodruff, Cadotte, and Jenkins 1983). In our research we would like to understand how employee satisfaction with channel members changes with their experience with the industry over time. We believe individual employee expectation norms will change over time and based on the confirmation/disconfirmation paradigm of satisfaction (Oliver, 1980) we propose a satisfaction curve over time with respect to vendor relationships comprising of three phases, namely, the Honeymoon, the Disgruntled, and the Appreciative Phase. Exploratory

study results support our hypothesis. Future research, implications are discussed.

### ***Introducing International Brands in Emerging Markets***

Sanjay Ghose, University of Wisconsin-Milwaukee, USA

Oded Lowengart, Ben-Gurion University of the Negev, Israel\*

Introduction of an international brand into a new market involves an understanding of existing consumer perceptions. This relates to different local brands with differing kinds of sometimes long-standing psychological ties to consumers in the domestic market. Consumers also clearly vary in their preferences and perceptions about brands that come in from the outside. Variations in the cultural background of consumers should also have an impact on their preferences for global and local brands. This research investigates how local, national and global brands compete with each other in an emerging market. We do this in the context of choice modeling framework.

### ***The Emergence of Internet Shopping in India: Identification of Shopping Orientation-Defined Segments***

Mahesh Rajan, San Jose State University, USA\*

Matt O'Brien, Bradley University, USA

Ken Gehrt, San Jose State University, USA

Therese Louie, San Jose State University, USA

Shainesh G, Indian Institute of Management-Bangalore, India\*

Although Internet retailing in India is on the verge of rapid growth, relatively little is currently known about Indian consumers' non-store shopping behavior in general and Indian Internet shopping in particular. This study explores Indian shopping orientations as they relate to Internet shopping by examining shopping orientation-defined segments. Focus group findings indicate that majority of Indian online shopping is travel related; and increasingly for jewelry, and small electronic goods. There is also considerable information gathering which is then used as a bargaining tool with traditional retail shopping. Currently, more detailed data on online shopping behaviors and orientations is being collected through an online survey.

### ***Complaining Behavior: Cross-Cultural or Situational? An Exploratory Study of the Indian Nationals Living in the United States***

Jeffrey Blodgett, North Carolina A & T State University, U.S.A.\*

Aysen Bakir, Illinois State University

Donna Hill, Bradley University

The purpose of this study was to assess the extent to which cross-national differences in complaint behavior are due to cultural vs. situational factors. Eighteen individuals who were born and raised in India, and are now living in the U.S., provided insight. Respondents indicated that policies regarding returns and exchanges are much more restrictive in India. Consequently, a majority stated that they are less likely to attempt to return or exchange unsatisfactory products when in India, and instead are more likely to engage in negative word-of-mouth. Given that most individuals stated that their underlying, cultural values had changed little, if at all, it appears that complaint behavior is influenced to a large extent by situational factors.

### ***Examining Between Group Differences in Consumer Research: Are we Identifying False Positives and False Negatives?***

Subhash Sharma, Moore School of Business, University of South Carolina, USA\*

Srinivas Durvasula, Marquette University, USA\*

In this paper we discuss why researchers need to establish invariance of survey measures in comparative research studies. Two types of invariance are discussed. With the use of contrived data, we then show why failure to establish measurement invariance can lead to misleading conclusions in between-group consumer research studies. The implications of the study's results are then discussed.

### ***Interaction of banner ad and sponsorship in online advertising: The impact on attitudes and purchase intention***

Chatt Pongpatipat, Old Dominion University, USA

Mahesh Gopinath, Old Dominion University, USA\*

Internet advertising has become a major player in the advertising industry generating significant amount of revenue. The upside of using Internet advertising is that it could generate positive attitude toward the ads, the brands, and the company. The downside of using internet advertising is that it is perceived as intrusive to consumers because some content is not relevant to them, therefore, they try to avoid the ads as much as possible. Combining two most popular formats used in Internet advertising, banner ad and sponsorship, the positive impact may be doubled, which lead to greater positive attitude and purchase intention

### ***Red Squares and Blue Circles: How Color Influences Processing of Price Information***

Rajesh Chandrashekar, Fairleigh Dickinson University, USA\*

Rajneesh Suri, Drexel University, USA

Dhruv Grewal, Babson College, USA

Nancy Upton, Northeastern University

This paper presents results from two studies that systematically investigate the role of color in price advertisements. Specifically, Study 1 examines how price color and the color of background influence consumers' perceptions of offer value and associated purchase intentions. Results confirm that such effects are mediated by the emotional responses that are induced by the color of the background. The second study, Study 2, explores how the shape of the background interacts with color to influence consumers' evaluations of advertised offers. Both studies yield results that have important implications for theory as well as for practice.

### ***The Role of Emotions and Relationship quality in Service Failure and Recovery***

Maureen Muller-Kahle, Old Dominion University, USA

Mahesh Gopinath, Old Dominion University, USA\*

This paper examines take the concept of service failure and recovery from the consumer behavior area and takes into the business-to-business setting. Specifically, we look the role of emotions in both service failure and service recovery in business-to-business relationships. We also look at the moderating impact of relationship quality. We hypothesize that the quality of the relationship in industrial settings is a double-edged sword and that there are strategies on how to best respond to service failures.

### ***Personal Ethical Values and Corporate Ethical Values in Marketing of Services: Does Congruence Matter?***

Sarah Mady, Old Dominion University, USA

Mahesh Gopinath, Old Dominion University, USA\*

Different from managerial ethical decision-making, limited research examine the formation of consumer perceptions regarding incompatible ethical behavior of the service provider and its impact on the level of satisfaction with the service. This paper proposes that similar to corporate ethical identity (CEI), consumers also have an ethical mapping that guides them in their assessment of service providers' behaviors. Building on image theory, our model examines the effects of consumer's ethical identity on perceived organizational ethical practices and its effects on satisfaction. This paper suggests that service providers need to pay attention to consumers' ethical judgments as this leads to satisfaction.

### ***Assessment of the relationship between satisfaction and customer loyalty in a Brazilian supermarket***

Eric Cohen, Professor Ibmecc Rio de Janeiro, Brazil\*

This research investigates the satisfaction and loyalty of consumers of Carrefour, the second largest hypermarket chain in Brazil. A sample of 400 cardholders was selected with information sourced from the company's database. The customers were contacted by telephone to obtain quality and satisfaction perceptions, intention to use card, and product recommendation. Using Structural Equation Modeling, Economic capacity, Satisfaction and Equity were determined to be important antecedents of Loyalty. The results indicate that affluent customers are not satisfied, possibly because the product is not very attractive to them. Conversely, low-income customers are reasonably satisfied, possibly due to low penetration of credit products in this segment.

### ***Asymmetric Consumer Responses to National Brand and Private Label Brand Scandals***

J.M. Mayer, University of Georgia, USA

Piyush Kumar, University of Georgia, USA\*

Retailers have increasingly turned their focus to growing Private Label Brands (PLBs). One inherent risk is the possibility of a consumer scandal. National brand (NB) scandals have become commonplace, and research has explored their effects (e.g., Roehm and Tybout 2006). In a series of three experiments we explore the asymmetric effects of PLB and NB scandals in terms of consumer evaluations of (1) the retailer, (2) categories, and (3) brands within those categories. We consider scandals simultaneously affecting NB and PLBs, and explore the moderating role of typicality, the mediating effect of perceived risk, and demonstrate how retailer sub-branding strategy can lessen PLB scandal effects.

### ***The Role of Dorsolateral Prefrontal Cortex for Decision Value Computations: First Evidence from Transcranial Magnetic Stimulation and functional Magnetic Resonance Imaging***

Hilke Plassmann, INSEAD/California Institute of Technology\* Shin Shimojo, California Institute of Technology

Mickael Camus, California Institute of Technology

John O'Doherty, California Institute of Technology

Neil Halelamien, California Institute of Technology

Antonio Rangel, California Institute of Technology

Colin Camerer, California Institute of Technology

In previous studies we found a specific neural valuation network to encode decision values (DV). This neural network consists of the bilateral medial orbitofrontal cortex (mOFC) and the right dorsolateral prefrontal cortex (DLPFC). While the mOFC has been found in several previous studies to encode economic value, little is known about the specific contribution of right DLPFC in this valuation process. Here, we used transcranial magnetic stimulation (TMS) in combination with functional magnetic resonance imaging (fMRI) to better understand the contribution of the DLPFC for DV computations. Preliminary results show that that inhibiting excitability in the right as compared to the left DLPFC and to an inactive placebo decreases behavioral measures of DV.

### ***Consumers and Their Subjective Meaning of "Cool": Stylish, Unique, Wicked and Wow!***

Kaleel Rahman, Assistant Professor of Marketing, American University in Dubai, United Arab Emirates\*

Although little attention has been paid in academia, the slang meaning of the word "cool" has attracted the attention of many marketing practitioners. The purpose of this research-in-progress is to explore the common meaning of cool in terms of the related concepts consumers use to describe the term. Associative group analysis (Szalay and Deese, 1978) was used to determine the subjective meaning of cool. Results of this research indicate that there is a common set of themes describing the term including stylish, remarkable, eye-catching, entertaining, sophisticated, composed and unique.

### ***Framing Interacts With Political Affiliation to Predict Environmentally-Relevant Purchase Preferences***

David Hardisty, Columbia University

Eric Johnson, Columbia University\*

Elke Weber, Columbia University

719 Americans chose between pairs of options in different product categories. One option offered a product at some price; the other offered the same product at a higher price that paid for reduction in carbon emissions, which was called either a carbon tax or a carbon offset. 52% of participants given the offset frame, but only 39% in the tax frame preferred the more costly product. Furthermore, frame interacted with participants' political affiliation. Democrats' choices did not differ between frames, while roughly twice as many Republicans preferred the more costly product in the offset frame than in the tax frame.

### ***Analysis of the image of Brazil as Country of Origin and Product***

Eric Cohen, Ibmecc RJ Professor, Brazil\*

Andre Paraizo, Ibmecc RJ Grad student, Brazil

The literature of “Country of Origin” is complex, with multiple moderating and extenuating concepts. This theme has great relevance for countries in the developing stages of their economies, and which are perceived to have low influence in the world economy. This concept often presents an extrinsic clue available to support the consumer’s buying decision process, and affects the perception of a certain product’s quality. In this context, it is important to deepen the understanding of the “Country as Brand” concept, in order to capture other possible variables that could influence the perception of the said concept, and improve the management of exports and tourism initiatives, with particular emphasis in added value products of the third world economies. The main objective of this work is to analyze Brazil’s image, and propose actions and further research.

### ***The Impact of Culture on Product Evaluations: A Dialectical Perspective***

Yoshiko DeMotta, Baruch College, CUNY, USA\*

Mike Chen-ho Chao, Baruch College, CUNY, USA\*

Thomas Kramer, Baruch College, CUNY, USA

In everyday life, consumers are surrounded with conflicting advertising claims and product reviews. In this study, we investigate consumers' resolution of these conflicts and examine the impact of dialectical thinking, the cognitive tendency that accepts contradiction, in this process. We propose that East Asian individuals who are highly influenced by Chinese philosophical traditions may more readily accept contradictory product information in their decision process than Western individuals, but depending on product knowledge and motivation levels, the reverse can be also true.

### ***Global Advertising Standardization in Japan and the United States: A Closer Examination of High-involvement Products.***

Melina Young, Jay Ray Advertising, USA

Eugene Sivadas, University of Washington, Tacoma\*

The question of whether to standardize or adapt advertising internationally remains a matter of great importance to researchers and practitioners. While studies have compared the use of standardization between high-involvement and low-involvement categories, research within either of these categories is limited. In general, researchers have concluded that high-involvement products generally have more standardized advertisements than low-involvement products. This paper compares the standardization levels between different high-involvement product categories. We examine high-cognition and low-cognition high-involvement products. The research questions are examined via content analysis of print advertisements of highly circulated American and Japanese magazines using a framework developed by Harris and Attour (2003). A modified coding scheme was developed for advertisements that contained no text. Results indicate that ads for low-cognition high-involvement products are more likely to be standardized across these two cultures than ads for high-cognition high-involvement products. Second, prior research has suggested that television advertising is more likely to be standardized than print advertising, but little is known about what type of print advertising is more likely to be standardized. We find that picture ads are more likely to be standardized than ads containing text.

## ***THE IMPACT OF MEANINGLESS DIFFERENTIATION ON INACTION INERTIA***

Piyush Kumar, University of Georgia, USA\*

Customers often exhibit inaction inertia and turn down taking advantage of a good price discount on a product if it is not as good as a previously foregone deeper discount. In this paper, we show that the addition of a trivial attribute to the current product is sufficient to mitigate inaction inertia and restore purchase likelihood. However, the subtraction of a trivial attribute from the current product when it was offered with the foregone product does not exacerbate inaction inertia. We suggest that trivial attributes can be used in conjunction with price changes to maintain purchase likelihood across promotion cycles.

## ***The Effect of Cross-Group contact on Consumer Response to Advertisements***

Sonya Grier, American University, USA\*

Rohit Deshpande, Harvard University, USA

Research based on the contact hypotheses demonstrates that cross-group contact leads people to have more favorable attitudes towards members of other groups. We examine whether cross-group contact influences consumer response to advertisements and explore moderating factors via a field experiment conducted in South Africa. Results suggest that increased cross-group contact can prompt either positive or negative attitudes towards advertisements and brands depending upon the particular group membership of the subject and/or advertising spokesperson. Results also suggest that this main effect is driven by cross-group identification. Findings contribute to our understanding of how social dynamics influence consumer response to marketing efforts.

## ***How is satisfaction affected by spending time having fun vs. spending time in boredom?***

Chunyan Xie, Stord/Haugesund University College\*

Sigurd Troye, Norwegian school of economics and business administration\*

People show systematic difference in evaluating expenditure of money versus time. This study replicated and extended an experiment by Okada and Hoch (2004) on ex post evaluation of money versus time expenditure. We vary the nature (“boring” vs. “interesting”) of the activities that subjects engage in to assess whether this treatment affects subjects’ satisfaction with the offering. The results partially confirmed the main effect of the nature of the activity on satisfaction under a positive experience. Under a negative experience, people had a tendency to be more satisfied when spending time on an interesting activity than a boring one, although the difference did not reach statistical significance.