

EMAC

European
Marketing
Academy

41st Annual Conference

LISBON 2012

ISCTE Business School
May 22 to 25



ISCTE  Business School
Lisbon University Institute


EUROPEAN MARKETING ACADEMY

41th EMAC Conference
Marketing to Citizens
Going beyond Customers and Consumers

22-25 May 2012
ISCTE Business School

ISBN: 978-989-732-004-0

Conference Secretariat

ISCTE Business School
Av.ª das Forças Armadas
1649-026 Lisbon
Portugal

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41th EMAC Conference

Marketing to Citizens

Going beyond Customers and Consumers

ISCTE Business School

Lisbon

22-25 May 2012

CONFERENCE PROCEEDINGS

Editor: Paulo Rita, EMAC 2012 Conference and Programme Chair

Acknowledgement of Support

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01. CONFERENCE OVERVIEW

EMAC	European Marketing Academy
41 st Annual Conference	LISBON 2012



41st EMAC Conference – Lisbon

22 – 25 May 2012

Marketing to Citizens: Going beyond Customers and Consumers



ISCTE-IUL is proud to host the EMAC Annual conference in Lisbon in 2012 that also marks the 40th anniversary of our dynamic and forward looking university. The conference theme stems from the realization that consumers are achieving higher levels of empowerment and increasingly demanding to be treated as citizens. Marketers are faced with new challenges coming also from deepening globalization, population growth, energy consumption pressures and technology revolution. Hence, organizations need to go beyond customer and consumer perspectives.

Lisbon has recently been designated the “European City of the Year 2012” by the Academy of Urbanism, and UNESCO has also awarded the intangible heritage of humanity to Lisbon’s Fado.

A total of 1087 papers were submitted for the competitive tracks. This is a record breaking number over the forty years of EMAC history showing how

EMAC is perceived as a premier outlet for academic research in marketing.

Out of the 1087 submitted papers 556 were accepted into twenty tracks, deriving an acceptance rate of just 51%. This is indeed tough competition for an author to get a paper into EMAC, considering the standards of international conferences.

The selected papers are organized in 152 competitive track sessions. Within each track, papers were grouped according to similarity of topics and hence most of the sessions have an umbrella title. We hope this approach will assist conference delegates to select a session also on the basis of its more specific focus within each track.

In order to balance the programme we have allocated no more than 15 parallel sessions per time slot. Sessions from the same track are not scheduled in parallel in order to make it possible

for delegates to attend all sessions from one track if they wish to do so. The exception that confirms the rule is the “consumer behavior” track that has got twenty sessions altogether. Last but not least, excluding the above mentioned track nº3, all sessions from one track take place in the same room.

Seven special interest group most interesting sessions with 27 papers altogether and two special invited and stimulating sessions with 6 papers in total have also been scheduled. More than 120 posters will be presented during the poster sessions to take place in our Exhibition Hall. The Doctoral Colloquium (DC) received a high number of 162 submissions, 60 of which were selected for presentation in either the beginners or advanced group. Each group encompasses three tracks: consumer behavior, marketing mix instruments, and strategy and internet. The DC is chaired by Andreas Hermann and involves eighteen faculty members.

In the first day (Wed, May 23) we will have competitive/track and special interest group sessions, a special invited session on marketing behavior, a meet the editors session with five top journals in marketing. We are also holding this day the first EMAC and Korean Scholars of Marketing Science Joint Symposium titled “Bridging Asia and Europe in Marketing Competitiveness’ with a total of 26 papers allocated to

several sessions. The opening of poster sessions, the job market, a head of marketing forum, and the IJRM board meeting are also scheduled for this date. Finally, ISCTE-IUL invites you participate in a session on “Bridging Academia and Business” where case studies of Portuguese organizations will be presented dealing with sustainability, innovation and future trends in marketing to citizens.

The second day (Thu, May 24) besides continuing with very interesting competitive paper and SIGs sessions, we will have a special invited session on online behavior, a second meet the editors session with five other high



quality journals, the Susan P. Douglas best conference paper award session on international marketing, and the ISMS-MSI Practice Prize Award Finalists session. In addition, there will be the EMAC fellows meeting, two climber community meetings and our general assembly.

In day three (Fri, May 25), we will conclude the track, SIG and poster sessions as well as the job market meetings. The EMAC Distinguished Marketing Scholar Award (Congratulations, Gilles!), the EMAC McKinsey Marketing Dissertation Award and a session on Results of McKinsey Survey will also take place.

EMAC delegates will have a wide range of 615 papers to choose from, considering 556 in track sessions, 27 in SIG sessions, 6 in SIS sessions and 26 in EMAC/KSMS sessions.



As far as our social program is concerned, the opening ceremony and welcome reception will be held at ISCTE-IUL premises, conference venue, on Tuesday, May 22. We will go to the empire square by the Tagus River and have dinner at Centro Cultural de Belém on Thursday, May 24.

On Friday, May 25, the gala dinner preceded by the annual EMAC award ceremony will join us at the Convento do Beato.

For the free evening on Wednesday, May 23, we suggest you consider an optional social event that will take you to the Expo World Exhibition Park by the river where you can feel a new side of the Portuguese capital, its modernity and night life, and have dinner in the glamorous casino of Lisbon.

Welcome to Lisbon!

Paulo Rita
Chair of EMAC 2012
Professor of Marketing at ISCTE-IUL

Acknowledgments

We would like to thank all the authors who prepared and submitted their papers to EMAC 2012. A warm thank you goes also to all the reviewers who despite their time constraints were highly committed to put their expertise into the reviewing process.

A special thank you is addressed to track chairs making the scientific committee of the conference. They needed to put a lot of effort in managing their

tracks namely taking into account the staggering number of submission they were faced with.

An appreciation goes to the EMAC Executive Committee, particularly to its President Veronica Wong, the VP for Conferences Gabriele Troilo, and the VP for Publications Soenke Albers. A special thank you goes to Nina Payen, EMAC Executive Secretary, for her exceptional work and support. Finally, we would like to thank our sponsors.



Conference Theme

Marketing to Citizens: going beyond customers and Consumers

ISCTE Business School in Lisbon is very pleased to host the 41st EMAC Conference

The world is changing at a fast pace, challenging us to reflect on the present puzzle and think on the earth we want to build for future generations. Globalization has triggered high levels of intertwined economies never seen before. Population growth in emerging markets and aging population in developed countries is putting pressure on energy consumption and social benefits. Depletion of natural resources is causing extra concerns to an already complex macro environment we have to deal with.

Within this context, technology revolution, namely information and communication technologies have been at the forefront of development and caused an unintended consequence: consumer empowerment. Marketers have experienced the need of going beyond customers in order to cater for consumers. The dynamism of markets

and competition have demanded a cross-fertilization approach between first-time buyers, repeat consumers, retention and loyalty strategies, just to name a few. Web 2.0 (social networks, blogs, wikis, video sharing) is giving rise to a new consumer, more aware of the alternatives, expecting firms to play a social role, using e-Word Of Mouth either to recommend brands, products, services or to spread negative comments.

Hence, all forms of organizations (groups, companies, institutions, governments) are being challenged to look at their target markets not only as customers or even consumers but as citizens who are beyond mere numbers, and have the will and intelligence to be involved and give their contribution to an information sharing society. Marketing is the management area better positioned to delve into this path in order to make a better future happen.

These are major challenges for researchers in all areas within the marketing arena.

Organizing Committee

Conference and Programme Chair

Paulo Rita

Committee Members

Hélia Pereira

Pedro Dionísio

Rui Vinhas da Silva

Susana Marques

Conference Secretariat

Cláudia Pacífico

ISCTE Business School

Av.^a das Forças Armadas

1649-026 Lisbon

Portugal



General Information

Conference Venue

ISCTE Business School
Av.^a das Forças Armadas
1649-026 Lisbon
Portugal

The Conference Venue has two main entrances:

Entrance from: Avenida das Forças Armadas (main square/patio).

Entrance from: Avenida Prof. Aníbal Bettencourt (conference Secretariat & Registration).

Official Language

The official language of the conference is English. No simultaneous translation will be provided.

Conference Venue Facilities

Halls

The Poster Exhibition will take place in the Exhibition Hall located on the floor below the Conference Secretariat & Registration Desk. Entrance via glass doors next to the Grande Auditorium. The Exhibition area is located in the Main Foyer next to the Conference Secretariat.

Lecture / Seminar and Meeting Rooms

The scientific programme sessions as well as meetings and seminars will take place in the meeting rooms and auditorias located on floors 1, 2, 3, 4 and 5.

The identification number of the rooms indicates which floor the room is located on. i.e. C406 is located on the 4th floor.

Please see the directional signage for the meeting rooms placed in strategic points on each floor.

Computer Rooms

The computer rooms are located on the entrance floor by the Conference Secretariat & Registration Desk (rooms: D108 and D111).

Patio

The Welcome Reception, Lunches and Coffee Breaks will be served in the main patio between the ISCTE business school buildings.

Registration Desk

The EMAC Conference Secretariat and Registration Desk is located in the main entrance of ISCTE Business School. (Building II, direct entrance from Av. Prof. Aníbal Bettencourt).

Registration Desk opening hours

EMAC Doctoral Colloquium

Sunday, 20 May	14:00 – 19:00
Monday, 21 May	08:00 – 18:00

EMAC Conference

Tuesday, 22 May	14:00 – 18:00
Wednesday, 23 May	08:00 – 19:00
Thursday, 24 May	08:00 – 19:00
Friday, 25 May	08:00 – 19:00

Name Badge

All participants should wear their name badge visible at all times in order to guarantee access to the scientific programme sessions.

Conference Certificate

You are welcome to print your personalized certificate of attendance at the Conference Secretariat. Please note that requests for certificates of attendance after the conference will only be considered until end July 2012.

Conference Assistants

In addition to the staff at the Conference Information Desk, a number of conference participants available all over the conference area are ready to help participants. They are wearing special T-shirts for easy recognition.

Audiovisual Equipment

All meeting rooms and auditoria are equipped with standard AV - equipment

including PC, projector and screen. Conference assistants/volunteers will assist speakers with uploading of presentations. Please note that support for MAC computers will not be available.

Conference Proceedings

Participants will receive the collection of the Conference Proceedings on a USB stick.

Poster Sessions

All poster sessions will take place in the Poster Exhibition area located on the floor below the main foyer. Entrance to the Poster Exhibition area is made via glass doors next to the entrance of the Grande Auditorium.

Exhibition

The exhibition area is located in the foyer of the main entrance close to the Conference Secretariat & Registration Desk. The exhibition will be open from 14:00-19:00 on Tuesday 22 May and from 09:00 to 18:00 during the full Conference days (23-25 May).

Lunch & Coffee Breaks

The Welcome Reception as well as Lunches and Coffee Breaks will be served in the central area (patio) between the buildings. Access to the open area (patio) via the 2nd floor.

Internet Access

Internet Rooms

Participants will have opportunity to access internet and e-mails free of charge in the Internet Rooms located close to the Conference secretariat (rooms: D108 and D111).

Wi-Fi

Participants carrying their own laptops will also have access to wi-fi free of charge. The ISCTE network is guest-eU that should be automatically detected as default network once your computer is connected to the wireless function.

ISCTE Business School Library

Location: 4th floor. Opening hours on weekdays: 09:30 - 17:30.

The library is specialized in Social Management and Technological Sciences. The collection include about 60.000 books and 18.000 journals (hard copies and on-line) with free access.

Accessibility for Wheelchairs

The rooms and auditoria on the different floors can be reached via access ramps. Elevators and wheelchair adapted toilets are also available.

ATM/Cash Machines

There is an ATM/Cash Machine available on the 2nd floor.

Cloakroom

Coats and smaller pieces of luggage may be left in the cloakroom, located next to the Conference Secretariat & Registration desk (in the lobby of the main entrance).

Please note that the organizers do not accept any liability for any loss or damage to property.

First Aid/ Paramedics

There will be a First Aid station served by a team of paramedics. Contact with the Paramedics will be made via the Conference Secretariat & Registration Desk.

Accommodation & Tourist Information Desk

The accommodation and tour information desk is located by the Conference Secretariat.

Disclaimer

The Local Organising Committee, the Conference Organisation and the Conference Venue (ISCTE Business School) accept no liability for personal injuries or loss, of any nature whatsoever, or for loss or damage to property either during or as a result of the conference. Participants and accompanying persons attending the conference and all related events do so at their own risk and responsibility.

Accessibility Lisbon

Lisbon Airport (Portela) is located close to the city centre (7 km), about 15-20 minutes transfer to most of the centrally located hotels as well as to ISCTE Business School. The Airport is served by daily direct flights operated by the traditional air lines as well as by many of the low cost companies operating in Europe.

Public Transportation

The joint fleet of the two public transportation companies Carris (buses and trams) and Metro (underground) covers the entire city with regular bus and tram routes as well as underground

lines. To reach the Conference Venue use the Yellow underground line in direction: Odivelas.

There are two stations serving the Conference Venue: Entrecampos and Cidade Universitária. During day time there are trains every 4-9 minutes.

How to buy a ticket:

At the Metro Stations look for the ticket machines. Touch the screen and choose the option “zapping”. Next choose one of the options on offer.

The first time buying a ticket you will first receive a re-chargeable card (€ 0,50) and the remaining amount to be used as a credit according to the option you have chosen.



Using this modality a one way Metro trip costs €1,25 and a one way bus/tram trip (€1,25 bus and €2,85 tram).

Keep the card and next time you want to buy a ticket, please introduce the card first in the ticket machine, select “zapping” and update your credit for the next trip. You can pay with coins (€) notes (€) or credit card.

Taxis

The city is served by 3,500 taxis, and a taxi ride from the airport to the city centre should cost between € 8 and € 15. Taxis are widely used by the locals, and in comparison to the taxi fares in other countries, the Lisbon taxis are still to be considered a rather inexpensive means of transportation.

Taxis in Lisbon: +351 21 793 27 56 | +351 21 811 90 00 | +351 21 811 11 00.

Climate

The climate in Lisbon is temperate, offering the best of both Atlantic and Mediterranean Sea breezes all year round. The average maximum daily temperature and average minimum temperature in the Lisbon area in May are 22°C / 64 F (high) and 12°C / 52 F (low). Light clothing and a light jacket for evening use are recommended.

Currency

Portugal is a member of the European Monetary System, and the previous

currency Escudo was replaced by the Euro on 1 January 2002.

Electric Current

Portuguese standard is the European type 2 pin sockets with 220 volts AC at 50 cycles. The phase 380 volt current is normally available in meeting rooms and exhibition halls.

Exchange

Major credit cards are accepted in most hotels, shops and restaurants. Travellers' cheques and currency can be changed at exchange bureaux or at hotel receptions. Automatic changing and cash dispensing machines linked to international networks are also widely available.

Health Requirements

With the exception of vaccination certificates for persons coming from areas where yellow fever is endemic, at the present there are no special health requirements.

Hotel Check in/out Policy

Normal check in time at hotels is 14:00. The established check out time is 12:00. Should you need guaranteed occupancy before 14:00 on the day of your arrival, the previous night should be reserved.

Medical Care

Clinics and hospitals provide 24 hrs emergency service.

The national emergency phone number is 112. Hotels have a doctor on call through the reception. Reciprocal E.C. cover is available at out-patient departments, otherwise private consultation fees are charged.

Sales Tax

Sales tax (VAT) is included in prices quoted. For non E.U. residents, tax free shopping schemes are available in many shops, which give substantial savings to visitors.

Shopping

Fine leather goods, lead crystal ware, porcelain, vintage wines, golden and silver filigree, pottery and textiles are considered excellent buys in Portugal. The pedestrian streets of the city centre, “a Baixa”, bordered by the magnificent Praça do Comércio, facing the River

Tejo, and the “Chiado” area leading to Bairro Alto, are popular shopping areas. Shops are open from 09:00 to 13:00 and 15:00 to 19:00 Monday to Friday, and 09:00 to 13:00 on Saturdays. Major shopping malls stay open from 10:00 to 23:00, including weekends. The main shopping centres are Colombo, Amoreiras, Vasco da Gama and the Atrium Saldanha, all within easy access by underground network (metro).

Smoking

The Portuguese law, in accordance with Regulations in force in the majority of European Countries and the USA, does not allow smoking in any public transportation or in any closed public areas. (Some restaurants, bars and discotecs may have a designated smoking area).

ISCTE Business School

Conference Venue:

ISCTE - Lisbon University Institute
Av.^a das Forças Armadas,
1649-026 Lisboa – Portugal

ISCTE - Lisbon University Institute (ISCTE-IUL) is a public institution directed towards teaching and research. ISCTE-IUL was established in 1972 and has, today, around 7000 students (over 40% postgraduates), 450 academic staff and 200 administrative and technical staff. ISCTE-IUL scientific and pedagogical expertise covers a wide range of areas: Accounting, Anthropology, Architecture, Computer Sciences, Economics, Finance, History, Law, Management, Marketing, Psychology, Quantitative Methods, Sociology and Public Policy. ISCTE-IUL offers bachelor, master and doctoral programmes in all these areas. At present the Institute offers 15 undergraduate degrees, 9 doctoral programmes, more than 60 master programmes and more than 40 post-graduate/executive master programmes.

The Business School of ISCTE - Lisbon University Institute is a leading Portuguese business school with a growing international reputation. Its goal is to contribute to the advancement of management by offering high quality education, provided by a faculty recognized for its dedication to teaching and research. With articles published

in the most distinguished journals and a large number of books published, our faculty has made significant contributions to the field of management. The distinguished faculty and programmes are the most visible components of ISCTE Business School value proposition. Its reputation, for being the Portuguese Business School of reference is continuously reinforced by awards, prizes and international accreditations. IBS is also the most international Portuguese Business School, due to innumerable partnerships and protocols with universities all over the world. Its student centric philosophy is built upon a close relationship between student and professor and a strong emphasis on student's personal competencies. The School's recognized practical approach and the strong relation with the corporate world has been responsible for a strong demand for its students in the job market and unique employment ratios.

ISCTE Business School programs reflect a lifetime's worth of experience in which the School has been closely connected to the business world. They also reflect its ability to offer the latest tools, an in-depth understanding of the various management areas. IBS has a vast network of international connections, runs several double degree programs

and has exchange agreements with a significant number of intuitions. ISCTE Business School also participates in several international networks and in the main business education associations such as EFMD, AACSB and EABIS, in addition to having the accreditation by AMBA – Association of MBAs.

ISCTE Business School is strategically located in the centre of Lisbon, a ten minute drive away from the airport. It is directly served by a subway station and a number of convenient city buses that provide fast and easy access to almost everywhere in the city. There are a number of hotels within walking distance as well as restaurants, shops and one of Lisbon's largest sports and recreational facilities.

Although it is located in the centre of Lisbon, the ISCTE campus offers a

peaceful atmosphere with plenty of fresh air and open space. The facilities include four buildings (45,000 m2), the most recent of which was awarded the Valmor Prize, Portugal's most prestigious architectural award.

“ISCTE- Lisbon University Institute's Lip Dub, was the first “University Lip Dub” - <http://universitylipdub.com> - to be made in Portugal. There were more than 250 participants. Among them were students, faculty and staff employees. The video also counted with the presence of the music's singer (Portuguese star) David Fonseca in the lift scene.”

This is a great and innovative opportunity to introduce our University. Search youtube for “University Lip Dub ISCTE. We hope you like it!



International Masters Programmes

www.ibs.iscte.pt/en

ISCTE Business School
University Institute of Lisbon

Managing the Future

Welcome to ISCTE Business School!

Programmes start in September:

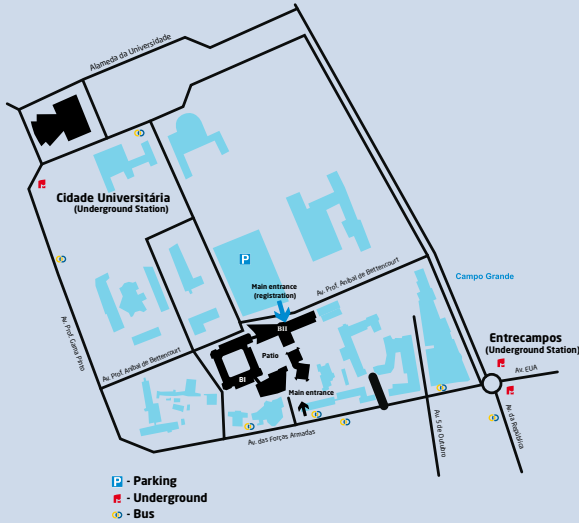
- > MSc in Business Administration
- > MSc in Economics
- > MSc in Finance
- > MSc in Human Resource Management
- > MSc in Marketing
- > MSc in International Management
- > MSc in Hospitality and Tourism Management
- > The Energy MBA

Apply online at:
www.ibs.iscte.pt/en

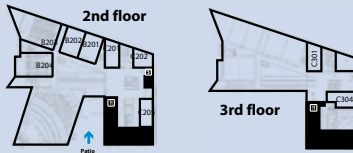
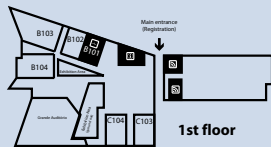


Map of Venues

Conference area



Floor plans BII - Building II



- Registration Desk & Conference Secretariat
- Cloakroom
- Internet Rooms
- ATM / Cash Machines
- Restaurants & Coffee Shops

EMAC Dinner Event at Centro Cultural de Belém



EMAC Gala Dinner at Convento do Beato





Lisbon

The “White City”

About Lisbon

Lisbon is Europe’s West Coast capital and the closest gateway to Africa and the Americas. It is also known as the white city, for its unique luminosity. The light, the atmosphere and the Atlantic climate, blended with Mediterranean influences, with warm sunny winters and cool summers, contribute altogether to offer a unique experience for each visitor. Facing the Atlantic Ocean, Lisbon is surrounded by some of the best beaches in Europe as well as some tourist and historical hallmarks such as Estoril and Sintra. Lisbon is one of the safest cities in Europe, enchanted with historical sites and offering a dynamic business center with a distinctive international orientation.

Fraught with historical landmarks, Lisbon was the birthplace, in the 15th century, of one of mankind’s most exciting discovery sagas – the era of maritime exploration that led to the discovery of the New World, the charting of new routes for trade and travel, and the enduring connection between cultures, climates and civilizations. Portugal’s past as a nation of explorers,

pioneers and forerunners in trade and in international contacts is known the world over and Lisbon’s history is the history of all the continents combined. With its unique legacy, Lisbon has embraced the new world of the 21st century. The city is a dynamic result of its proud past and its vibrant, cosmopolitan present, alive with non-stop cultural events, a vibrant nightlife and renewed architectural verve. Visiting Lisbon is a once-in-a-lifetime opportunity to experience a unique combination of history and modernity. It is a city with an international flavour with a population made up of different races, different backgrounds and different cultures where everyone feels welcomed. Lisbon won in 2010 the World Travel Award of Europe’s Leading City Break Destination.

For tourist information please visit the following links:

<http://www.visitportugal.com>

<http://www.visitlisboa.com>

<http://www.youtube.com/visitportugal>
- Portugal – the beauty of simplicity”



Curiosities about Portugal

- Founded in 1139.
- With an area of 92,090 sq.km and a population of 10,5 million inhabitants, it is situated in southwestern Europe on the Iberian Peninsula.
- The Atlantic archipelagos of the Azores and Madeira are part of Portugal.
- Portugal pioneered the Age of Discoveries in the 15th and 16th centuries, expanding western influence and establishing an empire that included possessions in Africa, Asia, Oceania, and South America.



Cascais (Lisbon Metropolitan Area)

- Its empire was the first global one in history and also the longest lived of the European colonial empires, leaving world heritage sites in all the continents of the world.

- Portuguese is the fifth-most spoken language in the world counting with more than 300 million speakers.



Sintra (Lisbon Metropolitan Area)

- Member of the European Union and a founding member of OECD, NATO, the Latin Union, Organization of Ibero-American States, and the Community of Portuguese Language States.

Lisbon

- Lisbon is the westernmost capital city located in Europe, and the only one along the Atlantic coast.
- Lisbon, one of the oldest cities in the world, has World Heritage sites listed by UNESCO such as Belém Tower and Jerónimos Monastery.



Elevador Santa Justa



Belém

- Lisbon is the 25th most livable city in the World according to lifestyle magazine Monocle. It is the tenth richest metropolitan area by GDP on the European continent.
- In 1994 Lisbon was the European Capital of Culture and in 1998 organized the Expo'98 (1998 *Lisbon World Exposition*).

- Overlooking the Tagus River, Parque das Nações is the newest district in Lisbon, having emerged from the World Exhibition of Lisbon 1998: restaurants, gardens, the Lisbon Casino, the FIL building (International Exhibition and Fair), the Camões Theatre, Atlantic Pavillion as well as a must see the *Oceanário de Lisboa (Lisbon Oceanarium)*, the second largest in the world.



Social Events

22 May 2012, 18:30 - 20.30

Welcome Reception at ISCTE

Take the opportunity to renew old acquaintances and network at the EMAC Welcome Reception. Enjoy a glass of wine, finger food and entertainment in a relaxed portuguese atmosphere. The Welcome Reception takes place in the Marquee set up at the Conference Venue.



24 May 2012, 20:00

EMAC Dinner Event at Centro Cultural de Belém

Meeting point: 19:00 at official hotels or Conference Venue.

Transportation: Transfers will be available from the official hotels for participants who have booked their accommodation via the official site EMAC 2012. For participants who have made their own accommodation arrangements transfers will leave from the Conference Venue (ISCTE) at the same time. Return transfers are foreseen to depart from the dinner venue at 23:00.

The main purpose of the construction of Centro Cultural de Belém, was to raise a structure that could welcome and accommodate the Portuguese European Union Presidency, in 1992,



remaining subsequently as a core facility for cultural and leisure activities. The project belonged to the architect consortium Vittorio Gregotti (Italy) and Manuel Salgado (Portugal).

Centro Cultural de Belém (CCB) is managed by a private Foundation of public interest, its mission being the production and hosting of cultural events, from theatre to dance, from classical music to jazz, from opera to cinema. As part of its mission, CCB also hosts a conference centre, available for any kind of professional meetings.

The EMAC Dinner Event will take place in the Restaurant “A Comenda” located on the first floor with a view over the river Tagus. This is a unique space that privileges Mediterranean gastronomy and the Portuguese cuisine with its traditional products - A place where gastronomy is mingled with arts and culture.

TOCÁ RUFAR

devote yourself

reveal yourself

overcome yourself

Drumming Since 1996

Tocá Rufar distinguishes itself by placing Portuguese culture, knowledge and art, in a main position as source of value, development and contemporariness; and by keeping them at everybody's reach. Through superior instruction and artistic training, creating and innovating within a cultural tradition, Tocá Rufar produces and exports:

A portrayal of Portugal as a modern, agile, active, inventive and innovative country, as well as holder of a solid cultural identity;

An outstanding organizational model, proficient to be applied in numerous entities and contexts both in Portugal and abroad.



25 May 2012, 20:00

EMAC Gala Dinner at Convento do Beato

Meeting point: 18:30 at official hotels or Conference Venue.

Transportation: Transfers will be available from the official hotels for participants who have booked their accommodation via the official site EMAC 2012. For participants who have made their own accommodation arrangements transfers will leave from the Conference Venue (ISCTE) at the same time. The first return transfer is foreseen to depart from the dinner venue around 23:30. Additional transfer departures will be provided later for guests wishing to stay longer.

The EMAC Gala Dinner, with FADO entertainment and Dancing to the sound of “Face the Groove”, will take place in the cloisters of the convent.

The history of Convento do Beato dates back to the 16th century, when Queen D. Isabel ordered the construction of a hospice for the Blue Friars. The legend tells that Friar António started the construction with just seven “tostões” (small coins) which he had received in alms. The Friar was soon referred to as Beato António (António the Beatified) and his magnificent creation as the Convento do Beato. The Portuguese white marble with veins of red jasper lends its special look to the building but also made it so resistant that it survived the earthquake that destroyed Lisboa in 1755.



FADO

There was a time when Fado – the art of describing the indescribable, which some call the soul was privilege of the Portuguese and those that socialized with them.

However, Fado is, in essence and purpose, emotion and as emotions are universal, reaching the heart of any human being, sees no borders or language barriers.

Today, Fado belongs to the world and this mournful song and the most traditional Portuguese music genre was recently added to UNESCO's list of World's Intangible Cultural Heritage.

Cuca Roseta, Fadista (Fado singer)

"I believe I was born for this".

"This", understand, is her life. "This" is Fado.

And it is this absolute sincerity, bordering on dissatisfaction, which leaves us bewildered, almost shocked. This natural acceptance of fate, visible in Cuca's dark eyes, is, also, a sign that what she says is genuine and truly felt. Moreover, she's right, such hackneyed yet indispensable words sometimes mean so much: words such as, "fate", or "soul", for example.



Exhibitors

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Launch Case Session - Stratx

Wednesday, 23 May, 11h00 – 13h00

The new Markstrat: how to take your marketing class into a live business experience.

Discover and experience the new MARKSTRAT simulation, providing an unmatched experience at various education levels, across a range of industry sectors. With modernized industry settings and a highly competitive environment, the new version of Markstrat makes programs even more engaging and effective. Built on a web platform, Markstrat will also soon come in B2B and Consumer Goods versions, to address industry specific challenges adapted to different audiences.

02. TRACKS, CHAIRS AND REVIEWERS



Mosteiro dos Jerónimos - Jerónimos Monastery (Lisbon), elected by the Portuguese population as one of the 7 Wonders of Portugal (Top Monuments), also considered World Heritage, by UNESCO.

Tracks, Track Chairs and Co-Chairs

Track 1: Advertising, Promotion and Marketing Communications

Micael Dahlen, Stockholm School
of Economics
Helge Thorbjornsen, Norwegian School
of Economics and Business Administration
Carmen Lages, ISCTE-IUL Business School,
Lisbon

Track 2: Business-to-Business Marketing and Networks

Andreas Eggert, University of Paderborn
Thomas Ritter, Copenhagen Business School

Track 3: Consumer Behaviour

Elizabeth Cowley, University of Sydney
Amitava Chattopahyay, INSEAD
Luca Visconti, ESCP Paris

Track 4: Innovation and New Product Development

Wim Biemans, University of Groningen
Luigi de Luca, University of Cardiff

Track 5: International and Cross- Cultural Marketing

John Cadogan, Loughborough University
Maja Makovec Brenčič, University of Ljubljana

Track 6: Marketing in Emerging and Transition Economies

Paurav Shukla, University of Brighton
Đurđana Ozretić Došen, University
of Zagreb

Track 7: Marketing of Public and Non-profit Organisations

Patrick De Pelsmacker, University
of Antwerp
Gary Warnaby, University of Liverpool

Track 8: Marketing Research and Research Methodology

Tammo Bijmolt, University
of Groningen
Bruce Hardie, London Business School

Track 9: Marketing Strategy & Leadership

Christian Homburg, University
of Mannheim
Harley Krohmer, University of Bern

Track 10: Marketing Theory

Rod Brodie, University of Auckland
Kris Möller, Aalto University School
of Economics

Track 11: **Modeling and Forecasting**

Daniel Klapper, University of Frankfurt
George Baltas, Athens University
of Economics and Business

Track 12: **New Technologies and E-Marketing**

Shintaro Okazaki, Universidad Autonoma
de Madrid
Charles R. Taylor, Villanova School
of Business

Track 13: **Pricing and Financial Issues in Marketing**

Pierre Desmet, University Paris-Dauphine
and ESSEC B.School
Aleksandra Pisnik Korda, University
of Maribor

Track 14: **Product and Brand Management**

Stephanie Slater, University of Cardiff
Susan Hart, Strathclyde University

Track 15: **Relationship Marketing**

Manfred Krafft, University of Muenster
René Darmon, ESSEC Business School

Track 16: **Retailing, Channel Management and Logistics**

Daniel Bello, Georgia State University
Marc Filser, University of Burgundy

Track 17: **Sales Management and Personal Selling**

Paolo Guenzi, SDA Bocconi School
of Management
Catherine Pardo, EMLYON Business School

Track 18: **Services Marketing**

Andrea Ordanini, Bocconi University
Ed Nijssen, Eindhoven University
of Technology

Track 19: **Social Responsibility, Ethics and Consumer Protection**

Minoo Fahrangmehr, University of Minho
Stephen P. Hogan, Brighton Business School

Track 20: **Tourism Marketing**

Enrique Bigné, University of Valencia
Alain Decrop, Louvain School
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Special Interest Groups

Gabriele Troilo, SDA Bocconi School
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Paulo Rita, ISCTE-IUL Business School,
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Rubio, Natalia	Universidad Autónoma
Ruiz Molina, Maria Eugenia	University of Valencia
Rundh, Bo	Karlstad University
Ruzo, Emilio	University of Santiago de Compostela
S , Abhishek	IIM Ahmedabad
Saginova, Olga	Plekhanov Russian University of Economics
Sahadev, Sunil	University of Sheffield
Sajtos, Laszlo	The University of Auckland
Salomonson, Nicklas	University of Borås
Samu, Sridhar	Indian School of Business
San Martin Gutierrez, Sonia	University of Burgos
Sánchez, Javier	Jaume I University
Sánchez-García, Isabel	University of Valencia
Sánchez-García, Isabel	University of Valencia
Sande, Jon Bingen	BI Norwegian Business School
Saridakis, Charalampos (babis)	Leeds University Business School
Schallmo, Daniel	University of Ulm
Schmitt, Julien	Aston University
Schnurr, Benedikt	University of Innsbruck
Schramm-Klein, Hanna	University of Siegen
Schreier, Martin	Bocconi University
Schuh, Arnold	WU Vienna
Schulze, Christian	Goethe University Frankfurt
Schumann, Jan Hendrik	Technische Universität München
Schwemmler, Martin	University of Mannheim

Name	Affiliation
Scopelliti, Irene	Carnegie Mellon University
Sellier, Anne Laure	New York University
Sengupta, Jaideep	HKUST
Serra, Elisabeth	ISMAI
Sese, F. Javier	University of Zaragoza
Shankar, Avi	University of Bath
Sheresheva, Marina	National Research University-Higher School of Economics
Sherry, John	Notre Dame University
Simoes, Claudia	Minho University
Sindhav, Birud	University of Nebraska at Omaha
Singh, Ramendra	IIM Calcutta
Singh, Satyendra	University of Winnipeg
Sinha, Piyush Kumar	IIMA
Sirkeci, Ibrahim	Regent's College London
Sitz, Lionel	EM LYON
Skard, Siv	Norwegian School of Economics
Skiera, Bernd	University of Frankfurt
Slabbinck, Hendrik	Universiteit Gent
Slater Stephanie	University of Cardiff
Sliburyte, Laimona	KAUNAS UNIVERSITY OF TECHNOLOGY
Smit, Willem	SMU
Snoj, Boris	University of Maribor
Solberg, Carl	BI Norwegian School of Management
Soscia, Isabella	SKEMA
Sotgiu, Francesca	HEC Paris
Souchon, Anne	University of Loughborough
Sousa, Carlos	Durham University
Spais, George	Hellenic Open University
Spence, Mark T.	Bond University
Spinks, Wendy	University of the Sunshine Coast
Spiteri Cornish, Lara	University of Coventry
Sprott, Dave	Washington State University
Stakhovych, Stanislav	Monash University
Stamatogiannakis, Antonios	IE Business School - IE University
Stamboli, Celina	ISEG Marketing and Communication School
Stangl, Brigitte	HTW Chur

Name	Affiliation
Steiner, Michael	University of Muenster
Steinhoff, Lena	University of Paderborn
Steinmann, Sascha	University of Siegen
Stevens, Lorna	University of Ulster
Stocchi, Lara	University of South Australia
Stoettinger, Barbara	WU Vienna
Storbacka, Kaj	University of Auckland
Story, Vicky	Nottingham University Business School
Strehlau, Suzane	UNINOVE - ESPM
Stump, Rodney	Towson University
Supphellen, Magne	Norwegian School of Economics
Swarbrooke, John	Manchester Metropolitan University
Tan, Daisy Jing	University of Wolverhampton
Tarkiainen, Anssi	Lappeenranta University of Technology
Taylor Charles R.	Villanova School of Business
Teichmann, Karin	University of Innsbruck
Telfer, David	Brock University
Ter Hofstede, Frenkel	University of Texas at Austin
Terho, Harri	Turku School of Economics
Theodosiou, Marios	University of Cyprus
Thomas, Greg	Singapore Management University
Timoumi, Ahmed	KOC University
Tinson, Julie	University of Stirling
Tissier-Desbordes, Elisabeth	ESCP Europe
Tkaczyk, Jolanta	Kozminski University
Tolba, Ahmed	The American University in Cairo
Totzek, Dirk	University of Mannheim
Toubia, Olivier	Columbia Business School
Toufaily, Elissar	Université Laval
Troilo Gabriele	SDA Bocconi School of Management
Troye, Sigurd Villads	Norwegian School of Economics
Tubillejas Andres, Berta	University of Valencia
Tzempelikos, Nektarios	Athens University of Economics and Business
Uçok Hughes, Mine	Woodbury University
Ulaga, Wolfgang	HEC
Usta, Murat	Grenoble Ecole de Management
Utgård, Jakob	BI Norwegian Business School

Name	Affiliation
Uusitalo, Olavi	Tampere Univeristy of Technoogy
Vale, Rita	Catholic University of Portugal
Valentini, Sara	University of Bologna
Valenzuela, Ana	Baruch College, CUNY
Valette Florence, Pierre	UPMF Grenoble
Van De Velden, Michel	Erasmus University Rotterdam
Van Der Hende, Ellis	University of Amsterdam
Van Der Lans, Ralf	Hong Kong University of Science and Technology
Van Der Rest, Jean-Pierre	Leiden University & Hotelschool The Hague, International University of Hospitality Management
Van Herk, Hester	VU University Amsterdam
Van Horen, Femke	University of Cologne
Van Kenhove, Patrick	Ghent University
Van Laer, Tom	ESCP Europe
Van Oerle, Sarah	University of Antwerpen
Van Raaij, W. Fred	Tilburg University
Van Riel, Allard	RAdboud University Nijmegen
Van Vaerenbergh, Yves	University College Ghent & Ghent University
Vana, Lakshmi Prasad	London Business School
Vanhouche, Wouter	Lessius University College/ Association K.U.Leuven
Vanhuele, Marc	HEC Paris
Varey, Richard	The Waikato Management School
Vazquez, Jose Luis	University of Leon
Veloutsou, Cleopatra	University of Glasgow
Verlegh, Peeter	University of Amsterdam
Vermeir, Iris	Ghent University & University College Ghent
Vieira, Valter	UEM
Vignolles, Alexandra	Inseec Business School
Visconti Luca	ESCP Paris
Visentin, Matteo	London Business School
Vomberg, Arnd	University of Mannheim
Von Schwedler, Moritz	Universidade do Minho
Vosgerau, Joachim	Carnegie Mellon University
Voyer, Benjamin	London School of Economics / Richmond University
Wagner, Gerhard	University of Siegen
Wagner, Ralf	University of Kassel

Name	Affiliation
Wagner, Udo	University of Vienna
Waiguny, Martin	University of Klagenfurt
Walliser, Bjorn	University of Nancy
Wan Ishak, Wan Hussain	Universiti Utara Malaysia
Wan, Echo	University of Hong Kong
Wang, Qing	University of Warwick
Warlop, Luk	Catholic University Leuven
Warren, Caleb	Bocconi University
Weijters, Bert	Vlerick Leuven Gent Management School
Wells, Victoria	Durham Business School
Westerlund, Mika	Aalto University School of Economics
Wieseke, Jan	Ruhr-University of Bochum
Wilson, Bradley	RMIT university
Winer, Russ	New York University
Wittwer, Dimitri	University of Bern
Wobker, Inga	University of Zeppelin
Wong, Veronica	Sussex University
Worm, Stefan	HEC Paris
Xara-Brasil, Duarte Xara Brasil	Instituto Politecnico de Setubal
Xie, Chunyan	Stord/Haugesund University College
Xie, Yi	University of International Business & Economics
Xiuping, Li	NUS Business School
Yannopoulou, Natalia	Nottingham University Business School
Yen, Dorothy	Brunel University
Yu, Ting	University of Technology, Sydney
Yuksel, Ulku	The University of Sydney Business School
Zabkar, Vesna	Universtiy of Ljubljana
Zaghi, Karin	Bocconi University
Zarantonello, Lia	IESEG School of Management
Zerbini, Fabrizio	Bocconi University
Zeugner-Roth, Katharina	IESEG School of Management
Zidda, Pietro	University of Namur (FUNDP)
Zielke, Stephan	Aarhus University
Zlatevska, Natalina	Bond University
Zulauf, Katrin	University of Kassel

Session Chairs

Competitive Papers

Track	Session Number	Name	Affiliation
Track 1	01.01	Polymeros Chrysochou	Aarhus University
	01.02	Helge Thorbjornsen	Norwegian School of Economics and Business Administration
	01.03	Marc Mazodier	University of South Australia
	01.04	Erik Modig	Stockholm School of Economics
	01.05	Lars Erling Olsen	Oslo School of Management
	01.06	Dan Petrovici	Kent Business School
	01.07	Kerrie McGinn	Cass Business School
	01.08	Oliver Büttner	University of Vienna
	01.09	Tim Böttger	University of St.Gallen
	01.10	Miriam Van Tilburg	University of St. Gallen
	01.11	Pablo J. Lopes-Tenorio	ESIC Business and Marketing School
	01.12	Lola C. Duque	University Carlos III Madrid
Track 2	02.01	Jens Geersbro	Copenhagen Business School
	02.02	Robert Wilken	ESCP Europe Business School Berlin
	02.03	Wolfgang Ulaga	IMD – International Institute for Management Development
	02.04	Joona Keränen	Lappeenranta University of Technology
	02.05	Marjan Jalali	Lisbon University Institute (ISCTE)
	02.06	Dominik Mahr	Maastricht University
	02.07	Thomas Ritter	Copenhagen Business School
	02.08	Hauke Wetzel	University of Mannheim

Track	Session Number	Name	Affiliation
Track 3	03.01	Mario Pandelaere	UGent
	03.02	Tom Van Laer	ESCP - Europe
	03.03	Radu Dimitriu	Cranfield School of Management
	03.04	Bernardo Figueiredo	University of New South Wales
	03.05	Georgia Stavraki	Aristotle University of Thessaloniki
	03.06	Eric Spangenberg	Washington State University
	03.07	Monika Koller	WU Vienna
	03.08	Brett Martin	Queensland University of Technology
	03.09	Caroline Cloonan	ISG Business School
	03.10	Luk Warlop	K.U.Leuven & Norwegian School of Management (BI)
	03.11	Elizabeth Cowley	University of Sydney
	03.12	Selin Atalay	HEC Paris
	03.13	Carlos Orus	University of Zaragoza
	03.14	Echo Wan	Hong Kong University
	03.15	Gilles Laurent	HEC
	03.16	George Baltas	Athens University of Economics & Business
	03.17	Martina Bauer	University of Innsbruck
	03.18	Maria Blekher	Ben-Gurion University of the Negev
	03.19	Antonios Stamatogiannakis	IE University
	03.20	Nico Heuvinck	Ghent University
Track 4	04.01	Sven Petersen	Witten / Herdecke University
	04.02	Alexander Vossen	RWTH Aachen University
	04.03	Suleiman Aryobsei	University of St.Gallen
	04.04	Monika Schuhmacher	University of Mannheim
	04.05	Pierre Desmet	Paris-Dauphine University & ESSEC Business School
	04.06	Patrick De Pelsmacker	University of Antwerp
	04.07	Ana Lisboa	Leiria Polytechnic Institute
	04.08	Ralitzia Nikolaeva	Lisbon University Institute (ISCTE)
	04.09	Andreas Waschto	RWTH Aachen University

Track	Session Number	Name	Affiliation
Track 5	05.01	Adamantios Diamantopoulos	University of Vienna
	05.02	João S. Oliveira	Loughborough University
	05.03	Christina Sichtmann	University of Vienna
	05.04	Bernhard Swoboda	University of Trier
	05.05	Marc Fetscherin	Rollins College
	05.06	Katharina Zeugner-Roth	IESEG School of Management (Lille & Paris)
	05.07	Carl Arthur Solberg	BI Norwegian Business School
Track 6	06.01	Wagner Kamakura	Duke University
	06.02	Susana Marques	Lisbon University Institute (ISCTE)
	06.03	Vera Rebiazina	National Research University Higher School of Economics
	06.04	Claudia Simões	Open University
	06.05	Sanjit Kumar Roy	Coventry University
	06.06	Szabolcs Nagy	University of Miskolc
Track 7	07.01	Tine Faseur	HU Brussels
	07.02	Sasu Tuominen	University of Eastern Finland
	07.03	Silke Boenigk	Hamburg University
	07.04	Anja Geigenmueller	Ilmenau Technical University
	07.05	Gabriele Troilo	Bocconi University & SDA School of Management
	07.06	Ricardo Gouveia Rodrigues	Beira Interior University
Track 8	08.01	Ana Alina Tudoran	Aarhus University
	08.02	Joachim Scholderer	Aarhus University
	08.03	Larry Lockshin	Ehrenberg-Bass Institute for Marketing Science, University of South Australia
Track 9	09.01	David Atkinson	Manchester Metropolitan University Business School
	09.02	Paulo Ramos	Fernando Pessoa University
	09.03	Simone Wies	Maastricht University
	09.04	Andreas Wachtó	RWTH Aachen University
	09.05	Felipe Ruiz	Alicante University
	09.06	Nicolas Zacharias	Technische Universität Darmstadt

Track	Session Number	Name	Affiliation
Track 10	10.01	Kris Moeller	Aalto University School of Economics
	10.02	Rod Brodie	University of Auckland
Track 11	11.01	Lei Wang	Bocconi University
	11.02	Mihai Calciu	Lille I University of Science and Technology
	11.03	Kaveh Rouhi	Freie Universität Berlin
Track 12	12.01	Andreas Plank	University of Innsbruck
	12.02	Felipe Uribe	Barcelona Autonomous University
	12.03	Guda Van Noort	University of Amsterdam
	12.04	Hsin-Hsuan Meg Lee	Amsterdam University Business School
	12.05	Willemijn van Dolen	University of Amsterdam Business School
	12.06	Maik Hammerschmidt	University Goettingen
	12.07	Andreas Munzel	EM Strasbourg Business School
	12.08	Nora Nyiro	Corvinus University of Budapest
	12.09	Maurits Kaptein	University of Eindhoven / Philips Research
	12.10	Gerhard Wagner	University of Siegen
	12.11	Maja Seric	University of Valencia
	12.12	Sascha Steinmann	University of Siegen
Track 13	13.01	Feriha Zingal	University of Cologne
	13.02	Alexa Burmester	University of Hamburg
	13.03	Martin Artz	University of Mannheim
Track 14	14.01	Jenni Romaniuk	University of South Australia
	14.02	Jean Boisvert	American University of Sharjah
	14.03	Giuseppe Catenazzo	HEC - University of Geneva
	14.04	Jaywant Singh	Kingston University
	14.05	Florent Girardin	University of Lausanne
	14.06	Kathleen Cleeren	Maastricht University
	14.07	Catherine da Silveira	Lisbon University Institute (ISCTE-IUL)
	14.08	Eirini Tsihla	Aristotle University of Thessaloniki
	14.09	Rui Vinhas da Silva	Lisbon University Institute (ISCTE)
	14.10	Sven Tischer	Humboldt-University of Berlin
	14.11	Bendik Samuelsen	BI Norwegian Business School
	14.12	Walter Wymer	Lethbridge University

Track	Session Number	Name	Affiliation
Track 15	15.01	Nathalie Demoulin	IÉSEG School of Management
	15.02	Lucas Beck	University of St.Gallen
	15.03	Torsten Ringberg	Copenhagen Business School
	15.04	Sara Leroi-Wereldes	Hasselt University
	15.05	Alexander Schagen	University of St.Gallen
	15.06	Peter Verhoef	University of Groningen
	15.07	Mohammed Rafiq	Loughborough University
Track 16	16.01	Stefan Roth	Kaiserslautern Technical University
	16.02	Prithwiraj Nath	East Anglia University Norwich
	16.03	Felix Weispfenning	Coburg FH
	16.04	Sebastian Uhrich	Rostock University
	16.05	Pedro Matos	ISEG – Technical University of Lisbon
	16.06	Ali Umut Guler	London Business School
	16.07	Inga Wobker	Zeppelin University
Track 17	17.01	Sven Mikolon	Ruhr-University Bochum
	17.02	Otto Andersen	University of Agder
	17.03	Anja Hildebrand	University of Passau
	17.04	Paolo Guenzi	Bocconi University
Track 18	18.01	Gergely Nylasiy	Melbourne University
	18.02	Holger Roschk	Eichstaett-Ingolstadt Catholic University
	18.03	Khurram Sharif	Qatar University
	18.04	Carla Martins	Porto University
	18.05	Scott Dacko	Warwick University Business School
	18.06	Yingkui Yang	University of Southern Denmark
	18.07	Athanasios Krystallis	Aarhus University
	18.08	Herm Joosten	Radboud University Nijmegen

Track	Session Number	Name	Affiliation
Track 19	19.01	Alexandra Malheiro	Cavado Polytechnic Institutue
	19.02	Minoo Farhangmehr,	University of Minho
	19.03	Emmanuelle Le Nagard	ESSEC Busines School
	19.04	Andrea Pérez	Universidad de Cantabria
	19.05	Sofie Verstreken	Vlerick Management School
	19.06	Anastasios Pagiaslis	Nottingham University
	19.07	Michael Riechert	Kühne Logistics University
	19.08	Katja H. Brunk	Solvay Business School
	19.09	Anne Smith	Open University
Track 20	20.01	Julia Köhler	Chemnitz University of Technology
	20.02	Ramon Palau-Saumell	University of Barcelona
	20.03	Tania Maree	Tshwane University of Technology
	20.04	Julie Tinson	University of Stirling
	20.05	Therese Hedlund	Umeå School of Business and Economics
	20.06	Sven A. Haugland	Norwegian School of Economics and Business Administration
	20.07	Juho Pesonen	University of Eastern Finland
	20.08	Alain Decrop	Facultés Universitaires Notre Dame de la Paix

Session Chairs

Special Interest Groups (SIG) Special Invited Sessions (SIS)

Track	Session Name	Name	Affiliation
SIG 1	Customer Engagement	Thorsten Wiesel	University of Groningen
SIG 2	Consumer Financial Decision Making	Arvid O. I. Hoffmann	Maastricht University
SIG 3	Current Research Issues in Global Marketing	Constantine Katsikeas	Leeds University Business School
SIG 4	Rethinking Place Marketing: The necessity of Marketing to Citizens	Mihalis Kavaratzis	University of Leicester
SIG 5	Marketing and Design	Tore Kristensen	Copenhagen Business School
SIG 6	Multichannel Customer Engagement: Conversing with the Empowered Consumer	Emma K. Macdonald Umut Konus	Eindhoven University of Technology Radboud University Nijmegen
SIG 7	Stakeholder Marketing: Consequences of a stakeholder perspective for marketing	Paul Driessen Bas Hillebrand	Radboud University Nijmegen Radboud University Nijmegen

Track	Session Name	Name	Affiliation
SIS 1	Marketing Behavior	Berend Wierenga	Erasmus University
SIS 2	Online Marketing	Bernd Skiera	University of Frankfurt

03. 25TH EMAC DOCTORAL COLLOQUIUM

Eléctrico | Lisbon



25th EMAC Doctoral Colloquium

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with the ISCTE Business School, Lisbon are organising the 25th Colloquium for doctoral students in marketing. The colloquium is held in Lisbon from Sunday, May 20 until Tuesday, May 22, 2012, immediately prior to the EMAC Conference 2012.

The colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

The colloquium proceeds mostly in parallel tracks based on the topical and/or methodological angle of participants' work as well as on the stage of the dissertation process. Students discuss their work with their fellow students and with three track faculty, who are renowned experts in the field.

Next to the presentations by the students, there are plenary faculty presentations and group discussions on issues such as: planning and managing a dissertation process, writing academic papers, getting research projects published, and the job market and career planning.

There are:

– Three tracks for students in an intermediate or advanced stage of their dissertation process. Students in these tracks have a good knowledge of the literature in their domain of study and clear research. They benefit from the colloquium by subjecting the positioning of their research to a critical review, refining their data collection approach, and/or receiving suggestions for translating their work into papers that can be submitted to excellent journals.

– Three tracks for students in an early stage of their dissertation process. Students in this track have a (tentative) proposal for the topic they want to study, the method they want to use, and the potential contribution. They benefit from suggestions on how to focus and position their work. In addition there are faculty presentations designed to help students plan and manage their dissertation process.

For both the beginners' and the advanced tracks the three different tracks are the following:

1. Consumer Behaviour
2. Marketing Mix Instruments
3. Strategy and Internet

The doctoral colloquium is held in a collaborative, open and friendly atmosphere.

Chair:

Andreas Herrmann, University of St. Gallen, Switzerland

Co-Chairs:

- Suzanne Beckmann, Copenhagen Business School, Denmark (Beginners' track, Consumer Behavior)
- Benedict Dellaert, Erasmus University Rotterdam, the Netherlands (Beginners' track, Marketing Mix Instruments)
- Anders Gustafsson, Karlstad University, Sweden (Beginners' track, Strategy and Internet)
- Thomas Otter, Goethe University Frankfurt, Germany (Advanced track, Marketing Mix Instruments)
- Luk Warlop, KU Leuven, Belgium (Advanced track, Consumer Behavior)
- Caroline Wiertz, Cass Business School, U.K. (Advanced track, Strategy and Internet)

Faculty:

Beginners tracks:

Consumer Behavior:

- Suzanne Beckmann, Copenhagen Business School, Denmark (track chair)
- Sandor Czellar, Lausanne University, Switzerland
- Judy Zaichkowsky, Simon Fraser University Vancouver, Canada

Marketing Mix Instruments:

- Benedict Dellaert, Erasmus University Rotterdam, the Netherlands (track chair)
- Ernst Osinga, Tilburg University, the Netherlands
- Jaap E. Wieringa, Groningen University, the Netherlands

Strategy and Internet:

- Anders Gustafsson, Karlstad University, Sweden (track chair)
- Ajay Kohli, Georgia Tech College of Management, USA
- Lars Witell, Karlstad University, Sweden

Advanced tracks:

Consumer Behavior:

- Luk Warlop, K.U.Leuven, Belgium (track chair)
- Amitava Chattopadhyay, INSEAD, Singapore
- Marc Vanhuele, HEC Paris, France

Marketing Mix Instruments:

- Thomas Otter, Goethe University Frankfurt, Germany (track chair)
- Arnaud de Bruyn, ESSEC Business School, France
- Gerrit van Bruggen, Erasmus University Rotterdam, the Netherlands

Strategy and Internet:

- Caroline Wiertz, Cass Business School, City University, London, UK (track chair)

- Koen Pauwels, Ozyegin University,
TurkeyKo de Ruyter, Maastricht
University, the Netherlands

Participants

Beginners track 1: Consumer Behaviour

ALBRECHT, Arne K.
(JENA UNIVERSITY, Germany)
Cognitive Age in Adolescence:
Assessing its Role for Symbolic
Consumption

BAUMEISTER, Christoph
(Munich University of Technology,
Germany)
Ownership or Access? Understanding
Consumption Mode Choice

CRUZ, Angela
(Auckland University, New Zealand)
Acculturation as Performance:
Southeast Asian Immigrant Consumers
in New Zealand

DORN, Michael
(Bern University, Switzerland)
Social Information in Web Product
Reviews Harm Product Evaluation

JAMSAWANG, Jutatip
(Vienna University, Austria)
Consumer Perceptions of Supermarket
Shelves: Using Mobile and Stationary
Eye Trackers

LEÃO, Bárbara
(ISCTE Business School, Portugal)
Measuring Consumers' Consciousness
Level Impact on their Willingness to
Buy Sustainable Products

MÄRZ, Armin (Munich University
of Technology, Germany)
Instantaneous Word-Of-Mouth
Behavior on Mobile Devices

PISKÓTI, Marianna (Corvinus
University of Budapest, Hungary)
The Nature and I – Exploring the Role
of Environmental Identity
in Pro-Environmental Behaviour

POMIES, Anissa
(ESCP - EUROPE, France)
Co-Construction and Perception of
Singularities' Quality. The Case of
Coffee

RAZMDOOST, Kamran
(Cranfield University/Cranfield
School of Management, U.K.)
The Effect of Consumer Calibration
Processes on Consumer Perceived
Value

REITSAMER, Bernd Frederik
(Innsbruck University, Austria)
The Impact of Environmental Stimuli
on Consumers' Emotional and
Cognitive Responses – A Holistic
Approach in the Service Industry

SCHNURR, Benedikt**(Innsbruck University, Austria)**

A Conceptual Framework of Aesthetic Consumption Objects: Insights from Philosophical Aesthetics

SCHULTE, Benjamin Krischan**(Berlin Free University, Germany)**

Consumer Preference and Choice Interdependence – A Cause of Individual Path Dependence

Beginners track 2:**Marketing Mix Instruments****ANDERL, Eva****(Munich University of Technology, Germany)**

Analyzing the Online Customer Journey: Online Advertising Effectiveness in a Multi-Channel Setting

BICHO, Marta**(ISCTE Business School, Portugal)**

Market Legitimacy in the Diffusion of a Newly Construed Category: The Case of Complementary and Alternative Medicine

DAS, Moumita**(Groupe HEC, France)**

How to Sell a Luxury Brand in a Non-Luxury Store

DELPORT, SPIES, Hester**(North-West University, South Africa)**

The Influence of Customer Relationship Intention on Satisfaction, Loyalty and Retention within Online/Offline Services Organisations

DEMIRCI, Ceren**(Ozyegin University, Turkey)**

Which Online Communication Matters Most? It Depends on Consumer Enduring and Situational Involvement

ERGUNCU, Selin**(Koc University, Turkey)**

Marketing Effectiveness on Niche Vs. Mass Market Brands: Consumer Mindset Metrics Perspective

FEURER, Sven**(University of Mannheim, Germany)**

Pricing of New Products

KRUGER, Liezl-Marié**(North-West University, South Africa)**

Relationship Intention: Customer Behaviour after Service Failure and Recovery within the Cellular Industry

PÖYRY, Essi**(Aalto University School of Economics, Finland)**

Virtual Social Interaction and Sales Performance - Tapping into Consumers' Social Agenda

SILVEIRA, Paulo**(Setubal Polytechnic Institute, Portugal)**

Shopper Marketing and Brand Salience at The Point-Of-Purchase: An Empirical Study

VAN OERLE, Sarah
(Antwerp University, Belgium)
Customer Co-Creation during
Innovation: Structure and Impact
of Virtual Social Networks

Beginners track 3: Strategy and Internet

AGUIRRE, Marie Elizabeth
(Maastricht University,
the Netherlands)
When Covert Becomes Overt:
The Impact Of Personalization
Strategies On Consumer Behavior

ARYOBSEI, Suleiman
(University of St Gallen, Switzerland)
No Man Was Ever Wise by Chance -
Design-Related Levers of Ideas' Quality
and Diversity in Ideation Contests

GEORGE, Leonard
(National University of Ireland,
Galway)
Stakeholder Social Capital and The
Performance Relationship:
An Integrative Framework for
Stakeholder MarkeTING

GUNBEGI, Zeynep
(Bahçe, ehir University, Turkey)
The Drivers of Commitment to
Co-Creation and its Impact on
Customer Centered Performance
Indicators:
A Structural Model

HO, Joanne
(Adelaide University, Australia)
Strategic Orientations in
High-Tech Firms: Interrelationships
and Combined Effects

KAZADI, Kande
(Antwerp University, Belgium)
Stakeholder Co-Creation Capabilities

KNEFELKAMP, Nadine
(Paderborn University, Germany)
Investigation of Relationship Ending
Strategies from a Seller's Perspective

**LANGARO DA SILVA DO SOUTO,
Daniela**
(ISCTE Business School, Portugal)
The Role of Social Network Sites in
Driving Customer Relationship Loyalty

MCGINTY, Siobhán
(National University of Ireland,
Galway)
Does Network Structure Influence
Consumer Relationships with
Self-Expressive Brands?

MEYNER, Jannik
(Kühne Logistics University,
Germany)
Impact of Social and Spatial Proximity
on Adoption Behavior

OINONEN, Minna
(Lappeenranta University of
Technology, Finland)
Co-Innovating Customer Solutions
in Buyer-Seller Relationships

VAN TILBURG, Miriam
(University of St Gallen, Switzerland)

Same but Different:
The Moderating Role of Brand
and Product Gender on the Brand
Relationship Quality

Advanced track 1:
Consumer Behaviour

ACAR, Sinem
(BI Norwegian Business School,
Norway)

The Effect of Negotiators' Own Social
Motives and their Counterparts' Social
Motives on Trust

BLEKHER, Maria
(Ben-Gurion University, Israel)

Intent to Engage in Pro-Social
Behavior Increases Risk Taking

CAFFIER DE KERVILER, Gwarlann
(Paris Dauphine University, France)
Self-Categorization as Brand Loyal:
A Prototype Approach to Brand Loyalty

CARDIGO, Cristina
(ISCTE Business School, Portugal)
"Last Christmas I Gave You My Heart"
- Gift-Receiving and Identity-Threat:
Disposition as a Coping Strategy

FERNANDES, Daniel
(Erasmus University Rotterdam /
ERIM, the Netherlands)
Mañana: Reminders as Tools for
Accelerating or Procrastinating Task
Completion

FESTJENS, Anouk
(K.U.Leuven, Belgium)
Time-Related Consumer Decision
Making

QUASCHNING, Simon
(Ghent University, Belgium)
Ways of Coping with Uncertainty:
A Closer Look on Rankings, Reviews
and Herding

RADEMAKER, Claudia
(Stockholm School of Economics,
Sweden)
Effects of Eco-Friendly Media Choice

Advanced track 2:
Marketing Mix Instruments

ALKIS, Aras
(Koc University, Turkey)
Asymmetric Price Elasticities

DE HAAN, Evert
(University of Groningen, the
Netherlands)
Marketing Attribution: Quantifying the
On- and Offline Advertising Budget's
Impact

HOLTROP, Niels
(University of Groningen, the
Netherlands)
You Can't Direct the Wind, but You
Can Adjust Your Sails: Responding
to Changing Customers and
Environments in Dynamic Markets

MUKHERJEE, Prithwiraj
(ESSEC Business School, France)
Investigating the Profitability of
Multilevel Marketing

NAYDENOVA, Daniela
(University of Groningen, the
Netherlands)
Generalizations of Direct Mail
Characteristics Effects on a
Comprehensive Set of Advertising
Effectiveness Measures

**SCHLABOHM, Wiebke (Hamburg
University, Germany)**
Promotions around Seasonal Events

SZCZEPANSKI, Alexandra
(Goettingen University, Germany)
The Role of Consumer Price
Expectations in the Impact of Price
Promotions

TIMOUMI, Ahmed
(Koc University, Turkey)
Restricted Category Captainship

Advanced track 3: Strategy and Internet

DE VRIES, Lisette
(University of Groningen,
the Netherlands)
Essays on Social Media Marketing

GESER, Christine
(Munich University of Technology,
Germany)
Management of Online Communities

KADIC-MAGLAJLIC, Selma
(University of Sarajevo, Bosnia)
The Role of Moral Judgment and
Emotional Intelligence in Salesperson
Behavior and Performance

LI, Jing
(Eindhoven University of Technology,
the Netherlands)
Cross-Channel and Cross-Competition
Effects during Customer Adoption
of New Online Channels in a
Multichannel Environment

OZTURAN, Peren
(Koc University, Turkey)
Impact of Imitation on Advertising
during Business Cycles

REINER, Jochen
(Frankfurt University, Germany)
An Analysis of Optimal Discounts for
Coupon Deals

SCHROLL, Roland
(Innsbruck University, Austria)
Beyond Co-Creating Brands - Evidence
and Implications of User-Generated
Brands

VOSSEN, Alexander
(Rwth Aachen University, Germany)
External Ideation: The Impact
of Ideation Contest Design and
Communication on Consumers'
Motives and Participation Behavior

04. CONFERENCE PROGRAMME



Torre de Belém (Lisbon), elected by the Portuguese population as one of the 7 Wonders of Portugal (Top Monuments), also classified as World Heritage.

Overall Programme and Special Events

Date/Time	Sessions	Special Sessions	Meetings
Tuesday, 22 May			
09:00-12:00			Steering Committee Meeting (2)
14:00-17:00	Job Market (4)		EMAC Executive Committee Meeting (3)
14:00-18:00	Registration		
18:30-20:30	Welcome Reception: ISCTE-IUL		
Wednesday, 23 May			
09:00-10:30	Competitive Papers, SIG Sessions 1.1	EMAC/KSMS Joint Symposium 1	
10:30-11:00	Coffee-Break		
11:00-12:30	Competitive Papers, SIG Sessions 1.2	EMAC/KSMS Joint Symposium 2	
12:30-14:00	Lunch		Heads of Marketing Forum
14:00-15:30	Competitive Papers, SIG Sessions 1.3	Meet the Editors 1	
		EMAC/KSMS Joint Symposium 3	
15:30-16:00	Coffee-Break		
15:30-17:00	Poster Session		
16:00-17:30	Competitive Papers, SIG Sessions 1.4	Special Invited Session on Marketing Behavior	
		EMAC/KSMS Joint Symposium 4	
17:30-18:30	Job Market (4)	Bridging Academia and Business: Marketing to Citizens (ISCTE)	IJRM Board (3)
19:00	Optional Social Events		

- (1) B101
- (2) B102
- (3) C103
- (4) C203/C303/C403
- (5) Grande Auditório

Date/Time	Sessions	Special Sessions	Meetings
Tuesday, 24 May			
09:00-10:30	Competitive Papers, SIG Sessions 2.1		
10:30-11:00	Coffee-Break		
11:00-12:30	Competitive Papers, SIG Sessions 2.2	ISMS-MSI Practice Prize Award Finalists	
12:30-14:00	Lunch		EMAC Fellows Meeting (2)
14:00-15:30	Competitive Papers, SIG Sessions 2.3	Meet the Editors 2	"Climber Community" Meeting 1
15:30-16:00	Coffee-Break		
15:30-17:00	Poster Session		
16:00-17:30	Competitive Papers, SIG Sessions 2.4	Special Invited Session on Online Marketing	"Climber Community" Meeting 2
17:30-18:30	Job Market (4)		General Assembly (5)
19:00	Social Event: Centro Cultural de Belem		
Friday, 25 May			
09:00-10:30	Competitive Papers, SIG Sessions 3.1		
10:30-11:00	Coffee-Break		
11:00-12:30	Competitive Papers, SIG Sessions 3.2	2012 EMAC McKinsey Marketing Dissertation Award	
12:30-14:00	Lunch		EMAC McKinsey Mktg Dissert Award - Jury Decision Making (1)
			EMAC ANZMAC Fellows Lunch Meeting (2)
14:00-15:30	Competitive Papers, SIG Sessions 3.3	EMAC Distinguished Marketing Scholar Award 2012	
15:30-16:00	Coffee-Break		
15:30-17:00	Poster Session		
16:00-17:30	Competitive Papers, SIG Sessions 3.4	EMAC/McKinsey Research Initiative	
16:00-17:30	Job Market (4)		
18:30	Conference Gala Dinner: Convento do Beato		

How to Read the Programme?

All the sessions are coded by the following pattern:

Looking for example at session 03.07 (Track No. Session No.) on Wednesday 16:00-17:30, this indicates the 7th session of track 3: Consumer Behavior. In the programme details below you will find all titles and authors of the presented papers in the respective session.

Tracks	Other Sessions
1. Advertising, Promotion and Marketing Communications	• SIG - Special Interest Group
2. Business-to-Business Marketing & Networks	• SIS - Special Invited Session
3. Consumer Behaviour	• KSMS - EMAC/KSMS Joint Symposium
4. Innovation and New Product Development	• ISMS-MSI Practice Prize Award Finalists
5. International and Cross-Cultural Marketing	• ME - Meet the Editors
6. Marketing in Emerging and Transition Economies	
7. Marketing of Public and Non-Profit Organisations	• M Di - EMAC McKinsey Marketing Dissertation Award
8. Marketing Research and Research Methodology	• M Sc - EMAC Distinguished Marketing Scholar Award
9. Marketing Strategy and Leadership	• M Su - EMAC/McKinsey Research Initiative
10. Marketing Theory	• BAB - Bridging Academia and Business: Marketing to Citizens (ISCTE)
11. Modelling and Forecasting	
12. New Technologies and E-Marketing	
13. Pricing and Financial Issues in Marketing	
14. Product and Brand Management	
15. Relationship Marketing	
16. Retailing, Channel Management and Logistics	
17. Sales Management and Personal Selling	
18. Services Marketing	
19. Social Responsibility, Ethics and Consumer Protection	
20. Tourism Marketing	

Academic Programme Overview

Room	C406	C408	B203	B204	C506	C402	B201	B201	C201	B202	C201	C202	
Tracks	01	02	03		04	05	06	07	08	09	10	11	
Wednesday, 23 May													
9:00/10:30	1.1		3.1	3.2	4.1	5.1		7.1	8.1	9.1		11.1	
11:00/12:30	1.2		3.3	3.4	4.2	5.2		7.2	8.2	9.2		11.2	
14:00/15:30	1.3	2.1	3.5	3.6	4.3	5.3		7.3	8.3	9.3		11.3	
16:00/17:30	1.4	2.2	3.7	3.8	4.4	5.4		7.4		9.4			
Thursday, 24 May													
9:00/10:30	1.5		3.9	3.10	4.5	5.5		7.5		9.5			
11:00/12:30	1.6		3.11	3.12	4.6	5.6		7.6		9.6			
14:00/15:30	1.7	2.3	3.13	3.14	4.7	5.7	6.1						
16:00/17:30	1.8	2.4	3.15	3.16	4.8		6.2						
Friday, 25 May													
9:00/10:30	1.9	2.5	3.17		4.9		6.3				10.1		
11:00/12:30	1.10	2.6	3.18				6.4				10.2		
14:00/15:30	1.11	2.7	3.19				6.5						
16:00/17:30	1.12	2.8	3.20				6.6						

	C407	C202	C507	C502	C509	C301	C501	C401	C508	B103	B104	C501
	12	13	14	15	16	17	18	19	20			
	12.1		14.1			17.1					SIG1	KSMS1
	12.2		14.2			17.2					SIG2	KSMS2
	12.3		14.3								SIG3	KSMS3
	12.4		14.4			17.3		19.1		SIS1	SIG4	KSMS4
	12.5		14.5	15.1	16.1	17.4	18.1	19.2	20.1			
	12.6		14.6	15.2	16.2		18.2	19.3	20.2		ISMS	
	12.7		14.7				18.3	19.4	20.3			
	12.8		14.8	15.3	16.3		18.4	19.5	20.4		SIS2	
	12.9	13.1	14.9	15.4	16.4		18.5	19.6	20.5	SIG5		
	12.10	13.2	14.10	15.5	16.5		18.6	19.7	20.6	SIG6	M Di	
	12.11	13.3	14.11	15.6	16.6		18.7	19.8	20.7	SIG7	M Sc	
	12.12		14.12	15.7	16.7		18.8	19.9	20.8		M Su	

05. AWARDS

Paisagem Vulcânica da Ilha do Pico
Volcanic Landscape Pico Island (Great Relief,
Azores), elected by the Portuguese population
as one of the 7 Natural Wonders of Portugal.



ISMS-MSI Practice prize finalists

Thursday, 24 May, 11:00-12:30

Room: B104

Session Chairs:

Russ Winer, Ney York University

Gary Lilien, Pennsylvania State University

Gary L. Lilien ISMS-MSI Practice Prize 2011-12 Competition Introduction

Scott Neslin, Dartmouth and President of the Informs Society for Marketing Science

Winner

Creating a Measurable Social Media Marketing Strategy for Hokey Pokey: Increasing the Value and ROI of Intangibles & Tangibles

V. Kumar, Georgia State University

Vikram Bhaskaran, Georgia State University

Rohan Mirchandani, University of Pennsylvania

Milap Shah, Hokey Pokey

This work focuses on how Hokey Pokey, a super-premium ice-cream retailer with over a dozen outlets based deployed social media to enhance its growth and profitability. Hokey Pokey offers “customized mix-in” flavors, which the firm thought customer-developers could share using incentives and social media. They developed a model and measurement approach to link social media measures such as “comments” and “conversations” to financial metrics. They then developed a field test to evaluate the effectiveness of social media using their approach and found, among other effects, that the social media campaign lead to an increase in sales revenue growth of 40%, a 33-fold increase in the number of positive word of mouth instances, a 49% growth in brand awareness and an 83% ROI on the social media campaign.

Tags: social media, customer influence value, customer influence effect

Category Optimizer™: A Dynamic Assortment, New Product Introduction, Mix Optimization and Demand Planning System

Ashish Sinah, University of New South Wales
Sharat Mathur, Symphony IRI Group

Category Optimizer™ is an advanced analytics tool that is used by retailers and manufacturers alike to make assortment, price-optimization and demand-planning decisions. It uses readily available scanner store data to estimate a market share model, and subsequently, uses these results to inform strategic and tactical decision making. The authors describe an application at Beringer California Collection (BCC) that helped guide the pricing, selection of and order of entry of products to introduce, the channels to use and the timing of introduction the products that lead to a profit increase of 70% for BCC with no loss of market share for the firm.

Tags: market share model, market entry timing, assortment planning, product line pricing

PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising Bernd Skiera, Goethe University

Nadia Abou Nabout, Goethe University
Steffan Vogel, SEA

The authors present a model-based decision support system to enable optimal bidding for Keywords as well as facilitating human intervention in the process of bidding for those Keywords. They apply the approach in a field experiment at SoQuero, a Frankfurt-based online advertising agency that manages search engine optimization campaigns for more than 40 advertisers. They show that the existing system (which yields an average keyword position of 2.97 versus 3.79 for the DSS-purchased keywords) leads to significant overpayment for the keywords, with profits after acquisition costs of -0.13 euro per keyword for the existing system versus 6.24 euro per keyword with the DSS.

Tags: Search engine optimization, decision support system, bidding model

EMAC McKinsey Marketing Dissertation Awards

Friday, 25 May, 11:00-12:30

Room: B104

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished award is being presented in 2012 for the fourth time and will be given annually.

The top three finalists are honored with cash prizes:

1st Place: €7,000

2nd Place: € 3,000

3rd Place: € 1,000

The three finalists selected are:

Néomie Raassens, University of Tilburg

‘The Performance Implications of Outsourcing’

Nils Wagner, University of Cologne

‘A Descriptive and Normative Analysis of Marketing Budgeting’

Ernst Osinga, University of Groningen

‘Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond’

EMAC Distinguished Marketing Scholar Award 2012

Friday, 25 May, 14:00-15:30

Room: B104

EMAC is proud to present the EMAC Distinguished Marketing Scholar 2012:
Professor Gilles Laurent, HEC Paris

This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with EMAC (The European Marketing Academy) can receive. The two main criteria for the award are:

- (1) Outstanding marketing scholarship as reflected in extensive, impactful research contributions and
- (2) Outstanding contributions to the European Marketing Academy.

Identifying Empirical Generalization in Marketing?

I first present some reflections on research methods. I argue we should *respect* the data.

A first form of respect is to consider that we do not necessarily know a priori what is to be found in a data set. An exploratory approach can therefore be fruitful. We should look for the unexpected. Identify relationships between variables that were not anticipated. Discover that empirical measures do not behave as theoretically expected, or turn out to be multidimensional. Identify the underlying structure of a phenomenon. To succeed in straightening a complex, non-linear relationship amounts to understanding its structure. Apparent outliers may turn out not to be real outliers, and to deserve re-integration in the data set.

A second form of respect is to aim at generalizations. Can we find convergent evidence for a finding beyond the first data set? Does it hold in multiple operationalizations,

such as multiple respondent profiles, multiple stimuli, multiple settings, multiple countries. Can we replicate it? This implies that one should not discard data that does not behave as expected. Also, that it may be fruitful to identify and confirm the standard phenomenon before trying to reverse it or find when it does not appear. Should we always search for the paradoxical?

In the second part, following the tradition of my predecessors, I evoke what I believe to be a fertile avenue for research: The behavior of older consumers, or more properly the impact of age on consumer behavior. This is an important domain from a practical point of view, be it for companies or for governmental regulations and recommendations. It can build on very solid theoretical bases from psychology and other disciplines. It offers a fascinating domain for investigation because age-related differences in consumer behavior can be due to many different factors. Older consumers are different but they are different in multiple ways, and multiple processes are at work.

06. SIG, SIS AND KSMS



Castelo de Óbidos - Óbidos Castle (Leiria), elected by the Portuguese population as one of the 7 Wonders of Portugal (Top Monuments).

Special Interest Groups (SIG)

Session SIG 01:

Customer Engagement

Wednesday, 23 May, 09:00-10:30

Room: B104

Session chair: Thorsten Wiesel, University of Groningen

In an increasingly networked society, customers can easily interact with each other as well as firms through, for example, social networks and other new media. With more than 1 million hits on Google and even an extensive review on Wikipedia, customer engagement has become a common buzzword and is a new challenge in relationship marketing (Libai et al., 2010; Verhoef et al., 2010). Market research companies have begun developing measurement instruments for customer engagement (Gallup 2011), and major companies, such as Starbucks, have made customer engagement the core of their customer strategy. Furthermore, in the academic arena, customer engagement is attracting more attention and is considered a new perspective in customer management (e.g., Verhoef et al., 2010). Yet, the research on customer engagement is still in its infancy and the special session about customer engagement is aimed to deliver new insights from different viewpoints into this emerging research field.

Defection Detection:

How Understanding Why Customers Left Can Win Them Back

V. Kumar, Georgia State University

Yashoda Bhagwat, Georgia State University

Alan Zhang, Georgia State University

Traditionally firms have focused on acquisition and retention efforts to grow and maintain their customer engagement. Recently firms have also started to allocate resources to customer reacquisition efforts. Of interest to the firm is identifying which defected customers are worthy of reacquisition resources. How customers engaged with a firm in their firstlifetime can help determine whether they are likely to be profitable targets of a firm's reacquisition campaign. This study compares the

customers' engagement behavior between their first lifetime and second lifetime value. Specifically, this study explores whether the reason for defection has implications for whether that customer is likely to respond positively to winback strategies and how profitable he or she will be in the second lifetime. While the second lifetime value of customers is of importance to firms it may undervalue the potential of a customer to contribute to the firm. A customer can contribute to the firm through his or her own transactions but can also contribute to the firm by recruiting new customers through referrals and thus increasing his or her engagement value (Kumar et al 2010). Hence, this paper also investigates how the reason for defection is related to a customer's second lifetime referral value. The findings of this paper will enable managers to determine which of their lost customers are worthy of reacquisition efforts, how to target them with differential winback strategies, and how to extract more value from reacquired customers.

Endogenizing Customers: When Does Stimulating Customer Engagement Behaviors Help or Hinder Companies?

Sander F.M. Beckers, University of Groningen
Jenny van Doorn, University of Groningen
Peter C. Verhoef, University of Groningen

In the light of recent societal developments, for example with respect to information technology and associated popular new social media (e.g. Facebook and Twitter), customer engagement behaviors (i.e. non-transactional customer behaviors, Van Doorn et al. 2010) have become a very important topic for companies (Verhoef, Reinartz and Krafft 2010). The rise of customer engagement behaviors challenges the 'classic' marketing productivity chain in which customers are exogenous to companies (i.e. outside the domain of value creation) (Lehmann 2004). Namely, customer engagement behaviors make that customers take an active role in value creation for companies and hence customers become endogenous to companies (Leeflang 2011; Prahalad and Ramaswamy 2004). Through non-transactional customer activities as recommending, giving feedback, and providing product suggestions, customers participate in the company's value chain. Since customers' participation in the company's value chain is not unequivocally positive for companies (e.g. negative word-of-mouth), companies attempt to gain more control over customer engagement behaviors by initiating and steering such behaviors themselves (Verhoef, Reinartz, and Krafft 2010), for instance by stimulating word-of-mouth (Godes and Mayzlin

2009). Essentially, companies are endogenizing their (potential) customers. However, to date it is unclear what the net effect of such initiatives is. Accordingly, by means of the event study methodology we investigate the shareholder evaluation of companies' public announcements regarding their initiatives to endogenize customers through stimulating customer engagement behaviors. Moreover, drawing similarities between stimulating customer engagement behaviors and outsourcing of company activities, we employ a transaction cost perspective on customer engagement behaviors. We pose the 'traditional' transaction cost economics elements leading to market failure as integrated driving forces of the effectiveness of companies' customer engagement initiatives. Precisely, we relate relationship-specific investments (from a power/dependence perspective) (in particular, firm reputation and market position), frequency, and uncertainty (in particular, demand changeability), to the returns for companies on endogenizing customers.

Why Do Fashions Die? Consumer Disengagement from Cultural Innovations

Gil Appel, Tel Aviv University
Barak Libai, Arison School of Business
Eitan Muller, Stern School, NYU and Tel Aviv University

In recent years, there is an increase interest in how the need for uniqueness affects consumer decision making. This is especially evident for cultural innovations such as trends or fashions, where existence of many other users can lead some consumers to disengage from the product. In this study, we investigate how this uniqueness affects influences consumers' aggregate disengagement patterns, and thus overall profitability, throughout the life-cycle of a cultural innovation. We use both an aggregate market approach as well as an individual-level simulation approach, and look at the life cycle of 18 cultural innovations to help calibrate the model. We show how, in contrast to typically examined innovations, a high state of advertising or word of mouth can drive disengagement from the product and result in a negative effect on the value of the innovation to the firm. We further show how "shadow defection" where some consumers are reluctant to adopt the product due to the uniqueness effect, may have a larger impact compared with the abandonment of existing products which are more visible for the firm.

Does Engaging Customers Actually Pay Off? The Value of Social Shopping Tools.

Sonja Gensler, University of Groningen

Thorsten Wiesel, University of Groningen

Online retailers are increasingly using social shopping tools to stimulate customer engagement with the firm and interaction with other customers. Social shopping is a form of Internet-based social media that allows consumers to participate actively in the marketing and selling of products and services in online marketplaces. Social shopping tools comprise, among others, writing product reviews, collaborative browsing (co-browsing), sharing product information, and building mood boards. Social shopping tools thus combine online shopping and social networking (Stephen & Toubia, 2010). Online retailers employ social shopping tools to ultimately generate (economic) value for the firm. There is a growing literature on consumers' motivations to use social shopping tools, but there is little knowledge about the (economic) value of social tools for firms. In this study, we investigate the effect of customers' usage of social shopping tools on their attitude towards the firm and their purchasing behavior. We use survey and transaction data of a leading European online retailer to assess the value of social shopping tools. We control for potential self-selection effects since consumers' decision to use social tools might be endogenous.

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Session SIG 02:

Consumer Financial Decision Making

Wednesday, 23 May, 11:00-12:30

Room: B104

Session chair: Arvid O. I. Hoffmann, Maastricht University

Consumer research increasingly notes the importance of examining consumers' choices of financial products, as they are risky, involve high stakes, and can have life-long consequences for consumer wealth (see e.g., Goldstein, Johnson, and Sharpe 2008; He, Inman, and Mittal 2008; Morrin et al. 2002; Raghurib and Das 2010; Townsend and Shu 2010; Zhou and Pham 2004). Current research efforts in this domain, however, often lacks integration into mainstream research in either consumer behavior or finance. The aim of this special interest group is to present a coherent collection of papers on consumer financial decision making bridging the academic domains of marketing and finance, and to bring this topic to the attention of marketing academics and practitioners in a coordinated way.

Because I Deserve It! Entitlement Leads to Financial Risk Taking

Nicole L. Mead, Católica-Lisbon School of Business and Economics

Tyler F. Stillman, Southern Utah University School of Business

Nathaniel M. Lambert, Brigham Young University

Entitlement is the belief that one deserves more than others. These feelings stem from perceptions of superiority and have been linked to a wide range of behaviors, such as greediness, selfishness, and a lack of forgiveness. Although psychological entitlement is likely to have substantial implications for consumer behavior and marketing, the construct has received scant attention (if at all). In the present work, the authors examined the impact of entitlement on consumer financial decision making. Specifically, in three experiments the authors tested the hypothesis that, because they see themselves as more deserving than others, entitled people are especially prone to taking financial risks. Study 1 found that entitled participants preferred high-risk financial products. Study 2 replicated the finding that entitlement was related to financial risk-taking, but also demonstrated that the effect of entitlement was specific to financial risk-taking and was not related to a general risk-taking disposition. Study 3 employed an experimental design. By random assignment, a sense of entitlement was activated in some participants by having them imagine themselves as diamond members of a frequent flyer program; others were placed in a neutral mindset. All participants were then given €9, which they could use to invest in risky equity (stock) or a fixed investment. Results indicated entitlement caused participants to invest more money in a risky financial investment (that was unrelated to the prime), relative to those in the control condition.

Keywords: consumer financial decision making, entitlement, financial risk taking.

Increasing saving behavior through age-progressed renderings of the future self

Hal E. Hershey, Leonard N. Stern School of Business, New York University

Daniel G. Goldstein, Yahoo Research

Many people fail to save what they need to for retirement (Munnell, Webb, and Golub-Sass 2009).

Research on excessive discounting of the future suggests that removing the lure of immediate rewards by precommitting to decisions, or elaborating the value of future rewards can both make decisions more future-oriented. In this article, we explore a third and complementary route, one that deals not with present and future rewards,

but with present and future selves. In line with thinkers who have suggested that people may fail, through a lack of belief or imagination, to identify with their future selves (Parfit 1971; Schelling 1984), we propose that allowing people to interact with age-progressed renderings of themselves will cause them to allocate more resources toward the future. In four studies, participants interacted with realistic computer renderings of their future selves using immersive virtual reality hardware and interactive decision aids. In all cases, those who interacted with virtual future selves exhibited an increased tendency to accept later monetary rewards over immediate ones.

Keywords: retirement saving, temporal discounting, future self-continuity, intertemporal choice.

Investors care about risk, but can't cope with volatility

Christian Ehm, Universität Mannheim

Christine Kaufmann, Universität Mannheim

Martin Weber, Universität Mannheim

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Following the classical portfolio theory all an investor has to do for an optimal investment is to determine his risk attitude. This allows him to find his point on the capital-market line by combining a risk-free asset with the market portfolio. We investigate the following research questions in an experimental set-up: Do private investors see a relationship between risk attitude and the amount invested risky at all and do they adjust their investments if provided with different risk levels of the risky asset? To answer these questions we ask subjects in a between-subject design to allocate a certain amount between a risky and a risk-free asset. Risky assets differ between conditions, but can be transformed into each other by combining them with the risk-free asset. We find that mainly investors' risk attitude, but also their risk perception, and the investment horizon are strong predictors for risk taking. Indeed, investors do not appear to be naïve, but they do something sensitive. Nevertheless, we observe a strong framing effect: investors choose almost the same allocation to the risky asset independently of changes in its risk-return profile thus ending up with significantly different volatilities. Feedback does not mitigate the framing effect. The effect is somewhat smaller for investors with a high financial literacy. Overall, people seem to use two mental accounts, one for the risk-free and one for the risky investment with the risk attitude determining the percentage allocation to the risky asset and not the chosen portfolio volatility.

Keywords: risk taking, portfolio choice, risk attitude, risk perception, volatility, mental accounting, framing.

The Interplay of Hope and Fear on Investment Choices

Priya Raghurir, New York University
Isabelle Engeler, St. Gallen University
Meir Statman, Santa Clara University

We examine how heterogeneity among investors' goals, personality, and motivations affect their current portfolio allocation and future portfolio plans. We asked 1347 investors from a national US sample the extent to which they agreed with 28 statements that reflected their investment strategy (adapted from Hoffmann and Shefrin, 2011; e.g., "My investment decisions are driven by hope for a positive outcome"), susceptibility to normative influence (Bearden et al., 1989), risk attitude and confidence (Wood and Zaichowsky, 2004). We used cluster analysis to categorize investors into different groups, leading to the emergence of four types of investors: The Hopeful, the Fearful, the Experts, and the Socially Conscious. These four categories of investors differ in terms of their current portfolio allocation (ranging from checking accounts, and mutual funds to commodities and ETFs). They have very different motivations to invest. For example, the "fearful" investor has the highest economic motivation to invest (e.g., "I want to safeguard my retirement," Hoffmann 2007), and the "hopeful" investor has the lowest psychological motivation to invest (e.g., "It makes me feel smart," Chandon et al. 1990). The investor segments also vary in terms of the importance associated with investment features such as fees versus volatility of returns. These preferences are strongly related to stable personality constructs such as investors' overall optimism and pessimism (Schreier et al., 1994), as well as their promotion and prevention focus (Carver & White, 1994).

Keywords: consumer financial decision-making, investment goals, investment products, investor personality.

Focal versus Background Goals in the Choice of Investment Products: Trading Off Financial Returns for Self Expression?

Jaakko Aspara, Aalto University School of Economics
Amitav Chakravarti, London School of Economics
Arvid O. I. Hoffmann, Maastricht University

According to standard financial literature and common investment advice, consumers generally have a strong, normative focal goal when choosing investment products: to maximize risk-adjusted financial returns. Nevertheless, we argue that consumers' investment decisions may also be influenced by other, alternative goals that operate in the background, such as the goal to express themselves through their investment

choices. This research examines the interplay of such focal and background goals in consumers' investment decision-making. Results of two experiments show that in choosing stocks, consumers subtly primed with self-expressive background goals are willing to accept lower expected financial returns for the opportunity to invest in stocks that allow for increased self-expression.

We also identify several conditions that strengthen and dampen the influence of such background goals.

The results shed new light on consumers' investment decision-making and extend recent goal systems research on the relative influence of focal vs. background goals.

Keywords: background goals, consumer financial decision making, focal goals, investing, self expression.

Session SIG 03:

Current Research Issues in Global Marketing

Wednesday, 23 May, 14:00-15:30

Room: B104

Session Chair: Constantine Katsikeas, Leeds University Business School

There is consensus that ever increasing dynamic challenges to global marketing operations are redefining the nature and scope of competitiveness in international ventures. The challenges faced by firms in developing effective global marketing operations have also increased as a result of the ongoing global economic crisis. This Special Interest Group track session takes up the challenge by providing novel strategic insights that can contribute to resolving internationally active firms' competitive tensions and global marketing challenges.

The papers in the session address a range of timely issues in global marketing, employ various theoretical and methodological perspectives, and involve collaborative research projects from different academic institutions from within and outside Europe.

The Ambiguous Gestalt of Global Marketing

Bodo Schlegelmilch, WU Wirtschaftsuniversität Vienna

Marketing as a scholarly activity has long been criticized for lacking a unifying theory. Indeed, calls for putting stronger efforts on theory development are nearly as old as the discipline itself and have been persistently repeated by different marketing

scholars. The criticism levied towards marketing at large is arguably exacerbated when the focus shifts towards global marketing. Here, we not only face a fragmented patchwork of theories, many of which have been developed in other fields, but there also appears to be little agreement on the knowledge domains of global marketing. This ambiguity surrounding the domain of global marketing is evident in ongoing definitional issues pertaining to the delineation between international marketing and global marketing, and is also reflected in the considerable breadth of research topics tackled by global marketing scholars. In fact, many of the 'global marketing articles' found in the literature could easily be classified as 'global management' or 'global strategy' contributions. This presentation aims to stimulate a debate on the knowledge domain of global marketing. First, it reviews the extant literature and examines distinct domains of knowledge relevant to international managers. Next, it considers whether these knowledge domains need to be adapted as managerial focus shifts from international to global issues. Finally, it discusses the implications for global marketing as a distinct field of scholarly inquiry.

Drivers and performance outcomes of ecological export marketing strategies:

A resource-based perspective

Leonidas C. Leonidou, University of Cyprus

Thomas Fotiadis, University of Cyprus

Pavlos Christodoulides, Cyprus University of Technology

Despite the plethora of research on environmental marketing issues within the domestic marketing domain, studies on the subject are virtually absent in international marketing. However, there is evidence indicating that firms adopting ecologically-friendly marketing strategies are increasingly becoming more successful in international markets, as opposed to those following non-ecological foreign marketing practices. Our study sheds light on this important issue. Drawing on the resource-based view of the firm, we identify four organizational resources (physical, financial, research, scale) and four organizational capabilities (relationship building, technology response, shared vision, cross-functional coordination) with a potential effect on building an environmentally-friendly export marketing strategy. The implementation of this strategy is hypothesized to have a positive effect on the exporter's competitive advantage. The strength of the latter association is expected to be moderated by the degree of competitive intensity and environmental public concern within the specific foreign market in which the exporter operates. The model is tested on data from 202 exporters of manufactured goods. The results emphasize

the importance of designing ecologically-friendly export marketing strategies in foreign markets, and have important implications for both export marketing managers and public policymakers.

How Country Stereotypes Impact Behavioral Intentions: The Mediating Influence of Cognitive and Affective Brand Evaluations

Marc Florian Herz, University of Vienna

Adamantios Diamantopoulos, University of Vienna

Despite wide consensus in literature about the distinct cognitive and affective dimensions of brand image, (1) the differential influence of consumers' country image perceptions on cognitive vs. affective brand evaluations, and (2) the impact of such evaluations on behavioral outcomes, remain unexplored. The present study investigates whether images associated with different country stereotypes (functional vs. emotional) impact purchase intentions and positive word-of-mouth through their influence on consumer assessments of utilitarianism, brand quality and brand trust (cognitive evaluations) as well as through assessments of hedonism, brand affect, and brand love (affective evaluations). These relationships are empirically investigated using two independent consumer samples in a low-(N=180) and a high-involvement category (N=204) respectively. Implications of the findings for the deployment of brand origin information in brand communications are discussed and directions for future research identified.

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Strategic Goals, Positional Advantages, and Performance in Export Market Operations

Neil Morgan, Kelley School of Business

Constantine S. Katsikeas, Leeds University Business School

Stavroula Spyropoulou, Leeds University Business School

Dionysis Skarmeeas, Athens University of Economics and Business

For many years, the strategic management literature has acknowledged the important issue of differences between intended and realized strategy. In international business, literature suggests that the difficulty of realizing intended strategic goals are even greater since managers are dealing with markets that are more distant and different from the domestic market. Such implementation failures have detrimental effects on international firms in terms of both resources wasted and benefits foregone. Yet, we still have little understanding of why it is so hard for many firms to achieve their

strategic objectives or the performance consequences of failing to do so. We study this issue in the context of firms' export ventures. Our results make four contributions. First, we offer evidence supporting the existence of previously conceptualized gaps between exporters' intended strategic goals and the positional advantages that they subsequently manage to realize. Second, we provide a calibration of the performance consequences of such difficulties and show that, from a financial performance perspective, these can be significant. Third, we identify weaknesses in firms' architectural export venture capabilities as an important cause of their inability to realize intended strategic goals in export markets. We show that exporters stronger in such capabilities are better able to realize their intended strategic objectives in export markets. Fourth, we show that the beneficial effect of a firm's architectural export venture capabilities is moderated by its internationalization level.

Session SIG 04:

Rethinking Place Marketing: The necessity of Marketing to Citizens

Wednesday, 23 May, 16:00-17:30

Room: B104

Session Chair: Mihalis Kavaratzis, University of Leicester

Place marketing/branding is a growing field of research. While rooted in general marketing, it demonstrates significant differences that make it particularly relevant to the main conference theme. As places and place brands are co-created, co-developed and co-owned by a multitude of stakeholders, place marketing has gone beyond conventional notions of customers/consumers to incorporate marketing the place to citizens, who in turn, can be regarded as elements of a place 'product'. However, in what way(s) are such issues dealt with in practice? The SIG explores several aspects of the 'marketing to citizens' theme and discusses the antecedents and effects of a re-thinking of place marketing capitalizing on the role of citizens. Potential implications for other forms of marketing to move to similar directions will also be identified.

Participatory place brands: stakeholders in the foreground.

Mihalis Kavaratzis, University of Leicester

This paper discusses the role of stakeholders in the process of branding places, and argues that there is an urgent need to rethink place branding towards a more

participation- and involvement-orientated practice. This is based on the assertion of the centrality of stakeholders in the creation, development and ultimately ownership of place brands. The role of place stakeholders, especially - but not only - place residents, goes well beyond the common role of customers/consumers as they are citizens with a clear authority to legitimize the place brand and heavily influence its meaning. The paper contributes to laying the foundations of a participatory view of place branding.

The paper starts with an overview of certain misconceptions evident in place branding, and goes on to highlight recent propositions about the significance of stakeholders. These are combined with arguments in favour of the recent turn towards participatory branding within the corporate branding literature. Drawing particularly upon work in the field of organizational studies, the paper examines the relationship between place brands and place identities and explicates the processes involved in the co-creation of place brands. The paper then turns to a critical examination of current place branding practice where it is shown that place marketers often only pay 'lip service' to place stakeholders in relation to participation in the place branding process, rather than being given opportunities to get more fully involved in the development of a brand for their place. Additional arguments for stakeholders' participation are found in the political nature of place branding, in the concept of 'collaborative planning' and its methodologies and in the far-reaching changes that on-line communication technologies have brought about.

These lead to the conclusion that effective place brands are rooted in the involvement of stakeholders in the place branding process and substantiate the call made here for participatory place branding.

Collaboration, contestation, co-creation and control? Conceptualizing the role of citizens in the Place Product.

Gary Warnaby, University of Liverpool

The paper considers the nature of the place product, and issues relating to its definition and conceptualisation, with particular reference to the role of citizens. Incorporating perspectives from both the marketing and human geography disciplines, the paper discusses the nature of the place product from a number of levels - *descriptive*, *social constructionist*, and *phenomenological* - and considers the implications for place marketing practice in terms of three questions: (1) *what* is being marketed; (2) *who* is carrying out this activity; and (3) *how* is place being represented as a consequence? The paper demonstrates the complex and 'slippery' nature of places that consequently makes the marketing task in this context more complicated than in more stereotypical

marketing contexts. Drawing on concepts from the service-dominant logic of marketing and humanistic geography, the paper emphasises the primacy of the place user in the formulation of the place 'product', and in particular, place residents, given the notion of defining place in terms not only of its materiality, but also with regard to 'realm of meaning', and as a 'lived' concept (thereby emphasizing experiential dimensions). It highlights that, as a consequence of place users' enhanced ability (via *inter alia* communications technology) to communicate their perceptions of place, there can be multiple representations of the same place product which may be incompatible, and the paper concludes with a consideration of the implications thereof. These include the potential ceding of control by place marketers to citizens (and other place consumers) as to how 'their' place is regarded as a 'product', and subsequently commodified and represented in marketing/branding activities. This may, the paper argues, take many place marketers out of their 'comfort zone', but the potential benefits arising may richly repay the effort.

Creational place branding: Citizens, ethos and habitus.

Adriana Campelo, Cardiff Business School
Robert Aitken, University of Otago

Aiming to encourage a more integrated and collaborative approach to place branding, this paper considers the synergies between Consumer Culture Theory (Arnould, 2007; Cova & Salle 2008; Penaloza & Mish, 2011), Service Dominant Logic (Vargo & Lusch, 2004), and co-creation theory (Grönroos, 2006, 2008; Prahalad, 2004) to provide the basis for a co-creational approach to place branding.

This approach acknowledges place branding as a process which is socially constructed and which emphasises people's (consumers – citizens) experiences and their embedded cultural environment. The understanding that place brand meanings are socially constructed and culturally dependant requires a bottom-up strategy that positions citizens at the centre of the brand strategy to encourage the co-creation of key brand constructs. The paradigm of co-creation integrates a variety of voices and the adoption of this paradigm in place branding not only helps to reveal the ethos and habitus of the place in terms of brand imagery and meaning, but also in relation to practices of governance and social order. A number of practices that emerged are based on the habitus of the community. These practices not only co-create the meanings that might be addressed in a place brand and its representation, but also co-create managerial behaviours that would determine the *modus operandi* (structure and sustainability) of the place brand architecture and its management.

The contribution of this paper is to propose a creational approach to place branding that embraces the co-creation paradigm and recognises the cultural dependency of brand meanings at the core of a bottom-up strategy and the role of habitus and ethos in achieving authenticity and ensuring brand sustainability.

I am the city – Thus I own the brand! The problem of ownership in place branding

Erik Braun, Erasmus University

Sebastian Zenker, Erasmus University

Place branding has recently developed into a challenging field in the marketing domain. Cities around the world increasingly compete with each other for the attention of tourists, investors, companies, and most of all new citizens. Place marketers therefore focus on establishing the city as a brand, trying to promote their city to its many different target groups. Quite often, these campaigns are grounded in the belief that a city brand is a controllable and fully manageable communication tool, neglecting that particular in the branding of places, place marketers have the problem of brand ownership. In contrast to the 'normal' branding of products and companies, for the case of places, city officials are not the owner of the brand, but – at least in democratic systems – only brand administrators. In fact, the residents own the brand as citizens and voters and thus are vital for the political legitimisation of the place branding process. This democratic right of citizens to participate means that it is the obligation of place authorities not only to guarantee such participation but also to provide opportunities for citizens to actively contribute to decision-making. It is somewhat surprising, that practice as well as literature has given little attention towards this particular problem, even though the support and assistance of the local residents cannot be taken for granted, as evidenced quite often in place branding practise by so-called 'non-official' or 'counter branding' campaigns. These are grass-roots movements of citizens who group together to raise their voice against official place branding campaigns or city policies altogether.

The paper gives examples of such counter campaigns and identifies this important role of citizens as brand owners. The paper concludes that only meaningful participation and consultation can overcome this ethical problem of brand ownership and produce a more effective and sustainable place branding.

Session SIG 05:

Marketing and Design

Friday, 25 May, 09:00-10:30

Room: B103

Session chair: Tore Kristensen, Copenhagen Business School

Now in its third year, the SIG on Marketing and Design continues the discussion on the relationship between design and marketing, and presents research at the intersection of the two disciplines. The SIG topics include, but are not limited to, the collaboration and cocreation between marketing and design, design and consumer behavior, design and branding, design of marketing elements, user-centered design vs. market research, participatory design, strategic design and marketing, management of design, marketing of design innovations, and new market creation by design.

How Design Creates Value

Tore Kristensen, Copenhagen Business School
Gorm Gabrielsen, Copenhagen Business School
Judith Zaichkowsky, Copenhagen Business School

In this paper we will explore how design creates value by the consumers' interaction with the object, whether a physical or intangible one. The purpose is to explore how a theory of markets inspired by Wroe Alderson and others can be further developed based on individual users and their interaction with products and services. Alderson's (1957, 1965) concept of "perfectly heterogeneous market" enabled an individual perspective.

Much research assumes homogeneity among users and then suggests grouping and segmenting markets accordingly. From a producer' point of view it makes sense to think in terms of how many products should we produce of type X vs. Y, but a marketing point of view must start with the customer. We assume the individual has her or his own individual perspective and engage in using and interpreting the meaning in their own way. This sets new challenges for understanding a market. This paper builds on the assumption that markets are aggregates of individual behavior. How can we deal with a number of individual consumers without losing the grasp of the population. The market perspective we propose consists of a supply side where a number of suppliers who offer choices to the demand side that consist of a number of individual consumers with various preferences. Consumers are seen as individuals having their own unique preferences. The individual expresses the value

by their willingness to sacrifice (WTP) for the artifacts. In a number of experiments we have explored whether consumers are really individual, whether products differ in perception and therefore different consumers have preferences for different products, both seemingly homogenous ones and very expressive one's. Also the nature of priming was varied from none, price information, branding and storytelling. In another study, the aggregate effect of the "service" was hardly noticeable, but at individual level dramatic things happened.

This form of a market may have different implications for marketing such as price discrimination or just higher prices, a need for more secluded communication, e.g. social media and network models.

Do Multicultural Aesthetic Profiles Really Exist?

Joëlle Lagier, Rouen Business School

Bruno Godey, Rouen Business School

The objective of this research is to study if multicultural aesthetic profiles exist in the field of design. This study relies on the concept of aesthetic style which is defined as being "the personal way that a consumer perceives the aesthetic dimension of an event or an object and the way he/she reacts to an aesthetic or cultural stimulus" (author, 2006). Our research refers to a quantitative study based on a purposive sample of 200 individuals experimented first of all in two different countries: France and Denmark. These initial results allow us to bring new criteria for European population segmentation and to suggest to managers more suitable offers for consumers that they know and understand better.

We Are Just Fine Without Design

Suzan Botzepe, IIT Institute of Design

It is widely accepted that design is critical for business success, and that it contributes to product acceptance, differentiation, financial performance, and the establishment of an innovative corporate culture. However, many companies today use design minimally or even not at all. This paper examines the approach of such companies to design in the furniture manufacturing industry. It explores the key barriers that supposedly exist for the adoption of design and its integration into business. The findings indicate that these companies acknowledge design's potential contribution to their businesses on a symbolic level only, and that they have little knowledge, if any, of how to manage design.

WITHDRAWN

Session SIG 06:

Multichannel Customer Engagement: Conversing with the Empowered Consumer

Friday, 25 May, 11:00-12:30

Room: B103

Session Chairs:

Emma K. Macdonald, Cranfield School of Management

Umut Konus, Eindhoven University of Technology

A shift is evident among both practitioners and scholars, from a conception of channels as vehicles to move customers through the purchase funnel to that of a space in which firms can converse with active, empowered consumers. A central notion in this reconception is that of customer engagement, a highly salient concept in practitioner discourse but only recently given focused attention by academics. The first two papers focus on engagement behaviours, their implications for customer profitability, and heterogeneity in how customers engage with firms across multiple channels. The third and fourth papers extend the concept into cognition and affect, developing scales for brand usage engagement and website engagement. The session concludes with a plenary discussion on state-of-the-art research to better understand the empowered consumer.

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A Customer Profitability Framework for Managing Customer Initiated Contacts in a Multichannel Environment

Yolanda Polo, University of Zaragoza

F. Javier Sese, University of Zaragoza

Firms increasingly conceive the introduction of new marketing channels as a powerful force to reshaping the way firms interact and transact with their current and prospect customers. As a consequence, the increasing multiplicity of channels has changed completely the way customers interact with firms and has resulted in an increase in the number and complexity of customers' initiated contacts (CICs). Given that CICs are an important source of information about customers' needs and concerns and indicate customer involvement and active engagement with the firm, they have become a central part of a customer relationship management strategy. Thus, the current multichannel environment poses a challenge on marketers to manage CICs across multiple marketing channels effectively. In this study, our

primary goal is to provide a customer profitability-based framework for managing CICs in a multichannel environment. To derive such a model, we need a proper understanding of how each individual customer allocates her CICs across the firm's channels (drivers) and what the impact of this allocation is on customer profitability (consequences). In this research, we contribute in this direction and (1) identify the most important factors that drive a customer's allocation of CICs across channels and (2) evaluate the impact of such allocation on customer profitability. Furthermore, we identify factors under a manager's control (relationship marketing instruments) that can explain differences in customers' allocation of CICs across channels and in customer profitability. Finally, we offer practical recommendations for managing CICs in multichannel environments and allocating marketing resources across channels more effectively.

Please to Meet You: Multichannel Segments and their Covariates

Emma Macdonald, Cranfield School of Management
Umut Konus, Eindhoven University of Technology

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There is considerable heterogeneity in the channel preferences and behaviours of consumers, leading to calls for segmentations on the basis of multichannel behaviour. The little previous work is limited by using channel preference or recalled behaviour through cross-sectional survey, and through a focus purely on pre-sale interactions. We apply real-time experience tracking to address these limitations. 550 consumers reported, via a structured text (SMS) message, whenever they encountered their preferred brand in each of five product categories (mobile telecommunications, banking, supermarkets, soft drinks and healthcare providers) over a period of a month. In line with recent conceptual work on customer experience, a variety of channels are viewed symmetrically, from mass media (newspapers, TV, billboards) through interactive direct and indirect channels (online and in store/branch), purchase and usage, in addition to word-of-mouth interactions. Using latent class analysis, segmentations are presented both within specific categories and for aggregated behaviour. Significant covariates of segment membership include online activism, shopping enjoyment, price consciousness, time pressure, and prior commitment ; both segments and their covariates vary by category. We discuss implications for practitioners' customer insight processes and for multichannel strategy. Holistic studies of multichannel behaviour may help product managers to allocate resources across all aspects of the customer journey. Channel design and CRM practice require an understanding of the different multichannel journeys of different target customer groups.

Brand Usage Engagement: Scale Development and Validation

Linda Hollebeek, University of Auckland

Rod Brodie, University of Auckland

Mark Glynn, Auckland University of Technology

Organisations are increasingly seeking consumer participation and engagement with their brands. Despite significant practitioner interest, scholarly inquiry into 'brand engagement' (BE) has transpired in the literature only relatively recently, resulting in a limited understanding of the concept and its sub-forms, including 'brand usage engagement' (BUE), to date. Based on an integrative inductive/deductive approach, this paper addresses this research gap by developing a BUE scale, which permits the measurement of consumers' engagement levels regarding their usage of focal brands. BUE is defined as: "*Consumers' level of positively-valenced cognitive, emotional and behavioural brand-related activity during/related to focal brand usage occasions.*" A priori, three BUE dimensions, including 'attention,' 'affection' and 'activation' were identified. To develop this scale, an extensive literature review, exploratory qualitative research and initial item screening by a sample of consumers, managers and academic experts were first conducted, which generated a preliminary pool of 43 BUE items. Further, student pre-tests were undertaken, which employed a sample of 386 undergraduate students from a large University in New Zealand across two brands. Exploratory factor analyses determined the scale's dimensionality and facilitated preliminary validity assessments. The resultant BUE scale was subsequently administered to a sample of 1,100 consumers of two new brands. Confirmatory factor analyses were then conducted to verify the scale's dimensionality, reliability and validity. The paper concludes with an overview of key research limitations and implications.

Online Engagement: Scale Development and Initial application

Anne Mollen, Cranfield School of Management

Hugh Wilson, Cranfield School of Management

This study aims to reconcile the practitioner view of engagement as central to an understanding of online customer behaviour with the academic view which, until recently, focused purely on other constructs such as interactivity, flow and telepresence. Website engagement is defined as a cognitive and affective commitment to an active relationship with the brand as personified by the website. Scale development began with a systematic literature review, resulting in a preliminary scale of 150 items across 5 dimensions. This was reduced to 60 items through review by a panel of

academic and practitioner experts. Exploratory factor analysis of a survey of 6000 consumers using 14 entertainment websites produced a final scale of 15 items with four dimensions: cognitive processing, self congruence, temporal needs, and social identity. Confirmatory factor analysis and discriminant validity checks using a second survey of 6000 consumers suggested good psychometric properties, distinguishing engagement from website satisfaction, trust and preference. This second survey also conducted a nomological validity check for the impact of website engagement on WOM intentions. A final empirical stage with 1079 consumers provided an initial application of the scale, providing support for the hypothesis that website engagement impacts on the effectiveness of banner advertisements on the website, using drink and toothpaste advertisements on an entertainment website. The paper concludes with suggestions for research into the relationship between the engagement construct and engagement behaviours. Notably, we suggest that this relationship is moderated by consumer characteristics such as website activism.

Session SIG 07:

Stakeholder Marketing: Consequences of a stakeholder perspective for marketing

Friday, 25 May, 14:00-15:30

Room: B103

Session Chairs:

Paul Driessen, Radboud University Nijmegen

Bas Hillebrand, Radboud University Nijmegen

Stakeholder marketing is a concept of marketing in which value is created for all relevant stakeholders, which takes marketing “beyond customers and consumers”. However, to become more than a statement of faith, stakeholder marketing needs to be theoretically embedded. Also, there is little empirical evidence for stakeholder marketing having positive results. The goal of this SIG is to explore the consequences of a stakeholder perspective for both marketing theory and practice. The first and second contribution study consequences of stakeholder marketing for performance and resource allocation in a marketing system, respectively. The third contribution theorizes about the role of stakeholders in marketing systems.

Keywords: Stakeholders, Marketing theory, Service-dominant logic

Market orientation, sustainability and stakeholders

Tomas Hult, Michigan State University

Jeannette A. Mena, University of South Florida

The traditional view of marketing strategy centers on the importance of primarily attending to the needs of customers to achieve superior firm outcomes. This view has been exemplified most directly in the conceptualization of “market orientation”. However, changes in the business environment have prompted numerous organizations to embrace newer approaches to marketing strategy development, recently labeled “market orientation plus”. These more contemporary approaches include being stakeholder-focused and/or sustainability-centered as a way to more holistically developing marketing strategies. In this presentation, using a competing analysis framework, Tomas Hult will examine the market performance implications of the three approaches to marketing strategy development (i.e., market-driven, stakeholder-focused, and sustainability-centered) while accounting for other firm and industry effects. The differences among the three approaches are tested using data involving 1,716 firms over a four-year period. Very broadly, the results indicate that, in general, placing more emphasis on a broad set of stakeholders (i.e., customers, employees, suppliers, shareholders, communities, and regulators) when developing marketing strategy is more important in achieving superior market performance than engaging in market-driven or sustainability-centered efforts. The results also indicate distinctive marketing strategies exist among product firms, service firms, low/stable tech firms, and high tech firms. As such, “market orientation plus” includes complexities and nuances beyond a generic approach – but in the vast majority of cases being centered on broadening the view of who is an important stakeholder.

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Resource allocation for Corporate Social Responsibility in business-to-business markets

Paul T. M. Ingenbleek, Wageningen University

Companies are increasingly held responsible for their suppliers’ impact on society. Whereas the marketing literature has paid substantial attention to the role of CSR on consumer markets, the role of CSR in business-to-business markets has yet to be investigated. This paper addresses this gap in the literature by examining the drivers of resource allocation for a CSR issue in business-to-business markets. Drawing on institutional theory, relationship marketing and the resource-based view of the firm, it hypothesizes six drivers of resource allocation for a CSR issue: (1) secondary

stakeholder pressure on downstream companies, (2) the degree of socially responsible competition, (3) channel integration, (4) investment specificity, (5) innovativeness, and (6) slack resources. The hypotheses are tested on a sample of companies on animal-based marketing channels with regard to resource allocation for animal welfare. Results imply that pressure of secondary stakeholders on business-to-consumer companies stimulates resource allocation for social causes in business-to-business markets upstream in the channel. Companies in business-to-business markets approach social issues as opportunities to acquire new customers and to strengthen relationships with current customers. The effect of socially responsible competition appears to be negative, suggesting that companies may seek “irresponsible” market space if responsible competition becomes heavier. The latter finding has important implications for public policies that support fair trade, organic agriculture and other responsible companies.

Toward a service ecosystem perspective of stakeholders: insights from service-dominant logic

Robert F. Lusch, University of Arizona
 Stephen L. Vargo, University of Hawaii
 Kelli Gutierrez, Texas Tech University

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Drawing on the growing literature and theory around service-dominant logic (SDL), (Vargo and Lusch 2004, 2008, 2011; Lusch, Vargo, Tanniru 2010; Lusch and Webster 2011) we use an actor-to-actor systems perspective to offer a better informed, more holistic, and more managerially relevant view of stakeholders of the enterprise. Borrowing from SDL, we adopt the concept of a service ecosystem which is comprised of relatively self-contained, self-adjusting systems of resource-integrating actors connected by shared institutional logics and mutual value creation through service exchange. Most stakeholder theories put the firm at the center of a hub and spoke model of the stakeholders of the enterprise. Unfortunately, this is a firm centric view and although stakeholders are considered it still results in short term and myopic decisions. The service ecosystems lens is an actor-to-actor (A2A) view that identifies no single actor as the prime actor in the system. Each actor is viewed as integrating resources that are obtained via exchange from market, public and private venues. What holds the actors together in this dynamic system (network) are shared institutional logics that can include both legal and other formal institutions as well as more informal institutional logics such as shared values and norms. We discuss how mutual value creation through service exchange is essential for enhanced system viability

Special Invited Sessions (SIS)

Session SIS 1:

Marketing Behavior

Wednesday, 23 May, 16:00-17:30

Room: B103

Session chair: Berend Wierenga, Erasmus University

Missing the Gorilla:

Addressing the Gap between Pro-social Intentions and Behavior

Dipankar Chakravarti, John Hopkins University

Despite a broad global consensus in favor of promoting healthy lifestyles, energy conservation, and environment friendly behaviors, the specific behaviors that drive positive change are often inhibited by individual, institutional and socio-cultural inertia. Even with enhanced public awareness of these imperatives, the record of individual, household and community level pro-social actions is relatively thin. There is a significant disconnect between awareness and understanding, between understanding and intention, and most puzzling of all, between intention and action. The barriers exist at the individual consumer level as well as for decision makers and domain professionals in communities and organizations.

Marketing and consumer researchers now have a growing understanding of human judgment and decision making processes that reaches beyond rational models of cost-benefit and effort-error analysis. In line with behavioral economists, we recognize how human cognitive capabilities, motivational drivers, and socio-cultural influences have subtle and dramatic impact on decisions and choices. Our findings highlight gaps between stated and revealed preferences and provide a process understanding of these behavioral anomalies (some consciously rooted and others below the threshold of subjective awareness).

Even as our research importantly assesses consumer responses to marketing stimuli and helps managers make better marketing decisions, we have other uses for this knowledge. Some of our colleagues have shown that policy and market level actions

informed by our findings can facilitate managerial and consumer behaviors that promote healthy lifestyles, conserve energy, and are environment friendly. Addressing these research priorities could keep us from figuratively missing the gorilla walking across the basketball court even as we busily count the passes thrown by the white shirted players. I will share some research issues and ideas in this regard.

Unconscious Creativity: When can Unconscious Thought Outperform Conscious Thought?

Amitava Chattopadhyay, INSEAD

Recent research suggests that unconscious thought is superior to conscious thought in many cognitive domains. In this article, we show that the duration of unconscious deliberation has an inverted-U shaped relationship with creativity performance. Unconscious thought is, thus, unlikely to provide creative advantage over conscious thought when deliberation duration is either short or long. However, when deliberation duration is of a moderate length, the creative output of unconscious thought surpasses that of conscious thought. Furthermore, the superiority of unconscious thought pertains only to the novelty dimension of creativity, but not the appropriateness dimension. These findings not only shed light on the powers and limits of unconscious thought but also illuminate the importance of calibration in utilizing unconscious thought to boost creativity.

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From willpower breakdown to the breakdown of the willpower model: Self-control can be driven bottom-up.

Siegfried Dewitte, KU Leuven

Most contemporary self-control theories share two core assumptions. They assume that indulgence is the default option in self-control decision situations, and that successful self-control requires top down interference, either in the form of willpower (direct top down interference) or in the form of desire management (indirect top down interference). This generalized willpower model aligns with human intuition and many data. Some data, however, are difficult to reconcile with the basic assumptions of the generalized willpower model. This papers sketches how a more general model that can also incorporate the dissonant findings should look like.

Session SIS 2:

Online Marketing

Thursday, 24 May, 16:00-17:30

Room: B104

Session chair: Bernd Skiera, University of Frankfurt

The Evolution of Perceived Service Quality: An Analysis of Online User Reviews for Restaurants

Kirthi Kalyanam, Santa Clara University

Peter Lenk, University of Michigan

Arvind Rangaswamy, Penn State University

We assess the value of online user-generated reviews and ratings in a context where the underlying quality of the product or service is changing over time. Previous studies of the effects of online reviews and ratings have been in the context of products with fixed quality, such as books or movies, rather than services such as restaurants, where product quality can change over time. For our study, we use data on 200 restaurants in San Francisco for which we have most of the reviews posted online for these restaurants since 1997 at various web sites. We develop a model to disentangle time dynamics from reviewer heterogeneity because changes in reviews over time may reflect either changing quality or different draws from the reviewer population, or both. Our model identifies these two effects through structural assumptions and additional data on the reviews, reviewers, and restaurants. With our model, we can evaluate several important questions: (1) Is there any signal value to a business in the vast amounts of consumer reviews generated online (i.e., does chatter matter?) (2) In cases where there is a signal value, is there a potential for anticipatory learning for firms in terms of detecting adverse or favorable evolution in reviewer sentiments? (3) Do we get a better signal of underlying quality evolution by including information about various components of quality (e.g., food, service, and ambiance), in addition to information about overall rating? (4) Is the perceived quality image of services (i.e., restaurants) best captured via a reflective or formative model of quality formation?

Cross-country Heterogeneity of Attribute Effects in Online Product Reviews – Empirical Evidence and Implications

Reinhold Decker, Bielefeld University

Michael Trusov, University of Maryland

Online product reviews are an important vehicle for the diffusion of word-of-mouth in many product categories. The “pros” and “cons” typically coming along with consumer opinions expressed in this way not only uncover perceived strengths and weaknesses of the respective products but also enable cost-saving investigations of cross-country differences in the effects particular product attributes have on the valuation of competing products. Using a comprehensive set of online product reviews posted in four western countries we contrast such effects by focusing on product features that show strong association with product star ratings. The research has direct implications for global brand management.

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Shape Analysis for Online Markets: An Overview of Challenges and Opportunities

Wolfgang Jank, University of South Florida

In this presentation, we give an overview over the opportunities and challenges involved in extracting features that allow us to understand – and predict – the shapes of dynamic data. Understanding dynamics has become particularly important in online markets where prices, bids or opinions change continuously. We will provide an overview over techniques that allow us to capture, characterize, segment and predict shapes of online markets. Being able to predict shapes is particularly important in applications where market penetration or diffusion curves are desired and where restrictive parametric approaches are too inaccurate. We will illustrate these techniques on several examples from online auctions and internet reviews.

Session:

EMAC/KSMS Joint Symposium 1

Wednesday, 23 May, 09:00-10:30

Session title: Strategic/ Relationship Marketing

Room: C501

Session Chair: Udo Wagner, University of Vienna

Session Discussant: Jozsef Beracs, Corvinus University Budapest,
EMAC president (2006-2008)

When and How Cognitive Sales Team Diversity and Empowering Leadership Affect Sales Team Performance: The Dark and Bright Side of Task Interdependence

Seigyoung Auh, Thunderbird School of Global Management
Bulent Menguc, Brock University

The importance of sales teams is growing in both the academic and practitioner community. Drawing on the team diversity and empowering leadership literatures, this paper develops a model that examines *when* and *how* cognitive sales team diversity and empowering leadership affect sales team performance. The paper suggests sales team knowledge sharing as the mediator that bridges cognitive sales team diversity and empowering leadership to sales performance. The paper also proposes the dark and bright moderating side of task interdependence in that (a) it strengthens the relationship between cognitive sales team diversity but (b) weakens the relationship between empowering leadership and cognitive sales team diversity.

Keyword: cognitive sales team diversity, empowering leadership, team knowledge sharing, task interdependence, sales team performance

Marketing Managers' Strategic Behavior during Performance Decline and the Moderating Role of Incentive Pay

Eric Shih, Sungkyunkwan University
Daniel Han Ming Chng, Sungkyunkwan University
Matthew S. Rodgers, The Ohio State University
Xiao-Bing Song, Dalian University of Technology

Integrating theories of failure-induced change and threat-rigidity at the individual-level, we explain how marketing managers attend to and enact strategic decisions in

response to organizational decline. We contend that marketing managers will make greater marketing mix changes and take more risk in their strategic decisions in when faced with organizational decline but to approach these decisions in a threat-rigid manner of reduced decision comprehensiveness. We propose that incentive pay may influence marketing managers' strategic behaviors during decline in that can mitigate managers' diminished decision comprehensiveness but also accentuate their heightened strategic risk-taking. The model is tested with a marketing simulation game played by a sample of experienced managers.

Keyword: Managerial decision making, agency theory, strategic threat, performance decline

Effects of Supplier Capabilities on Manufacturer Dependence and Relationship Outcomes

Joon-Yeon Moon, Hanyang University
Surinder Tikoo, State University of New York

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This study examines the mediating role of dependence in the relationship between supplier capabilities and manufacturer commitment and its impact on supplier sales performance and manufacturer opportunism. Data were collected through a survey of small-sized suppliers in Korea. Major findings can be summarized as follows. Supplier core capabilities significantly influence manufacturer's benefit dependence, whereas it does not have a significant effect on cost dependence. Supplier operations capabilities significantly influence manufacturer's benefit dependence and cost dependence. Supplier networking capabilities, transaction specific investments, and manufacturer benefit dependence significantly influence manufacturer commitment. Finally manufacturer commitment significantly influences manufacturer opportunism and sales performance.

Keywords: supplier capabilities, manufacturer dependence, opportunism, transaction specific investment, manufacturer-supplier relationships

Seeking New Ways To Increase Competitiveness Through Novel Forms of Industry/Academia Collaboration

Antti Sihvonen, Aalto University School of Economics
Mikko Laukkanen, Aalto University School of Economics
Pekka Mattila, Aalto University School of Economics
Henrikki Tikkanen, Aalto University School of Economics
Joel Hietanen, Aalto University School of Economics

The theoretical findings from the illustrative cases focus on the different ways the companies go about trying to create novel value. The four cases can be observed to depict, on the one hand, the view of the management as new opportunities being either created or discovered (Alvarez and Barney, 2007), and on the other hand, the managerial orientation relating to the time frame of the desired novel value creation.

Keywords: Competitiveness, Innovation, Industry/academia collaboration, Novel value, Managerial orientatio)

Marketing Korean Traditional Culture Globally

Eunju Ko, Yonsei University
Kyung Hoon Kim, Changwon National University
Seulgi Lee, Yonsei University

Marketing traditional culture is in a period of major reassessment for seeking higher value-added proposition. This article aims to discover marketing insight for revitalization and globalization of traditional culture focused on Korea. First, this article found the key values of Korean traditional culture in general (i.e. harmony, intrinsic semantics and heung). Second, the cultural archetype contents are categorized focused on lifestyle and arts from extensive literature review. Lastly, from the in-depth interviews with 21 experts this study provided the major issues (i.e. modernization of tradition, positioning approaches between going mass and premium) and strategic implication (i.e. storytelling, connecting traditional culture with arts, and holistic experience) in marketing traditional culture.

Keywords: Traditional Culture, Cultural Archetype, Cultural Contents, Cultural Marketing Strategy

Ethnocentrism & Country of Origin

Yong Joon Kim, Sungkyunkwan University

The purpose of this study is to identify differences in consumers' product preference for products made in 4 different countries – Japan, Korea, Malaysia and China. This paper also aims to analyze how consumers ethnocentrism (CE) effect product preference and how CE effect varies across products from different country of origin (COO) and product involvement level. Consumers' product preference information was collected from a sample of 206 Malaysian consumers who were randomly selected. The results of this study provided support for all hypotheses, revealing that there are significant differences in consumers product preference caused by COO, CE and product involvement level effect. COO effect was found to overshadow CE effect for high involvement products, but not for low involvement products.

Keywords: Country of Origin effect (COO), Consumers Ethnocentrism (CE), Product Involvement

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Session:

EMAC/KSMS Joint Symposium 2

Wednesday, 23 May, 11:00-12:30

Session title: Global Customer Equity/Fashion Marketing

Room: C501

Session Chair: Seong-Yeon Park, Ewha Womans University

Session Discussant: Gabriele Troilo, SDA Bocconi, EMAC VP conferences

Joint Purchase Decision-Making? The Influence between Spouses or Significant Others on Apparel Purchase

Yoon-Jung Lee, Korea University

Joohee Kang, Korea University

Eun Joo Park, Dong-A University

This study aimed to examine the factors affecting susceptibility to dyadic influences between other-sex couples either married or unmarried on their apparel purchase decisions. This study particularly focused on gender, couple identity, product knowledge, and clothing involvement as influential factors. A survey was conducted to 155 males and 166 females aged between 20 and 50, who are living in South Korea and currently married or in a relationship. The results indicate that couples influence

each other in apparel purchase decision-making and male consumers than female consumers are more susceptible to dyadic influence in terms of both normative and informational influences.

Keywords: Joint purchase decision, apparel purchase, interpersonal influence, couple identity

Is the smart phone fashion application ready as the next channel of mobile shopping?

Heewon Sung, Gyeongsang National University
Ho Jung Choo, Seoul National University

The purpose of this study was to identify general information about the use of smartphone, attitudes toward fashion application, and the prospects of mobile shopping as a major distribution channel. Focus group interviews were conducted. Participants were recruited among smartphone users who have been using the device more than three months, aged between 20 and 45 years old. Twenty-two people participated and 55% were female. A half of participants were unfamiliar with or even unaware of fashion applications. Age difference was found that the younger were more experienced in using the fashion applications than the older. In order to increase the intention to adopt mobile shopping, the price and security systems were the major issues. Strategic recommendation to fashion business was provided based on focus group interviews.

Keywords: Mobile shopping, fashion application, smart phone, focus group interview

Comparing Marketing Elements and Consumer Attitudes towards Fast Fashion SPA Brands: Global versus the Korean Domestic Brands

Eun-Young Kim, Chungbuk National University
Kyungae Park, Yeungnam University
MiYoung Lee, Inha University

This study examines the consumer perception and attitude toward fast fashion SPA brands, which may be different in consumer responses between global vs. domestic brands in the Korean fashion market. A questionnaire survey was conducted with a sample size of 274 respondents who are Korean consumers. This study identified

critical marketing elements, including merchandise assortment and store, which influenced affective and cognitive attitudes; and affective attitude increased purchase intentions for both global and domestic SPA brands. Also, the study found differences in the marketing elements and its effect on the brand attitude and purchase intentions between global and domestic SPA brands. Managerial implication was discussed for fast fashion retailers' strategic reactions to global competing brands.

Keywords: affective, marketing elements, merchandise assortment, SPA brand, Korea

Brand reputation and Customer equity in global environment: a theoretical framework

Gaetano Aiello, University of Florence
Raffaele Donvito, University of Florence
Laura Grazzini, University of Florence

The paper explores the relationships between brand reputation and customer equity in global environment considering country of origin as an antecedents of brand reputation. This work takes into account brand personality marketing literature and customer equity concept with specific reference to Rust, Lemon and Zeithaml model (2000). The paper proposes a theoretical framework that hypothesizes the presence of a brand reputation effect on customer equity drivers and in turn the existence of a feedback interaction of customer equity on brand reputation. It is also considered the country of origin effect on brand reputation, since a relationship between these two constructs has been largely analyzed by the academia. Finally the authors of the paper propose to empirically test in future researches the theoretical framework here presented.

Keywords: Brand Reputation, Customer Equity, Country of Origin, Global environment, Theoretical framework.

The Relationship between Value chain and Customer equity in Fast Fashion: A Cross-Cultural study of South Korea and Germany

Joon-heui Bae, Changwon National University
Kyung Hoon Kim, Changwon National University
Hee Cheol Lee, Changwon National University

It is so important for global companies to shift from a product focus to a customer focus. The brand had more brand equity but that was not enough. Customer equity,

not Brand equity, was the key to market success. Fast fashion companies combine short production and distribution lead times and highly fashionable product design to component its value chain. The purpose of this study is to figure out how the value chain of Zara has an impact on customer equity and which ones of the actions of its value chain drive the customer equity. The customer-centered marketing actions in value chain make customer equity as well as revenue for the companies.

Keywords: Customer Equity, Drivers of value equity, Drivers of brand equity, Drivers of retention equity, Drivers of SNS Equity, Value chain

The Effects of Image and Awareness of Complex Shopping Mall on Customer Equity -Focused on SNS users' lifestyle-

Nalae Kim, Yonsei University
Jina Park, Yonsei University
Eunju Ko, Yonsei University
Hyunji Do, Yonsei University

We proposed a conceptual model that explains the psychological process by which mall awareness and mall image generate customer equity. The empirical results were generally supportive of the model: customer equity was significantly predicted by the mall loyalty; mall loyalty was significantly predicted by the commitment that shoppers held toward the mall, and that commitment, in turn, was significantly predicted by shopper's self-congruity. The latter construct, in turn, was significantly predicted by mall image. We also divided groups by lifestyle of users who use social network services of shopping malls. Characteristics of SNS users' lifestyle were classified as three factors: 'sociability-oriented', 'fashion-oriented', and 'rationality-oriented'.

Keywords: Complex Shopping Mall, Mall Image, Mall Awareness, Customer Equity, SNS Lifestyle

Marketing Mix and Customer Equity in the Global Environment

Chang Han Lee, Yonsei University
 Eunju Ko, Yonsei University
 Sung Hwan Yeo, Changwon National University
 Kyung-Hoon Kim, Changwon National University
 Honglei Liu, Changwon National University
 Jae Hyeoung Yoo, Changwon National University

The concept for the equity of customer has been introduced to attract customers continuously and create future profits. World has become a big single market thanks to advancement of fashion industry and acceleration of globalization, which needs a new recognition for global consumers. The research model examined relationship between customer equity and marketing mix for global SPA brand provides practical strategic marketing framework. This paper suggested factors occurred from relations between customers beside customer equity driver suggested by Rust et al.(2004) as a new driver and utilized it for analysis of customer equity driver model and individual customer lifelong value analysis, adding SNS equity driver.

Key-words: Customer equity, Customer lifetime value, Value equity, Brand equity, Relationship equity, Social network equity.

Session:

EMAC/KSMS Joint Symposium 3

Wednesday, 23 May, 14:00-15:30

Session title: SNS/High-Tech Marketing

Room: C501

Session Chair: Pekka Mattila, Aalto University School of Economics

Session Discussant: Veronica Wong, University of Sussex, EMAC president

e-WOM by People with Subjective Knowledge and Regulatory Focus

Dong-Mo Koo, Kyungpook National University
 Kyung-Tag Lee, Kyungpook National University

Studies of e-WOM have resulted in inconsistent and mixed conclusions; some studies showing negative reviews having more significant impact, others showing the opposite. Effects produced by review quality scarcely studied. Building on this study tradition, the present study investigates effects of review valence and attributes

on e-WOM credibility and review acceptance, and moderating impact of regulatory focus and subjective knowledge on the links between review valence/attributes and e-WOM credibility. 319 university students participated in an online experiment with a 2 by 2 between subject design. The results showed that objective and negative online reviews have a positive and negative impact on message credibility. The moderating effect of consumer's subjective knowledge is supported, whereas the moderating effect of regulatory focus is not.

Keywords: online review, review valence, review quality, subjective knowledge, regulatory focus, message credibility, message adoption

The Integration Benefits of Social Network Service and Online Retailer

Min-Sook Park, Catholic University of Pusan
Jong-Kuk Shin, Pusan National University
Yong Ju, Pusan National University

With the rapid growth of online social network, it was widely used by different purposes. This study aims to find out whether the connecting with social network sites by online retailer can influence their consumers' shopping behavior or not. And find out the characteristics of the social networking integration service as convenience, personalization, and social surveillance, we think it can be the motivation for online shoppers to use the service. We received 270 valid surveys from the social network sites users who know this service, and the result is the perceived benefits of using the integration service (convenience, personalization, and social surveillance) will increase the consumers' satisfaction (affective) and perceived usefulness (cognitive) to the integration service, and it results of increasing their purchase intention in the online store.

Keywords: Social network sites, Social network connection, Online shopping, Use and Gratification theory, S-O-R Model

The effect of the motives for using Social Network Services (SNS) and celebrity reputation on purchase intention of celebrity fashion merchandises - Focusing on the moderating effect of para-social relationship

HyoJin Kim, Yonsei University
Jina Park, Yonsei University
Eunju Ko, Yonsei University
Hyeonyoung Choi, Yonsei University

The purpose of this study is to propose and test the factors influencing the formation of para-social relationships between celebrities and SNS users and also to examine the influence this has on purchasing intention. The implications of these results are as follows: first, it was found that the para-social relationship, which was studied by the existing television or Web 1.0, can also be formed through new media, namely through social network services. Second, celebrities were found to have an influence on SNS users' consumption behavior through the latest measuring tool, i.e. celebrity reputation, other than the existing celebrity image-centered study. Third, the study results revealed that consumers' desires for gratification become more diverse due to the development of new media, and the newly formed motive through a social network service also becomes a great motive for building up celebrities' power as a criterion.

Keywords: The motives of using social network service (SNS), Celebrity reputation, Para-social relationship, Purchase intention, Celebrity fashion

Celebrity's Microblog – Para-Social Networking Service(The effects of media and pseudo-interpersonal connections on human brands)

Dae Ryun Chang, Yonsei University
Kyongon Choi, Yonsei University

The objective of this study is to understand how media impacts pseudo-interpersonal connection of human brands using celebrity microblogs as the platform for parasocial relationship between celebrities and their fans. 3 groups of 239 respondents were selectively exposed to the same celebrity gossip news but by different information sources – internet news, celebrity microblog or internet news refers the celebrity microblog. The results show that the group exposed to twitter as the information source had significant improvement in the perceived authenticity, perceived

interactivity, attraction, uncertainty reduction, humanness and parasocial relationship when compared with other groups.

Keywords: human brand, parasocial relationship, microblog, perceived authenticity, perceived interactivity, attraction, uncertainty reduction, and humanness

The Effects of Brand Identity on Brand Equity in SNS

Hyeonyoung Choi, Yonsei University
Eunju Ko, Yonsei University

The rapid spread of social network through social media has been a new paradigm of society and culture as a result of development and convergence of IT and multimedia. Businesses today need to build up its brand identity with a different way from the past, communicating with its customers through SNS. This study aims to investigate SNS as a communication channel to form brand identity which is a crucial factor of a brand, and emphasize the role for the enlargement of brand equity value. Also, it discovers the differences of influence depending on the types of SNS and the degree of commitment. The implications of this study are as follows. First, it gives late starters the positive possibility to utilize SNS as a branding management method by analyzing the brand identity appearing on SNS of the brand utilizing social media. Second, it suggests that it is more effective to choose SNS which is suitable for its purpose considering qualitative relationship with customers, not quantitative unconditionally

Keywords: SNS, Brand Identity, Brand Equity, Facebook, Twitter

Mobile marketing in China: Consumers' attitude and intention

Ruijin Zhang, Harbin Institute of Technology
Xiangyang Li, Harbin Institute of Technology

Keywords: Consumer's attitude, Perceived usefulness, Perceived credibility, Perceived entertainment, Subjective norm

Session:

EMAC/KSMS Joint Symposium 4

Wednesday, 23 May, 16:00-17:30

Session title: Global Consumer Behavior/Experience Marketing

Room: C501

Session Chair: Gaetano Aiello, University of Florence

Session Discussant: Lutz Hildebrandt, Humboldt University Berlin, EMAC president (2002-2004)

An Exploratory Study on Green Consumption Culture: Qualitative Approaches

Seong-Yeon Park, Ewha Womans University

Hyun Ju Lee, Ewha Womans University

Nowadays, the whole world is turning its attention to issues related to the environment. As if reflecting this situation, in recent consumer trends, green consumption is a rising topic and—beyond becoming a new trend—is taking its place as an entirely new culture. This study aims to find consumer psychology in the cultural phenomenon of green behaviour. To find this deep psychology of consumers, focus group interviews (FGI) and depth interviews were carried out. Results of the interviews found the following outcomes: (1) A desire for security (2) Sociocultural factors (3) Psychological factors (4) Product-related factors (5) The cost and the burden.

Keywords: culture, consumption, green consumer, green consumption, green purchase behavior,

How Consumers Respond Differently When they are Exposed to an Art Collaboration Brand

Dong-Mo Koo, Kyungpook National University

Seon-Hee Ju, Kyungpook National University

Hyo-Jin Jeong, Kyungpook National University

Art collaboration brand and its relationship to consumer characteristics is rarely researched area. The present study investigates how curiosity and need for uniqueness consumers possess are associated with emotions such as arousal, positive and negative emotion, responses when they are exposed to an art collaboration brand. 300 valid student sample show that (1) curiosity is related to positive emotion, (2)

creative choice to positive and negative emotion and arousal, (3) unpopular choice to arousal and negative emotion, (4) avoidance of similarity has no impact on emotional responses, (5) positive emotion and arousal have positive effects on intention.

Keywords: art collaboration brand, curiosity, need for uniqueness, positive emotion, negative emotion, intention

“Experience Room” Experience: Its Determinants and Effects

Sunmee Choi, Yonsei University
Shinyoung Kim, Yonsei University
Miri Lee, Yonsei University

Art collaboration brand and its relationship to consumer characteristics is rarely researched area. The present study investigates how curiosity and need for uniqueness consumers possess are associated with emotions such as arousal, positive and negative emotion, responses when they are exposed to an art collaboration brand. 300 valid student sample show that (1) curiosity is related to positive emotion, (2) creative choice to positive and negative emotion and arousal, (3) unpopular choice to arousal and negative emotion, (4) avoidance of similarity has no impact on emotional responses, (5) positive emotion and arousal have positive effects on intention.

Keywords: art collaboration brand, curiosity, need for uniqueness, positive emotion, negative emotion, intention

Effects of Direct Experience on Attitude toward Smartphone Applications

Juran Kim, Jeonju University

The purpose of this study is to examine effects of direct experience on attitude toward smartphone applications and purchase intention. This study clarifies mobile direct experience and examines relationships between direct experience and attitude toward smartphone applications as well as purchase intention. The study employs an experiment to examine key questions about effects of direct experience among smartphone applications users. The results present the integrative framework of the roles of direct experience in the smartphone application context.

Keywords: direct experience, attitude, smartphone applications

Perceived Justice and Consumer Trust: The role of Emotional Responses in Service Recovery

Patrick Poon, Lingnan University
Yaoqi Li, Sun Yat-sen University
Lishan Xie, Sun Yat-sen University

This study aims to examine the role of emotional responses in the relationship between different types of perceived justice (namely distributive, procedural, interactional, and informational justice) and consumer trust in organization during a service recovery. Results show that there is an overall positive relationship between perceived justice and consumer trust in organization. However, only procedural justice and informational justice have significant positive effects on consumer trust, but not for distributive and interactional justice. In addition, positive emotional response is found to have a full mediating effect on the relationship between distributive (and interactional) justice and consumer trust, but partial mediating effect for informational justice. For negative emotional response, no mediating effect is found.

Keywords: perceived justice; emotions; consumer trust; service recovery

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Ethnic differences of psychological pricing in Asia and outside Asia: The case of online menus

Udo Wagner, University of Vienna
Jutatip Jamsawang, University of Vienna

Foreign tourists visiting China sometimes wonder about missing fourth floors in multistory buildings; Chinese air passengers wonder why there is no row 13 in planes operated by Western airlines. In both cases, designers have disrupted the natural numerical sequence to avoid negative, culture-specific connotations of unlucky numbers. Such connotations might extend to price perceptions. Thus, this study summarizes the (positive and negative) characteristics associated with certain numbers by traditions, religious, and cultural heritage. The empirical investigation focuses on restaurant prices in three cultural settings (Chinese, Indian, and Islamic) within Asia and outside Asia, facilitated by the increasing numbers of ethnic restaurants. Consistent with predictions, the number 8 for Chinese and number 5 for Indian products are more common in the cross-cultural comparison world-wide.

Keywords: Psychological Pricing, Cross-Cultural Analysis, Number Symbolism, Online Prices

Travelers' Information Seeking Behavior: A Comparative Study between the USA and China

Guoxin Li, Harbin Institute of Technology

Zephaniah S. Kambele, Harbin Institute of Technology

Zongqing Zhou, Niagara University

The main purpose of this study was to explore the travel behavior and travel information sources for the USA and China travelers. The research was conducted in both two countries and resulted into varied perspectives on the travel behavior and travel information dependence. Based on the study results, education appears to be the most significant variable both for the China and the USA. When it comes to depended travel information sources, China and the USA travelers vary significantly.

Keywords: Information seeking behavior, Travel behavior, Travel information dependence, Marketing communication, Global tourism.

Session McKinsey:

EMAC/ McKinsey Research Initiative - Results of McKinsey Survey

Friday, 25 May, 16:00-17:30

Session title: Marketing tensions in an era of digitalization

Room: B104

Session Chair: Peter Verhoef, University of Groningen

Presentations by McKinsey and Peter Verhoef

Panel members:

Gary Lillien, Pennsylvania State University

Marnik DeKimpe, Tilburg University

Berend Wierenga, Erasmus University

Sönke Albers, Kühne Logistics University

Short description:

EMAC and McKinsey have jointly investigated potential marketing tensions in a digitalizing world. We report the results of a survey among 750 CMO's across the globe and identified 9 marketing tensions, which need to be solved by practice and marketing science. The survey results will be discussed with a panel of esteemed marketing scholars.

Bridging Academia and Business: Marketing to Citizens

Wed, 23 May, 17:30-19:00

Room: Grande Auditório

Innovation in times of crisis

José Jordão, Executive Director, Sumol Compal

Innovation and Knowledge in the Financial Sector

António Nogueira Leite, Vice-President, Caixa Geral Depositos

Market Driving Sustainable Trends

Hélia Gonçalves Pereira, Assistant Professor, Marketing FutureCast Lab

Miguel Lage, Researcher, Marketing FutureCast Lab

07. MEETINGS

Palácio Nacional da Pena - Pena National Palace (Sintra),
elected by the Portuguese population as one of the
7 Wonders of Portugal (Top Monuments).



Meet the Editors

Session:

Meet the Editors 1

Wednesday, 23 May, 14:00-15:30

Room: Grande Auditório

Session Chair: Soenke Albers

International Journal of Research in Marketing

Marnik Dekimpe

Journal of Marketing

V Kumar

Marketing Science

Preyas Desai

Journal of Retailing

Shankar Ganesan

Session:

Meet the Editors 2

Thursday, 24 May, 14:00-15:30

Room: Grande Auditório

Session Chair: Soenke Albers / Paulo Rita

Journal of Marketing Research

Hubert Gatignon

Journal of the Academy of Marketing Science

Tomas Hult

Journal of Advertising

Patrick De Pelsmacker

Journal of Interactive Marketing

Charles Hofacker

Journal of Services Research

Andrea Ordanini

Heads of Marketing Forum

Wednesday, 23 May, 12:30-14:00

Room: C104

Chair: Peter Verhoef, University of Groningen

Programme

The theme of this year forum is **Managing for Change**. Throughout Europe we observe an increasing move to more research oriented universities and business schools. Moreover, we also observe a stronger global focus in which scholars around the globe contribute to the development of marketing as a scientific discipline. As a consequence, marketing departments are also striving to gain a stronger research focus and a stronger global visibility.

Two distinguished scholars from two European universities: Prof. Gilles Laurent (HEC, Paris) and Prof. Bernd Skiera (Frankfurt University) with a strong experience in leading departments will reflect on how one can change marketing departments.

Climber Community

Thursday, 24 May, 14:00-15:30 & 16:00-17:30

An International Platform for Young Academics in Marketing

Room: C103

Chair: Sylvia von Wallpach, University of Innsbruck

Aim:

The second EMAC “Climber Community” (CC) targets young academics in Marketing at an early stage of their career (e.g., assistant professor, research fellow, etc.). EMAC’s CC provides these „climbers“ of the European Marketing Academy with an opportunity to get to know each other and to interact easily across borders; as well as to learn from more experienced colleagues.

Agenda:

The agenda of this second CC-meeting will cover the following topics:

- Introduction of the EMAC’s CC initiative
- Keynote presentation followed by an open discussion: *Professor Christian Homburg* (<http://homburg.bwl.uni-mannheim.de/123+M58a3ec325d5.html>), excellent researcher with an impressive CV, and a long list of prizes and publications in top international journals, will participate in this second EMAC CC-meeting as keynote-speaker and mentor. In his short presentation about “Success Factors for Future Academics” Professor Homburg will give insights into his career paths, and will then be available for an extended “fireside chat”; during which CC participants will be able to ask him questions regarding career development, publishing, and other relevant topics.
- Panel discussion: Three successful young scholars (*Marius Luedicke, Ernst Osinga Isabella Soscia*) from three European countries will talk about their professional experience in their respective countries, and their hitherto career development in an informal and open way. They will give the participants insights into the successes and maybe also challenges of their ways, and will be open for questions and discussion.

- Networking (getting to know each other; who else is in my stage and in my research field; who is facing the same challenges as I do; ...), and taking the first step to develop an international research network.
- Feedback and future developments of the CC

08. COMPETITIVE PAPERS

WEDNESDAY – 23 MAY

Azulejo | Lisbon



WEDNESDAY – 9:00-10:30

Session 01.01:

Advertising, Promotion and Marketing Communications

Session title: “All You Need is Love”: Emotions in Advertising

Room: C406

Session chair: Polymeros Chrysochou, Aarhus University

Pictures As Emotional Stimuli – Going Beyond Content To Trigger Emotional Response

Amata Ring, Vienna University

Anke Schneider, WU Vienna/Institute for Tourism and Leisure Studies

Emotions have long been shown to be central in advertising as a response to a specific stimulus. They may be the result of a conscious or unconscious process. Additionally, low-level features of pictures, such as colour, rightness, or saturation, are not only important for visual attention, but also for emotional response. This paper analyses the effects of low-level features on the two dimensions of emotion, i.e. valence and arousal. Results show that besides content, low-level features are powerful to influence valence, whereas arousal is more reluctant to stimuli influences and is determined to a substantial extent by personal characteristics.

Keywords: Emotion, Affect, IAPS, low-level features

Emotional Message Framing In Crisis Communication: The Moderating Impact Of Crisis Timing Strategies

An-Sofie Clayes, Ghent University

Verolien Cauberghe, Ghent University

Jan Leysen, Royal Military Academy

The impact of message framing in crisis communication is studied by means of a 2 (message framing: emotional vs. rational) x 2 (crisis timing strategy: ex-ante

crisis timing strategy vs. ex-post crisis timing strategy) between-subjects factorial experimental design with 168 respondents. The results show that emotional framing can restore organizational reputations better compared to rational framing. This effect is mediated by the perceived organizational sincerity. In addition, the efficacy of message framing is moderated by crisis timing strategy. In an ex-ante crisis timing condition emotional framing is beneficial, whereas in an ex-post crisis timing condition framing has no additional impact.

Keywords: Crisis communication, Emotional versus rational message framing, Crisis timing strategies, Reputation, Sincerity

“The Love And Hate Relationship”: The Impact Of Women’s Affective Reactions Elicited By Idealized Media Models On Attitude Toward The Image

Sylvie Borau, Toulouse I University of Social Sciences

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While the impact of idealized media models on women’s self-esteem and body image has widely been investigated, only few studies have focused on the affective reactions elicited by the models and their role on women’s attitude toward the image. A research conducted among 509 women shows that individuals differ strongly in response to pictures of idealized models. Four different profiles were identified: indifferent, resistant, enthusiastic and victim. Attitude toward the images varies significantly according to women’s profile based on this typology. Individual characteristics were examined: BMI, perceived congruence with ideal-self, perceived self-discrepancy, body comparison tendency and perceived realism of the images.

Keywords: Idealized Models, Affective Reactions, Typology, Attitude toward the Image

Can Packaging Elements Elicit Consumers’ Emotional Responses?

Lewis Liao, University of South Australia
Armando Corsi, University of South Australia
Larry Lockshin, University of South Australia
Polymeros Chrysochou, Aarhus University

Emotion has been an important concept in many areas of consumer research such as judgment, decision-making and advertising. Little research has been done on emotion

in packaging adopting the physiological measures used in other areas. This paper draws on past studies in advertising that measure emotional responses toward image, colour and font, and apply them to packaging research. The study tests the extent at which packaging can elicit consumers' spontaneous emotional response for each of those three elements, by using skin conductance, facial electromyography (EMG) and selfassessment scales. The results show that packaging can elicit an emotional response via different elements. The paper also raises concerns about the accuracy of using selfreport measures of emotional responses to packaging research.

Keywords: packaging, emotion, affect, physiological measures

Session 03.01:

Consumer Behavior

Session title: Materialism and Luxury

Room: B203

Session chair: Mario Pandelaere, UGent

Size Does Matter, but for Some People More than for Others: The Effect of Materialism on Size Preferences

Karolien Driesmans, K.U.Leuven

Luk Warlop, K.U.Leuven

Mario Pandelaere, UGent

Previous research has shown that, in general, people exhibit strong preferences for large objects. The present paper tested whether individual differences in materialism affect size preferences. In particular, we demonstrate 1) that the preference for large products increases with increasing levels of materialism, 2) that this effect is not due to differences in status concerns, self-esteem or size-based inferences related to product quality and functionality, 3) that it is really the size that matters and not the distinctiveness or conspicuousness of large objects, and 4) that this effect matters more to the extent that size is the primary differentiating dimension.

Keywords: materialism; preference; size; bigger is better

When diamonds are not the poor's best friend: How the poor deal with unaffordables

Cara De Boer, K.U.Leuven

Siegfried Dewitte, K.U.Leuven

Wouter Vanhouche, K.U. Leuven/Lessius

The issue of poverty may be as important as it is understudied. Some evidence seems to suggest that consumers living in poverty may be better off when denied access to unaffordable products than when they have free access to these goods. We question these assumptions, apart from ethical concern, on theoretical grounds. In three studies we show that poor consumers seem to devalue unaffordable but attractive items but only after autonomously refraining from purchasing them. We demonstrate that the devaluation generalizes to other items that share important dimensions, suggesting that the devaluation process is attribute rather than products driven. Together, the data suggest that exposure to unaffordable products may help, rather than hurt, the poor's resistance under some circumstances.

Keywords: self-regulation, attitude changes, poverty, unaffordable products

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When Do Consumers Indulge in Luxury to Regulate Affect? Emotional Certainty Determines When to Regulate Affect

Francine Espinoza, ESMT – European School of Management and Technology

This research shows that the certainty appraisal associated with an emotion signals individuals whether their affective state can be regulated or is "frozen". When consumers feel a negative emotion associated with uncertainty (certainty), they infer that their emotion can (cannot) change, and thus indulge to feel better. Conversely, when individuals feel a positive emotion associated with uncertainty (certainty), they infer that their emotion can (cannot) change, and thus refrain from indulging to keep their positive affect. Reconciling earlier research reporting inconsistent results linking emotional valence, affect regulation, and indulgence, these findings suggest that the certainty appraisal of specific emotions is important in predicting indulgent consumption to regulate one's affect.

Keywords: emotion, certainty, appraisal, affect regulation, indulgence, luxury consumption

Women's Conspicuous Consumption: A Threat to (Materialistic) Men?

Inge Lens, K.U.Leuven
Luk Warlop, K.U.Leuven
Mario Pandelaere, UGent

This paper examines the interplay between men's reliance on conspicuous consumption as a mating strategy and women's engagement in status-signaling consumption. In studies 1 and 2 we show that materialistic men feel uncomfortable when interacting with a women who conspicuously consumes status products, because her consumption behavior signals to these men that their mating efforts may be inadequate. A third study involving real-life interactions between male participants and a female interaction partner shows that women's conspicuous consumption behavior has concrete implications for men's behavior and for their evaluation of the interaction.

Keywords: Materialism, conspicuous consumption, social interaction, non-verbal behavior, mating

Session 03.02:

Consumer Behavior

Session title: Consumer Attachment to Places and Beloved Consumption

Room: B204

Session chair: Tom Van Laer, ESCP - Europe

Continuity and Transfer of Place Attachment: An Ethnographic Exploration

Alain DeBenedetti, Université Paris Est, IRG, Institut de Recherche en Gestion
Phillippe Mériqot, INSEEC
Zeynep Arsel, Concordia University, John Molson School of Business

Place attachment can be defined as a long lasting emotional and identity bond that an individual can develop with a specific setting. In our paper, we seek to explore the concept of place attachment by highlighting its social, physical and activity-based dimensions. Based on an ethnographic approach, we first highlight the multitude of processes, relationships and activities that affectively tie individuals to a commercial setting. We then trace the continuity of place attachment across time and space and

examine to what extent the attachment established through these dimensions could later be transferred to other institutions.

Keywords: place attachment, servicescapes, qualitative research, ethnography, continuity, time and space dynamics, loyalty

Shopping Therapy? The Role of Biophilic Store Design on Stress Recovery in Retailing

Wim Janssens, Hasselt University

Kim Willems, Hasselt University – Vrije Universiteit Brussel

Karolien Poels, University of Antwerp

Shopping is often a particularly stressful activity. The positive influence of vegetation on human psychological functioning has already been empirically demonstrated in work-, home-, and hospital environments, but not yet in a retail store context. This study aims to examine (1) whether the presence of in-store vegetation can alleviate stress in consumers, and (2) the extent to which consumer stress reduction has a beneficial effect on perceptions and patronage behavior. The findings of a between-subjects experimental design (n = 151) provide partial support for both questions.

Keywords: Stress recovery theory; evolutionary store atmospherics; in-store vegetation

It Might Get Loud: A Practice Theoretical Account of Consumer-Based Consumption Constellations in the Guitarsphere

Benjamin Julien Hartmann, Joenkeoping University

While previous research has treated the consumption constellation concept mainly as a cognitive structure, this study offers a practice theoretical and in situ analysis of the sets of brands and products formed by consumers. Building on ethnographic and netnographic material collected in the context of the guitar subculture, findings reveal the different teleoaffective properties of the consumption constellation as embedded within the guitar playing practice as superordinate structuring mechanism of consumption and production. To describe the mutual entanglement of guitar playing and the consumption constellation, the notion of auxiliary practice is introduced. The paper concludes with practical and theoretical marketing implications.

Keywords: Practice Theory, Consumption Constellation, Consumer Culture Theory

Effects of Narrative Transportation on Persuasion: A Meta-Analysis

Tom Van Laer, ESCP – Europe
Ko de Ruyter, Maastricht University
Martin Wetzels, Maastricht University

This meta-analytic review covered a decade of research on narrative transportation and its effect on persuasion. Transportation refers to the phenomenon whereby readers mentally enter a world evoked by a narrative. The authors developed an integrative conceptual framework to assess whether the transportation–persuasion relationship was subject to five moderating factors: story, medium, reader, mental process, and various study characteristics. The meta-analysis included 287 effects culled from 145 separate sources. The results showed that all five factors exhibited significant moderation of the effect of transportation. On the moderator level, familiarity with a story topic and transportability had the greatest effect. These findings put a spotlight on the important role of the reader in the narrative persuasion process.

Keywords: Communication, Meta-theory, Narratives, Persuasion, Transportation

Session 04.01:

Innovation and New Product Development

Session title: Co-Creation / Consumer Integration

Room: C506

Session chair: Sven Petersen, Witten / Herdecke University

Firm-Internal Consequences Of Customer Integration In New Product Development

Christina Kuehnl, University of Mannheim
Caroline Goecke,

Customer integration in new product development processes is a well-known success driver. However, studies hardly deal with firm-internal consequences in terms of employees' reactions to customer integration in new product development (NPD). Conducting 16 in-depth interviews and analyzing a cross-sectional quantitative dataset, the authors provide evidence for a dual role of customer integration. This is because integrating customers in NPD simultaneously exerts a positive impact on internal adoption of the innovation while it also increases NPD team members' perceived NPD uncertainty.

Keywords: new product development, customer integration, firm-internal consequences

The Role Of Multiple Social Identities In Consumer's Co-Creation

Sarah Plank, University of Innsbruck

Melanie Zaglia, University of Innsbruck

Katrin Kleinlercher, University of Innsbruck

For companies to succeed at co-creating value, a deep understanding of their co-creating counterparts is needed. While many studies have investigated the existence, nature and typologies of co-creating customers and settings, there is a lack of understanding for the transformative process per se. Therefore, we investigate how multiple social identities influence the innovation co-creation process and co-evolve in the process of innovation. We applied a qualitative multi-method approach and conducted 22 semi-structured interviews in six companies. Our preliminary results highlight the role of multiple social identities at in the context of co-creations.

Keywords: co-creation, social identity, open innovation, lead user

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Paying For Philanthropy? Evoking Consumers' Altruism In Firm-Initiated Ideation

Christoph Ihl, RWTH Aachen University

Alexander Vossen, RWTH Aachen University

We investigate how altruism, i.e. the consumers' perception of contributing to a valuable output for others, (1) can be evoked by designing ideation projects accordingly, and (2) affects their intention to participate in firm-initiated ideation projects. By the means of a discrete choice experiment, we measure the influence of leisure vs. prosocial topics, for-profit vs. non-profit hosts, and monetary incentives together with other controls on consumers' perceptions and intention. Random-coefficient regression analyses show with respect to (1) that non-profit hosts can and need to bolster altruistic perceptions with monetary incentives in order to signal competence and commitment. But this works only in ideation projects with prosocial, not with leisure topics. With respect to (2), we find that altruism is crowded out by extrinsic benefit perceptions, hinting at the fact that monetary incentives are a double-edged sword.

Keywords: innovation, online ideation, co-creation, prosocial behavior

Are You And Your Customers Ready For Co-Created Products? The Case Of A German Retailer

Sven Petersen, Witten / Herdecke University

Internet crowdsourcing as means to achieve co-creation promises high value for companies. However, customers who are willing to engage in co-creation might be part of an internetsavvy online crowd, which may differ from the typical customers of a traditional company. Using the case-study method to analyze the development of a crowdsourcing platform of a traditional German retailer, three “traps” have been identified that can have negative impact on the outcome of a co-creation process: the power trap, the quantity trap, and the value trap. The results imply for theory and practice that the organization implementing the co-creation process needs to (a) balance the power between the users and the company, (b) focus on the quality of users instead of the quantity, and (c) emphasize the focus of co-creation on the generation of value for all groups of customers, not only for the co-creation crowd.

Keywords: Innovation, Co-Creation, Crowdsourcing

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Session 05.01:

International and Cross-Cultural Marketing

Session title: Exporting

Room: C402

Session Chair: Adamantios Diamantopoulos, University of Vienna

Drivers Of Export Segmentation Effectiveness

Adamantios Diamantopoulos, University of Vienna

Eva Doberer, Credit-Suisse

Armata Ring, University of Vienna

Bodo Schlegelmilch, Vienna University of Economics & Business

This paper adds to existing export research by investigating drivers of export segmentation effectiveness. Both, strategic and operational segmentation activities are considered and linked to distinct dimensions of segmentation effectiveness. In turn, the latter are connected to customer satisfaction and export performance. The findings show that both strategic and operational aspects drive export segmentation

effectiveness and, ultimately, export performance. Implications for export practice are considered and future research directions identified.

Keywords: Segmentation effectiveness, export market segmentation, export performance

Testing For Non-Linear Relationship Between International Pricing Strategy And Export Performance

Jorge Lengler, ISCTE IUL
Carlos Sousa, Durham University
Castarina Marques, ISCTE IUL

The purpose of this study is to address a topic that has received little attention in the marketing literature. Using partial least square path modeling we seek to test alternative patterns of relationships between international pricing strategy and export performance. This is particularly relevant since price adaptation and export performance have been assumed in the literature to have a linear relationship. However, recent papers published in the field suggest the possibility that a non-linear relationship may exist between these two constructs. To address this gap in the literature we examine whether the relationship between price adaptation and export performance is linear or non-linear. The results support the existence of a cubic relationship between price adaptation and export performance when moderated by manager's international experience.

Keywords: export performance, pricing strategy, cubic relationship

Export Intensity And Diversity Among Small- And Medium-Sized Exporters In China

Lancy Mac, University of Macau
Felicitas Evangelista, University of Western Sydney

While the positive effect of internationalization on performance is evident among small- and medium-sized enterprises, this study seeks to gauge the interactive effect of export intensity and diversity on performance. We also tested the moderating role of export agent on the above relationships. A survey was conducted in China among small and medium-sized exporters. Results show that intensity and diversity interact negatively in affecting performance in such a way that high intensity should be

coupled with low diversity or vice versa to ensure export success. We also found that use of export agent can enhance the intensity-performance relationship only when export intensity is high.

Keywords: export intensity, export diversity, exporters, China, export agents

Export Marketing Integration: Antecedents And Performance Implications

Nahid Yazdani, Loughborough University

John W. Cadogan, Loughborough University

Keith J. Perks, University of Brighton

The international entry mode literature typically views exporting as a single entry mode choice, an alternative to foreign direct investment (FDI) or joint ventures (JVs). However, the exporting literature recognizes that the export mode of market entry contains many “submodes”, all revolving around the degree to which firms integrate their export markets into their companies’ activities. Utilizing both transaction cost analysis and real options theory, this study develops for the first time a model of some key conditions that would favour different levels of export integration in firms’ export markets. We also present hypotheses regarding the potential export performance outcomes of export marketing integration. The new model provides a tool that may enable scholars to give better advice to exporters on how they can structure their export operations for enhanced export success.

Keywords: Export Entry Mode, Export Marketing Integration, Transaction Cost Analysis, Real Options Theory, Uncertainty, Export Performance

Session 07.01:

Marketing of Public and Non-Profit Organisations

Session title: Donations/Donor Behaviour

Room: B201

Session chair: Tine Faseur, HU Brussels

Donations Practices in Religious Organizations: Moderating Effects of Religiosity

Madalena Abreu, Coimbra Polytechnic Institute

Raul Laureano, ISCTE Business School – IUL

Donations towards religious organizations have been the focus of considerable research because of growing challenges these organizations have been facing in their funding. Yet, despite literature concerning donations practices, little is known about how religiosity can moderate the relationship between altruism and donations practices of religious people. Analysis of logistic regression was used to investigate the effect of religiosity on drivers of donations for religious and secular people. The study found partial support in the moderating effect of religiosity in the relationship between altruism and donation practices. Implications for the findings and potential use for fundraisers was also discussed.

Keywords: donations practices, altruism, religiosity, religious affiliation

Profitability of Face to Face Agency Recruited Low Value Charity Donors

Roger Benett, London Metropolitan University

This study examined the considerations that may affect how quickly a charity donor who was recruited face to face by a paid external agency and who gave through a low value monthly standing order was likely to reach the point of financial break even; taking into account the person's additional *ad hoc* contributions to the organisation. Break even was defined as the situation pertaining when a supporter's total donations covered the external agency's fee, induction costs, and annual donor maintenance expenses over an anticipated supporter lifetime of five years.

Keywords: Fundraising, face to face donor recruitment, time to break even, low value donors.

Why people donate money and time: the mediating influence of happiness and status.

Tine Faseur, HU Brussels

People have two main resources to help nonprofit organizations in obtaining their social goals: money (donations) and time (voluntary work). It is thus important for these organizations to understand what drives people's reactions towards campaigns asking for money or time. This study investigates the mediating impact of two important psychological benefits of donating – feelings of happiness and the expected status – on the effect of a money versus time ask on people's Aad, Aorg and their donation intentions. As expected, an ad asking for volunteer work versus money was more effective, and this effect was especially mediated by happiness and slightly by status. Furthermore, organizations needing money donations can increase the effectiveness of their advertisements by including a volunteer's testimony before the money ask or buy providing donors with a visible gadget, like a painting.

Keywords: Time versus money, nonprofit, advertising, happiness, status

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Session 08.01:

Marketing Research and Research Methodology

Session title: Econometric modelling and shopping behavior

Room: C201

Session Chair: Ana Alina Tudoran, Aarhus University

Comparing Shopping Behavior In Real Lab Stores And Virtual Lab Store

Pierre Desmet, Paris-Dauphine University & ESSEC Business School

Richard Bordenave, In Vivo BVA

John Traynor, In Vivo BVA

This study explores the systematic differences between shopping behaviors within two lab store environments: a brick and mortar lab store (with real shelves and products) and a 3D virtual lab store that exactly replicates the former on a computer screen. Functional advantages of a virtual environment for market research are identified but lab results show that, while attitudes bear comparison, a virtual keyboard-controlled shopping trip fails to replicate “live” shopper behavior across real shelves

and products. These results offer managerial insights into when virtual environments should or should not be considered.

Keywords: laboratory store, virtual store, shopper insights, packaging survey, price survey, new product survey, purchasing behavior.

Mapping Local Retailer Competition: Which Geographic Regions Are Owned By Which Stores?

Auke Hunneman, BI Norwegian Business School
Rutger Van Oest, BI Norwegian Business School

A thorough understanding of the geographic extent of store trade areas is crucial in today's retail environment. We develop a model to identify retail trade areas that does not require individual level customer patronage data. The model structure is built from assumptions on individual level customer behavior, but is conveniently estimated at aggregate level. This allows us to estimate trade areas for both existing and yet to be introduced stores. We calibrate and test the model using sales and location data for all grocery stores in a major Northwest European city.

Keywords: trade area, store location, and retailing

How To Test Moderator Hypotheses In Survey Research: Comparing The Statistical Power Of Sem And Regression-Based Approaches

Martin Klarmann, Karlsruhe University
Michael Burkert, HEC Lausanne

The analysis of moderator hypotheses is of great interest to many researchers engaged in survey research in marketing. However, due to the specific characteristics of most survey data (e.g., measurement error and the lack of extreme observations), survey researchers often face problems in finding interaction effects even if theory clearly predicts their existence. Various advances in structural equation modeling are now available that might be better suited for analyzing interaction effects than traditional regression-based approaches. This study is intended to allow researchers to make a more informed choice when deciding which of the available methods to use. For this we performed three simulation studies that analyze the performance of these methods under varying degrees of measurement error, non-normality, and model complexity.

Results show that approaches based on structural equation modeling are slightly advantageous in specific situations while OLS regression performs very well overall.

Keywords: Structural Equation Modeling, Interaction Effects, Moderator Effects, OLS Regression, Reliability, Non-Normality

Functional Forms Of The Satisfaction-Loyalty Intention And Satisfaction-Willingness-To-Pay Relationships In A New Product Context

Ana Alina Tudoran, Aarhus University
Svein-Ottar Olsen, Tromsø Business School

This study addresses the kinds of relationship that link satisfaction (S), loyalty intention (LI) and willingness-to-pay (WTP) within the context of three new food products. The article presents a comparative evaluation of the linear and nonlinear specifications using structural equation modelling with higher-order constructs. The data consists of 1153 consumers randomly selected to participate in three new product testing surveys. The results show evidence in favour of a nonlinear function with increasing marginal returns between S and LI and the linear functional form of the relationship between S and WTP. This study discusses implications for sales forecasting and for the decision to allocate resources in order to reach moderately or completely satisfied consumers.

Keywords: First-transaction satisfaction; loyalty intention; willingness-to-pay; new product

Session 09.01:

Marketing Strategy and Leadership

Session title: Marketing Strategy 1

Room: B202

Session Chair: David Atkinson, Manchester Metropolitan University Business School

Marketing department's impact on the pursuit of market driving strategy

Goran Vlastic, University of Zagreb & University of Sussex

Gabriele Troilo, Bocconi University

Ajay Kohli, GA Tech

Tanja Kesic, University of Zagreb

Focus of this manuscript is on understaing the role of marketing department in pursuing market driven vs. driving strategy. Results indicate that market driving and market driven strategy are two strategies that can be pursued in market oriented firms. Star marketer has robust positive influence on market driving strategy. At department-level, the influence of marketing department's integration with marketing agency exhibits positive impact. Marketing department's accountability and positioning capabilities also play an important role. However, marketing department characteristics seem to be unimportant for firms pursuing market driven strategies.

Keywords: market driving strategy, market driven strategy, marketing department, star marketer, market orientation

Entrepreneurial marketing orientation (EMO): An empirical test

Helen Reijonen, University of Eastern Finland

Szandra Párdányi, University of Eastern Finland

Saku Hirvonen, University of Eastern Finland

Tommi Laukkanen, University of Eastern Finland

The objective of this study is to empirically test the entrepreneurial marketing orientation (EMO) construct recently proposed by Jones and Rowley [Entrepreneurial marketing in small businesses: A conceptual exploration, *International Small Business Journal*, 2011; 29(1), 25- 36]. The study reports some pioneering efforts in terms of simultaneous exploitation of multiple strategic orientations in small and medium

sized firms, a subject of limited prior research. The results prove the proposed model valid and that EMO has a strong positive effect on firm's market performance. In addition, it is reported that this relation is moderated by market sector (services vs. products), but not by firm size (micro firms vs. SMEs).

Keywords: entrepreneurial marketing orientation, entrepreneurial marketing, market orientation, entrepreneurial orientation, innovation orientation, customer relationship orientation, SMEs

Conceiving a Marketing Strategy in the Era of Dynamic Capabilities

David Atkinson, Manchester Metropolitan University Business School

Dynamic capabilities are the processes managers use to modify their organisation in order to 'keep in touch' with changes occurring in their industrial setting. This paper contributes by informing strategic marketing academics and practitioners about the potential implications the era of dynamic capabilities has on marketing strategy formulation and implementation, otherwise known in practice as the SOSTAC process. This paper advocates strategic marketing should be an incessant, habitual, entrepreneurial opportunity sensing managerial skill which is incremental in nature allowing firms to adapt to or even drive industrial change through tactical flexibility, trial and reflective learning with the relentless monitoring of actions taken.

Keywords: Marketing Strategy, Dynamic Capabilities

Session 11.01:

Modeling and Forecasting

Room: C202

Session Chair: Lei Wang, Bocconi University

A Stochastic Neural Net for Market Basket Analysis

Harald Hruschka, Regensburg University

We introduce a stochastic neural net for market basket analysis which is related to multivariate logit (MVL) model, but includes binary hidden variables. Extant applications of the MVL model for higher numbers of categories typically follow a two-step approach as simultaneous maximum likelihood estimation is computationally

infeasible. Quite contrary, we estimate parameters of the stochastic neural net in one step by maximum likelihood though we analyze a higher number of categories. We measure cross-category dependence by marginal cross effects. For validation data the stochastic neural net performs better than the MVL model estimated by maximum pseudo-likelihood.

Keywords: market basket analysis, neural nets, multivariate logit model

Replace or Wait: A Dynamic Model of Consumer Replacement Decision for Durable Goods

Dinakar Jayarajan, USC Marshall School of Business
S. Siddarth, USC Marshall School of Business
Jorge Silva-Risso, UC Riverside

The penetration of durable goods in developed markets imply that most new product purchases are intended to replace an existing product. Therefore, buying a new durable product effectively involves two consumer decisions: a) the decision to replace an existing product, and b) the choice of a specific new alternative. We develop a disaggregate dynamic structural model of the replacement and brand choice decisions with a forward-looking consumer who forms expectations of future new product promotions on new products as well as depreciation of the current product. On each purchase opportunity the consumer trades off retaining the current product with buying a new product based on the current and expected future utilities of the existing and new vehicles available in the market. We estimate the model on automobile transaction data for the entry-level SUV category. We found that ignoring the dynamic nature of consumer replacement decisions overstates the effects of promotions by at least 13% and the dynamic model is able to better predict the replacement decisions at high levels of promotions. We also found significant evidence for heterogeneity among consumers.

Keywords: Durable Products, Replacement, Dynamic Structural Models

Measuring Unobserved Product Attributes for Cross-Category and Within-Category Choice

Lei Wang, Bocconi University

Carlos Madeira, Central Bank of Chile

Consumer choice models face a multi-dimensionality problem in the analysis of multiple-product choice. Previous approaches solve this problem by focusing only on observed product attributes and on unobserved attributes that affect the choice of product categories. This paper presents an approach to analyze identification of unobserved product attributes affecting not only the choice of product categories but also products within each category. We show that in a model with H categories and $K(h)$ products belonging to category h it is possible to identify respectively $(H-1)/2$ and $(K(h)-1)/2$ unobserved attributes affecting category choice utility and product utility inside each category h .

Keywords: consumer choice, multi-category purchase, cross-category purchase, factor models, identification, econometrics.

Session 12.01:

New Technologies and E-Marketing

Room: C407

Session Chair: Andreas Plank, University of Innsbruck

The Impact Of Vulnerability During Covert Personalization – A Regulatory Mode Approach

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Dominik Mahr, Maastricht University

Ko de Ruyter, Maastricht University

Martin Wetzels, Maastricht University

Dhruv Grewal, Babson College

Firms gather data about consumers' online behavior to personalize services to them. Greater personalization increases the service's relevance for consumers, but also increases their feelings of vulnerability. We argue that consumers' regulatory mode orientation allows them to cope with these conflicting outcomes. This study investigates the effects of personalization and vulnerability on consumers' behavior,

and identifies the conditions in which negative attitude towards the service and the data-collecting firm is diminished. The results of two experimental studies confirm the central role of vulnerability in explaining negative attitudes towards the personalized service and the firm. A moderated mediation demonstrates that the combination of high assessment and locomotion orientation eliminates and partly even reverses negative outcomes.

Keywords: Personalization, Vulnerability, Self-regulation, Psychological Ownership

Factors Driving E-Tailer International Awareness: a Study For European Brick-And-Click Retailers

Marta Frasset, University of Valencia

Alejandro Mollá, University of Valencia

Eugenia Ruiz, University of Valencia

Enrique Navarro, University of Valencia

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The globalization process and the Internet have created new opportunities to grow for firms. Retail firms are increasingly using a multichannel approach in their internationalization strategies. Traffic received and online awareness are among the measures for assessing the success of an e-tailer. However, there is little evidence about online awareness and the characteristics of the retail internationalization process in the field of retailing. In order to fill this gap, this paper aims at analyzing the factors explaining e-tailer international awareness. From the estimation of linear regression based on online traffic data and Internet ranking for a sample of European fashion apparel retailers with online and physical stores abroad, we infer the complementarity of online and offline channels, as well as the contribution of social networks as traffic generators.

Keywords: Online awareness, internationalization, retailing, e-commerce, brick-and-click, multichannel strategy.

The Impact Of Social Media On Brand Awareness And Purchase Intention: The Case Of Mini On Facebook

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Hautz Julia, University of Innsbruck
Severin Dennhardt, University of Innsbruck
Johann Füller, University of Innsbruck

In this article, we analyze how social media activities in specific the Facebook page of a car producer affect the perception of brands and ultimately influence consumers purchase decision. Based on an online survey with users of the corporations Facebook fanpage, and in accordance to hierarchy of effects theory our findings show the positive effect fanpage engagement on consumers, brand awareness, word of mouth (WOM) activities, and purchase intention. The findings further indicate that annoyance with the fanpage due to information overload leads to negative effects on fanpage commitment and to decreased WoM activities. From a theoretical standpoint the results of this study contribute to our understanding of the value-enhancing potential of social media campaigns.

Keywords: Social Media, Branding, User-Generated Content

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Using Electronic Recommendation Agents Can Decrease Consumers' Satisfaction with Products

Joseph Lajos, HEC
Amitava Chattopadhyay, INSEAD
Kishore Sengupta, INSEAD

The increasing breadth and complexity of product information available in the marketplace, especially online, has increased the difficulty of many consumer decisions. Previous research has hailed electronic recommendation agents as coming to the rescue by helping consumers process this information and form consideration sets. However, we report the results of an experiment in which use of an electronic recommendation agent negatively impacted participants' choice satisfaction, sensory experience, attitudes, and purchase intentions. The data support our hypothesis that use of an electronic recommendation agent leads consumers to overweight utilitarian product attributes and underweight hedonic attributes in choice.

Keywords: Electronic recommendation agents, product recommendations, choice difficulty, hedonic and utilitarian consideration, product satisfaction

Drivers of Contribution Behaviour in Online Social Networks

Andreas Strobl, University of Innsbruck
Andreas Plank, University of Innsbruck
Karin Teichmann, University of Innsbruck
Nicola Stokburger-Sauer, University of Innsbruck

Social media in general and online social networks in particular have become increasingly important channels for company-customer and customer-customer communication. This study investigates individual and social-level drivers of consumers' contribution behaviour to online social networks. A quantitative study among members of an online social network for mountain sports indicates that online self-presentation and embeddedness are strong drivers of respondents' contribution behaviour. Marketers who employ social media in their communication strategies should therefore seek to foster the cohesiveness among the members of the social network and to facilitate users' self-presentation opportunities.

Keywords: Online social networks, interactive marketing, embeddedness, online self-presentation

Session 14.01:

Product and Brand Management

Session title: Brand Management and Brand Strategy 1

Room: C507

Session chair: Jenni Romaniuk, University of South Australia

A Structural Model of the Impact of Brand Awareness on Brand Consideration

Gilles Laurent, HEC
Raphaëlle Lambert-Pandraud, ESCP Europe

In many product categories, a consumer must recall a brand in order to consider buying it. We extend to brand consideration a previously identified law of brand recall. According to it, the relationship between the aided awareness score and the spontaneous awareness score, for different brands in a product class, can be described by a Rasch model. Thus, the close, but highly non-linear relationship between these two measures can be linearized by performing a logistic transformation on each

measure. Our contribution is to show that this law also describes the relationship between a brand's awareness score and the frequency with which it is considered by consumers. In terms of managerial implications, this provides a framework for analyzing what level of awareness is needed by a brand in order to reach a desired frequency of consumer consideration.

Keywords: Consideration sets, Brand recall, Brand awareness

Brand mergers: How attitudes influence consumer identity preferences

Joana Cesar Machado, Catholic University of Portugal
Paulo Lencastre, Catholic University of Portugal
Pedro Dionísio, ISCTE
Leonor Vacas-de-Carvalho, ISCTE

In the context of a merger, management of corporate brand names and logos assumes a critical role. The purpose of this paper is to provide a better understanding of the corporate brand redeployment decision. This study analyses how consumers' attitudes towards the corporate brands influence their preferences regarding the different branding strategies. Results suggest that the preference for a monolithic alternative is only clearly supported when one of the partners in the merger is a weak partner. When the merger involves two familiar brands, there is a tendency among consumers to combine elements of both brands' identity. Finally, it is concluded that the affective and behavioural dimension of attitude towards the brand have a significant influence on consumers' preferences.

Keywords: brand identity signs, brand attitude, mergers and acquisitions, corporate brand name and logo changes

Seeing scents: The design of a package that shows consumers the scent of a perfume

Oscar Person, Aalto University
Jorijn Harms, Claessens Cartils BV
Jan Schoormans, Delft University of Technology

Consumers often rely on the design of packages to inform themselves about products. It is therefore important to establish a link between the package and the product

inside. However, few studies describe how to achieve this linkage in the design of packages. In this paper, we describe the design process underlying the creation of a new perfume bottle concept where the link between design and product characteristics was explored. 450 female participants rated 32 non-branded bottles with respect to the scents they expressed. The bottles were systematically altered in terms of roundness, elongation, material and colour. The results unveiled associations between bottle design characteristics and scent characteristics. These associations were used as a building block for the design of a perfume bottle for brand X that was introduced on the market in January 2012.

Keywords: packaging design, perfume, scent, design process

Investigating Pareto Share of Charity Supporter Behaviour

Jenni Romaniuk, University of South Australia

Philip Stern, Loughborough University

Margaret Faulkner, University of South Australia

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The Pareto Share is the proportion of total activity that the heaviest 20% conduct. We apply this calculation to charity support levels as reported by frequency and by contribution value. In a survey of 491 respondents we report the levels and value across nine possible support activities for 14 charity brands over the previous six months. For brands we find the Pareto share is 61% when frequency is used to measure the activity and 65% when monetary value is the measure of activity, these figures did not vary substantively across brands. There was more variance when we examined type of support, with Volunteering and Sponsoring people in charity events the most skewed at around 80%, while sponsoring animals/children was less skewed at around 50%. This provides an indication that it may be strategically beneficial to target resources towards specific activities within the individual brand portfolio rather than across the whole brand equally.

Keywords: Pareto share, sales concentration, targeting, charity support

Session 17.01:

Sales Management and Personal Selling

Room: C301

Session chair: Sven Mikolon, Ruhr-University Bochum

Female or male salesperson – who “fits” best?

Theo Lieven, University of St. Gallen

The behavior of employees should correspond to the brand; it should be “on-brand.” Should, then, the gender of the salespersons also correspond to the brand? This question is pursued in this contribution. In a qualitative study, the dimensions that lie at the root of the decision to pick a male or female employee are determined. Out of these, a model is developed and tested in a quantitative study. According to the test, product and brand exert a strong influence; in addition, sympathy, general gender preference, and the assumed technical and social competence also play a role.

Keywords: brand gender, product gender, on-brand behavior, salesperson

Judging the book by its cover: mediation of the appearance effect on salesperson performance

Goetz Greve, Hamburg School of Business Administration

Ann-Kathrin Harms, Hamburg School of Business Administration

A fundamental incitement of sales managers is to understand the determinants of salesperson performance. Despite the evidence provided by numerous empirical studies that physical attractiveness can directly influence a salesperson performance, no study has empirically investigated the effect of perceived salesperson appearance on first impression and actual salesperson performance. This study focuses on the mediating effects of first impression, social competence and expertise on the appearance effect. A sample of 904 procurement managers of five different industries was surveyed to obtain their evaluations of sales representatives' appearance of attire as well as their perceptions of the salesperson performance. The results showed that the mediators first impression and social competence were found to partially mediate the effect of appearance on salesperson performance.

Keywords: Salesperson, attractiveness, appearance, first impression, performance

The stigma of dirty work in sales encounters

Sven Mikolon, Ruhr-University Bochum

Jan Wieseke, Ruhr-University Bochum

Glen Kreiner, Pennsylvania State University

Using a large scale dataset including data from four different sources and relying on multilevel path-analytic hypothesis tests, the present study investigates the stigma of dirty work in sales interactions. Specifically, our findings reveal how the stigma of dirty work triggered by customers' stereotypes and stigmatized boundary spanners' meta-stereotypes adversely affects dyadic sales interactions. The results further support a hypothesized crosslevel interaction between boundary spanners' meta-stereotypes and customers' stereotypes. The present study is among the first quantitative investigations of the phenomenon of organizational stigma in the marketing literature. The study also derives important managerial implications by linking the stigma of dirty work to key managerial outcomes, such as boundary spanners' sales performance and customers' willingness to pay a price premium.

Keywords: Dirty Work, Stigma, Sales Encounter,

WEDNESDAY – 11:00-12:30

Session 01.02:

Advertising, Promotion and Marketing Communications

Session title: “Money (That’s What I Want)”: Advertising effectiveness

Room: C406

Session Chair: Helge Thorbjornsen, Norwegian School of Economics and Business Administration

Assessing The Effectiveness Of Industrial Print Ad Characteristics: Some Empirical Evidence

Ioannis Risomyliotis, Business College of Athens

George Avlonitis, Athens University of Economics and Business

This study attempts to contribute to the research undertaken in the field of industrial print advertising, focusing on print ad campaign effectiveness. Data referring to 100 industrial print ads were used in order to examine the linkage between 14 characteristics regarding the layout, content and headline of a print ad and 3 measures of the outcome of print ad campaigns. The relative importance of those characteristics varies depending on whether the goal of the campaign is to increase sales, create awareness or create favourable attitude. Only layout characteristics were found to be related to all 3 measures.

Keywords: print advertising, b2b, ad campaign

Discovering How Advertising Works: Connecting Intermediate Effects Of Advertising To Sales Response

Kay Peters, Muenster University

Norris I. Bruce, University of Texas Dallas

Prasad A. Naik, University of California Davis

Advertising nudges consumers along the think-feel-do hierarchy to induce sales. However, extant sales response models ignore the role of intermediate factors, namely,

cognition, affect, and experience. Hence, the authors propose a dynamic factor model of advertising, which introduces (i) sales & factor dynamics, (ii) purchase reinforcements, and (iii) the simultaneous effects of advertising on all intermediate factors & brands sales. Developing a new methodology, they estimate the evolution of the intermediate factors, infer their hierarchy, and their impact. Applying this method for a major brand yields a first empirical evidence for the dynamics of intermediate factors. Most importantly, ignoring intermediate effects underestimates the long-term ad elasticity substantially (from .46 to .12), leading incorrectly to infer over-spending.

Keywords: Intermediate Effects of Advertising, Dynamic Factor Model, Hard and Soft Metrics, Discrete Algebraic Riccati Equation, Kalman Filtering and Smoothing, Reversible Jump Markov Chain Monte Carlo.

Tracking The Impact Of Marketing Communications In Real Time

Hugh Wilson, Cranfield University
Emma Macdonald, Cranfield University
Umut Konus, Eindhoven University of Technology

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Consumers experience communications from the brand, and relating to it, holistically. Studies to date are limited by difficulties of recall and difficulties of scope. We propose a method for tracking customer experience using SMS (text) messages. We apply it to examine the impact on of a mix of six communication encounter types, including both direct and indirect communications, on preference for 2506 consumers. The encounter types are television and online advertisements, in-store and bar/restaurant communications, seeing others drinking, and word-of-mouth. Relative impacts of these encounters vary by brand. Real-time encounter positivity adds explanatory power. The method may help managers to allocate resources across the marketing plan. We discuss both potential applications of the method and the need for further refinements and validity checks.

Keywords: Integrated marketing communications; In-store communications; Word-of-mouth

Nextopia Does Not Fade: The Enduring Effect of Prelaunch Advertising

Helge Thorbjørnsen, Norwegian School of Economics and Business Administration
Micael Dahlen, Stockholm School of Economics
Anne Line Holck Omland, BearingPoint, Oslo

According to construal level theory (CLT), people's representation of future objects (like products) change with temporal distance. In the current study we investigate consumer responses to pre-launch advertising and how these responses change as temporal distance to actual product launch decreases. A longitudinal experimental study using digital photo camera advertisements is used to investigate product prelaunch effects. In accordance with the initial judgment effect (Wyer et al 1984), consumers' biased preference for forthcoming over currently available products endures over time – and is found to be significant even after product launch. The study provides important theoretical and managerial implications for advertising.

Keywords: Prelaunch advertising, construal level, initial judgment, preannouncement

Session 03.03:

Consumer Behavior

Session title: Market Ideologies: Social Movements, Consumers, and Responsible Companies

Room: B203

Session chair: Radu Dimitriu, Cranfield School of Management

Green Materialists

Pia Furchheim, Chemnitz University of Technology
Steffen Jahn, Chemnitz University of Technology
Cornelia Zanger, Chemnitz University of Technology

The present paper addresses the often-stated conflict between materialistic and sustainable consumption. Going beyond the normative view, the concept of consumer value helps to explain why green consumption behavior may entail status elements. The notion of compresence of consumer value types offers a new perspective for both sustainability and materialism research. As a consequence, the paper enriches existing theories by showing that green products can serve as enviable possessions.

Keywords: Consumer value, materialism, green consumption, competitive altruism, sustainability, ethics, ecological consumption

The role of elevation in consumers' prosocial reactions to positive corporate social activities

Simona Romani, Luiss Guido Carlo University

Silvia Grappi, University of Modena and Reggio Emilia

This paper proposes and empirically demonstrates the role of elevation, as the positive emotion elicited when witness to the virtuous behaviour of others, to better understand how positive corporate social activities can induce consumer prosocial reactions (donating and volunteering) toward the same issues.

Keywords: Corporate social responsibility, feelings of elevation, consumer-company identification, consumers' prosocial reactions

Marketing to Communities:

A Framework for Identifying Community Structure and Member Roles

Simon Knox, Cranfield School of Management

Radu Dimitriu, Cranfield School of Management

Letitia Hristodorescu, Factory Media

Community-oriented marketing has become increasingly popular. However, the indiscriminate firing of brand messages at communities is likely to be met with scepticism. Rather, companies need to go from the bottom up, starting with individual community members who can later become brand agents inside and outside the community. Our ethnographic research of the community of BMX riders allowed us to put forward a framework for community membership that companies can use in their marketing activity. Specifically, our framework distinguishes between members in terms of the degree of their involvement and the nature of their interest in the community (i.e., socializing, leisure, performance or business). In all, we identify a number of 33 potential community-related profiles and offer suggestions for how companies can capitalize on our findings.

Keywords: Consumption community, Community marketing, Community roles, Ethnography

Session 03.04:

Consumer Behavior

Session title: Nostalgic Consumers: Looking for Memories, Country of Origin, and Responsible Consumers

Room: B204

Session Chair: Bernardo Figueiredo, University of New South Wales

Investigating Consumption Consequences of Different Nostalgia Types: The Power of Personal and Historical Nostalgia

Tina Kiessling, Chemnitz University of Technology

Steffen Jahn, Chemnitz University of Technology

Cornelia Zanger, Chemnitz University of Technology

Nostalgia is seen as a central concept for explaining consumers' demand for past-related products. Surprisingly, despite an obvious variety of nostalgic market appeals, most research has an undifferentiated view on nostalgia. The myriad of past-related consumption, however, suggest that different kinds of nostalgic concepts may be responsible for the diversity. This paper advances a multifaceted conceptualization of nostalgia. It extends previous work by connecting two important types of nostalgia, personal and historical, with attitude toward past-related products as well as purchase intention. Results of two studies support the proposed conceptualization and confirm that personal and historical nostalgia explain separate aspects of nostalgic consumption.

Keywords: Nostalgia, Personal Nostalgia, Historical Nostalgia, Purchase Intention, Nostalgic Consumption

Underneath the Black Veil and Inside the Black Box: Arab Women's Perceptions of and Motivations for Luxury Fashion Consumption

Marwa Gad Mohsen, London Metropolitan University

Scott Dako, The University of Warwick

Samiha Alloub, London Metropolitan University

The study aims to understand better Arab women's perceptions of luxury fashion and motivations for its consumption. Despite the segment's appeal to luxury brand manufacturers, Arab women remain a neglected group in consumer behaviour

research. In this paper, a conceptual framework is drawn upon and adapted as a means for empirical study. Analyses support the identification of five distinct perceptions of luxury fashion among Arab females and point to the saliency of interpersonal vis-a-vis personal motives. Among the implications of the research for marketing managers is the suggestion that such consumer profiles can be beneficially translated into distinct marketing strategies.

Keywords: Luxury Fashion, Perceptions and Motivations, Arab Women

How does religion matter in the marketplace for minority settings? The case of Muslim consumers in France

Jamel Khenfer, IAE Aix-Marseille Université

Elyette Roux, IAE Aix-Marseille Université

This article proposes to go beyond the view of consumer religiosity as a stable characteristic. Rather, focusing on minority cultural settings, this research presents religiosity as a mobilized resource or a constraint the consumer faces in purchasing environments. The context preceding the situation as well as the marketplace are identified as the causes of the contextualized impact of religiosity in consumer decision making. The objective of this research is to explore this phenomenon in order to identify the factors intervening in the process.

Keywords: consumer behavior, minority cultural setting, religion, religiosity, Consumer Culture Theory

The transnational mobility of global cosmopolitans: How multi-acculturation affects the national identities of circulating consumers

Bernardo Figueiredo, University of New South Wales

Julien Cayla, University of New South Wales

Despite the extensive research on the relationship between consumers and national cultures, there is a lack of studies that examine the relationship between globally mobile consumers and national cultures, which is surprising when one considers the growing interest of marketers in the effects of globalization on consumption and the privileged position that constructs related to national culture (e.g. country of origin)

holds within the marketing literature. Using a hermeneutic approach, we found these circulating consumers develop paradoxical relationships to national cultures: while national identities become more important in helping consumers to navigate multiple cultural frameworks, the nature and strength of these relationships seems to alter in important ways. The paper discusses some key theoretical and managerial implications of this change.

Keywords: transnational mobility, global cosmopolitan, circulating consumers, multi-acculturation, national identity

Session 04.02:

Innovation and New Product Development

Session title: Lead Users / Crowdsourcing

Room: C506

Session chair: Alexander Vossen, RWTH Aachen University

Repeated Crowdsourcing Contests – Impact Of Reward-System And Problem-Type Over Time

Reto Hofstetter, University of St. Gallen

Andreas Hermann, University of St. Gallen

John Z. Zhang, University of Pennsylvania

Marketers are increasingly tapping into their customer base through crowdsourcing contests. As this has proven to be successful, firms are repeatedly encouraging their customers to participate. However, little is known about the effect of contest-design on repeated participation and performance of solvers. In this study, we investigate repeated contests using data from a field experiment and a large scale secondary dataset from one of the leading crowdsourcing platforms. We find that the reward system has a great influence on solvers self-selection in repeated contests. While initially suboptimal, providing rewards to many solvers outperforms the winner-takes-all reward system already in the second round.

Keywords: Open-Innovation, Crowdsourcing, Reward-System, Winner-takes-all, Idea Quality

Are They Really Better? Exploring The Contributions Of Lead Users And Mainstream Consumers Into New Product Development In A Consumer Goods Setting

Natalia Korotkova, Toulouse I University of Social Sciences

Lead user approach has received much attention in business-to-business settings. Consumer integration into the innovation process enables to reduce the time of product development and to improve the characteristics of the product. The number of lead user studies in consumer goods setting is limited. The purpose of this research is to analyse the fit of lead user concept to consumer markets. The results show that lead users generate technology-push and design-oriented concepts, while mainstream customers tend to create market-pull incremental innovations.

Keywords: lead user, new product development, idea generation, nominal groups, innovations, consumer involvement

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Lead Users, Innovative Activity And Expected Benefits: The Case Of Sustainability Innovations

Krystallia Moisydou, Munich University of Technology

Roxana Codita, Munich University of Technology

Franl Martin Belz, Munich University of Technology

The current exploratory research investigates the characteristics of innovators in the context of sustainability innovations and explores the different types of benefits that they expect to gain from their innovative activity. We analyzed three online communities in the field of electric vehicles and energy efficient housing. Our netnographic study shows that sustainability lead users distinguish themselves by pursuing social benefits which can be categorized as follows: 1) protection of the natural environment 2) contributions to societal transformations and 3) promotion of social equity. The results of chi-square tests suggest that there is a relationship between innovative activity and expected individual benefits as well as between innovative activity and expected social benefits.

Keywords: Lead User, Sustainability Innovations, Expected Benefits, Electric Vehicles, Energy Efficient Housing

All For The Money? The Ambiguity Of Monetary Incentives In Firm-Initiated Ideation With Users

Alexander Vossen, RWTH Aachen University
Christoph Ihl, RWTH Aachen University

Building on the private-collective innovation model of von Hippel and von Krogh (2003; 2006), we focus on the role of monetary rewards and user participation in firm-initiated ideation. By using behavioural data, we find that expected monetary rewards are the sole driver of more privately orientated participation behaviour like submitting an idea. However, monetary rewards do not induce collectively oriented supportive participation behaviour like commenting others' ideas, which is mainly explained by the expectance of an innovative outcome. On the contrary, for users with strong personal needs monetary rewards even seem to be detrimental for participation, while in turn the expectancy of an innovative outcome of their participation is more important. This implies that collectively oriented participation is partly driven by users' motive to adapt the innovation outcome to their personal needs.

Keywords: innovation, idea generation, motivation, incentives

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Session 05.02:

International and Cross-Cultural Marketing

Session title: Global Strategy I

Room: C402

Session Chair: João S. Oliveira, Loughborough University

Do Perceived Brand Globalness And Country-Of-Origin Affect The Success Of Brand Extensions?

Christina Sichtmann, University of Vienna
Adamantios Diamantopoulos, University of Vienna

This paper analyzes the impact of (a) perceived brand globalness, (b) the image of the country where the parent brand comes from and (c) the extent to which this image is consistent with the extension category, on brand extension success. A comprehensive conceptual model is tested on a sample of 291 consumers that evaluated ten brands

with two extensions each. Results indicate that country image and the country extension-fit influence attitude towards, the intention to purchase and willingness-to-pay for the extension. Perceived globalness, however, has no significant influence on brand extension success.

Keywords: Brand extension success, Brand Globalness, Country Image

Successful Strategic Vs. Structural Design Elements Of Global Account Management In Light Of Retailers' International Expansion

Bernhard Swoboda, Trier University

Andrea Schlueter, Trier University

Edith Olejnik, Trier University

This paper examines the effects of strategic and structural design elements of GAM coordination on GAM performance in the consumer-goods sector. Hypotheses based on resource dependence and transaction cost theory address effectiveness and efficiency of GAM coordination. Using evidence from a survey of manufacturing firms, results show that structural design elements (centralization, specialization, formalization) determine GAM efficiency twice as strong as strategic design elements (intensity, proactivity, standardization). In detail, we find that GAM centralization explains GAM performance most. This result can guide managers to design their GAM programme successfully against the background of massively internationalizing retail customers.

Keywords: Global account management, strategic and structural design elements, retailing, efficiency, Effectiveness

The Relationship Between Intercultural Communication Competence And Relationship Satisfaction

Benjaporn Wuthipand, University of the Thai Chamber of Commerce

Kenneth Miller, University of Technology, Sydney

As a result of the emergence of greater interaction among business people from different cultures and the resulting problems with managing international business relationships, a number of scholars have directed their efforts toward studying effective intercultural communication. This paper further develops a scale of

intercultural communication competence. The paper also assesses the relationship between intercultural communication competence and relationship satisfaction using data collected from business managers in Thailand who personally deal and communicate with service agency personnel. A positive relationship is found. The results of this study emphasises the importance of selecting and training marketing managers in the area of effective cultural communication skills.

Keywords: Culture, communication, relationship satisfaction.

Session 07.02:

Marketing of Public and Non-Profit Organisations

Session title: Communications Issues

Room: B201

Session chair: Sasu Tuominen, University of Eastern Finland

Representing Towns and Cities in Marketing Activities: An Exploratory Chorographical Investigation

Gary Warnaby, Liverpool University

This paper considers a potential role for chorography in the representation of urban places for marketing purposes via a case study investigating how the city of Liverpool in the north-west of England is represented visually in promotional material of three agencies with some responsibility for its marketing. A number of visual representations of the city that can be classified as chorographic are analysed. This analysis highlights the contexts within which profile and oblique methods of viewing are used, and the importance of structures with associative properties with the place, which can be viewed as synecdoche. The paper concludes with some suggestions as to how chorography might inform the visual content of place marketing messages and an agenda for further research.

Keywords: Place representation; City marketing; Chorography

The effectiveness of negative publicity on the endorsement process for-profit and not for-profit print advertisements

Irene T.M. Roozen, K. U. Leuven

This paper describes an experiment which tested the effectiveness of warm and cold appearance endorsers for for-profit and not-for-profit print advertisements. Moreover, the effects of positive/negative publicity surrounding the endorser have also been evaluated. The research results show that the use of relatively warm appearance female endorsers is significantly more effective for for-profit products whilst 'warm' appearance male endorsers are more effective for not-for-profit products. The gap between positive-negative publicity of the same endorser is significantly bigger for the for-profit products than for the not-for-profit. This suggests that the risk of negative publicity is more important for the endorsement process of for-profit products than for not-for-profit products.

Keywords: Celebrity endorsement, negative publicity, not for-profit products

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The effect of university image and reputation on students' intention to apply to university

Sasu Tuominen, University of Eastern Finland

This study examines the significance of the corporate image and reputation in the context of higher education where the topic has gathered less attention. The effect of corporate image and reputation on potential students' intention to apply to a university is tested in this study. A new type of theoretical model is developed around the theory of planned behavior for that purpose. The model is tested empirically with data covering two different organizations. According to the results of the study, subjective norm has the strongest effect on behavioral intentions. The attitude consisting of the corporate image and reputation as well as the city image is also related positively to the behavioral intentions.

Keywords: Corporate image and reputation, the theory of planned behaviour, marketing in higher education.

Session 08.02:**Marketing Research and Research Methodology**

Session title: Customer models**Room: C201****Session Chair: Joachim Scholderer, Aarhus University****Error In Retrospective Word-Of-Mouth Measurement**

Robert East, Kingston University

Mark Uncles, Australian School of Business

Jenni Romaniuk, Ehrenberg-Bass Institute, UNISA

Wendy Lomax, Kingston Business School

When respondents are asked to report on past behaviour, their responses may be affected by an unknown level of measurement error. This casts doubt on the findings from retrospective surveys. There is evidence that measurement error is a function of the interval between an experience and the time when the experience is reported and, in this study, the volume and impact of word of mouth (WOM) are measured as functions of this interval. From the week after consumption, there is a rise in the *volume* of both positive and negative WOM (PWOM, NWOM) that respondents recall *giving* and this effect is significant for PWOM. However, the PWOM to NWOM volume ratio is not significantly related to interval. The *impact* of PWOM that respondents recall *receiving* is not significantly related to interval. However, there is a tendency for the recalled impact of NWOM to increase with longer intervals and the ratio of positive to negative WOM impact decreases significantly with increasing interval. This work provides useful evidence on the scale of error in retrospective survey research but the observed patterns have yet to be explained.

Keywords: WOM, retrospective, error

Are Free-Trial Customers Worth Less Than Regular Customers?

Hannes Datta, Maastricht University

Bram Foubert, Maastricht University

Harald J. van Heerde, University of Waikato

Many service firms acquire customers by offering free trials. However, there is surprisingly little research on whether a free-trial customer is worth less to a firm than a regular customer. To address this question, we model how the acquisition mode and

service usage behavior drives consumer retention decisions. Using consumer panel data from a digital TV service, we find that the free-trial customers are worth 34% less than regular customers. Although free-trial customers consume more pay-per-use services, they use the flat-rate service less intensively and disadopt in greater numbers. However, free-trial customers are much more responsive to marketing activities.

Keywords: Customer Lifetime Value, Free trials, Acquisition mode, Regression model, Econometrics

A Model Structure Approach For Market Segmentation: A Comparison To Traditional Clustering Methods

Elizabeth Reis, Lisbon University Institute (ISCTE)

Catarina Marques, Lisbon University Institute (ISCTE)

This research compares a model-based segmentation approach to capture the unobserved heterogeneity in causal structures with traditional clustering methods. An empirical comparison of two types of visitor segments to Portuguese National Parks is performed to show that model structure segmentation approaches takes marketing segmentation one step further. One type of segments was obtained by the K-Means algorithm and the other uses the FIMIX-PLS methodology to capture the heterogeneity existing in the predicted path coefficients measuring the influence of visit motivations and attractions on visitors' activity preferences. Differences between the two methodologies and advantages of the model structure segmentation are pointed out.

Keywords: Market Segmentation, Causal Structures, FIMIX-PLS, Finite Mixture Models, Clustering Methods

Value Orientations As Environmental Constraints On Product Positioning

Joachim Scholderer, Aarhus University

Nina Veflen Olsen, Nofima

We develop a model in which the dominant value orientations of consumers in a market operate as "environmental constraints" on the positioning of products that are launched into this market. The model is estimated by canonical correspondence

analysis, a multivariate direct gradient analysis technique developed in ecology. Two data sets are linked in the analysis: (a) responses to the Portrait Values Questionnaire collected from consumers in 19 European countries and (b) product launch frequencies observed in 40 product categories in the same 19 countries over a five-year period. The estimated ideal points differed meaningfully along the canonical axes.

Keywords: Product positioning, personal values, cross-cultural research, canonical correspondence analysis, ecological modelling

Session 09.02:

Marketing Strategy and Leadership

Session title: Market Orientation

Room: B202

Session Chair: Paulo Ramos, Fernando Pessoa University

Market orientation and innovation performance: The importance of market orientation embeddedness

Lien Beck, Hasselt University

Wim Janssens, Hasselt University

Marion Debruyne, Vlerick Management School

Tinne Lommelen, Hasselt University

Market orientation is an organization-wide concept on which the whole organization needs to be engaged in. A firm cannot achieve market orientation's full performance impact without everyone in the organization performing in a market-oriented manner. This study investigates whether the influence of market orientation on innovation performance is affected by the extent to which market orientation is embedded in the organization. For the study's purpose, a new concept is introduced, market orientation embeddedness. Using multiple regression analyses, this study demonstrates that the more embedded proactive market orientation is in the organization, the stronger is the impact of proactive market orientation on innovation performance.

Keywords: Market orientation, innovation performance, interrater-agreement, organization-wide.

Marketing Activities, Market Orientation and Other Market Variables Influence on SMEs Performance

Ricardo Jorge Correia, Bragança Polytechnic Institute

Mário Sérgio Teixeira, University of Trás-os-Montes and Alto Douro

João Rebelo, University of Trás-os-Montes and Alto Douro

This paper includes results on marketing, market orientation degree and environmental variables, such as competitive intensity and market turbulence, that can influence economic and financial performance of micro and small companies. The results indicate that: (a) marketing is seen by these companies as secondary, deserving minor practical actions that can be considered strategic, (b) at market orientation level, the market information affects positively performance indicators, (c) and economical and financial performance is superior in conditions of highly market turbulence and there is a negative relationship between competitive intensity and the companies ratio turnover/total assets.

Keywords: marketing, small and medium enterprises, market orientation, competitive intensity, economic and financial performance

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Differences in the Market Orientation Impact on Business Relationships between Wine Producers and Intermediaries

Paulo Ramos, Fernando Pessoa University

Vitorino Martins, Universidade do Porto -FEP

Hortênsia Barandas, Universidade do Porto -FEP

Several MO models have been proposed assuming it as a one-dimensional concept and neglecting the role of each of the MO dimensions in the development of business relationships. The aim of this paper is to evaluate the impact of each key MO dimension and the impact of the perception of the business partner's MO on the development of relationships between producers and intermediaries. The findings suggest that there are significant differences between both groups in the MO dimensions' role in the establishment of business relationships. On the producers' side, only responsiveness had a direct impact on business relationships, while on the intermediaries', only the cultural customer orientation contributes to them. On both sides of the supply chain intelligence dissemination contributes to the Perceived MO that in its turn acts as a moderator between MO and Business relationships.

Keywords: market orientation, perceived market orientation, buyer-seller relationships, PLS.

Session 11.02:**Modeling and Forecasting**

Room: C202**Session chair: Mihai Calciu, Lille I University of Science and Technology****An artificial intelligence-based optimization mechanism for handling a mix of discrete and continuous design variables: Implications for industrial product lines**

Charalampos Saridakis, Leeds University Business School
Stelios Tsafarakis, Technical University of Crete
George Baltas, Athens University of Economics & Business
Nikolaos Matsatsinis, Technical University of Crete

This paper introduces bio-inspired artificial intelligence to industrial marketing management and shows how particle swarm optimization can be applied to identify optimal portfolios of industrial products. This biologically-inspired framework creates artificial intelligence by exploiting simple analogues of collective behaviour found in nature. All existing product line optimization algorithms in the literature have been so far applied to consumer markets and product attributes that range across some discrete values. Our particle swarm optimization algorithm searches for an optimal product line in a large design solution space with a mix of both discrete and continuous design variables. The approach is tested in a simulated dataset pertaining to industrial cranes and yields important implications for strategic production management.

Keywords: artificial intelligence, product line design, particle swarm optimization, industrial Marketing

Enhancing Bank Direct Marketing through Data Mining

Sérgio Moro, Lisbon University Institute (ISCTE)
Raul Laureano, Lisbon University Institute (ISCTE)
Paulo Cortez, Minho University

The financial crisis created pressure on banks due to credit restriction, increasing competition for deposits retention and demanding efficiency improvements of direct marketing campaigns. Our research conducted a data mining project on direct

marketing campaigns for deposits subscriptions by using recent data of a Portuguese retail bank. We used the Support Vector Machine (SVM) data mining technique for modeling and evaluated it through a sensitive analysis. The findings revealed previously unknown valuable knowledge, such as the best months for campaigns to occur, and optimal call duration. Such knowledge can be used to improve campaign efficiency.

Keywords: direct marketing, data mining, business intelligence, targeting, contact management, retail banking.

Model based Spatial Marketing Decision Support open Architecture over the Internet. An application to the Gravity Polygons Model.

Mihai Calciu, Lille I University of Science and Technology

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This paper discusses the advantages of services-centred versus toolbox-centred Geographical Information Systems architectures and presents the structure of such a system that can provide model based Spatial Marketing Decisions Support web services by integrating Open Source Software. An applications to our Gravity Polygons model is given. This essentially visual model takes into account site attractiveness and suggests a methodology that evaluates and divides the market area among retail outlets. More generally the paper aims to illustrate how new information technology favours the delivery of marketing decision support models by using web services standards and open software.

Keywords: decision support, marketing models, spatial marketing, geo-marketing, retailing, web services

Session 12.02:

New Technologies and E-Marketing

Room: C407

Session Chair: Felipe Uribe, Barcelona Autonomous University

Managing Negative Opinion-Leaders: a Personality-Based Model Of Silver Surfers' E-Wom

Jan Breitsohl, Bangor University

Marv Khammash, Bangor University

Gareth Griffiths, Bangor University

The purpose of this study is to investigate the diffusion of negative opinions over the Internet in relation to specific personality antecedents (i.e. Altruism, Need for uniqueness, Self-confidence) and communication outcomes (i.e. Overall satisfaction, Ecomplaint propensity). Results are based on an online survey of 2,393 e-consumers aged 50+ ('silver surfers') and are the first to confirm the positive influence of online opinionleadership on the propensity to spread negative e-WOM. Moreover, negative e-WOM was found to reduce customers' overall satisfaction and to occur in addition to ecomplaining. Importantly, e-marketers are provided with a personality-based communication strategy to manage negative online opinion-leaders.

Keywords: Negative e-WOM, Opinion-leadership, Complaint management, Silver surfers

Firm Engagement In Online Conversations

Laura Hainle Bohrer, University of Mannheim

Christian Homburg, University of Mannheim

Martin Artz, University of Mannheim

With the growing popularity of social media, firms have to develop effective online marketing initiatives. This paper examines consumers' reaction to such a new strategy, a firm's active participation in consumer-to-consumer conversations in an online community. The authors apply automated sentiment analysis and analyze 8,709 consumer posts. The results show an inverted U-shaped relationship between firm engagement and consumer sentiment, implying that an optimal level of firm

engagement exists. However, this relationship only holds for topics centering on consumers' functional needs, not for those addressing consumers' social needs. The results suggest that firms should not unconditionally boost online connections with consumers and instead focus on satisfying consumers' functional needs.

Keywords: online communities; word-of-mouth marketing; computational text processing (sentiment analysis)

Analysis Of Antecedents And Consequences Of A Web Site Engagement Scale Based On An Integrative Consumer-Technology Methodology

Antonio Hyder, University of Toulouse – Barcelona Campus
Enrique Bigne, University of Valencia

We analyse the relationship of a Web site engagement construct with potential antecedents and consequences. A model of relationships, based on an integrative methodology utilising an online data acquisition Web site that simulated an online travel agency, was contrasted with partial least squares path modeling using data from 336 respondents. Results show how pictures have the capability of engaging users on a shopping Web site and also how engaged users demonstrate a perceived value towards the site's content that leads to the intention to make a purchase

Keywords: Web site engagement, aesthetics, Web perceived value, online purchase intention

E-Herding: Patterns Of Online Mass-Behavior

David Langley, TNO
Maarten Hoeve, TNO
J. Roland Ortt, Delft University of Technology
Nico Pals, TNO

Herding is convergent social behavior driven by inter-personal interaction, without centralized coordination. Herding in the online setting, which we call e-herding, is important for marketing scholars and practitioners because of its potential impact on product adoption and brand image and because of the availability of data offering rich insights into mass consumers opinion and behavior. We propose a new framework

of e-herding on three dimensions, speed, direction and magnitude, leading to eight e-herding patterns. An empirical analysis of 4,622 e-herds including nearly five million online posts identifies the frequency of occurrence of the eight patterns and provides insight into the dynamics as the e-herds develop.

Keywords: Social contagion; Twitter; Kullback-Leibler divergence

Social Media Marketing Intensity: Its Impact On The Relation Among Market Orientation, Entrepreneurial Orientation And Performance

Felipe Uribe, Barcelona Autonomous University
Josep Rialp, Barcelona Autonomous University
Joan Llonch, Barcelona Autonomous University

Online social networks have become the fastest growing phenomenon on Internet and firms are beginning to take advantage of them as a marketing tool. However, its strategic importance still seems to be scarce, given the novelty and the difficulty of measuring their impact on business performance. This study uses data from 191 Spanish firms to measure the impact of the intensity of social media marketing in the relationship among market orientation, entrepreneurial orientation and performance. The results provide evidence that supports the moderating effects of social media marketing intensity on the strength of the mentioned relations and the importance of a strong and committed marketing strategy on social networks for business.

Keywords: Online Social Networks, social media marketing, market orientation, entrepreneurial orientation, performance.

Session 14.02:

Product and Brand Management

Session title: Brand Management and Brand Strategy 2

Room: C507

Session Chair: Jean Boisvert, American University of Sharjah

Does corporate rebranding affect stock market prices? A bootstrapping approach

Ana Branca, IST – Lisbon Technical University

Maria Rosa Borges, ISEG – Lisbon Technical University

Corporate rebranding has been used by firms in order to differentiate themselves and to promote the corporate image. The success of these rebranding decisions may be judged by identifying its impact on firm value, i.e., the impact on the firm's stock price. According to the efficient markets literature, in a well functioning capital market, stock prices are the best available unbiased estimates of the value of the assets of a firm. In this study, we analyse the impact of a corporate rebranding event on the firm's stock price. We apply a multivariate model with bootstrapping to firms listed on the Lisbon stock market in the period 2000 –2010, and analyze the impact of their corporate rebranding events on market value. Findings show a non-significant impact of the rebranding event on firm's market value. This result is consistent with previous studies applied to other markets.

Keywords: corporate image, rebranding, market value, event study, bootstrapping

What is it that matters?

A Managerial Perspective on Employer Value Propositions

Isabelle Hillebrandt, Bamberg University

Sibylle Boettner, Bamberg University

Bjoern Ivens, Bamberg University

This research employs grounded theory to provide insights into the dimensionality of employer brands. Knowledge about what attributes employer value propositions encompass is in demand both in theory and in practice. As the literature on employer branding is still limited interviews with representatives from 16 international companies reveal practitioners' perspective on the subject and contribute to the

theory building in this field of research. Following the grounded theory process the interviews are evaluated with the aid of qualitative text analysis software to derive the relevant content dimensions. The authors discuss the academic and managerial implications of the results.

Keywords: Employer value proposition, qualitative data analysis, grounded theory

Strategic Resources and Value Creation: Combining Marketing- and HR-Perspectives

Arnd Vomberg, University of Mannheim
Torsten Bornemann, University of Mannheim
Christian Homburg, University of Mannheim

Research and managerial practice generally contend that human capital and brand equity constitute a company's most valuable intangible assets. However, research on their value relevance has developed isolated from each other and neglects possible interactions. Combining various data sources (MSCI, EquiTrend, and Compustat), we compiled a unique dataset that enables the simultaneous examination of the effects of brand equity and human capital on shareholder value. Moreover, we include type of industry (manufacturing vs. services) as a contingency factor. Results demonstrate a complementary relationship between human capital and brand equity and show that their value-creating potential is higher for services.

Keywords: brand equity, human capital, Tobin's q, resource-based view, company identification, services

The Mediating Effect of Innovativeness, Quality, and Involvement in Consumer Response to Vertical Service Line Extensions and Branding Strategies

Jean Boisvert, American University of Sharjah
Nick J. Ashill, American University of Sharjah

This paper measures the extent to which consumers' response to vertical service line extensions and branding strategies are mediated by brand involvement, brand innovativeness, and brand quality. The results suggest that consumer response to vertical service line extension is fully mediated by consumer's involvement toward

the extension but also by the extension's perceived innovativeness and quality. We also found that branding strategies have a significant impact only through the mediation of involvement. Finally, the results show that perceived brand innovativeness partially mediates the effect of brand quality on extension's attitude and behavioral intentions.

Keywords: vertical service line extensions, branding strategies, involvement, perceived quality, perceived innovativeness, partial least squares

Session 17.02:

Sales Management and Personal Selling

Room: C301

Session chair: Otto Andersen, University of Agder

The impact of flattery: the role of negative remarks and self-efficacy

Cristiane dos Santos, Universidade Federal do Rio Grande do Sul

Kenny Basso, Universidade Federal do Rio Grande do Sul

Manuela Gonçalves, Universidade Federal do Rio Grande do Sul

This paper extends the understanding about the flattery phenomenon in the consumer retail context, by addressing the role of negative remarks in buffering the negative impact of flattery (positive remarks) on the consumer's perceptions of the salesperson's trustworthiness. We also investigate the client's self-efficacy as a boundary condition for the relationship between flattery conditions (i.e., flattery with negative remark or flattery-only) and trustworthiness. From two experiments, findings indicate that in the flattery with negative remark condition, clients had higher levels of salesperson's trust than in the flattery-only condition. When self-efficacy is low, trust in the salesperson is higher for clients who receive positive with negative remarks than for clients who is only flattered; when self-efficacy is high, trust is not different across the flattery conditions.

Keywords: flattery, negative remarks, self-efficacy, trustworthiness, retailing

Does Adaptive Selling Improve Or Hurt Customer Trust In The Salesperson?

Paolo Guenzi, Bocconi University

Luigi M. De Luca, Cardiff University

Rosann Spiro, Indiana University

Gabriele Troilo, Bocconi University

This study investigates the effect of adaptive selling on customer trust in the salesperson. In contrast with previous work, the link between adaptive selling and customer trust is approached from the customer perspective. Both behavioral (i.e. selling orientation) and situational moderators (i.e. relationship length and purchase importance) of such relationship are examined, using data from 134 buyers in a business-to-business context. Results indicate that adaptive selling has no significant effect, while selling orientation has a negative effect, on customer trust. However, the combination of adaptive selling and selling orientation has a negative effect on customer trust, which is attenuated by long relationships and high purchase importance. This study contributes to the literature by describing and contextualizing the potential pitfalls of adaptive selling, and stimulates sales managers and scholars to re-examine the so far idealized bright side of such salesperson's behavior.

Keywords: Adaptive selling; Buyer-seller relationships; Empirical study; Purchase importance; Relationship length; Selling orientation; Trust.

Blurring tactics in interfirm relationships

Ellen K. Nyhus, University of Agder

Otto Andersen, University of Agder

Research within decision making has demonstrated that professional decision-makers are open to cognitive biases that may cause judgmental errors. Knowledge of such biases and how they work may be used in buyer-seller relationships in order to influence what an exchange partner perceives and how he/she interprets the relationship. We introduce the concept of "blurring" to denote methods used to disguise or obscure the exchange partner's judgments. We describe the content and form of such methods and report findings from in-depth interviews with sellers identifying situations in which blurring are likely to be used. Research and managerial implications are discussed.

Keywords: Buyer-seller relationship, blurring tactics, knowledge transfer.

WEDNESDAY – 14:00-15:30

Session 01.03:

Advertising, Promotion and Marketing Communications

Session title: "I'll Keep You Satisfied": The Value of MC

Room: C406

Session chair: Marc Mazodier, University of South Australia

Can Advertising Have Equity? Exploring the Effects Of A Brand's Past Advertising On Willingness To Attend To Future Ads

Sara Rosenggren, Stockholm School of Economics

Micael Dahlen, Stockholm School of Economics

In this paper we explore the role that a brand's past advertising might play for consumers' willingness to attend to future advertising for that brand. More specifically, we propose that a brand's advertising equity, that is the accumulated view consumers have of the brand has advertised in the past, will influence how willing consumers are to attend to its coming ads. We argue that advertising equity is distinct from brand equity and that building advertising equity can be an important strategy for marketers struggling to get attention in an increasingly cluttered environment. Results from quantitative survey with 412 participants answering questions with regards to the advertising of eight brands in four different categories support our reasoning.

Keywords: advertising, brand equity

Effect Of Trailer Advertising On The Financial Performance Of The Associated Movie; An Event Study

Lidia Debernitz, Maastricht University

Salma Karray, University of Ontario Institute of Technology (UOIT)

Movie trailers are the main advertising material used by studios to incite theatre visits. They also could provide incremental information about the potential movie success or failure and therefore considerably influence investors' behavior. This research aims at testing this central hypothesis and answering the following research question; does the release of a new trailer for a movie impact its financial performance? We use trailer release data and stock prices from a virtual stock market (the Hollywood Stock Exchange) and conduct an event study to test this hypothesis. Results show that a new trailer release results in mainly positive abnormal stock returns. This suggests that trailer advertising provides a significant signal to investors comparable to new product preannouncements. Further research in progress looks at different trailer elements and their impact on the movie's financial performance.

Keywords: Motion Picture Industry, Advertising, Event Study.

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The Value Of Sponsorship: A Stock Market Perspective

Marc Mazodier, University of South Australia

Amir Rezaee, ISG Business School

The objective of this study is to analyze the impact of sponsorship on company financial performance, thanks to a unique sample of 46 sponsorships announcement made in 2010 by European firms listed. We employ event study methodology and measure abnormal returns around the announcement dates. In addition, a cross-sectional regression analysis is carried out to examine the influence of several featuring factors. The empirical application shows that sponsorship by high technology companies coincide with significant positive abnormal returns around the announcement dates. Renewal agreements have also a positive influence on the abnormal returns. Title sponsorships are negatively perceived by market. We find no support for the impact of sponsorship amount, congruence, nature of the event, and length of the contract on abnormal returns around the event date.

Keywords: Event study, Sponsorship, Marketing, Finance

Session 02.01:**Business-to-Business Marketing & Networks**

Session title: Organization**Room: C408****Session chair: Jens Geersbro, Copenhagen Business School****“Do You Feel Like I Do?” – Shared Customer Satisfaction In Organizations**

Viola Austen, Hohenheim University

Uta Herbst, University Tuebingen

Michael A. Merz, San José State University

This research advances the understanding of customer satisfaction in business-to-business (B2B) markets by examining customer satisfaction as a shared organizational construct. By doing so, we take into account that organizational buying is often carried out by temporary buying centers, implying that not yet experienced buying center members might be involved in future buying decisions. Our conceptual work is developed on the basis of social psychological group research and the accessibility/diagnosticity framework (ADF). We find that a shared organizational customer satisfaction impacts the behavior of experienced buying center members stronger than their individual customer satisfaction and even impacts the behavior of inexperienced members.

Keywords: shared organizational customer satisfaction, organizational buying behavior, repurchase intentions

**Dispersion Of Marketing Activities:
Relevance And Challenges For B2B-Organisations**

Michael Kleinaltenkamp, Berlin Free University

Marie Sibum, Berlin Free University

Navina Lüddecke, Berlin Free University

Marketing activities are performed by numerous actors along value chains, i.e. they are dispersed within organisations. However, apparently not all marketing activities of an organisation are coordinated on a meta-level. Thus, our research focuses on two aspects: firstly, the influence of dispersion on marketing activities (DoMA) and

secondly, the perception of various actors with regard to DoMA and the potential of a competence in managing DoMA. The latter might be a source of competitive advantage. Our empirical research confirms the relevance of this issue. In the course of our research we conducted in-depth interviews – but were not able to identify a competitive advantage. Instead we gained valuable insight into challenges for organisations to improve the management of DoMA.

Keywords: b2b-marketing, dispersion, marketing activities, part-time marketers, managing competences, marketing function, marketing department.

The Impact Of Top Management On B2B Firms' Marketing Capability

Jens Geersbro, Copenhagen Business School
Thomas Ritter, Copenhagen Business School

Top management support is often seen as a key success factor for a firm's market orientation. However, beyond the overall construct, there is only limited research on how top managers support a firm's marketing capability through their actions. This paper develops an understanding of top management's impact by analyzing four top management tasks based on a literature review and an interview study with top managers: visioning, designing, communicating, and monitoring. The subsequent quantitative study reveals that all four top management tasks have significant positive impact on business-to-business firm's marketing capability, but only limited direct impact on market and innovation success.

Keywords: top management, marketing capability, market performance

Session 03.05:

Consumer Behavior

Session title: When Consumers Take the Lead

Room: B203

Session Chair: Georgia Stavraki, Aristotle University of Thessaloniki

Efficacy and Efficiency of Mass Customization: the Role of Fantastical Thinking

Michela Addis, Rome Third University

Giulia Miniero, Bocconi University

Francesco Ricotta, University of Rome La Sapienza

Mass customization advantages both for companies and customers are well known (Chan et al 2010). However, recent failures suggest that, in order to fully exploit the benefits connected to customization, companies still need insights on how to adequately build their toolkits and plan their interactions with customers. Our research suggest that a specific cognitive process, namely individual fantastical thinking (Wolley 1997) is worthwhile of investment: It helps customers playing with MC toolkits achieving better performances. Across three experimental between-subject studies run in a lab-setting, we find support that: i) fantastical thinking increases demand for customized products; ii) individuals in a high fantastical thinking state are better able to design products of good quality and originality; iii) fantastical thinking can be activated through a managerial and actionable procedure.

Keywords: mass customization, fantastical thinking, performance

Is Customer Co-Production a Driver of Customer Identification? A Theoretical and Empirical Investigation

Ursula Grisseemann, University of Innsbruck

Karin Teichmann, University of Innsbruck School of Management

Nicola Stokburger-Sauer, University of Innsbruck School of Management

This research investigates customer co-production as a driver of customer-company identification and customer-product identification, and examines these variables' relevance for company loyalty. A quantitative study in the bicycle industry reveals positive effects from customer co-production on customer-company identification

and customer-product identification, respectively. Results show that identification and customer co-production are positively related to company loyalty and future intentions to co-produce. This research is the first to establish a theoretical and empirical link between the co-production and identification literature and extends the current understanding of how customer co-production affects both customers and companies in their value creation process.

Keywords: Customer co-production, customer-company identification, customer-product identification, customer loyalty

The passion of user generated brands

Johann Fuller, University of Innsbruck
Rita Faullant, University of Klagenfurt
Katja Hutter, Innsbruck University

Lately, it was shown that users and user communities do not only gather around existing brands, but are also able to develop their own products and to generate their own brands. These user generated brands are brands which occur around community members' common interest and can be described as the reversed phenomenon of brand communities. Our research explores how community members' behaviour impacts on constructs and mechanisms in brand value creation, such as brand attachment, self-id, congruency, and authenticity. We also show how they affect community members' brand choice compared to their most preferred commercial brand. Results show that community member behaviour does not directly influence brand attachment, but has an indirect influence via authenticity, self-id and congruency.

Keywords: community brands, community member behaviour, authenticity

“Voices in my Head”: Aesthetic Experiences under Construction-Consumers' Identity Repertoires from Damien Hirst's Exhibition

Georgia Stavragi, Aristotle University of Thessaloniki
Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki

The current research investigates the process of identity construction through consumption of contemporary art, from the viewpoint of the dialogical self theory. The dialogical self theory considers the experiential context as rich interpretative

scenery that shapes consumers' self identities and within which experiences are extended through dialogue and discourse. Following a qualitative diary approach, this article unravels the role of consumers' internal dialogues within the act of art consumption. Particularly, our evidence illustrates how consumers' internal (Ii) and external positions (Ie) contribute to identity construction. The current study highlights the importance of dialogical self theory for identity formation, which has rarely been employed in consumer behaviour literature.

Keywords: Dialogical self theory, identity construction, aesthetics, qualitative diary research

Session 03.06:

Consumer Behavior

Session title: Brands and Logos

Room: B204

Session Chair: Eric Spangenberg, Washington State University

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Effects of Brand Engagement in Self-Concept on Brand Relationship Norms

Sandor Czellar, Lausanne University

David Sprott, Washington State University

Eric Spangenberg, Washington State University

Richie Liu, Washington State University

Contributing to recent investigations on consumer-brand relationships, the current research examines consumers' favorite brands in relation to the self within the context of brand relationship norms. Building on Aggarwal's (2004) application of social relationship theory to consumer-brand relationships, we examine the interactive effects of brand relationship norms and consumers' tendencies to define their self-concept with relevant brands (Sprott, Czellar, and Spangenberg, 2009). Results show that the importance of brands as part of the self-concept moderates the effect of brand relationship norms on brand attitudes. Specifically, people with a lower (versus higher) likelihood to incorporate brands in their self-concept tend to place more value in the adherence to, or violation of, brand relationship norms.

Keywords: brand relationships, brand relationship norms, self-brand connection, self-concept, brand attitudes

Slogans influence spatial memory and evaluation of logos: Evidence for embodied cognition in marketing

Duncan Guest, Nottingham Trent University

Zach Estes, University of Warwick

Michael Gibbert, University of Lugano (Università della Svizzera italiana)

David Mazursky, The Jerusalem School of Business Administration

Marketing messages may invoke associations with particular locations in space (e.g. the sky is the limit). Theories of embodied cognition suggest that these implicit spatial cues may influence memory and affect for logos presented with the slogan. Three studies investigate whether nouns that are embedded in slogans and have an association with a region of space influence memory and liking for logos. After initial exposure to slogans and logos, logos are subsequently liked more, but recognised less when they had been presented in a location that is congruent with the spatial location associated with key nouns used in the slogan.

Keywords, Branding, slogans, logos.

Self-customization effects on brand extensions

Ulrike Kaiser, Vienna University of Economics and Business

Chezy Ofir, School of Business Administration, Hebrew University, Jerusalem

Martin Schreier, Bocconi University

Mass customization (i.e., letting consumers design their own products) is considered central to current marketing practices and strategies and is gaining growing popularity. The main finding in the literature has been that self-customized products deliver superior value to customers. Study 1 in the current research demonstrates that selfcustomization also positively affects brand attachment. Study 2 establishes the link between self-customization and willingness to pay for a *noncustomized* brand attachment. Theoretical implications for mass customization and brand extension along with managerial implications are discussed.

Keywords: Mass Customization, Brand Attachment, Brand Extension, Customer Relationship

Don't Give Me My Favorite Brand for Christmas! The Role of Brands in Gift Receiving Contexts

David E. Sprott, Washington State University
Sandor Czellar, Lausanne University
Charles Lebar, HEC-Paris
Miroslav Karlicek, University of Economics Prague

Is a gift from one's favorite brand always more appreciated than a gift from one's least favorite brand? We show find that consumers' reactions to a received gift is dependent upon brand attitudes, the nature of the situation and a personality trait (namely, brand engagement in the self-concept). Some consumers actually value a gift of their most favorite brand less than a gift from their least favorite brand. We demonstrate that the underlying mechanism behind this result is ego threat and identify its situational boundaries.

Keywords: Brand; Gift; Self-concept

Session 04.03:

Innovation and New Product Development

Session title: Design

Room: C506

Session chair: Suleiman Aryobsei, University of St.Gallen

Shareholder Value Implications Of Product Design – The Role Of Aesthetic, Ergonomic, And Symbolic Value

Torsten Bornemann, University of Mannheim
Lisa Schöler, Goethe University Frankfurt
Christian Homburg, University of Mannheim

The present work examines the contribution of product design dimensions (aesthetics, ergonomics, and symbolism) to the creation of firm value. To do so, we examine stock market reactions to the unveiling of a new product's appearance to the public using event study methodology. We combine perceptual data from the consumer level with stock market data to examine how target consumers' perceptions of design dimensions are related to stock market reactions to the unveiling of a new product. Results reveal positive effects for aesthetics and ergonomics, whereas symbolism exerts a negative

influence on abnormal returns. Moreover, the effect of aesthetics is contingent on the product's relative advantage.

Keywords: product design, aesthetics, innovation, shareholder value creation

A Glance At The Future. Effects Of Anticipated Disclosure Of New Product Concepts

Irene Scopelliti, Carnegie Mellon University
Paolo Cillo, Bocconi University
David Mazursky, The Hebrew University of Jerusalem

Many companies decide to publicly disclose their concept products long before the forecasted market launch in order to anticipate their visions about the future. We contend that exposure to these concept products influences the way consumers judge currently marketed products. Across a series of experimental studies we analyze the effects of exposure to concept products varying with respect to their degree of design futurism, to their forecasted release date, and to the advancement of their technical functionalities on consumer evaluation of existing products. The results show that while exposure to the advanced product functionalities of concept products may be detrimental for marketed products, such a negative effect can be reduced by a forward looking and futuristic design.

Keywords: New Product Development, Product Concepts, Futurism, Product Design

Design Newness – A Matter Of Perspective

Sebastian Mueller, University of Hamburg
Katrin Talke, University of Hamburg
Jaap E. Wierenga, University of Groningen

Several studies suggest that products with a distinct design perform better than products without a differentiating edge. In these studies, design newness is assessed with respect to competitors' products. When using other reference points, however, the effect may change. High design newness between product generations may repel loyal customers, and compared to other products from the firm's portfolio, it may limit brand recognizability. We thus investigate differential performance effects when assessing design newness from three perspectives. Our results confirm that all

measures of design newness have statistically and economically significant effects, leading to interesting implications for strategic design management.

Keywords: Design Newness, Product Design, Design Management

No Man Was Ever Wise By Chance – Design-Related Levers Of Ideas' Quality And Diversity In Ideation Contests

Suleiman Aryobsei, University of St.Gallen

Reto Hofstetter, University of St.Gallen

Andreas Herrmann, University of St.Gallen

With the growth of ideation platforms such as Idea Bounty or Dell's IdeaStorm, the number of submissions per contest are increasingly overwhelming. As the costs of processing all submitted ideas often exceeds the expected value of participation, solvers do not explore the full solution space of existing ideas. To cope with this situation, solvers focus on the most prevalent information that is provided to them by the platform, to guide their creativity task. In our study, we found that the nature of such prevalent information can have a great impact on the solvers ability to provide high quality and unique ideas.

Keywords: Open-Innovation Contests, Idea Generation, Confirmation Effect, Fixation Effect, Contest Design, Idea Solution Space

Session 05.03:

International and Cross-Cultural Marketing

Session title: International Branding and Reputation

Room: C402

Session Chair: Christina Sichtmann, University of Vienna

Firm Experience, Brand Awareness, Business Orientation, Franchise Ratio And Company Size As Drivers Of Franchise Internationalization

Veronica Baena, European University of Madrid

Julio Cerviño, University Carlos III of Madrid

This paper explores the effect of management and franchising experience, brand awareness, activity sector (product versus service), international franchise ratio and

franchisor size on the intensity of the internationalization process pursued by franchise companies. To achieve these objectives, all Spanish internationalized franchise chains operating at the close of 2009 were considered (142 chains). The results show that franchising experience, together with business orientation (product versus service), brand awareness, the international franchise ratio, and company size all significantly affect the intensity at which a franchise company pursues its international presence.

Keywords: International Marketing, Brand Awareness, Franchising

Western Consumers' Preference For Chinese Brand Names: The Effects Of String Length And Semantic Relevance

Marc Fetscherin, Rollins College / Crummer Graduate School of Business

The purpose of this paper is to assess Western consumers' preference for Chinese brand names. Based on the fields of psychology, linguistics and marketing, as related to brand naming, we assess the meaningfulness, memorability and likeability of Chinese brand names. A 2x2 research design was used where brand names were categorized by string length (short vs. long) and semantic relevance to English (with vs. without). ANOVA results indicate shorter Chinese brand names were perceived as more meaningful, more memorable (familiar) and likable as well as easier to pronounce than longer Chinese brand names. English sounding Chinese brand names were perceived as more meaningful, memorable (familiar), more likable in terms of positive image, easier to pronounce and more pleasant than those brand names without semantic relevance. We also find some joint effects of string length and semantic relevance.

Keywords: Brand naming, China, semantic relevance, string length

Religion And Brand Spill-Over: A Co-Branding Perspective On The Effect Of Religious Logos On Attitude Towards The Brand

Bjoern Ivens, Bamberg University

Phillip A. Rauschnabel, Otto-Friedrich-University of Bamberg

Marc Herz, University of Vienna

With cultures and religions increasingly mixing in modern society, specific religious consumer groups receive strong attention as target groups. In order to influence consumers' attitudes towards the brand, companies differentiate products by

adding religious labels (e.g. to communicate conformity with religious laws) to packaging. Drawing upon co-branding theory the present study explores the effects of different religious labels on consumers' brand attitudes while assessing differences in consumer characteristics. Findings indicate that religious labels can significantly influence consumers' attitudes towards a brand, yet this influence strongly depends on consumers' degree of cosmopolitanism. Theoretical and managerial implications are considered and future research directions identified.

Keywords: Religious Logos, Packaging, Cosmopolitanism, Spillover

Understanding The Role Of Opinion Leaders And Reputation In International Markets: The Case Of Port Wine

Ana Isabel Almeida Costa, Universidade Católica Portuguesa

João Brito Cunha, Católica-Lisbon School of Business and Economics

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International wine markets are characterized by a high level of information asymmetry. As a result, signalling and reputation mechanisms conveying information about wine quality are commonly activated to reduce transaction uncertainty and avoid market failure. Among such mechanisms, the reviews of internationally renowned wine critics and the reputation of individual/collective producer brands are thought to influence market prices significantly. This paper employs a hedonic price approach to study the effect of brand reputation on Wine Spectator's (WS) ratings of Port wine, and also how such ratings subsequently determine release prices in the US market. Results show that, depending on brand reputation, Port wine prices are usually much more dispersed than the corresponding evaluations, and that positive expert reviews are more likely to raise prices when brands are already highly reputed.

Keywords: International trade, quality signals, opinion leadership, expert reviews, reputation, hedonic pricing, Port wine.

Session 07.03:**Marketing of Public and Non-Profit Organisations**

Session title: Cause-related Marketing/Health Promotion**Room: B201****Session Chair: Silke Boenigk, Hamburg University****Health Prevention Campaigns and Individual Resistance:
Case of an Anti-Smoking Advertising.**

Marie-Laure Mourre, Institut Superior de Gestion

If consumer resistance can be considered as a useful resource, there is an area where it may be harmful: it is the case of resistance to prevention campaigns. This research conducted on an anti-smoking advertising developed by the World Health Organization shows that resistance is not attitudinal but behavioral and that nicotinic dependence does not explain this contradiction. The latter is due to social compliance need: smokers are torn between an antismoking social standard and a pro-tobacco standard from peers, both accepted. Since resistance is not attitudinal, it would be appropriate to go beyond informative campaigns to offer collective implementation programs, based on group dynamics and the construction of a new peer standard.

*Keywords: prevention, health, tobacco, resistance***An experimental study on cause-related marketing campaigns with luxury firms from the nonprofit's perspective**

Viktoria Schuchardt, Hamburg University

Silke Boenigk, Hamburg University

Recently, cause-related marketing (CRM) partnerships between luxury firms and nonprofit organizations have substantially grown in popularity. However, despite the great amount of CRM research, no study exists that has examined luxury-nonprofit CRM campaigns. The authors conducted an experimental study among 281 luxury consumers to address this issue. The results show that CRM campaigning in the luxury segment is promising for luxury firms and nonprofits, especially when campaign characteristics are chosen such that donations are high and prices low. Further, findings indicate that luxury campaigns lead to enhanced attitudes toward nonprofits, in particular when they are unknown brands. Lastly, the study indicates

that CRM luxury partnering constitutes a major role in terms of raising donations, also compared to other more traditional approaches.

Keywords: Cause-related marketing, luxury, corporate-nonprofit partnership, donations

Organizational reputation and its influence on the donor's decision on where to give blood

Silke Boenigk, Hamburg University

Marius Mews, Hamburg University

This paper experimentally examines the role of organizational reputation for blood donation organizations. Results of an adaptive conjoint analysis with 546 potential blood donors show that organizational reputation does have an important influence in the donor's decision on where to give blood. However monetary compensation is the most important factor when choosing a blood donation offer and reputation alone cannot compensate their absence. Therefore blood donation organizations that do not offer monetary compensations need to look at the whole service bundle when designing new offers.

Keywords: Nonprofit Marketing, Reputation, Blood Donation, Experiment, Adaptive Conjoint Analysis

Session 08.03:

Marketing Research and Research Methodology

Session title: Modelling consumer choices

Room: C201

Session chair: Larry Lockshin, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

The Impact Of Choice Context On Consumers' Choice Heuristics

Simone Mueller Loose, Aarhus University

Joachim Scholderer, Aarhus University

Armando M. Corsi, Ehrenberg-Bass Institute, University of South Australia

Larry Lockshin, Ehrenberg-Bass Institute, University of South Australia

Context effects in choice settings have received recent attention but little is known about the impact of context on choice consistency and the extent to which consumers

apply choice heuristics. The sequence of alternatives in a choice set is examined here as one specific context effect. We compare how a change from a typical price order to a sensory order in wine menus affects consumer choice. We use pre-specified latent heuristic classes to analyse the existence of different choice processes, which begins to untangle the 'black box' of how consumers choose. Our findings indicate that in the absence of price order, consumers are less price-sensitive, pay more attention to visually salient cues, are less consistent in their choices and employ other simple choice heuristics more frequently than price. Implications for consumer research, marketing and consumer policy are discussed.

Keywords: Choice context, choice heuristics, price heuristic, choice consistency, product presentation order, visual saliency

Box-Behnken Designs To Improve Performance In Conjoint Analysis: An Empirical Application Using A Marketing Experiment

Ruben Huertas-Garcia, Barcelona University

Juan Carlos Gázquez-Abad, University of Almeria

Francisco J. Martínez-López, University of Granada/Open University of Catalonia

Irene Esteban-Millat, Open University of Catalonia

Conjoint Analysis is a technique that usually uses factorial designs for estimates the part-worth factors from consumer preferences. But, to estimate factor interactions those designs require a large number of alternatives, which implies an increased burden on valuation that can lead to do not use compensatory criteria in valuation the choice set, generating a high error in fit the model. Box-Behnken designs can reduce the cognitive effort made by interviewers and, at the same time, it lest to fit a second-degree model. The purpose of this paper is to illustrate the use of Box-Behnken designs. We illustrate such design using an experiment in the field of consumer behaviour. Our results demonstrate the improved performance of these models compared with factorial designs.

Keywords: Box-Behnken designs, Conjoint Analysis, Factorial designs, Experiments, Statistical Design of Experiments.

A Comparison And Tweak Of Self-Explicated Methods

Christian Schlereth, Goethe University Frankfurt
René Schaaf, Goethe University Frankfurt
Bernd Skiera, Goethe University Frankfurt
Jochen Eckert, Goethe University Frankfurt

Self-explicated methods, which combine evaluations of the attribute levels and attribute importances, are popular to study consumer preferences for complex products, which consists of many attributes. This research provides a structured overview of existing self-explicated methods and empirically compares six of them, including the recently published Adaptive Self-Explication of Multi Attribute Preferences (ASEMAP). While our study provides support for the superiority of ASEMAP over established methods, we observe that some respondents face difficulties with the ranking task. Therefore, we propose a simple, but highly effective modification of ASEMAP and empirically demonstrate that our modification can improve its performance even further.

Keywords: Preference measurement, Self-explicated methods, Marketing research

A New Method To Measure Behavioral Responses To Packaging Design Elements

Maria Alejandra Pinero De Plaza, University of South Australia
Larry Lockshin, Ehrenberg-Bass Institute for Marketing Science, University of South Australia
Rachel Kennedy, Ehrenberg-Bass Institute for Marketing Science, University of South Australia
Armando Corsi, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

Most packaging design studies have focused on the analysis of verbalisations of behaviour, which has long been questioned as a reliable research method. A new method incorporating memory and packaging recognition is presented to determine the importance of packaging elements and their combined effects, using a sequence of experiments (three online memory games) and measuring accuracy and reaction-times when one element is neutralised. In three pilot product categories the largest effect on accuracy came from colour, then picture/graphic, and typeface. This method can help marketers reviewing current and new packaging designs and promotional design changes under competitive situations.

Keywords: Packaging design measurement, market research, online experiments, packaged goods

Session 09.03:

Marketing Strategy and Leadership

Session title: Brand and Product Management

Room: B202

Session chair: Simone Wies, Maastricht University

A strategic investigation of the performance effects of the timing of entry decision for new brands

Danielle Chmielewski-Raimondo, University of Melbourne

This paper empirically examines the moderating impact of both firm-based and marketbased factors on the relationship between timing of brand extension and new-name brand entry and performance. The results of the survey (using data collected from the consumer goods industry) shows that market orientation appears to be an important driver of a firm's ability to develop an early-mover advantage, while a resource orientation is more likely to lead to a late-mover advantage for a new brand. The results also indicate that competitive intensity (but not market turbulence) has an impact on the performance of the timing of new brand strategies.

Keywords: Timing decision, brands, environment

Brand Management Challenges in the Context of Recession

Ana Daniela Ferreira Antunes de Sousa, ISAG – Porto Institute of Administration and Management

Victor Manuel Tavares, Oporto Institute of Higher Education for Administration and Management

The research carried out aimed to study the main challenges being faced by companies in the process of managing their brands in the current context of recession, involving the analysis of impacts on the professional profile of those responsible for the brands and on the approach to and choice of brand strategies. This research study enabled the identification of: (i) the set of skills critical for a more effective brand management (resilience is particularly relevant in the focused context); (ii) important requirements for the strategic planning of the brand; (iii) fundamental strategies to leverage brand value; and (iv) new roles of the brand managers.

Keywords: Context of recession, brand management strategies, brand management, brand, Resilience

Preventing Raised Voices from Echoing: Product-Advertising as Strategic Response to Shareholder Dissatisfaction

Simone Wies, Maastricht University

Arvid O. I. Hoffmann, Maastricht University

Jaakko Aspara, Aalto University School of Economics

Joost M. E. Pennings, Maastricht University

Research in marketing as well as finance shows that advertising can positively influence both consumer and investor behavior. However, the inverse logic of investor behavior impacting firms' advertising expenditures has not yet been studied to date. In the context of shareholder complaint behavior we investigate how firms deal with reputational risks by using product-advertising as strategic response to shareholder complaints. We rely on a unique database on shareholder proposals in the United States, and show that firms exposed to increased shareholder complaints boost their advertising spending in the subsequent year.

Keywords: Advertising spending, shareholder complaints, capital market influence, marketing/finance interface, spillover effects

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Session 11.03:

Modeling and Forecasting

Room: C202

Session chair: Kaveh Rouhi, Freie Universität Berlin

Riding Successive Product Diffusion Waves. Building a Tsunami via Upgrade-Rebate Programs

Vardan Avagyan, University of Carlos III Madrid

Mercedes Esteban-Bravo, University of Carlos III Madrid

Jose Manuel Vidal-Sanz, University of Carlos III Madrid

We discuss how trade-in rebates can be used to manage product multigenerational innovation diffusion waves, and study the optimal behavior of the firm controlling the prices and rebates associated to product upgrades. We show how this strategy accelerates the diffusion and can lead to profit increments of about 5%. The strategy is profitable even when the rebate subsidizes the upgrades entirely.

Keywords: New Product Diffusion, Successive Generations, Trade-in, Upgrades, Optimal Strategies

The role of marketing and public policy in reducing business-cycle fluctuations and their consequences in the health care sector

Jan-Hinrich Meyer, Maastricht University
Kathleen Cleeren, Maastricht University
Ko de Ruyter, Maastricht University
Lien Lamey, Lessius University College

The field of health and marketing is relatively new and highly relevant as the market is unique in terms of regulations and payment mechanisms. Although the link between the economy and health care expenditures is extensively researched, a business-cycle time horizon is currently overlooked. In this paper we fill this gap by exploring how sensitive the health care sector is to business-cycle fluctuations across a large sample of countries. We show that countercyclical marketing programs, preventive public activities and a public health system can reduce procyclical fluctuations in a country's health care expenditures. Additionally, we investigate the role of culture in this issue. Finally we show that in the long-term, procyclical fluctuations in health care expenditure reduce population health and increase long-term health care expenditure growth.

Keywords: business cycle, health care, international marketing, time-series econometrics, cross-country comparison, public policy, national culture

The CPV-CLV framework and marketing efficiency

Kaveh Rouhi, Freie Universität Berlin
Ingmar Geiger, Freie Universität Berlin

Customer perceived value (CPV) is key to marketing effectiveness, whereas customer lifetime value (CLV) is the basis for ensuring marketing efficiency. In an integrated model, we examine the usability of CPV to define marketing measures and CLV to out-line their monetary effects. CPV is derived by using partial least squares modelling while CLV is computed using a MBG/NBD model. The model is applied in an experimental mass market setting with two different marketing measures. We show that different marketing actions are perceived differently by customer segments and yield a different monetary impact. With our model, control groups become superfluous.

Keywords: customer perceived value, customer lifetime value, marketing efficiency, MBG/NBD model, PLS, mass market

Session 12.03:

New Technologies and E-Marketing

Room: C407

Session chair: Guda Van Noort, University of Amsterdam

Co-Creating The Purchase Experience: Influence On Customer Engagement And Future Behavior

Lorena Blasco-Arcas, Zaragoza University

Blanca Hernández-Ortega, Zaragoza University

Julio Jiménez-Martínez, Zaragoza University

The role of the customer as a co-creator of value and the strategic implications of this new role for firms is being extensively investigated. In this paper, we aim to contribute to the existing discussion, analyzing the potentials of the online environment to co-create experiences during the purchase and engage customers in co-creation processes with the firm. We propose the importance of coproduction and customer-to-customer interactions as drivers of the co-created experience and engagement development during the online purchase, and the influence of the latter on the customer purchasing intentions.

Keywords: Co-creation of Value; engagement; coproduction; C2C interactions; online purchase experience

Customization Of Online Offers: The Role Of Intrusiveness

Janny C. Hoekstra, University of Groningen

Jenny Van Doorn, University of Groningen

Customized ads on the internet that are based on customer insights present customers with tailored and therefore relevant offers and are becoming more and more popular. Yet, customized ads might also trigger feelings of intrusiveness that decrease purchase intentions. We conducted two scenario-based studies in two different industries and found that personalizing the message by adding personal identification or transaction data increases feelings of intrusiveness that negatively affect purchase intentions. These negative effects of customization are partly compensated for by presenting consumers an offer with a high fit to their current needs. Yet, this positive effect is weakened the more intrusive an offer is.

Keywords: Online targeting, Customization, Intrusiveness, E-commerce

How Online Environment Improves Industrial Marketers' Ability To Measure Marketing Communication Impacts?

Joel Jarvinen, University of Jyväskylä
Aarne Töllinen, University of Jyväskylä
Heikki Karjaluo, University of Jyväskylä
Elizabeth Platzer, Evolaris Gmgh

This study investigates how the online environment allows industrial companies to overcome traditional marketing communication measurement challenges. Specifically, it examines the perceived benefits of web analytics (WA) and social media monitoring (SMM) with regard to solving the measurement difficulties in three global industrial companies. As a result of this explorative case study, we discover that WA and SMM have improved industrial companies' ability to demonstrate the short-term market outcomes and long-term customer impacts of marketing communication actions, although some problems remain unsolved. The results suggest that the perceived benefits of WA and SMM may vary across industries.

Keywords: Industrial marketing, marketing communication, marketing measurement, online environment, social media monitoring, web analytics

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The Influence Of External Variables On Intentions To Adopt Mobile Banking: A Comparison Between Portugal And Finland

Tommi Laukkanen, University of Eastern Finland
Pedro Cruz, ISG – Instituto Superior de Gestão

This paper explores the influence of external variables such as demographics, past user experience, consumer traits, system characteristics, facilitating conditions, and country effect, on online bank customers' intentions to use mobile banking services. The authors develop hypotheses based on the earlier literature and test them on a large data with 2.482 effective responses collected from Portugal and Finland. The results show that past user experience is the most significant determinant of the phenomenon in the overall data, while significant country differences exist.

Keywords: mobile banking, adoption, intention to use, Finland, Portugal

SNS Campaigns: Generating Favourable Consumer Responses By Asking Them Who They Are

Guda Van Noort, University of Amsterdam
Marjolijn L. Antheunis, Tilburg University

This study assesses the consequences of consumers disclosing identification information in advertising campaigns designed for Social Network Sites (SNSs), for brand, product and campaign responses. Building on social response and brand relationship theory these effects are predicted and tested in an experiment in which consumers revealed or not revealed personal information by interacting with an SNS campaign, identifying consumer concern about disclosing personal information as a moderator. The results demonstrate that disclosing identification information elicits favourable consumer responses, especially for individuals who have relatively low online privacy concerns in the SNS context.

Keywords: Marketing communication, social network sites, identification information, information privacy concern

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Session 14.03:

Product and Brand Management

Session title: Brand & Consumer Relationships Theme 1

Room: C507

Session Chair: Giuseppe Catenazzo, HEC - University of Geneva

Integrating Configural Weight Theory and Prospect Theory to Explain Consumer Choice

Onur Bodur, Concordia University
Neeraj Arora, University of Wisconsin – Madison
Noreen Klein, Virginia Tech

Buyers have access to a wide variety of reference points as they form product evaluations. We draw on both configural weight theory and prospect theory to propose a model in which consumers differentially weight available reference points to form evaluations. We empirically test our model and compare our model to alternative models in the context of consumer choices and show that incorporating differential weighting of reference points and differential sensitivity to gains and losses enhances model performance. We propose this model as a general approach to understand consumers'

use of reference points in a multiattribute context and identifying factors that lead consumers to differentially weight these reference points during consumer evaluations.

Keywords: Reference points, configural weight theory, prospect theory

Getting Loyal to and Relating with Feminine Brands

Salim Azar, Cergy-Pontoise University

Cleopatra Veloutsou, University of Glasgow Business School

The importance of brand loyalty is well documented in the literature. In an era where brands are conceptualised as humans possessing personality and gender traits and are acting as relational hubs for consumers, it is of interest to see if the femininity of the brand, the brand-self congruence and the strength of the relationship that individuals form with the brand can predict brand loyalty. Using data collected from 216 individuals in the UK, this study investigates these links. The findings suggest that brand relationships are a good predictor of brand loyalty, while it fully mediates the impact of brand congruence and brand femininity on brand loyalty.

Keywords: Brand loyalty, Brand gender, Brand relationships, Consumer-brand congruity

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How retail brands can positively influence consumers' purchase decisions for national brands

Alexander Ruehle, University of Cologne

Jan-Michael Becker, University of Cologne

Franziska Völckner, University of Cologne

Henrik Sattler, University of Hamburg

To support their private labels, retailers have started to put their retailer brand's name on their private labels (retailer branded private labels) and invest heavily in their retail brands. Manufacturers of national brands consider these branding efforts as a threat, because they fear the increasing competition from the retailer branded private labels. This paper challenges the common assumption of retail brands as a threat and posits that national brand manufacturer might also benefit from strong retail brands. We empirically show, for the first time, that a strong retail brand can positively influence consumer's evaluations (in terms of purchase intention and willingness-to-pay) of a national brand's product offered in that retail brand's store.

Keywords: National brands, retail brands, willingness to pay

No mercy for products – Recovery effects for products and services

Giuseppe Catenazzo, HEC – University of Geneva

Marcel Paulssen, HEC – University of Geneva

When products display defects customers may decide to complain to the retailer and eventually get their products fixed. Alternatively, customers may choose not to complain implicitly accepting the product defect. In this paper, we examine the impact of complaining and non-complaining as well as the outcome of the complaint resolution process on the relationship with the original product manufacturer and retailer in charge of fixing defects. We demonstrate that for non-complaining customers product quality perceptions and loyalty to the manufacturer still deteriorate. Further, we show that the service recovery effect does not occur for manufactured products, even if we can confirm it for the retailer in charge of fixing defects. Product quality perceptions and loyalty to the product manufacturer are damaged even if defects have been completely fixed.

Keywords: product defects, product failure, recovery, complainers, non-complainers, consumer satisfaction, loyalty

WEDNESDAY – 16:00-17:30

Session 01.04:

Advertising, Promotion and Marketing Communications

Session title: "Tell me What You See": Advertising appeals

Room: C406

Session chair: Erik Modig, Stockholm School of Economics

When A Warm Ad Leaves You Cold – The Moderating Role Of Temperature On The Effectiveness Of Warmth In Advertising

Pascal Bruno, University of Cologne

Valentyna Melnyk, Waikato Management School

Franziska Völckner, University of Cologne

Emotional warmth is prevalent in advertising and is believed to positively influence consumers' responses to advertising. Understanding which context variables influence the role of warmth in advertising is crucial to execute advertising strategies effectively. Drawing on embodied cognition research, we empirically test a new moderator of the relation between emotional warmth and consumers' responses to advertising: physical temperature. We find that people who feel physically cold evaluate emotionally warm advertisements more favourably. People feeling physically warm are indifferent between emotionally warm and cold ads. Hence, while in winter warm appeals are more effective, for instance, in summer cold ones work just as well.

Keywords: Emotional Warmth, Embodied Cognition, Temperature, Advertising

The Optimal Level Of Absurdity In Advertising: The Moderating Effect Of Product Category Attitude

Robert Mai, Dresden Technical University

Katharina Hutter, Dresden Technical University

Absurd ads are frequently used to gain consumer attention. For the first time, this paper suggests that absurdity effects are non-linear in nature. Advertisements with

an increasing level of absurdity evoke both positive effects (Distraction Hypothesis) and negative effects (Limited Capacity Model) at the same time. Two experiments are conducted to test this assumption. Experiment 1 (n=125) shows an inversely U-shaped relationship between the degree of absurdity and advertising effectiveness. Experiment 2 (n=212) reveals that the magnitude of the two effects working in opposite directions is moderated by product category attitude. Practical implications and directives for further research are given.

Keywords: Absurdity • Advertising effectiveness • Non-linear effects • Experiment

Visual Art In Advertising: The Moderating Effect Of Hedonic Versus Utilitarian Product Positioning

Verena Huettl, Augsburg University
Heribert Gierl, Augsburg University

A positive effect of integrating visual art in advertisements is reported in literature. The notion of a spill-over of connotations elicited by artworks such as luxury and exclusivity can explain this effect. However, these connotations could be perceived as inconsistent in the context of utilitarian consumption in contrast to hedonic consumption. Our empirical study reveals that whether visual art integrated in an ad has a positive effect depends on the positioning of the product. Our findings indicate that artworks improve the evaluation of hedonically positioned products but are harmful when used in ads for products with a utilitarian positioning.

Keywords: visual art, advertising, hedonic and utilitarian positioning, luxury

How Art In Advertisements Influence Advertising Effectiveness

Erik Modig, Stockholm School of Economics
Jonas Colliander, Stockholm School of Economics
Karina Töndevold, Stockholm School of Economics

Art is associated with high culture and perceptions of aesthetics, exclusivity and luxury. This paper extends recent findings about the benefits of using art in advertisements. When art is presented in an advertisement the perceptions of art, through underlying psychological conditioning, spillover on the advertised product and brand. The results suggest that an advertisement containing art receives higher overall evaluations of the advertisement, the product and the brand. Furthermore, this study broadens the

perspective of the art infusion effect by testing it for both well-known and unknown paintings, and artistic photographs.

Keywords: Advertising, art, art infusion, advertising effectiveness

Session 02.02:

Business-to-Business Marketing & Networks

Session title: Governance

Room: C408

Session chair: Robert Wilken, ESCP Europe Business School Berlin

The Effect Of Business Culture Similarity On Relational Governance In Buyer-Supplier Relationships

Umar Burki, Vestfold University

Arnt Buvik, Molde University

Business culture similarity describes the similarity of a firm's business procedures and practices with respect to business procedures and practices followed by its major business partners. This study examines the effect of business culture similarity and specific assets on relational governance in textile buyer-supplier relationships. Under low business culture similarity condition, there is a positive association between specific assets and relational governance as dissimilarity in business culture creates uncertainty about exchange partner's behavior which enforces safeguarding mechanisms. This effect is substantially reduced under high business culture similarity condition, demonstrating that business culture similarity facilitates in reducing exchange hazards and lowers the need safeguarding mechanisms.

Keywords: Business culture similarity, Relational governance, Specific asset, Buyer-supplier relationships, Transaction cost analysis.

Governance Mechanisms, Ownership Contexts, And Performance Outcomes In Industrial Value Chains

Kenneth Wathne, University of Stavanger

Jan Heide, School of Business, University of Wisconsin-Madison

Alok Kumar, Smeal College of Business, The Pennsylvania State University

We examine the effects of monitoring in buyer-supplier relationships. We argue that the ability of this governance mechanism to suppress supplier opportunism and

enhance performance depends on the larger ownership context within which it is deployed. We study two different ownership contexts; 1) a *singular* context where the buyer relies exclusively on independent suppliers, and 2) a *plural* context where external suppliers coexist with an in-house supply source. We show that the effect of monitoring differs significantly across ownership contexts. For instance, while monitoring suppresses supplier opportunism in a plural context, it actually promotes opportunism in a singular one.

Keywords: Relationship governance, value chains, opportunism, transaction cost economics, plural forms, survey research

Power Asymmetry In Intercultural Business Negotiations And Its Impact On Negotiation Strategies

Robert Wilken, ESCP Europe Business School Berlin

Frank Jacob, ESCP Europe Business School Berlin

Tayfun Aykaç, ESCP Europe Business School Berlin

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In business negotiations, managers are often confronted with the situation that one party possesses more power than the other. This study investigates the impact of such a power asymmetry on negotiation strategies (integrative and distributive). We use a setting of intercultural negotiations and predict the use of these strategies to be conditional on the cultural background (the level of collectivism) of the more powerful party. We manipulate power by altering the team size and extend the investigation to culturally mixed teams. The empirical data on German-French dyads supports our predictions. We discuss various implications of these results for negotiation practice.

Keywords: power asymmetry; intercultural business negotiations; collectivism; cultural moderator; negotiation strategies; additive composition model; reciprocity

Session 03.07:**Consumer Behavior**

Session title: Developing and Using Scales**Room: B203****Session Chair: Monika Koller, WU Vienna****The “I” in Extreme responding**

Elke Cabooter, Ghent University

Kobe Millet, Vrije University Amsterdam

Mario Pandelaere, Ghent University

Bert Weijters, Vlerick Management School

Recent studies have shown that individualistic cultures respond in a more extreme way to survey questions than collectivistic cultures. In 3 studies, we investigate whether differences in self-construal, which is associated to individualism/collectivism, influences the use of extreme response options. Results indicate that interdependent self-construal increases the use of extreme response options. In addition, we show that the effect of self-construal on the use of extreme response options is observed only for identity relevant items (such as personality items). Since identity items are particularly prevalent in academic research, our findings apply to a wide range of settings.

Keywords: self-construal, identity relevance, extreme responding, self-clarity

Dispositional greed – Scale development and validation

Goedele Krekels, Ghent University

Mario Pandelaere, Ghent University

Bert Weijters, Vlerick Management School

Greed is considered a fundamental motive for actions in a materialistic lifestyle. However, no empirical research has investigated causes and consequences of greed. This paper describes the development of a dispositional greed scale, finalized in a 9-item scale including three reversed items. Dispositional greed was found to be an insatiability trait resulting from feelings of insecurity. This leads to higher entitlement to cope with previous deficits and to ensure no future shortages. This directs greedy people to a higher need for control, which by focusing more on their own needs, leads to lower feelings of gratitude and empathy. However, dispositional greed is not an asocial trait, as they focus on others to ensure not falling behind.

Keywords: Scale development, Consumer psychology, Dispositional greed, Insatiability

Averaging: How to reduce the common response error to behavioural frequency questions in consumer surveys.

Gosia Ludwichowska, University of South Australia

Jenni Romaniuk, University of South Australia/Ehrenberg-Bass Institute for Marketing Science

Magda Nenycz-Thiel, University of South Australia/Ehrenberg-Bass Institute for Marketing Science

There is substantial evidence to suggest that survey respondents overestimate their actual purchasing behaviour. Distorted results have implications for the use and value of survey data in marketing practice and research. The authors tested the effect of two different questioning approaches on reducing heavy buyers' over-reporting due to the averaging error. Reverse bounded recall and asking questions about exceptions to the usual purchase behaviour effectively reduced over-reporting. Compared frequency distributions between the control and the intervention group show at both category and brand level a decrease of high frequency purchases and an increase of low frequency purchases.

Keywords: Consumer survey accuracy, Behavioural frequency questions, Rate-based heuristic, Averaging error

“Need for Smell” – Conceptualisation and Measurement

Monika Koller, WU Vienna

Alexander Zauner, WU Vienna

Thomas Salzberger, WU Vienna

Arne Floh, WU Vienna

This paper introduces the construct “Need for Smell” (NFS). Empirical results provide first evidence for conceptualizing and measuring this construct. “Need for Smell” refers to the individual’s preference for obtaining olfactory information in purchase decision-making. A three dimensional NFS scale is proposed. It consists of two instrumental and one hedonic dimension. Whereas the first instrumental dimension refers to the active use of olfaction to assess quality and value of the product prior to purchase, the second one seems to be rooted in evolution as it refers to the avoidance of negative or harmful choices. Based on the discussion of the initial results, further directions for the development of the NFS scale are provided.

Keywords: Olfaction, Decision-Making, Scale Development

Session 03.08:

Consumer Behavior

Session title: Sensory Session: Smell, Touch, and Taste

Room: B204

Session Chair: Brett Martin, Queensland University of Technology

The effect of consciously and unconsciously perceived scent on desire for food products

Lieve Douce, Hasselt University

Thomas Heijens, Hasselt University

Wim Janssens, Hasselt University

This study examines the different effect of consciously and unconsciously perceived scent on desire for food products. In most retailing studies, the scents that are used to influence consumer reactions are below awareness level, which is different from food cues studies where these cues (e.g., aromas) are rather strong and obvious. In our study, 90 participants were exposed to a (i) consciously, (ii) unconsciously perceived vanilla scent, or (iii) no scent. They rated their desire for vanilla scent associated products. The results show that both a consciously and unconsciously perceived scent raise their desire for the vanilla products. Both levels of perceived scent seem to be effective, although, the effect is stronger in the unconsciously perceived condition.

Keywords: ambient scent, (un)consciousness, food products, desirability

Between too much and too little: Exploring the interactive effects of arousal (in-) congruity and sensory load in multisensory configurations of store environments

Monika Imschloss, University of Mannheim

Christian Homburg, University of Mannheim

Christina Kuehnl, University of Mannheim

We investigate the effect of multisensory store environments on consumer behavior. Specifically, we examine how arousal (in-) congruity between two and three sensory stimuli (background music, ambient scent, and background color) affect consumers' product judgments in a retail scenario. We demonstrate that the positive effects of

arousal congruity between two sensory stimuli are inverted as a function of sensory load. This inversion is found for the comparisons of two versus three congruent sensory stimuli conditions and for three congruent compared to three moderately incongruent sensory stimuli.

Keywords: multisensory stimulation, store environment, arousal congruity, retailing

Crossmodal Influences of Product Sounds on Consumer Taste Perceptions

Klemens Knoeferle, University of Oxford
David Sprott, Washington State University

The present research examines crossmodal influences of acoustic product cues on consumer taste perceptions. Across two experiments, we demonstrate that a systematic pleasantness manipulation of product-related sounds can bias subsequent product evaluations of taste, with the perceived taste rated higher after being exposed to a pleasant sound, and lower after being exposed to an unpleasant sound. In addition, we show that the effect of sound on taste is strongest for consumers with a high enjoyment for product sounds. Theoretical and practical implications of these findings as well as avenues for future research are discussed.

Keywords: Product Experience, Multisensory perception, Hearing, Taste, Psychoacoustics

When Consumers Touch: The Role of Arousal and the Accidental Interpersonal Touch Effect

Brett Martin, Queensland University of Technology
Peter Nutall, University of Bath

This research examines how female shopper evaluations and in-store shopping time are affected by accidental interpersonal touch from another shopper. Using arousal theory, we examine if interpersonal touch generates tense arousal and whether female consumers attempt to reduce this tense arousal by distancing themselves from the situation (the retail environment) in which the physical touch occurred, thereby curtailing their in-store shopping experience. To support our theorizing, we present a field experiment carried out in a retail environment. Findings show that women exhibit more negative brand evaluations than their control (no touch) counterparts and

reduced in-store shopping times after a stranger's touch, responses that are mediated by tense arousal.

Keywords: Touch; Tense arousal; Energetic arousal.

Session 04.04:

Innovation and New Product Development

Session title: Stage Gate Process and Performance

Room: C506

Session Chair: Monika Schuhmacher, University of Mannheim

The Success Factors In The Global Front End

Evy Sakellariou, American College of Greece

Kalipso Karantinou, Athens University of Economics and Business

In an increasingly competitive marketplace, understanding the factors that can lead to successful global new product development is critical. To do so effectively, researchers should consider the different phases of the global NPD process separately. One stage largely neglected in the literature that merits further investigation is the early part, *the Front End* of New Product Development. This neglect is surprising as the activities that take place at the Front End of the new product development process are critically important for the success of product innovation. The present study looks into the success factors for the Front End within a global context. A new conceptual framework is proposed, which identifies, integrates and categorizes the success factors in the global Front End and a series of theoretical propositions are put forward.

Keywords: global NPD, front end, success factors

The Role Of Predevelopment Activities And Team Characteristics In Sme's New Product Performance

Maria Moreno-Moya, University of Murcia

Jose Luis Munuera-Alemán, University of Murcia

It is argued that cross functional development teams promote both internal and external organizational success. To determine how critical team characteristics are for SMEs

to achieve superior performance via the early stages of the new product development process this study develops a model that links team's experience, integration across functional units, frequency of communication, predevelopment activities and new product success. Specifically, this study used data from 269 manufacturing SMEs in diverse industries to investigate how team characteristics, predevelopment activities, and new product performance are connected.

Keywords: Predevelopment activities, team characteristics, SMEs, product performance

When Is The Launch Price Of A New Product (un)fair? The Moderating Effects Of New Product Radicalness, Customer Innovativeness And Expected Future Price Reduction

Sven Feurer, University of Mannheim

Sabine Kuester, University of Mannheim

Monika Schuhmacher, University of Mannheim

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Research has highlighted the importance of the pricing strategy for a successful new product launch. Still, pricing new products is a major challenge for managers. To better understand the impact of prices on launch success it is necessary to focus on the role of individual price perceptions for adoption intentions. Our study investigates the effect of generic pricing strategies on perceived price fairness and, ultimately, adoption intentions. In a laboratory experiment with 217 participants we show that the negative effect of skimming compared to penetration pricing on perceived price fairness is moderated by new product radicalness, customer innovativeness, and expected future price reduction. Furthermore, we find price fairness to fully mediate the pricing strategy-adoption intention relationship. Results provide valuable insights regarding customer reactions to launch prices and help managers to better design pricing strategies for new products.

Keywords: New product launch, pricing, product radicalness, price fairness, customer Innovativeness

Tactical Launch Decisions For Technological Innovations: The Importance Of Customer Innovativeness

Sabine Kuester, University of Mannheim

Monika Schuhmacher, University of Mannheim

Firms launching technological innovations have to pay close attention to tactical launch decisions and have to account for different adopter groups. Our experiment (N=835) with a four-factorial (brand, price, message content, and distribution intensity) between-subject design indicates that for maximal adoption intention a technological innovation should be launched with an established brand, penetration price, benefit-based message content, and intensive distribution. We find that at the beginning of the life cycle, when targeting highly innovative customers, these tactical launch decisions should be adjusted regarding advertisement, which should be featurebased, and distribution, which should be exclusive.

Keywords: tactical launch decisions, adoption intention, customer innovativeness, technological innovation

Session 05.04:

International and Cross-Cultural Marketing

Session title: Global Strategy II

Room: C402

Session Chair: Bernhard Swoboda, University of Trier

Does An International Standardized Retail Format Transfer Strategy Pay Off?

Stefan Elsner, University of Trier

Bernhard Swoboda, University of Trier

Eileen Blanke, University of Trier

Previous research is inexplicit on the effects of retail format standardization on performance in a foreign country. As an attempt to resolve this puzzle, this study provides insights into how a standardized format transfer strategy determines performance. Specifically, we focus on the standardization of two types of important format transfer elements: marketing programme and processes. Using data from 102 retailers, we show that marketing programs, i.e. retailers' visible offers, determine financial performance in a foreign country. However, two kinds of marketing

programme elements drive performance differently: Standardized format type, store layout, and store location and adapted assortment, promotion, and price. Standardization of marketing and supply chain processes determine performance only indirectly through the marketing program. Thus, we find how standardization of different format transfer elements pays off.

Keywords: Retail format transfer, standardization, marketing program, processes

The Influence Of Intra-National Cultural Heterogeneity On Firms' Standardisation And Adaptation Strategies

Konstantinos Poulis, Essex University
Efthimios Poulis, University of East Anglia

The standardisation/adaptation (SA) literature is largely based upon the premise that consumers within a country are culturally homogeneous or at least, they are a priori treated as such by SA researchers. As a result, international marketing research has not emphasised whether or how intra-national cultural heterogeneity (INCH) may be a force influencing SA strategies of firms operating in a multicultural country. Following insights that challenge the premise of a country's internal 'sameness', the study uses an exploratory design in a single multicultural market and stresses the role of INCH for MNEs' SA strategies. It conceptualises the term 'layers of adaptation' denoting the need for more agile forms of responsiveness in multicultural markets and calls for further research on SA across varying contexts of multiculturalism.

Keywords: standardisation, adaptation, intra-national cultural heterogeneity, culture

Knowledge Outflows Within Multinational Corporations: Are We Good Senders?

Cátia Fernandes Crespo, ESTG – Leiria School of Technology and Management
Luis Filipe Lages, Nova School of Business and Economics

This paper advances and tests a theoretical framework related to intracorporate knowledge outflows (KO) within multinational corporations (MNCs). Pursuing a subsidiary level of analyses we investigate KO determinants, interaction effects and consequences of KO (to the headquarters (HQ) and to peer subsidiaries) on MNC's

performance. The hypotheses were tested empirically with data from 202 MNC's subsidiaries. The results suggest that explicitness and communication perform an important role as antecedents of KO; national cultural distance, centralization, formalization and specialized resources perform significant moderator effects within the KO process; and KO to the HQ and to peer subsidiaries are positively associated with the MNC's performance.

Keywords: knowledge outflows (KO), multinational corporations (MNCs), explicitness, communication, national culture distance, centralization, formalization, specialized resources

Do Emerging Markets Consumers Interact Equally, Similarly Or Completely Different With Companies? A Finite Mixture Segmentation In The Financial Services Sector

Tobias Schlager, University of St. Gallen
Peter Maas, University of St. Gallen

The increasing attractiveness of emerging markets (EMs), along with the progressing internationalization raises the question of whether setting up a unified marketing strategy for EMs and high income countries (HICs) or not. No studies exist that entail a focus on EMs. In this paper, we establish the requirements for international segmentation that includes EMs and test our approach numerically by finite mixture model with data on global consumer multichannel (search and purchase) behavior (n=20'732). In doing so, we further enhance existing latent class models by combining information on consumer channel usage patterns with covariates on consumer and on country level.

Keywords: International segmentation, emerging markets, finite mixture model, consumer channel behavior

Session 07.04:

Marketing of Public and Non-Profit Organisations

Session title: Consumer Behaviour

Room: B201

Session chair: Anja Geigenmueller, Ilmenau Technical University

“Conform and go green!” – The influence of cultural context and pro-environmental social norms on ecological behavior

Leila Elgaaied, Toulouse I University of Social Sciences

Barbara Culiberg, University of Ljubljana, Faculty of Economics

While most research on the determinants of pro-environmental behavior focus on individual predispositions, this paper addresses specifically the role of social norms in the adoption of such behaviors. Our main assumption is that individual environmental behavior is influenced by perceived descriptive and injunctive norms from relevant others (family and friends) which, in turn, are influenced by perceived Pro-environmental Norm at the Country Level (PNCL). This model was tested in two different cultural contexts: Slovenia (N=246) and France (N=215). Our results confirm the mediator effect of relevant others' norm in the relationship between PNCL and individual behavior for the whole sample. It appears however that French subjects are less likely to conform to PNCL. Implications for public authorities are discussed.

Keywords: Pro-environmental behavior, Social norms theory, injunctive norms, descriptive norms, cross-cultural research

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Reducing Water Consumption: An Application and Extension of the Theory of Planned Behaviour

Julian Lowe, Newcastle University

Ben Lowe, University of Kent

David Lynch, Centre for Regional Innovativeness and Competitiveness, University of Ballarat

Marketing's unique contribution to behaviour change is becoming more important in responding to an increasing array of environmental challenges (Kotler 2011). This research examines the implementation of a social marketing campaign, which has led to a 30 percent reduction in household water consumption over five years.

In contrast to costly supply side solutions, this research identifies key drivers of household water consumption, using a large scale survey extending the Theory of Planned Behaviour (TPB). The conventional TPB is augmented to the context of household water consumption and implications for policy makers and social marketers are discussed.

Keywords: Water consumption, social marketing, demarketing

Occupational Image, Attitudes towards a Profession and Behavioral Consequences – An Empirical Investigation

Anja Geigenmueller, Ilmenau Technical University
Bojan Sorn, Freiberg Technical University
Stefanie Lohmann, Freiberg Technical University

Facing a tremendous lack of professionals and experts in various fields and disciplines, the need for effective marketing activities to elevate the attractiveness of disciplines and corresponding professions becomes apparent. The existent literature, though, reveals a lack of conceptual and empirical work on determinants of individuals' attitudes towards a profession and related behavioral consequences. Addressing this research gap, this study explores the relationship between occupational image, attitude towards the profession and behavioral intentions, namely information sharing and information seeking. Furthermore, this research investigates the role of self-image congruity as a moderator of the relationship between attitude of the profession and behavioral intentions. We develop and empirically test a model based on a sample of 458 respondents in the field of science and engineering. Based on the findings of this study, the authors discuss theoretical and managerial implications.

Keywords: occupational image, information seeking, information sharing

Session 09.04:

Marketing Strategy and Leadership

Session title: Marketing Organization 1

Room: B202

Session Chair: Andreas Wachto, RWTH Aachen University

I like it, they must like it, too: How managers' individual interests influence strategic marketing decisions

Jasmin Eberharter, University of St. Gallen

Peter Fisher, University of St. Gallen

Sven Reinecke, University of St. Gallen

Marketing managers are supposed to be highly sophisticated in predicting consumers' preferences. However, following relevant literature, the authors argue that even marketing managers' anticipations of customers' preferences are affected by projection biases. Extending prior research in this field, this paper attempts to investigate whether relevant market information can overcome projection bias in the context of strategic marketing decisions. Two empirical studies demonstrate that managers' decisions are influenced by projection biases not only in the case of market information absence but also when nonambiguous market information is available. Hence, marketing managers devalue relevant market information if it does not coincide with their individual interest and still project their individual interests on their predicted customers' preferences.

Keywords: Strategic Marketing Decision Behavior, Consumer Preferences, Projection Bias

The Role of Managers' Personal Values in Market Orientation, Business Strategy and Firm Performance

Yuhui Gao, Dublin City University

Frank Bradley, University College Dublin

Susan H. C. Tai, The Hong Kong Polytechnic University

Personal values are key determinants of a person's attitude and behavior. Little research has investigated the role of managers' personal values in shaping and creating a market orientation and choosing appropriate business strategies. Using the questionnaire

data obtained from 370 managers in China, the results indicate that managers' personal values exert both direct and moderating effects on performance. Different sets of personal values either enhance or thwart the market orientation-performance relationship and the business strategy-performance relationship, depending on the circumstances. The implications emphasize that only if managers know themselves can they understand how their personal values shape their market orientation and business strategies.

Keywords: personal values, market orientation, strategy, performance

The Marketing-Finance Interface and Innovation

Andreas Wachto, RWTH Aachen University
Malte Brettel, RWTH Aachen University

Extant research shows that cross-functional integration is a major driver of new product performance, with marketing departments playing a crucial role in related activities. However, it has recently been noticed that marketing's influence within firms is in decline and it is expected to become more accountable and metrics-driven in its daily work. The question arises whether close integration with finance departments, which are expected to contribute these skills to joint activities, enhances performance. Using survey data from 316 companies, the authors provide empirical evidence for a curvilinear, inverted U-shaped performance effect of close marketing-finance integration in new product development with a moderate optimum level. High levels of market turbulence and market-based innovativeness lower this optimum.

Keywords: marketing, finance, research and development, cross-functional integration, new product development, market uncertainty, performance

Session 12.04:

New Technologies and E-Marketing

Room: C407

Session chair: Hsin-Hsuan Meg Lee, Amsterdam University Business School

Is All That Twitters Gold? Market Value Of Brand Conversations In Social Media

Abhishek Borah, University of Southern California

Gerard Tellis, University of Southern California

Researchers have used Twitter to forecast movie revenues and the Dow Jones Industrial Average. However, no research has investigated the relationship between tweets about brands and the stock market value of firms that own those brands. The authors collect around 9 million tweets for ten brands. They use text mining and natural language processing techniques to create measures of volume, valence, and word of mouth for tweets. The authors find a significant positive relationship between Twitter metrics and stock returns. Retweet affects and explains stock returns most. All Twitter metrics have a short term impact supporting the efficient-market hypothesis.

Keywords: Twitter, Conversation Metrics, Stock Returns, Natural Language Processing, Vector AutoRegressive Models

The Older, The Greater The Fear Of Being Left On The Shelf? How Age Interacts With Determinants Of Conversion Behavior In An Online Dating Context

Irina Hoof, Technische Universität Braunschweig

David M. Woisetschläger, Technische Universität Braunschweig

Christof Backhaus, Technische Universität Braunschweig

The aging of societies leads to a greater importance of elderly consumers with considerable levels of purchasing power to practice and academia. However, only a few studies exist that shed light on the relationship between age and consumer behaviour in technology mediated service channels like the Internet. In this paper, drivers and barriers of conversion are examined in a contractual setting of an online dating agency. Results show that age and privacy concerns have a negative impact on

conversion. Significant interaction effects were found for the relationship of search behaviour and interactive behaviour with age.

Keywords: Online purchasing, contractual setting, aging

Does Design Matter? An Empirical Investigation Into The Design-Impact Of Online Review Systems

Daniel Kostyra, Goethe University Frankfurt
Jochen Reiner, Goethe University Frankfurt

Online review systems have become an inherit part of the Internet. They provide summary information for customers about a certain product or service. Different designs of online review systems are currently applied in practice. However, the effect of the online review system design on choice probability remains unclear. Therefore, our study investigates into the design impact of six different online review designs. Based on a choice based conjoint experiment we find that significant differences, with respect to choice probability, across online review system designs exist. Furthermore, we find that ratings and two-sided recommendations are superior to one-sided recommendations and that numerical review designs have a greater impact than graphical online review designs.

Keywords: online review systems, review design, rating, recommendation, choice-base conjoint analysis

Just Say Thank You: Impact Of Managerial Gratitude Toward Positive Ewom On Ewom Intention

Hsin-Hsuan Meg Lee, Amsterdam University Business School

Based on social exchange theory and the norm of reciprocity, I explored the influence of managerial gratitude toward positive eWOM on consumer subsequent eWOM intention. Furthermore, I examined the effect of gratitude type (i.e. monetary or non-monetary) and consumer role (i.e. target or observer) on perceived level of appreciation. The results suggest that non-monetary responses generate the highest level of perceived gratitude and eWOM intention from both observers and targets. The observers, however, perceived significant lower level of gratitude with monetary

message and express less willingness to conduct eWOM than the targets do. The effect is partially mediated by perceived level of social worth.

Keywords: eWOM, Gratitude, Managerial correspondence, Online Communication

Antecedents and Consequences of Consumer Concerns in Online Context

Paurav Shukla, University of Brighton

As organizations spend significant amount of their resources on online channels, it is vitally important to understand the effects of this spending on consumer behavior. This research empirically tests an integrated model combining the effects of organizational efforts on consumer concerns, process satisfaction and purchase intentions. The results suggest that consumers are still highly skeptical of organizational efforts in online context and their concerns remain a critical factor in influencing their satisfaction and purchase intentions. The study provides insights for managers regarding how they may reduce shopping cart abandonment by focusing on consumer concerns.

Keywords: consumer concerns, organizational efforts, online purchase, SEM.

Session 14.04:

Product and Brand Management

Session title: Brand & Consumer Relationships Theme 2

Room: C507

Session chair: Jaywant Singh, Kingston University

The Effects of Customer-Brand Identification, Customer Satisfaction and Price Acceptability on Customer Loyalty Intentions

Herbert Woratschek, University of Bayreuth

Bastian Popp, University of Bayreuth

Chris Horbel, University of Bayreuth

This study illustrates the relevance of customer-brand identification in consumer research by revealing the significant influences of this construct on both brand loyalty and WOM as well as their major determinants customer satisfaction and price

acceptability. We test our conceptual model using empirical data of 10 brands. The results show that the direct effects of customer-brand identification on brand loyalty and WOM exceed the influences of customer satisfaction and price acceptability on loyalty behavior. Moreover, customer-brand identification positively influences both customer satisfaction and price acceptability and thus has significant indirect effects on brand loyalty and WOM caused by this mediation.

Keywords: customer-brand identification, customer satisfaction, price acceptability, customer loyalty, WOM behavior, service-profit chain

Does Love towards Brands make Consumers blind? The Role of Product Category

Cid Gonçalves Filho, FUMEC University
Marc Fetscherin, Rollins College

Among the consumer brand relationship facets studied, brand love is one of the most recent and least researched. Little is known whether the brand love construct is universally applicable to any product category or if it's product category specific. The purpose of this paper is to address this. We assessed four different product categories (soft drinks, mobile phones, shoes and cars) and conducted a survey with 800 respondents. Our results show there is no significant differences between the relationship consumers have with loved brands and the various product categories studies. We also find some evidence that if consumers love a brand, this is more dependent on the difference between brands within a product category rather than differences between product categories. This paper extends the consumer brand relationship research as it provides insight into the relationship consumers have with loved brands and the role of the product category.

Keywords: Product category, brand love, brand loyalty, consumer-brand relationship, purchase intention, word-of-mouth.

Co-branding success: a Subtle Balance Between Perceived Credibility and Novelty influenced by Brand Relevancy and Expectancy

Nathalie Fleck, University of Cergy-Pontoise

Geraldine Michel, Graduate Sorbonne Business School

Co-branding strategies involve the collaboration between brands to launch a new product they co-name. This paper aims to better understand consumers' reactions towards the co-branded product. Its main contribution is to highlight the mediating effects of perceived credibility and perceived novelty on the reactions towards the co-branded product through the level of congruence. The results show that perceived credibility of the co-branded product is better explained by relevancy than by expectancy between each of the brands and the new product category. In contrast, the expectancy of the invited brand negatively influences the perceived novelty of the co-branded product only if, at the same time, the invited brand is perceived as relevant. Finally, this research shows that the perceived credibility and novelty of the cobranded product particularly influence respectively its utilitarian and hedonic evaluation.

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Keywords: Co-branding, brand alliance, perceived novelty, perceived credibility, congruence, relevancy, expectancy.

Intangibility as a determinant of consumer evaluation of co-branded services

Stavros Kalafatis, Kingston University

Jaywant Singh, Kingston University

Debra Riley, Kingston University

Co-branding as a brand management strategy has become increasingly popular in recent years. However there are no studies on how consumers evaluate services co-brands, even though it is widely accepted that services have attributes that are different to tangible products. This study is the first to investigate consumer perceptions of co-branding in the services context. Employing a quasi-experimental design, the study examines the impact of intangibility on consumer evaluation of services co-brands. The results show that intangibility has an impact on consumer

evaluations of the co-brands, as a consequence of the differences between higher and lower perceptions of co-brands' intangibility.

Keywords: co-branding, services branding, consumer evaluation, quasi-experiment

Session 17.03:

Sales Management and Personal Selling

Room: C301

Session chair: Anja Hildebrand, University of Passau

How salespeople act as knowledge brokers for new products: the link to genetic makeup.

Wouter Van den Berg, Erasmus University

Wim J. R. Rietdijk, Erasmus University

Willem J.M.I. Verbeke, Erasmus University

Richard P. Bagozzi, University of Michigan

Ad de Jong, Eindhoven University of Technology

Ed Nijssen, Eindhoven University of Technology

In this study, we develop and empirically validate the concept of knowledge brokering in a sales context for selling new products and relate this concept to salesperson's genetic makeup. Based on two independent samples of sales professionals, confirmatory factor analyses yielded *internal* and *external* dimensions of knowledge brokering. Our results reveal a significant relationship between a salesperson's *internal* knowledge brokering behavior and genetic makeup. Specifically, salespeople with the *DRD2 A1* gene variant engage at significant lower levels of *internal* knowledge brokering than salespeople without this gene variant.

Keywords: genetic makeup, selling new products, knowledge brokering,

Helping teammates during new product selling: when does it pay off?

Michel Van der Borgh, Tilburg University
Ad de Jong, Eindhoven University of Technology
Ed Nijssen, Eindhoven University of Technology

To sell new products firms increasingly rely on sales teams. Members of such teams have two potentially conflicting tasks: helping team colleagues and accomplishing high individual turnover. As a result, the challenge for salespeople is to conduct their helping in such a manner that it does not harm and even benefits their individual task accomplishment. So the question is under which conditions helping teammates pays off for the individual salesperson. The authors of this study address this issue and conduct an in-depth empirical study. The results of the empirical study show that helping teammates only leads to higher overall sales for new products if (1) salespeople combine it with proactive selling or if (2) team diversity in sales experience is high. Furthermore, the results reveal that team diversity in sales experience compensates for low levels of proactive selling.

Keywords: New product; Sales team; Proactive selling; Helping; Team diversity

The enhancing impact of friendship networks on sales managers' total sales, new product sales, prospecting and the closing of new deals

Danny Pimentel Claro, Insper Education and Research Institute
Priscila B. Oliveira Claro, Insper Education and Research Institute
Silvio Abrahão Laban Neto, Insper Education and Research Institute
Luciano de Andrade Paiva, Insper Education and Research Institute

This paper examines how relationships with friends moderate the impact of professional networks on sales performance. Based on a sample of 204 sales managers in a professional service company, this study presents evidence that friendship networks increase the impact of sales force's professional networks on new product sales as well as in prospecting and closing new deals. Our results offer important insights into the socio-cognitive perspective of the sales management literature and suggest that firms should encourage managers to improve their friendship relationships in order to access valuable information that will enhance customer knowledge and support their sales efforts.

Keywords: Sales Networks, Friend Network, Sales Performance

A meta-analysis of salesperson innovation adoption

Anja Hildebrand, University of Passau

Martin Klarmann, University of Passau

In recent years researchers have repeatedly emphasized the crucial role of the salesforce in increasing a firm's innovativeness. In this context, researchers have focused on analyzing the relationship between salesperson innovation adoption and salesperson performance. However, empirical results have not yielded a consistent picture of the role of salesperson innovation adoption. Against this background, we conduct a meta-analysis of previous research on salesperson innovation adoption. By analyzing data from more than thirty studies comprising responses from 9,112 salespeople, we find significant relationships between performance and (1) the salesperson process innovation adoption as well as (2) the salesperson product innovation adoption. Furthermore, we examine influences of several individual-related and innovation-related antecedents on innovation adoption.

Keywords: innovation adoption, salesperson performance, meta-analysis, sales management

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Session 19.01:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Alexandra Malheiro, Cavado Polytechnic Institute

Are consumers influenced in their food choice by health labels?

Yasemin Boztug, University of Goettingen

Hans Jørn Juhl, Aarhus University

Ossama Elshiewy, University of Goettingen

Morten Berg Jensen, Aarhus University

Front of pack (FOP) nutrition labeling has received extensive political attention within the last years. The European Commission is proposing to make FOP nutrition labeling mandatory in order to guide consumers to make healthier food choices. Most of the studies of the effects on nutrition labeling focus on consumer attention to labels and very few studies concentrate on effects on actual purchase behavior. In this study we report the results from an analysis of scanner data provided by a large UK retailer and the conclusion is that GDA label introduction does not have

the expected consequences. Sales of the healthier products within a category do not generally increase and sales of the less healthy products do not generally decrease.

Keywords: Nutrition labels, scanner data, demand model, discrete choice model Track: Social

Corporate social responsibility and consumer goodwill: Is it a matter of credibility?

Ana Lanero, University of León
José Luís Vázquez, University of León
María Purificación García, University of León

The implications of CSR for consumer behavior have represented a quite common topic in recent literature, main conclusions remarking that, while it is true that socially responsible initiatives may induce some consumer goodwill towards the organization, the effects of CSR are more complex than expected. From this setting, this paper aims to analyze the relationship between the motives attributed by consumers to CSR practices in business settings and their purchase habits. A survey study was conducted from a total sample of 400 Spanish consumers. Regression analysis revealed that, while expectations of genuine social goals in responsible firms is positively related to consumers' goodwill over the various stages of their purchase decisions and actions, the potential effects of profit-based considerations is more complex.

Keywords: Corporate Social Responsibility (CSR), consumer behavior, consumer attributions, social orientation, profit orientation, Spain

The effect of the environmental informative label as a novel attribute on the consumer perceived value: the case of the baguette

Florence de Ferran, La Rochelle University
Florence Euzeby, La Rochelle University
Jeanne Lallement, La Rochelle University
Sarah Machat, La Rochelle University

Developing consumers' awareness about the impact of their consumption is a major challenge in order to reduce the greenhouse gas effects and the consumption of fossil energies. An environmental informative label on each product reflecting its impact on the environment could be a way to increase consumers' awareness. Considering

this label as a novel attribute, we examine its effects on consumer perceived value and purchase intent in the context of the baguette buying behavior. Individual characteristics of consumers (involvement, environmental concern, learning cost) are also taken into account.

Keywords: novel attribute, environmental label, perceived value

Interpreting consumers' ethical behaviour: nature, critical incidents and rationalisations

Alexandra Malheiro, Cavado Polytechnic Institute
Mino Farhangmehr, University of Minho
Ana Soares, University of Minho

This paper presents an interpretive study of how consumers describe their own ethical behaviour, in terms of its nature, episodes that impact that behaviour and also the way they rationalise not always behaving in an ethical way. Individual interviews with 81 Portuguese consumers were conducted. Results reveal a number of key issues identified by consumers as having ethical ramifications and highlight that different critical episodes may impact, both positively and negatively, ethical consumer behaviour. Other findings suggest that consumers tend to rationalise the fact of not always behave ethically, by applying a number of techniques of neutralization.

Keywords: Ethics, Social Responsibility, Consumer Behaviour, Critical Incident Technique

COMPETITIVE PAPERS

THURSDAY – 24 MAY



Óbidos | Leiria

THURSDAY – 9:00-10:30

Session 01.05:

Advertising, Promotion and Marketing Communications

Session title: "I Say Halo": Halo and Spillover Effects

Room: C406

Session chair: Lars Erling Olsen, Oslo School of Management

Product Placement Effects In A Movie: Results From A Field Study

Bendik Samuelsen, BI Norwegian Business School

Lars Erling Olsen, Oslo School of Management

Product placement research has generally been conducted as laboratory experiments, and thus often lacks ecological validity. This paper reports the results of a field study investigating category cued brand recall and brand attitude change effects of product placements in a real cinema setting using a full featured movie. We show that product placements in general are effective means to increase top-of-mind recall and unaided brand recall. However, only product placements that played a natural and not too prominent role on the screen (i.e. high plot integration) showed brand attitude effects.

Keywords: product placements, attitudes, recall, field study

From Tour De France To Tour De Farce: The Effect Of Negative Sponsorship Information On Sponsors' Brand Image

Oliver Schnittka, University of Hamburg

Henrik Sattler, University of Hamburg, Insitute of Marketing and Media

Mario Farsky, University of Hamburg

Prior research largely reveals positive effects of sponsorship announcements on the favorability of sponsors' brand image. Surprisingly, the effects of negative sponsorship information about the sponsee after the sponsorship announcement have not been studied so far. Therefore, this research is first to analyze the effects of negative sponsorship information on the favorability as well as the structure of sponsors'

brand image. Our findings reveal that negative sponsorship information unfavorably influences both dimensions of sponsors' brand image. Furthermore, we identified boundary conditions (i.e., involvement with the sponsee and familiarity with the sponsoring brand) under which the effect is strengthened respectively diminished.

Keywords: Sponsorship; Negative Sponsorship Information; Brand Image; Brand Concept Maps

From Dusk Till Dawn: How To Counteract The Vampire Effect Of Celebrity Endorsements

Henrik Sattler, University of Hamburg
Carsten Erfgen, University of Hamburg
Sebastian Zenker, University of Hamburg
Christian Müller, University of Hamburg

Celebrity endorsements appear effective for attracting consumers' attention. However, prior research argues that celebrities can overshadow the brand by captivating too much attention—the so-called *vampire effect*. This article explores the vampire effect phenomenon with a large empirical study ($N = 2,923$), and the results confirm its existence across several types of endorsers and brands. Neither the number of simultaneous endorsement contracts for a celebrity nor brand familiarity moderates the vampire effect though. But the vampire effect can be mitigated when consumers learn about a connection between the celebrity and the brand.

Keywords: celebrity endorsement, brand management, advertising effectiveness

A Dynamic Model Of Fan Behavior When Team Expenditures And Brand Equity Signal Future Performance In Professional Sports Market

Stefan Hattula, University of Mannheim
Hauke Wetzel, University of Mannheim
Maik Hammerschmidt, Georg-August-University Goettingen
Johannes Hattula, University of St. Gallen
Cornelia Ebertin, University of Mannheim
Hans H. Bauer, University of Mannheim

In professional sports and other experience product markets companies can influence consumer behavior through signals that reduce uncertainty about product

performance prior to consumption. In situations where multiple signals are available the questions arise how signals interrelate and whether consumers make temporal trade-offs between multiple signals. This research addresses these questions by analyzing longitudinal data for professional soccer clubs spanning more than 40 years. The results show that in earlier stages of organizational life cycle only team expenditures signal is relevant for fan behavior, brand equity becomes exclusively relevant in later stages. Moreover, the causality between both signals reverses over time from 'team expenditures → brand equity' to 'brand equity → team expenditures', a finding that allows derivation of valuable managerial implications.

*Keywords: Sports marketing., Signaling, Team expenditures, Brand equity, Fan behavior, Interrelationships
Organizational life cycle, VAR modeling, Nonlinear regression*

Session 03.09:

Consumer Behavior

Session title: Consumer's Voice

Room: B203

Session chair: Caroline Cloonan, ISG Business School

Flow as a Catalysis for Information Diffusion in an Online Social Network

Matthew Chylinski, University of New South Wales

Qionglin Gan, University of New South Wales

Social Network Sites (SNS) shape the way information spreads within a community by offering a uniquely engaging experience to users; a psychological state captured by Csikszentmihalyi's (1991) flow theory. We propose a conceptual framework investigating the social aspect of flow and its impact on information diffusion. Our study indicates that individuals are more likely to experience flow when (1) they are part of a high connectedness group characterized by homophily and strong ties; and (2) interacting with other group members who are already in flow. Furthermore (3) flow has partial mediating effect on information spreading in SNS.

Keywords: Information diffusion, engagement, flow.

How Not to Market More: When and why Fulfilling Consumers' Desire to Own More can Reduce Consumption Satisfaction

Haiyang Yang, INSEAD
Ziv Carmon, INSEAD
Ravi Dhar, Yale University

Though firms thrive on consumers' desire to own more goods, research on how owning more affects consumer satisfaction and subsequent behaviour is scarce. We argue and show in the lab and the field that for goods with contrasting attributes—each good being superior and inferior to the others on one or more dimensions—consumers can be *less* satisfied when owning more goods. This is because contrasting attributes induce an upward shift in comparison standards, making each good in the consumption set appear deficient and hence less gratifying. We conclude with a discussion of the implications for firms and consumer welfare.

Keywords: Consumption Satisfaction, Consumer Welfare, Judgment and Decision Making

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Giving voice to customers: the impact of behavioral commitment

Caroline Cloonan, ISG Business School
Julien Bourjot-Deparis, Paris Dauphine University
Gwarlann Caffier de Kerviler, Paris Dauphine University

The present research aims at analyzing customers' complaining behaviors in the light of commitment theory. Through an experimental study, we demonstrate that customers who initiate a first complaining behavior are more prone to claim again and with increased acuity than customers who did not enact a first complaint. Results also show that this tendency can be influenced by the type of response provided by the company. Customers who initiated a first complaining behavior are expecting more than other customers, and need to be offered a refund on top of company apologies to reduce their willingness to complain again.

Keywords: behavioral commitment, commitment theory, complaining behaviors

The Shifting Effects of Product-Based Virtual Communities on Brand Decision Making

Stella Yiyua Li, City University Hong Kong

WITHDRAWN

Adopting social information processing theory this study proposes a new model to examine the dynamic influences of product-based virtual communities (PVCs) on consumers' brand selection process. Using a longitudinal field study, the author finds that the information motive plays a dominant and increasing role in enhancing variety-seeking intentions and consideration set size over time. Social motives and individual susceptibility to VC normative influence have decreasing influences on consumers' brand selection in the long term. These results have some managerial implications, especially for communications about new brand and product.

Keywords: virtual community, brand loyalty, consideration set, variety-seeking, longitudinal

Session 03.10:

Consumer Behavior

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Session title: Risk and Threat: Shifting Risk Perceptions

Room: B204

Session chair: Luk Warlop, K.U.Leuven & Norwegian School of Management (BI))

Being too Cosy:

Risk compensation in Consumer Settings

Bart Claus, IESEG School of Management

Luk Warlop, K.U.Leuven

Is it possible to make consumers seek out risk? Risk compensation theory would predict this, if we bring consumers in a state of excessive safety. Responding to a critique in literature that this theory lacks the demonstration of process evidence, we conducted three studies that show a generalized effect, driven by risk perception, and with boundaries in regulatory focus.

Keywords: Risk, Choice, Compensatory behavior

Time well spent: society decides similarly about risky time versus monetary outcomes, but individuals do not.

Anouk Festjens, K.U.Leuven
Sabrina Bruyneel, K.U.Leuven
Siegfried Dewitte, K.U.Leuven
Enrico Diecidue, INSEAD

This paper investigates decision making under risk using both time and money as outcomes. From an economics perspective, “time is money.” However, psychologists have reported differences in decision-making across time and money. To obtain insight in this seeming discrepancy, we measured prospect theory’s value functions for both time and money for 131 participants in a two-stage experiment. While the value functions for time and money are strikingly similar at the average level, near zero correlations between the parameters of time and money value functions indicate that individual time-related and monetary decisions are driven by different underlying processes.

Keywords: Decision-making, Prospect Theory, Monetary versus Time outcomes, Aggregate versus Individual Decisions

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Attenuating Consumer Reactance to Threatening Messages: The Moderating Role of Construal Level

Marjan Jalali, Lisbon University Institute (ISCTE)
Donnel Briley, University of Sydney

While many persuasive communications are perceived as increasing consumer choice, others more or less forcefully restrict that choice. This research examines the effects of threats to freedom on receptivity to message information, as a function of the level of construal at which the message is processed. The findings indicate that consumers are more open to high threat message information at high (vs. low) levels of construal, and that this pattern holds whether construal level is manipulated via message wording (study one) or is non-consciously primed prior to message exposure (study two). The results also point to the level of detail at which the message is considered, and the resulting use of persuasion knowledge, as the underlying reason for this pattern of results (study three). Persuasion knowledge use tends to be higher at high (vs. low) levels of detail, and information receptivity accordingly lower.

Keywords: Construal Level Theory, Reactance Theory

Growing with Love: Priming Attachment Security Enhances Risk Taking and Impatience

Yuanyuan Li, K U Leuven

Sabrina Bruyneel, K.U.Leuven

Luk Warlop, K.U.Leuven & Norwegian School of Management (BI)

The impact of attachment security on consumer behaviors is under-investigated. Secure attachment gives individuals confidence and courage to explore the environment, accept challenges, and take risks. We found that priming consumers with attachment security made them prefer risky options (Study 1), and enhanced impatient behaviors (Study 2). We replicated the basic effect in Study 3, while ruling out several alternative explanations. Follow-up studies will be conducted to investigate whether the effect is driven by optimism towards the environment or by a “safety cushion” emerging from feelings of security.

Keywords: Attachment Security; Risk Taking; Impatience

Session 04.05:

Innovation and New Product Development

Session title: Diffusion / Network Externalities

Room: C506

Session chair: Pierre Desmet, Paris-Dauphine University & ESSEC Business School

The Diffusion Of Durable Goods Across Countries And The 'jackrabbit' Effect

Rosanna Garcia, Northeastern University

Javier Palacios Fenech, Universitat Pompeu Fabra

Michael Greenacre, Universitat Pompeu Fabra

Studies on the diffusion of innovations have primarily focused on developed countries, particularly Europe and the United States, whereas diffusion research in emerging economies has been relatively scarce. In this study, we compare the diffusion of 31 durable goods in 70 developed, emerging and less-developed countries and analyze their trend between 1977 and 2008. Principal component analysis biplots are used in order to determine what types of durable goods are more closely associated with

each other across different countries, and clusters of countries based on the diffusion of these durable goods are created. The biplots visually demonstrate a jackrabbit effect for some products, which is when an innovation starts diffusing in a developed country but then “jumps” over to an emerging market country where growth more quickly takes off. Using satellite television sets as an example, we show that in this case, this effect is not driven by wealth alone, but that political status (democratic vs. autocratic) and religion (religious freedom vs. religious persecution) are drivers of this phenomena.

Keywords: Diffusion of Innovations, Principal Component Analysis, Rate of Adoption, Rate of Discontinuance, Rate of Penetration, Jackrabbit Effect

Time To Dive

Javier Palacios Fenech, Universitat Pompeu Fabra
Gerard Tellis, University of Southern California

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Dive is a sudden increase in the rate of discontinuance of durable goods, that is, a negative takeoff. Socio-economic and cultural characteristics of countries are related to time-to-dive in the analysis of three durable goods that are discontinued globally. A Cox proportional hazard model and a parametric hazard model are used to evaluate the relation of country characteristics with time-to-dive. A hidden incubation period, that may cause an overprediction of time-to-dive, is found for every type of product category. Dive is driven by takeoff and level of penetration of a substituting technology, individualism, masculinity and income inequality. The applications of these findings to products entering the decline stage of their life-cycle are discussed.

Keywords: Dive, Takeoff, Rate of Discontinuance, Rate of Adoption, International Diffusion of Innovations, Hidden Incubation Period.

Do Network Externalities Really Matter In Consumer Behavior? Experimental Framework For Measuring Willingness To Pay For Network Size

Romain Cadario, Paris Dauphine University

Emmanuelle Le Nagard-Assayag, ESSEC Business School

Pierre Desmet, Paris-Dauphine University & ESSEC Business School

Consequences of network externalities, such as product growth and innovation diffusion, are widely studied in marketing literature. However, there is little empirical research that examines the existence of such network externalities in consumer behavior. When and how do consumers take into account the installed base, and the availability of complementary goods in the decision process? To help answer this question, an experimental study was built to demonstrate that network size actually influences consumers' choice in the case of e-book readers. We find that when the intrinsic value associated with a product is controlled, willingness to pay for network size is positive and confirms that consumers are in fact willing to pay a "premium" for the installed base and the availability of complementary goods. Implications of these findings for new product development and possible extensions are also discussed.

Keywords: Network externalities, willingness to pay, nested logit, conjoint analysis.

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From Network Collaboration To New Product Development Time

Rebecca Liu, University of Sussex

Susan Hart, University of Strathclyde



WITHDRAWN

This paper departs from a contradictory argument: Does network collaboration speed new product development (NPD) or not? Some researchers find networking helps NPD speed yet others find no association between them. To address the issue, we conducted a mixed-methods research project: qualitative case study proposed theory and survey research tested the proposed theory. Data from three case studies and 211 survey samples suggest a knowledge process model that consists of the transfer and the cross-transformation of knowledge. Our central finding is that when companies merely involve knowledge transfer, network collaboration has no association with NPD time reduction. It is knowledge cross-transformation that contributes most to NPD speed. This paper contributes to NPD network study and leads to an important topic for future research – *knowledge cross-transformation*.

Keywords: new product development, network collaboration, NPD speed, knowledge process

Session 05.05:

International and Cross-Cultural Marketing

Session title: Cross-National Research

Room: C402

Session Chair: Marc Fetscherin, Rollins College

When Do Mouths Matter? A Cross-Cultural Assessment Of Consumers' Preferences Towards Anthropomorphic Car Fronts

Christian Purucker, University of St Gallen

Although of present economic importance, to date marketing research knows only little about cross-cultural variations of consumers' design preferences. In two studies featuring participant samples from China, Germany and the USA, an investigation of consumers' perception of car fronts is pursued. Building on previous research on anthropomorphic (human-like) product design and emotion perception, it is found that consumers across all countries perceive anthropomorphic car fronts on two affective core dimensions. However, clear differences emerge with respect to the effect of particular design features on the participants' liking between East and West. Theoretical and practical implications of the findings are discussed.

Keywords: Anthropomorphism, Product Design, Car Design, Cross-Cultural Design, Product Perception

A Cross-National Study On The Effect Of Reputation And Animosity On Trust And Purchase Intention Of Foreign Products

Nadia Jiménez, Universidad Autónoma De San Luís Potosí

Sonia San Martín, Universidad de Burgos

The *purpose* of this study is to understand how the effect of animosity and COO (Country-of-origin) reputation associated with the firm on trust and purchase intention are different in emerging and developed markets. The *main contribution* of this work is to propose a crossnational study to establish differences or similarities in the behaviour of consumers from emerging and developed markets when evaluating foreign products. Data collected from 202 Spanish car owners and 274 Mexican car owners evaluating American automobiles was analysed with SEM. Our results show that in emerging market economies the COO firms' reputation has more relevance and influences on trust and purchase intention than in mature markets with a well-established

institutional-based trust. Also, trust has an important role in international markets because it determines the purchase intention of consumer from different contexts.

Keywords: animosity, trust, COO, purchase intention, emerging and developed markets.

Development And Validation Of A Trust Scale For Global Brands In Germany, India, And South Africa – Constraints To Hofstede's Cultural Framework

Sabrina Hegner, Bremen University

Due to its inherent advantages a global branding strategy has received more and more interest of brand managers over the years. Especially the fast-growing emerging countries are building a focus of global branding. Additionally, recent studies show that consumer trust is an essential condition for brand success. This practical relevance of trust for the success of brands stands in sharp contrast to the lack of research on trust in emerging countries. This paper wants to close the gap for the emerging countries of India and South Africa as well as show a comparison with a developed country. Therefore this paper presents the development of an intercultural valid brand trust scale based on an intensive literature review. The results show both the limitations of Hofstede's cultural framework and the need for further explanations.

Keywords: global brands, brand trust, emerging countries, intercultural scale validation

Session 07.05:

Marketing of Public and Non-Profit Organisations

Session title: Stakeholders & Market Orientation 1

Room: B201

Session chair: Gabriele Troilo, Bocconi University & SDA School of Management

Place Branding: A Multiple Stakeholder Perspective

Suzanne C. Beckmann, Copenhagen Business School

Sebastian Zenker, Erasmus University Rotterdam

Cities increasingly brand themselves as an attractive place for tourists, investors, business and workforce. Yet, most place branding efforts do not take the diversity

of their stakeholders and the variety of place perceptions into account. Our study, however, reveals significant discrepancies between internal and external stakeholders' mental representations of a place brand, using the city of Hamburg as an example. We therefore argue that place brand management needs to align its brand communication with stakeholders' interests, using an integrated approach to developing city-specific strategies for building target group-specific place brand architecture.

Keywords: Place Branding, Brand Complexity, Stakeholder Management, City Marketing

The Nature and Structure of Multiple Stakeholder Marketing Orientation in Higher Education: A Theoretical Proposition and its Empirical Test

Paulina Papastathopoulou, Athens University of Economics and Business
Markos Tsogas, University of Piraeus
Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki
Andreas Andronikidis, University of Macedonia

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The main purpose of the paper is to present and verify a new conceptualization of the structure and nature of the multiple stakeholder marketing orientation in public higher education. The modeling effort in essence separates the customer, competitor, employee and societal orientations from the variable of Multiple Stakeholder Marketing Orientation, which should be treated as a higher order and reflective in nature. This approach corresponds with the new definition of marketing which implies the role and responsibility of marketing to provide value broadly.

Keywords: Stakeholder Orientation, Marketing Orientation, Employee Orientation, Societal Orientation, Latent Structure Modeling, Partial Least Square

Antecedents of Organisational Partner Satisfaction in a Public Sector Context

Barbara Caemmerer, ESSCA School of Management
Valentina Stan, ESSCA School of Management

While the development of a partner orientation in public sector settings is critical for the achievement of strategic organisational objectives, little is known about the components of such an orientation and how they impact on partner satisfaction –

an important organisational stakeholder group. The empirical results of this study suggest that effectiveness, value creation, exchange, integrity and the achievement of goal complementarity are important components of partner orientation. The model explains 56% of the variance in partner satisfaction. This study contributes to the wider stakeholder literature and provides managerial implications for public administration.

Keywords: partner orientation, stakeholder theory, PLS path modeling

Does motivation really matter in pursuing artists' goals? An investigation on the mediating role of artists' strategies

Elena Fumagalli, Bocconi University

Gabriele Troilo, Bocconi University & SDA School of Management

Arts marketing literature mainly focused on the clash between arts and business. At the individual artist level the main research streams investigate the structural tension of pleasing different audiences and the peculiarities of the artists' labor market structure. However, there is the need to explore the role of artists' strategic orientation in achieving their goals (intrinsic and financial). A model was created to test whether artists' strategy has a mediating effect on the relationship between their motives and their goal attainment. The analysis was carried out in two phases. First, a preliminary qualitative research was conducted to define the constructs of our model. Second, quantitative data was gathered through a questionnaire and by using Baron and Kenny (1986) methodology we tested the mediating effect. Results show that intrinsic strategy is important for artists' intrinsic goals achievement, whereas financial goals are influenced by external factors of art marketing

Keywords: artist motivation, artist strategies, artist goal attainment, arts marketing.

Session 09.05:

Marketing Strategy and Leadership

Session title: Marketing Organization 2

Room: B202

Session Chair: Felipe Ruiz, Alicante University

Customer satisfaction can do more:

An empirical investigation of HR-related outcomes

Regina Viola Frey, German Graduate School of Management and Law

B2B relationships between customers and employees are very interactive. Prior research has investigated this relationship assuming employee satisfaction to influence customer satisfaction. However, due to the interactive character of the relationship, it might as well be that customer satisfaction affects employee satisfaction. We empirically test this assumption on a dyadic B2B sample. We find that customer satisfaction indeed influences employee satisfaction and subsequently yet employee retention.

Keywords: customer satisfaction, employee satisfaction, B2B interaction.

The impact of firm strategy on employee performance

Martin Kindchi, Zurich University

Markus Meierer, Zurich University

René Algesheimer, Zurich University

Firms traditionally focus on strategy. Studies showed the varying effects of strategy on firm-level outcome variables. Research also demonstrated the influence of employee-level variables on employee's performance. However, no study so far examined the effect of firm strategy on employee's performance over time. This paper examines employee's growth in achievement. We contribute in several ways: After introducing the concept of experienced strategy stability, we show the positive influence of experienced strategy stability on employee's performance. Further, we emphasize the moderating effect of relative employee compensation on the aforementioned relationship. We believe that the impact of firm strategy on employee performance is likely to have important economic, social and managerial consequences.

Keywords: Strategy stability, individual performance, latent growth curve modeling

Asymmetric rivalry within and between strategic groups

Felipe Ruiz, Alicante University

Francisco Mas-Ruiz, Alicante University

Antonio Ladrón-de-Guevara, Pompeu Fabra University

We examine rivalry within and between strategic groups through the hypothesis that the degree of rivalry will depend on whether the competitor is within the same group as the competing firm or in a different group. We estimate the effect of group-level strategic interactions on firm performance. Empirical analysis reveals that the rivalry behavior within and between strategic groups is asymmetric, which supports the dominant-fringe relation between firms, wherein large firms expect to experience strong intra-group rivalry and no reaction from smaller firms. Smaller firms expect to experience no intra-group rivalry and a small amount of retaliation from large firms.

Keywords: competition, strategy, firm size, banking

Session 12.05:

New Technologies and E-Marketing

Room: C407

Session chair: Willemijn van Dolen, University of Amsterdam Business School

Adoption Of Internet Banking By Portuguese Consumers: An Empirical Analysis

Maria Teresa Borges Tiago, University of the Azores

Ricardo Borges, University of the Azores

João Pedro Couto, University of the Azores

Flávio Tiago, University of the Azores

In the past thirty years the home banking services offer available to consumers has been diversified. Internet banking is one of the latest investment banking institutions made in this field and the more profitable one. The results and challenges of this commercial channel raised the attention of several international investigators, who have attempted to identify the inhibiting and boosters' factors influencing consumers' decisions on adoption and use of Internet banking services. This investigation seeks contribute to an enlargement of the knowledge regarding this matter by researching Portuguese consumers' patterns and behaviors' concerning the acceptance and use intention of internet banking.

Keywords: Internet banking, consumers, TAM, Portugal

The Impact Of Google Search And Print Media On Private Investors' Trading Volume

Isabel Lenz, Goettingen University

Nicolas Jabs, Johann Wolfgang Goethe University Frankfurt

Hauke Wetzel, University of Mannheim

This study investigates the effect of pushed (via print exposure) and pulled information (via *Google* search volume) on private investors' trading volume. The empirical results provide support for an u-shaped effect between both media measures and trading volume. Further, generally, *Google* search volume (SVI) complements the impact of print exposure on trading volume. However, over time the role of print exposure is substituted by *Google* search inquiries (SVI) providing an expeditious way to customize information consumption. Finally, the findings indicate that information pulled via *Google* is more important than information pushed via traditional print media when risky or volatile stocks are traded.

Keywords: Google Search Volume, Print Exposure, Investor Marketing

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The Mediating Role Of Source Credibility In The Relationship Between Consumer Participation In E-Wom And Its Influence

Manuela Lopez, University of Murcia

Maria Sicilia, University of Murcia

Word of mouth (WOM) is an important information source for consumers. Previous researchers have shown it is more credible and persuasive than commercial information. The development of new media has increased the importance of this interpersonal influence (referred to as e-WOM). However, few studies have analyzed yet how e-WOM works. This paper studies the role of source credibility and participation as determinants of e-WOM influence. Results indicate that source credibility partially mediates the relationship between passive participation and e-WOM influence. In contrast, source credibility totally mediates the relationship between active participation and e-WOM influence. To the best of our knowledge, this is one of the first studies to analyze the relationship between consumer participation in e-WOM and its influence.

Keywords: e-WOM, source credibility, passive participation, active participation

We Belong Together; The Effect Of Online Community Identification And Brand-Related WOM

Miriam Mehl, Bangor University/Bangor Business School
Marv Khammash, University of Sussex
Gareth Griffiths, Bangor University/Bangor Business School

The study examines the effect of members' identification with online brand communities (BCs) on their brand-related word-of-mouth (WOM) behaviour. It extends research by Karaosmanoglu et al (2011), according to whom consumers' interactions encourage consumer-company-identification. Online BCs appear to create added value that impacts on members' brand-related behaviour, as the support they receive due to community identification is expected to strengthen their brand relationship and increase brand-related WOM. The online survey led to 369 valid responses from 13 online BCs focussed on Apple Inc. The results were tested using regression and mediation analysis.

Keywords: Community identification, WOM; online brand community; eWOM

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Members' Willingness To Invest In Niche Social Network Sites

Marlene Vock, University of Amsterdam Business School
Willemijn van Dolen, University of Amsterdam Business School
Ko de Ruyter, Maastricht University

In view of the growing number of online social network sites (SNS) and their struggle for profitability, the aim of this study is to expand our understanding of viable value propositions for the specific context of niche SNS. We also investigate how perceived customer value can be translated into economic returns for niche SNS operators. Building on previous studies which adopted social capital theory, this study adds the concept of entitativity to capture the distinctive and narrow scope of a niche. A survey among 5,738 members of a niche SNS reveals that entitativity and social capital directly impact members' willingness to invest (WtI) in memberships fees. Moreover, whether realized economic and social customer value can explain this willingness depends on the type of customer (i.e., free versus fee-paying member).

Keywords: entitativity, online social network, social capital, upselling, willingness to invest

Session 14.05:**Product and Brand Management**

Session title: Brand Extension and Scale Development**Room: C507****Session chair: Florent Girardin, University of Lausanne****The Influence of the Retail Outlet on Brand Extension Evaluation**

Tamira W. King, Cranfield School of Management

Radu Dimitriu, Cranfield School of Management

An issue largely overlooked in the brand extension literature is how brand extension evaluation is influenced by consumers' perception of the retail outlet where the brand extension is sold. We focused on low fit brand extensions (e.g., Philips sunglasses), and ran an experiment to investigate how two factors related to the retail outlet, namely whether it sells the parent brand (i.e., Philips) and whether it sells the extension category (i.e., sunglasses), affect brand extension evaluation. Our results suggest that, in order to boost the evaluation of low fit brand extensions, brand managers should ideally launch them through retailers selling both the parent brand and the extension category and should definitely avoid launching them through retailers selling the parent brand but not the extension category.

Keywords: Brand extension, fit, retail outlet, store image, evaluation

External Brand Orientation: Scale Development and Validation

Lamprini Piha, Athens University of Economics and Business

George Avlonitis, Athens University of Economics and Business

In recent years, an augmenting academic and practitioner interest is witnessed regarding brand orientation and the factors that engender this orientation in organizations. However, much less attention has been devoted to operationalizing this notion. The authors delineate the domain of brand orientation and focus on one of its building blocks, namely external brand orientation (EBO). They define it as the degree to which an organization effectively and efficiently adopts the necessary behaviors for the management of superior brand identity. They report the development of a valid measure of EBO, consisting of three behavioral components: brand consistency, brand protection, and brand performance assessment. Theoretical and managerial implications of the new scale are discussed.

Keywords: Brand orientation, Brand management, Brand consistency, Brand protection

Measuring the Cult Status of Brands: Conceptual Considerations and Scale Development

Dimitri Wittwer, University of Bern
Lucia Malär, University of Bern
Bettina Nyffenegger, University of Bern
Bianca Grohmann, Concordia University
Harley Krohmer, University of Bern

The phenomenon of cult brands is gaining increasing interest in brand management. This article describes two studies aimed at developing a scale measuring the cult status of brands: an item generation study and an initial administration study. Based on literature and qualitative interviews, the authors identify cult dimensions and items, and administer the scale to 569 consumers. The results show that the cult status of brands can be measured with six dimensions: following, trendsetting, cultural innovation, authenticity, tradition, and uniqueness. The authors conclude with implications of their study for future research and managerial practice.

Keywords: Brand Management, Cult Status, Cult Brands, Scale Development, Initial Administration.

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Brand Authenticity and its Dimensions

Florent Girardin, University of Lausanne
Felicitas Morhart, University of Lausanne
Michael Beverland, University of Bath

This paper aims at developing a reliable scale to measure brand authenticity. From a literature review and a qualitative study, brand authenticity is conceptualized as a multidimensional construct consisting of six dimensions, namely quality commitments, heritage, consistency, links to time, place, and culture, as well as relevance and sincerity. A large pool of items to tap each dimension is first generated. This pool is then reduced as items are selected through content and exploratory factor analyses. Initial results are exposed and further studies to validate the scale are proposed.

Keywords: brand authenticity, scale development

Session 15.01:

Relationship Marketing

Session title: Loyalty Programs

Room: C502

Session chair: Nathalie Demoulin, IÉSEG School of Management

Managing the Impact of Customer Satisfaction and Customer Experience on Loyalty Card Usage Intensity: Moderating Effects of Programme Characteristics

Marc Schnoring, TU Braunschweig

Christof Backhaus, TU Braunschweig

David M. Woisetschläger, TU Braunschweig

Due to the evidence of the sporadic use of loyalty cards (Mauri 2003) we examine the impact of customer satisfaction and customer experience on loyalty card usage intensity. Using data from a survey among 1707 members of 28 different loyalty programs, we find significant moderating cross-level interaction effects of coalition loyalty schemes on the satisfaction-usage link as well as of program-related customer satisfaction on the link between relationship age and loyalty card usage intensity. Additionally, our study confirms the double jeopardy effect, indicating that the relative size of a loyalty programme influences loyalty card usage intensity.

Keywords: Loyalty program, loyalty card, multilevel analysis, relationship marketing

Impact of Loyalty Programme Enrollment on Consumer Purchasing Behavior

Martin Boehm, Madrid Instituto de la Empresa

Alberto Maydeu, University of Barcelona

Although evidence about the effect of loyalty programs on a consumer's purchasing behavior has begun to accumulate, the empirical research provides mixed results. This ambiguity may relate at least partly to data limitations. A potential problem is that consumers who are already loyal may have a higher likelihood to enroll into a loyalty program. Studying loyalty programs over time is one way how to alleviate this self-selection bias. To determine whether the loyalty programme enrollment affects a consumer's purchase behavior, we analyze variations in repeated data

measurements. Our results indicate a strong positive impact on share-of-wallet of loyalty programs.

Keywords: Loyalty Programs, Purchasing Behavior

How Loyalty Programme Design influences Customers' Value Perception – Investigating the Relationship between Motive and Value

Alexander Mafael, Freie Universität Berlin
Henning Kreis, Freie Universität Berlin

Creating and maintaining customer loyalty are some of the most important tasks in marketing management. Loyalty programs are able to support this mission as they foster the management of customer relationships. Although there is agreement on the importance of such programs, there is little consensus on how to design effective customer loyalty programs that add value to a company's services. We identify the focus on singular programs as a potential reason for this controversy and propose an integrative framework of customer motives, value and behavior to capture the effects of different programme designs. The derived hypotheses are tested via multi-group structural equation analysis (n=216). We investigate the role of programme design as a moderator on the motive-value relationship and therewith deepen the understanding of the antecedents of loyalty programme participation.

Keywords: Loyalty Programs, Customer Value, Customer Motives

Which benefits to provide to customers to enhance their satisfaction towards loyalty programs and their store loyalty? The particular case of multi-level membership loyalty programs

Nathalie Demoulin, IÉSEG School of Management
Pietro Zidda, University of Namur (FUNDP)

This study investigates the benefits customers perceived from their participation in a store loyalty programme (LP). More specifically, we assess how the perceived benefits (i.e., utilitarian, hedonic and symbolic) impact on the satisfaction towards the programme and finally on store loyalty. We develop and test a model of store loyalty including perceived benefits, LP satisfaction, several dimensions of store

loyalty and involvement as a moderator. In addition, we explore the context of a multi-level membership LP in the apparel industry. The results show that perceived benefits in general and the symbolic ones in particular are strong determinants of the satisfaction towards LPs and substantially drive store loyalty. Our findings provide insights about the effectiveness of multi-level membership LPs. We suggest some practical recommendations in designing LPs in a more effective way.

Keywords: store loyalty, loyalty card, perceived benefits, satisfaction

Session 16.01:

Retailing, Channel Management and Logistics

Session title: Channel management 1

Room: C509

Session chair: Stefan Roth, Kaiserslautern Technical University

Social Effects Of Punishment In Marketing Channels

Maggie Dong, City University of Hong Kong

Danny T. Wang, Hong Kong Baptist University

Flora F. Gu, The Hong Kong Polytechnic University

In a distribution network, a punishment event not only affects the disciplined distributor, but also changes the attitudes and behavior of those in the same distribution network (i.e. observers). Extending beyond the dyadic view of punishment between a manufacturer and distributor, we consider the effect of punishment on observers. Integrating the insights from deterrence theory, fairness theory, and social network theory, we develop a framework on the social effects of punishment in a distribution network and empirically test it based on a survey in China. The findings suggest two mechanisms – (1) the direct deterrence effect and (2) the trust-building process through which punishment on the focal distributor deters observers' opportunism. Moreover, these two mechanisms are negatively moderated by the disciplined distributor's social embeddedness and positively moderated by the focal manufacturer's monitoring capability.

Keywords: Punishment, Opportunism, Social Effect

Supply Chain Coordination With Different Pricing Schemes

Stefan Roth, Kaiserslautern Technical University

It has long been known that linear tariffs are not sufficient to effectively coordinate supply chains. In order to achieve coordination, collaborative pricing or two-part tariffs can be applied, as both are dominant strategies in a monopolistic situation. However, these results change dramatically in a competitive situation. We model such a setting and find three results: First, collaborative pricing is dominated by two-part tariffs. Second, depending on the substitutability of the products and the relevant cost structures linear tariffs can be superior to two-part tariffs. Third, the monopoly model happens to be only one special case of the competition model.

Keywords: Supply chains, pricing, collaborative pricing, linear tariff, two-part tariff

Antecedents And Performance Implications Of Misaligned Formal Contracting In Industrial Buyer-Supplier Relationships

Jon Bingen Sande, BI Norwegian Business School
Sven A. Haugland, Norwegian School of Economics

Why do some firms make poor contracting choices? This paper suggests that purchasing manager sales and marketing experience and insight into supplier's representative's mental models give rise to contracting capabilities that improve alignments between formal contracts and transaction attributes. The authors test this idea on a sample of 305 firms in the Scandinavian wood industry, and receive general support for the hypotheses. In addition, they find that misaligned formal contracting significantly reduces relationship performance, in particular in the presence of asset specificity. The results illuminate why seemingly similar firms, with seemingly similar transactions, make different contracting choices, and how that affects performance.

Keywords: Formal contracting, contracting capabilities, governance, transaction cost economics, learning, business-to-business relationships.

WITHDRAWN

Session 17.04:

Sales Management and Personal Selling

Room: C301

Session chair: Paolo Guenzi, Bocconi University

Tournaments for insurance sales agents

Michaela Wedel, Erlangen-Nürnberg University

Martina Steul-Fischer, Erlangen-Nürnberg University

For insurance companies, tournaments are one of the most important incentives to motivate and control insurance sales agents. We analyse the efficiency of tournaments for insurance sales agents and the effects of passive selection in tournaments. Based on an experimental study we show that the level of prize and its exclusiveness as well as the presentation of rank during the tournament increase efficiency and decrease passive selection.

Keywords: tournaments, insurance, sales agents, passive selection

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Investigating the profitability of multilevel marketing

Prithwiraj Mukherjee, ESSEC Business School

Arnaud De Bruyn, ESSEC Business School

Multilevel marketing (MLM) is direct selling where freelance recruits sell a company's products to, and recruit new sellers from their acquaintances earning commissions on own and recruits' sales. Recruits foot their business expenses, often incurring losses, which existing MLM compensation models do not predict. Our agent-based model factors these expenses and predicts that if all agents act optimally, business expenses are initially entry barriers reducing the number of recruits and improving profitability but then adversely affect incomes. Our method predicts commission schemes which are profitable to recruits, and can be used by regulators to separate legitimate MLMs from pyramids.

Keywords: Multilevel Marketing, Agent-Based Modeling, Small World Networks, Genetic Algorithms, Learning

Solving The Paradox Of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Team Spirit

Isabella Soscia, Skema Business School
Richard Bagozzi, University of Michigan
Paolo Guenzi, Bocconi University

Machiavellianism is an individual personality trait that has been closely examined in sales contexts. Results about the impact of this trait on sales performance are controversial. This study maintains that Machiavellianism negatively interacts with perspective taking in enforcing the collective self, which is found to be an important determinant of salespeople motivation. In order to test our hypotheses, a survey was conducted on salespeople in a pharmaceutical company. Managerial implications are discussed.

Keywords: Salespeople, machiavellianism, perspective taking, collective self, motivation.

What characterizes companies exhibiting high vs. Low marketing sales conflict?

Konstantinos Lionakis, Athens University of Economics and Business
George Avlonitis, Athens University of Economics and Business

This paper focuses on the relationship between the Marketing and Sales departments. Based on the data collected from both Marketing and Sales managers of 132 consumer goods companies, the study shows that a high level of Marketing-Sales conflict is associated with (a) low degree of market orientation, (b) inconsistencies in the perceptions of Marketing and Sales managers regarding their company's strategy, (c) unequal level of power between Marketing and Sales departments within the organization, and (d) reduced performance. The implications of the study are discussed.

Keywords: Conflict, Organisation, Performance

Session 18.01:

Services Marketing

Session title: Service recovery and failure**Room: C501****Session Chair: Gergely Nylasiy, Melbourne University****Consumers' Emotional Responses To Service Recovery Behaviours**

Christo Boshoff, University of Stellenbosch

Rafal Ohme, Testdifferent Laboratory

Mikhail Matukin, Testdifferent Laboratory

Persistent poor service delivery can, over the long term, have a detrimental impact on a service firms' performance and even its survival prospects. Given that a customer complaining is a stressful, emotion-laden situation, this study avoids the limitations of previous studies that made use of self-report approaches to measure consumer's emotional responses during a service encounter by using a neuro-physiological measurement approach. Neuro-physiological measurement is able to *track consumers' emotional responses throughout an entire service recovery interaction* as opposed to a once-off description of what a respondent or subject *thought* their emotional response was. This study confirms the earlier findings of negative emotional responses in a service recovery situation but finds that the *entire* service recovery situation is not necessarily characterised by negativity.

Keywords: Service recovery, service failure, emotions

**Cross-Selling In Service Recovery Encounters.
Staying Under The Customer's Radar To Avoid Salesperson
Stereotype Activation**

Claudia Jasmand, Imperial College London

Vera Blazevic, Radboud University Nijmegen and RWTH University Aachen

Ko de Ruyter, Maastricht University

To enhance revenues and customer relationships, firms experiment with crossselling during their costly inbound service. Yet, cross-sell attempts during service recovery encounters may easily backfire. Prior research revealed consumers' use of negative stereotypes in their interactions with marketers. We outline conditions in which customer service representatives' (CSRs) cross-sell attempts are prevented from

triggering a negative salesperson stereotype and hence, remain under customers' selfprotection radar after service failures. 5 experiments show that CSRs' high-touch response during recovery provision induces customers to positively stereotype, which increases cross-sale success and encounter satisfaction even beyond recovery-only encounter levels. Otherwise, cross-sell attempts tend to fail and seriously harm recovery efforts.

Keywords: service recovery encounters, cross-selling, stereotypes, multiply categorizable people, cognitive load

The Role Of Employee Emotions In Service Recovery: Contrasting Two Theoretical Models

Gergely Nylasiy, Melbourne University
Zsofia Kenesei, Corvinus University Budapest
Krisztina Kolos, Corvinus University Budapest

The purpose of this theoretical paper is to build two competing models for the role employee and customer emotions in service recovery. The development of the models is based on foundational literatures in general psychology, organizational behaviour and marketing. One model corresponds to the received wisdom in service recovery research based on the appraisal theory school of emotions. A competing model is built on newer theoretical insights from emotional contagion and social functional theories of emotions. The contributions of the paper for the development of marketing thought are (1) the specification of previously implicit theoretical assumptions, (2) the adoption of innovative foundational theories from neighbouring fields and (3) the integration of these theoretical insights into a testable set of competing models. Implications for marketing practice include recommendations for the appropriate weighting of emotional service recovery tactics.

Keywords: Service Recovery, Complaint Handling, Emotional Contagion, Emotional Labor, Appraisal Theory, Social Functional Theories of Emotions, Employee Affective Delivery, Services Marketing, Justice Theory, Satisfaction

Session 19.02:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Minoos Farhangmehr, University of Minho

The skeptical green consumer: Corporate attributions and outcomes

Dionysis Skarmas, Athens University of Economics and Business
Constantinos Leonidou, Leeds University Business School

Consumer skepticism towards firms' green marketing activities is on the rise. Yet, there is a lacuna of research on this timely, intriguing, and important topic for both academics and practitioners. Drawing on attribution theory, this study develops and tests a model that examines antecedents and outcomes of green skepticism among consumers. The study results reveal that while egoistic- and stakeholder-driven motives give rise to green skepticism, values-driven attributions reduce green skepticism; strategic-driven motives have no effect on skepticism. Further, the findings indicate that green skepticism does not influence green purchase intentions but sparks negative word-of-mouth toward green products among consumers.

Keywords: Sustainability; Consumer attributions; Green skepticism, Purchase intentions, Negative WOM.

Forced Adoption of Green Behavior: How do Environmental Concern and Psychological Reactance drive Attitudes and Intentions to Comply with Regulation?

Judy Frels, Audencia Nantes School of Management
Olga Kapitskaia, Audencia Nantes School of Management

As governments and other institutions seek to reduce carbon emissions through regulation of individual behavior, we study the impact of these regulations and an individual's environmental concern on attitudes and behavioral intentions to comply with the regulation. Our findings suggest that the impact of psychological reactance on behavioral intentions is mediated by the attitude toward the message. The implications of this for policy makers include the importance of careful messaging around the

regulation to reduce psychological reactance and drive positive attitude toward the message as well as continued education to enhance environmental knowledge and concern.

Keywords: forced adoption, environmental concern, regulation, psychological reactance, green behavior

Are consumers really decided to make green choices? Explaining the perceived environmental harmfulness / behaviour consistency

Laurent Bertrandias, University of Toulouse 1, IAE

Leila Elgaaied, University of Toulouse 1, IAE

Yohan Bernard, University of Franche-Comté

Beliefs about the environmental harmfulness of consumer goods are often considered as a crucial determinant of green purchasing behaviour. Accordingly, ecolabels are expected to provide consumers with the necessary information in order to distinguish between environmentally friendly products and more harmful products. However, no research so far examined the mechanism through which perceived harmfulness influences decision making. Based on a quasi-experimental design, this study tests the effect of environmental labelling on participants' choice between a store brand and a national brand, in two different product categories. Our findings confirm that differences in perceived harmfulness have a significant impact on choice. This link is moderated by product category, environmental concern and price sensitivity.

Keywords: Environmental labelling, pro-environmental consumer behaviour, Perceived harmfulness, environmental concern, price sensitivity

Is Generation Y really Green?

Fabien Durif, Quebec University at Montreal

Caroline Boivin, University of Sherbrooke

Lova Rajaobelina, University of Moncton

Jean-Sébastien Blais, University of Sherbrooke

Based on a survey of 1039 consumers representative of the population of an industrialized country, this article demonstrates that Generation Y consumers, when compared with consumers of other generations (Generation X, Baby Boomers,

Silent Generation) are as follows: (1) less concerned about the environment; (2) less motivated to consume in an eco-friendly manner; (3) less inhibited with regard to eco-friendly consumption; (4) adopt few types of eco-friendly consumption behaviour; and, (5) purchase few green goods and services. These results stress the necessity of enhancing Generation Y awareness in this regard and motivating Generation Y consumers to adopt eco-friendly behaviour.

Keywords: green marketing, green consumption, Generation Y.

Session 20.01:

Tourism Marketing

Session title: Market Orientation and CRM

Room: C508

Session chair: Julia Köhler, Chemnitz University of Technology

Impact Of Customer Orientation And Ict Use On The Performance Of Rural Tourism Enterprises

Dolores M^a Frías Jamilena, University of Granada

Ana M^a Polo Peña, University of Granada

Miguel A. Rodrigues Molina, University of Granada

This paper sets out to highlight the importance of adopting customer orientation and ICT in tourism service delivery if rural tourism sector. A model is proposed and validated which encompasses the effects of customer orientation adoption and the use of ICT on rural tourism, taking into account the enterprises' financial results, improvements to the rural destination, and the more personal, intangible impact on the owner-manager. The major contributions of this work are in finding that ICT use contributes to customer orientation adoption, and that both ICT use and customer orientation adoption contribute to better outcomes from rural tourism activity.

Keywords: Rural tourism, Customer orientation, ICT use, Outcomes, Rural destination.

Events As A Platform For Host Regions To Co-Create Value In Terms Of Economic, Social And Tourism Benefits

Julia Köhler, Chemnitz University of Technology
Jan Drengner, Chemnitz University of Technology

The present paper contributes to tourism marketing research, investigating events as a tool for regional management bodies to foster tourism and community development by facilitating and moderating stakeholder relationships and value creation processes within event networks. Using data collected during the Melt!-Festival 2011 in Germany the authors show that events serve as networking service for various stakeholders of the host region to co-create value in terms of economic, social and tourism impacts. Moreover, the study analyses the co-creation processes between the festival organizer, event visitors and actors of the event's host region as well as the role of the regional management in optimizing this process.

Keywords: service-dominant logic, event impacts, regional management, value network, co-creation of value

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Where To Source Innovation In Turbulent Times?

Ana Paula Queiroga, IPAM
Claudia Costa, Nova School of Business and Economics
Luis Filipe Lages, Nova School of Business and Economics

This study aims to understand the trade-off between two drivers of new service success: 1) business unit and 2) customer oriented innovativeness. Through a longitudinal study we find that in stable environments the route to new services success is customer oriented innovativeness with learning influencing both drivers of new service success. By contrast in high turbulence business unit innovativeness is the driver of new services success and is strongly influenced by learning. Findings also reveal that under turbulence past performance promotes a learning orientation as well as both drivers of new service success. Implications for researchers and practitioners are discussed.

Keywords: innovativeness, learning orientation, turbulence, past and future performance

THURSDAY – 11:00-12:30

Session 01.06:

Advertising, Promotion and Marketing Communications

Session title: “I’m Looking Through You”: Persuasion knowledge

Room: C406

Session chair: Dan Petrovici, Kent Business School

Integrating Advertising And Editorial Content In Magazines: Effects On Children’s Persuasion Knowledge And Brand Attitudes

Eva Vanreijmersdal, University of Amsterdam

Esther Rozendaal, Amsterdam School of Communication Science

Moniek Buijzen, Amsterdam School of Communication Science

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This study examined the effects of different levels of integration between advertising and editorial content in print on children’s persuasion knowledge (i.e. persuasive and selling intent) and advertised product attitude. An experiment (N = 117, ages 8- 12) showed that children had difficulty understanding the persuasive and selling intent of high integrated formats. Contrary to the expectations, children’s persuasion knowledge had a positive effect on brand attitude. This study indicates that children do not use their persuasion knowledge as a defense against integrated advertising; rather persuasion knowledge leads to more persuasion.

Keywords: Advertising, brand placement, children, persuasion knowledge, magazines

Comparing TV Ads And Advergames Targeting Children: The Impact Of Persuasion Knowledge On Behavioral Response

Katarina Panic, Ghent University

Veroline Cauberghe, Ghent University

Patrick De Pelsmacker, University of Antwerp

Although advertisers are rapidly adopting new interactive advertising techniques to target children, little is known about *how* children process these new advertising

practices and how this affects persuasion. Especially the role of persuasion knowledge is unclear. The results of experiment 1 show that the underlying persuasion mechanism is different for traditional than for new advertising formats. For a TV ad, persuasion knowledge influences behavioral intention negatively whereas for an advergame, the attitude toward the game effects behavioral intention positively. The results of experiment 2 demonstrate that the activation of persuasion knowledge after playing an advergame is not related to the content of the persuasive message (commercial versus social), but is rather related to the medium (game) itself.

Keywords: TV commercials, advergames, persuasion knowledge, children, behavioral intention

Children's Understanding Of Product Placement

Reinhard Grohs, Innsbruck University
Heribert Reisinger, University of Vienna
Johanna Haas, Innsbruck University

Lately, marketers have been utilizing more subtle forms of marketing communication targeted at children, like product placement, sponsorship, event marketing and internet advertising. This paper investigates how much children understand about product placement in relation to children's age. Findings from two empirical studies suggest that children have some knowledge about product placement already at the age of ten (recognition of an external source, perception of a target audience, identification of the symbolic nature of a product placement), but they are largely unable to retrieve this. The ability to discern product placement without prompts and to fully understand product placement's intentions, however, does not appear to be consolidated until the age of around twelve. This delay in comparison with overt marketing communication such as TV advertising is unlikely to be rooted in conceptual failures of understanding product placement, but rather stems from deficits in children's information processing due to product placement's subtlety.

Keywords: product placement, children, embedded marketing communication

Perceived Advertising Intrusiveness And Avoidance In China

Dan Petrovici, Kent Business School
John Ford, Old Dominion University
Svetla Marinova, Aalborg University
Marin Maroniva, University of Gloucestershire

A key contribution of this paper is in the fact that evidence was found for the mediating role of ad annoyance on the relationship between perceived advertising intrusiveness and ad avoidance. The paper also points out that while demographics play a significant role in predicting ad avoidance, some of these effects (e.g. education) may not be as linear as assumed in previous studies.

Keywords: advertising avoidance, advertising annoyance, China

Session 03.11:

Consumer Behavior

Session title: Goals and Choice

Room: B203

Session chair: Elizabeth Cowley, University of Sydney

How Structured Decisions Lead to Goal-Inconsistent Choices

Kristof Geskens, Vlerick Management School
Andrea Bonezzi, Northwestern University
Alexander Chernev, Northwestern University

Consumers often make choices that involve structured decisions, such as choosing a number of items to consider, and then making the actual choice from these items. We argue that when faced with structured decisions involving trade-offs between conflicting goals (e.g., health and indulgence), consumers display inconsistent patterns of behavior, making choices that are incompatible with their primary goal. We further propose that this inconsistent behavior can be attributed to consumers' focus on the degree to which an action can bring them closer to a goal while neglecting the inherent importance of the goal. We examine this preference reversal in a series of three experiments.

Keywords: Goals, Structured Choice, Assortments, Preference

The influence of salient self-discrepancy on self-enhancement and subsequent goal pursuit

Nina Gros, Maastricht University
Kelly Geyskens, Maastricht University
Caroline Goukens, Maastricht University
Ko de Ruyter, Maastricht University

In three studies we explore the effects of engaging in goal inconsistent behavior when subsequently encountering a cue reminding of a desirable end state. We find that individuals have a more positive self-image when they engage in goal inconsistent behavior and afterwards encounter a goal-related cue compared to when they are only exposed to the goal related cue (Study 1). Moreover, we show that this effect can be explained by implicit self-esteem compensation (Study 2), which enables people to perform better on subsequent goal pursuits (Study 3).

Keywords: goal inconsistent behavior, goal related cues, implicit self-esteem compensation

The Effect of Goals on Status Quo Bias Within a Choice Framework

Najam Saqib, Qatar University
Sajeev Varki, University of South Florida

This paper examines the effect of goals on status-quo bias, the observed preference for one's current choice, both by type of goal and by goal orientation (promotion and prevention-focus). Two studies show that the increased preference for status-quo is conditional on the nature of the goal. When goals are utilitarian, there is equal preference for status-quo among promotion and prevention-focus individuals. However, when goals are hedonic, there is a distinct preference for status-quo among prevention-focused individuals. One mediator for this moderating effect is consumption guilt. When goals are hedonic, prevention focus individuals experience greater guilt about switching out of status-quo and hence exhibit a greater preference for status-quo. Thus, our study adds to the decision literature by showing how goals influence choice through their effect on status-quo bias.

Keywords: Goals, status quo bias, reference point, consumer decision making, regulatory focus, choice.

Saying sorry: Exploring the temporal match between forgiveness motivations and apology gift types

Elizabeth Cowley, University of Sydney
Christina Anthony, University of Sydney
Adam Duhachek, Indiana State University

Apology gifts are often used to encourage forgiveness. Selecting an appropriate gift is a critical determinant in the likelihood of being forgiven. In this research, we examine the efficacy of different apology gifts as a function of the victim's forgiveness motivation. We demonstrate that apology gifts that are congruent with temporally oriented victim motivations will be more positively evaluated and will facilitate greater relationship repairment following an interpersonal transgression compared to unmatched gifts. Specifically, hedonic gifts will be more preferred when the victim has an avoid forgiveness motivation and will result in greater relationship repairment. Utilitarian gifts, on the other hand, will be more preferred and more effective at repairing the relationship when the victim has an approach forgiveness motivation.

Keywords: temporal focus, forgiveness motivation, gift giving, relationship repairment

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Session 03.12:

Consumer Behavior

Session title: Power, Envy, and Control

Room: B204

Session chair: Selin Atalay, HEC Paris

With a Little Help From My Friends: Friends Reduce Excessive Consumption by Promoting Self-Control

Eline De Vries, University of Groningen
Debra Trampe, University of Groningen
Bob Fennis, University of Groningen

In the present research we conceptualize excessive consumption as a form of self-control failure. In two experiments we show that the (psychological) presence of a friend reduces excessive consumption by promoting self-control. By positively influencing both sides of the self-control struggle, i.e. by reducing impulse strength

and enhancing impulse inhibition strength, friendship promotes self-control of individuals with self-regulatory deficits at either the trait or state level. For these consumers, i.e. compulsive buyers and depleted consumers respectively, the (psychological) presence of a friend seems a valuable buffer against the temptations from the buyogenic environment.

Keywords: Excessive consumption, Self-control, Friendship

Bikinis Make Kings Impatient: Power Instigates Generalized Reward Sensitivity

Mehrad Moeini Jazani, BI Norwegian Business School
Luk Warlop, K.U. Leuven

In this paper based on motivational account of behavior and recent findings in neuroscience on reward sensitivity, for the first time, we provide evidences that feeling of power instigates the “generalized reward sensitivity” effect. Designs and results of two extensive experiments in support of our hypothesis have been discussed. Finally, further steps that need to be taken for this research have been discussed.

Keywords: Power, Generalized Reward Sensitivity, Impatience, Self-control

Do you want a tattoo or do you need a tattoo: An investigation of body modification practices

Selin Atalay, HEC Paris
Bruno Kocher, HEC Paris

Recently an increase in body altering/ modifying practices have been observed. These practices range from going on restrictive diets to changing one's hair style and getting a tattoo or undergoing plastic surgery. Each of these activities include exertion of control over one's body. The current project is a first attempt to understand the motivations that cause individuals to engage in such activities. Perceptions of control, self-esteem and mood are tested as drivers of body modification practices. Results and future directions for research are discussed.

Keywords: Body modification, body control, perceived control, self-esteem

When does Good Envy turn into Bad Envy? The Relationship between Benign and Malicious Envy

Katarina Hellen, University of Vaasa

Maria Sääksjärvi, Delft University of Technology

Previous research has distinguished between forms of envious reactions – malicious envy that is characterized by hostile feelings leading to negative consequences for firms and benign envy that is free of hostility and leading to positive consequences. In this paper, we focus on identifying conditions when benign envy can turn into malicious envy. Results show that perceived attractiveness of the purchase to others (vs. to the self) and tendency to engage in ability-oriented comparisons positively moderates the relationship between benign and malicious envy. In contrast, tendency to engage in opinion-orientated comparisons negatively moderates the relationship between benign and malicious envy.

Key-words: envy, ability, opinion, comparisons

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Session 04.06:

Innovation and New Product Development

Session title: Adoption / Resistance Behaviors

Room: C506

Session chair: Patrick De Pelsmacker, Antwerp University

Satisfied And Not Willing – Exploring Consequences Of Situational And Cognitive Resistance To Innovations

Sven Heidenreich, EBS Business School

Matthias Handrich, EBS Business School

Thorben Schmidt, Siemens AG – Corporate Research and Technologies

Every company is buzzing “innovation” these days, while continuously developing and launching new products. However, empirical research points to high failure rates of innovations, indicating that most new products fail as they are rejected by consumers due to their resistance to innovation. Using a scenario-based experiment, we show that innovation resistance evolves from individual’s inclination to resist changes (cognitive resistance) and status quo satisfaction (situational resistance), inhibiting new product adoption. While consumers high on cognitive or situational resistance were shown to exhibit negative effects, that were similar in their magnitude, consumers high on

both dimensions show the strongest predisposition to resist innovations. Thus, these consumers represent the most crucial segment when it comes to new product launches.

Keywords: resistance to innovation, cognitive-passive resistance, situational-passive resistance

Temporal Distance And Anticipatory Mental Simulation: Effects On The Adoption Of Complex Technological Innovations.

Florence Jeannot, University of Grenoble

Alain Jolibert, Centre d'Etudes et de Recherches Appliquées à la Gestion (CERAG)

At a time when many technology product launches will result in business failures, it seems necessary to identify effective marketing measures to promote the adoption of these new products. This research shares this goal, showing that adapting the content of a mental simulation experiment to concerns dominating consumer thinking can positively influence consumer reactions and behaviours with respect to a technological innovation. Our results show that when a technological product purchase is considered in the short term, simulation focusing on the learning process encourages its adoption. In the long term, adoption is encouraged by simulation focusing on the proposed benefits.

Keywords: technological innovations, adoption, temporal distance, mental simulation

Differences between early adopters of Disruptive And Sustaining Innovations – An Empirical Study Of Consumer Innovativeness

Ronny Reinhardt, Technische Universität Dresden

Sebastian Gurtner, Technische Universität Dresden

Identifying customers in the early phase of the product lifecycle is a mayor success fac-tor for innovating firms. This paper investigates whether differences between early adopters of disruptive innovations and sustaining innovations exist. Common theoretical frameworks from adoption literature as well as consumer innovativeness theory are reviewed and a com-bination of elements from distinct theories is used to create a new model of consumer innova-tiveness. The authors analyze data from a heterogeneous sample of consumers (n=849) using structural equation modeling and multi-group analysis. Results suggest that early adopters of disruptive innovations differ from early adopters of sustaining innovations.

Keywords: consumer innovativeness, new product adoption, disruptive innovation

Adding Emotions And Habits To The Decomposed Theory Of Planned Behaviour To Predict The Usage Intention Of Electric Cars

Patrick De Pelsmacker, Antwerp University

Ingrid Moons, Artesis University College Antwerp

For the market introduction of the electric car, a thorough understanding of consumer desires and perceptions is required. An extension of the Decomposed Theory of Planned Behaviour (DTPB) is proposed that integrates emotions towards car driving and electric cars as well as car driving habits in the model. The empirical validation of this model in an online sample of 1200 Belgians investigates the relative importance of these emotional factors and habits compared to the traditional cognitive dimensions in the DTPB. The results show that, besides the traditional variables in the DTPB, also emotions towards the electric car and emotions towards car driving have a strong direct effect on usage intention. Moreover, emotions towards the electric car mediate the effect of most other DTPB factors on usage intention. Car driving habits do not affect usage intention.

Keywords: Decomposed theory of planned behaviour, emotions, habits, electric car

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Session 05.06:

International and Cross-Cultural Marketing

Session title: Country of Origin

Room: C402

Session Chair: Katharina Zeugner-Roth, IESEG School of Management (Lille & Paris)

The COO Effect And The Role Of Ethnocentrism On Consumer Buying Behavior

Elisa Martinelli, University of Modena and Reggio Emilia

Silvia Grappi, University of Modena and Reggio Emilia

Bernardo Balboni, University of Modena and Reggio Emilia

Marina Vignola, University of Modena and Reggio Emilia

The paper analyses the Country of Origin (COO) effect on consumer buying behavior. A research model testing the COO's multidimensionality – overall Country Image (CI), Product Country Image (PCI) and Country Related Product Image (CRPI) – on the Spanish and Chinese consumer intention to buy Italian shoes is applied,

verifying the level of product/country of origin's consistency (FIT), as well as the role of Consumer Ethnocentrism (CE). Three hundreds and twelve questionnaires were collected and processed through Structural Equations Modelling. Results show that COO influences consumer intention to buy through a causal link within the three dimensions, while CE plays a significant, even if weak, role on COO only in the Spanish context. Scientific and managerial implications are derived.

Keywords: Country of Origin (COO) effect; country image; consumer buying behavior; Consumer Ethnocentrism (CE); FIT.

Instruments To Overcome The Negative Influence Of Country-Of-Origin On The Adoption Of A Radical Innovation

Monika Schuhmacher, University of Mannheim
Sabine Kuester, University of Mannheim
Manolo Winkler, University of Mannheim

This study focuses on the influence of the country-of-origin on the adoption for Asian radical innovations in Western countries. Product bundling and superior warranties are proposed as instruments to overcome such adoption barriers. An experiment with 661 German participants was conducted employing a three-factorial between-subjects design. The findings show that an Asian's country-of-origin compared to no country-of-origin cue has a negative influence on the intention to adopt a radical innovation. Product bundling proves to be an effective instrument to dampen this negative impact. The provision of a superior warranty impacts the adoption intention positively, however, does not reduce the influence of country-of-origin on adoption.

Keywords: country-of-origin, adoption, innovation, bundling, warranty

Pride And Prejudice – Explaining Home Country Biases When Foreign Products Are More Typical

Peter Mathias Fischer, University of St Gallen
Katharina Zeugner-Roth, IESEG School of Management (Lille & Paris)

Consumers often are positively biased in their preferences for domestic products over foreign alternatives. Previous research has established consumer ethnocentrism and national identity as possible sources for this home country bias, yet the impact of both constructs on product preferences varied considerably depending on the country and

the product category employed. This research proposes a category-based concept, product-country typicality, as a potential factor explaining variations in home country bias across countries and product categories. Furthermore, we provide more insights with respect to the moderating role of product-country typicality. Whereas consumer ethnocentrism biases consumers' preferences in favor of domestic alternatives independent of the typicality of the foreign product, national identity only impacts domestic product preferences when foreign products have a higher typicality.

Keywords: Consumer Ethnocentrism, National Identity, Product Preferences, Product-Country Typicality

Session 07.06:

Marketing of Public and Non-Profit Organisations

Session title: Stakeholders & Market Orientation 2

Room: B201

Session chair: Ricardo Gouveia Rodrigues, Beira Interior University

Determinants of Value Co-creation in Communities of Practice

Jose Maria Barrutia, Basque University

Carmen Echebarria, University of the Basque Country

This research studies the antecedents of participation by municipal managers in value co-creation activities in sustainable development-driven communities of practice (CoPs). Research results have important practical and academic implications. From a practical perspective, inter-municipality CoPs are needed to face the complex challenges posed by sustainable development, as has been shown by the experience of LA21 implementation in Europe. Although CoPs may be promoted by higher levels of government, it is unclear how to drive effective CoPs. From an academic perspective, a great deal of research has been devoted to explaining the antecedents of participation in teams and virtual communities. However, quantitative research on CoPs is very scarce, and we do not know any previous research that studies the antecedents of sharing knowledge in CoPs within complex environments where the participation of actors in co-creation activities (in our case, participation by municipal managers) is affected by their own beliefs, their social context, the momentum of the institution they work for (municipality) and the momentum of CoP promoters (in our case, higher levels of government). We propose a model that provides the basis for identifying the appropriate set of CoPs design features. The study hypotheses are

tested using data collected from 156 municipal managers who are members of a Local Agenda 21 (LA21) CoP in Barcelona. The results offer strong support for the model.

Keywords: Communities of practice (CoPs), institutional entrepreneurship, sustainable development, co-creation, co-decision

Linking Organizational Justice to Service Quality: Comparing Customers and Employees in Non-profit Organizations

Luisa Andreu, University of Valencia

Daniel L. Rau, University of Valencia

Carolina Moliner, University of Valencia – IDOCAL

Enrique Bigne, University of Valencia & University of Maryland

Vicente Martinez, University of Valencia – IDOCAL

Anna S. Mattila, Penn State University

This research focuses on service quality that employees deliver to customers in 100 nonprofit organizations specializing in intellectual disabilities. Using a contingency approach, we hypothesized that the importance attributed to the three organizational justice dimensions (distributive, procedural, and interpersonal/informational) varies as a function of the actor in the organization. A group of 782 contact employees (in daily contact with persons with intellectual disabilities) and 1184 caregivers were surveyed. Both the employees and the caregivers evaluated organizational justice, as well as service quality offered to persons with intellectual disabilities. Regression results indicate both similarities and differences across the two groups in the magnitude of the relationship between organizational justice and service quality.

Keywords: Service quality, organizational justice, non-profit organization

Market Orientation in non-governmental organisations for disabled persons

Ricardo Gouveia Rodrigues, University of Beira Interior

Arminda Paço, NECE/University of Beira Interior

Eugenia Guerra, University of Beira Interior

The growing demand for services provided by Non-Governmental Organisations for Disabled Persons (NGODP), the successive reductions in public financing and rising competition for funding has led these organisations to seek out competitive

advantages and improved performances. Market orientation (MO) may contribute towards these objectives. In order to analyse the relation between MO and the priority attributed to satisfying client needs, performance and the NGODP capacity to attract financing, a model is proposed and tested with Structural Equation Modelling (SEM). Results show a relationship between MO and the priority given to satisfying client needs, performance and financing.

Keywords: Market orientation, Non-profit organisations, Non-governmental organisations, Social services

Encouraging Citizen Participation – Complaint Stimulation and Complaint Handling in the Public Sector

Christian Brock, Zeppelin University

Julia Meik, Zeppelin University

Barbara Caemmerer, ESSCA – Ecole de commerce

Heiner Evanschitzky, Aston Business School

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While citizens' complaints about public services are seen as one important part of citizen participation in democracy, little is known about how this form of democratic engagement can be stimulated across all segments of a city's population. This, however, is important as otherwise ideas for improvement are biased towards the views of a few activist or privileged groups. The gist of our research is to understand better how to encourage a wide range of groups to become more involved in the shaping of public services. Therefore, we examine *citizens' complaint behaviour* as well as *complaint barriers* and then analyse *citizens' satisfaction with the complaint handling*. Results show that citizens' complaint satisfaction depends on citizens' justice perception of complaint handling and impacts their overall satisfaction. Barriers preventing citizens from complaining are identified and suggestions of how to overcome these are presented.

Keywords: Citizen participation, citizen satisfaction, complaint management

Session 09.06:

Marketing Strategy and Leadership

Session title: Marketing Strategy 2

Room: B202

Session chair: Nicolas Zacharias, Technische Universität Darmstadt

Lost in Translation – Aligning Strategic Orientation and Product Tactics in a Manufacturing Environment

Martijn Laar, Nyenrode Business University

Henry Robben, Nyenrode Business University

Companies struggle to align their operational product tactics with corporate strategy. Proliferation rates are often high, which strains company resources. This study contributes to the gap in the literature to date by showing how strategic orientation influences product tactics and how these tactics influence short-term organizational performance. Through a quantitative study of manufacturing firms, we found that short-term organizational performance of prospectors is higher thanks to the innovation level of their operational product lines. However, the line depth and line growth tactics of prospectors, analyzers and defenders do not differ significantly from one another. The widespread tactics of deep product lines and high proliferation rates influence short-term organizational performance negatively for all firms. We discuss the consequences of poorly aligned product tactics and present implications for academics and practitioners.

Keywords: proliferation, product tactics, strategic orientation, firm performance

Two Competing Strategic Orientations in Pursuit of Business Performance

Gabor Nagy, Corvinus University of Budapest

Mirkó Gáti, Corvinus University of Budapest

József Berács, Corvinus University of Budapest

Fostering an organization culture or mindset that would show strategic direction to a firm is one of the most critical issues of top management. With the implementation of a proper strategic orientation the top management is more likely to adopt a more narrowly defined strategic focus. Our study is focusing on two competing strategic

orientations, namely market orientation and brand orientation and investigates how these orientations foster market and brand performance development. We furthermore posit that organizational learning would help with the implementation of these orientations within the organization. To sum up our findings, we can state that market orientation is a balanced way of fulfilling organizational performance goals, but if firms need a concentrated effort to increase the brand value they need to foster a mindset within the organization that is more focused on branding issues.

Keywords: learning orientation, market orientation, brand orientation, business performance

How to Combine Product Development and Customer Relationship Activities: A Typology of Successful Marketing Strategies

Nicolas Zacharias, Technische Universität Darmstadt
Edwin Nijssen, Eindhoven University of Technology
Ruth Stock, Technische Universität Darmstadt

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Inspired by Drucker's (1954) view that product development and customer relationship activities relate to a firm's core business functions, recent literature suggests combining the strengths of these two areas. Drawing on the logic of configuration theory, this study develops a typology of how firms effectively combine product development and customer relationship activities for sustainable success in the marketplace. Based on a multi-industry sample from R&D managers and customers, this study uses fuzzy set qualitative comparative analysis (QCA) to identify three types of successful firms. The then developed typology of successful marketing strategies serves as a basis to identify implications on how firms should manage the two complementary areas of product development and customer relationship activities jointly for firm performance.

Keywords: marketing strategy; product development activities; customer relationship activities; configuration theory; qualitative comparative analysis; typology

Session 12.06:**New Technologies and E-Marketing**

Room: C407**Session Chair: Maik Hammerschmidt, University Goettingen****The Impact Of Website-Specific And General Online Experience On The Importance Of Website Attributes**

Thijs Broekhuizen, University of Groningen

Janny Hoekstra, University of Groningen

Wander Jager, University of Groningen

This study investigates how website-specific and general online shopping experience influence the importance of website attributes. Website-specific experience refers to the depth of experience and creates affective responses that allow customers to build favorable attitudes towards the website. General experience with the online channel refers to the breadth of experience and is strongly linked with consumers' ability to successfully make online purchases. These different types of online experience appear to moderate the importance of website criteria that determine online behavioral loyalty intentions. Two survey studies performed at bookstores reveal that both measures similarly moderate the importance of the shopping process variables of enjoyment and time/effort costs, but differentially affect the importance of service quality as a driver of online behavioral loyalty intentions.

Keywords: E-commerce; Online shopping experience; Website experience; Perceived value; Expertise

Exploring Online Information Seeking Behaviour In An Academic Environment

Mei-Na Liao, University of Bradford

John Abraham, University of Bradford

Isabel Macedo, University of Minho

The aim of this study is to better understand how users engage with information searching by exploring patterns of information seeking behaviour in an academic setting. Following an interpretative methodological approach, the study presents a path model of the academic information search process. The key themes that emerged

from the user interaction include the crucial role played by search engines in defining search habits, the relevance of 'quality information' in information selection by users and the role of mediators like supervisors and library professionals in influencing information searching patterns. Based on the findings, an information search experience model has been developed which attempts to capture the key factors that determine an optimal academic information search experience. Implications for publishers and information supporting officers are given.

Keywords: IT, information seeking behaviour, library anxiety, online experience, online information search

The Effect Of Technological Opportunism On Competitive Advantages And The Adoption And Diffusion Of Technologies: Evidence From The Us And Spain

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Victoria Bordonaba-Juste, University of Zaragoza

Marko Grünhagen, Eastern Illinois University

Yolanda Polo-Redondo, University of Zaragoza

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The paper investigates the influence of the level of technology opportunism of the firm on competitive advantages and inter- and intra-firm diffusion of technology. The analysis is based on a survey of 100 Spanish franchise firms and 109 American franchise firms. Results indicate that technology adoption influences adoption and diffusion of technology and also has a positive impact on competitive advantages. While diffusion is a driver of competitive advantages, technology adoption has no influence. Results are found to differ across the two countries. While for American firms, the use of communication technologies (external diffusion) has a positive impact on competitive advantages, Spanish managers should focus on the use and diffusion of technologies that support the firm's value chain (internal integration).

Keywords: technological opportunism, firm diffusion, competitive advantages

Rate Me ... Physicians' Evaluation Of Online Ratings

Martina Moick, Alpen-Adria-Universitaet Klagenfurt
Ralf Terlutter, Alpen-Adria-Universitaet Klagenfurt
Susanna Meyer, GfK HealthCare Nuremberg
Norbert Schell, GfK HealthCare Nuremberg

Although word-of-mouth is one of the most powerful advertising tools, physician rating sites are still in their early stages. Internet activities not only influence the reputation of a physician, but they themselves are also affected by their actions. The objective of the research was to segment different types of physicians based on their motives for using the Internet for professional activities and to analyze how the segments differ concerning their appreciation of rating sites. Four types could be identified that differ significantly in their evaluation regarding the perceived usefulness and the interest in online rating sites, their future potential and the tendency to invest.

Keywords: physician, online rating sites, user types, motivation research

Are We All Brand Managers? Understanding The Facets And Drivers Of Brand Democratization

Welf Weiger, University Goettingen
Maik Hammerschmidt, University Goettingen
Hauke Wetzel, University of Mannheim

The purpose of this paper is to provide a conceptual understanding of the brand democratization phenomenon. Broadly defined as the empowerment of the customer in social media channels, brand democratization poses a major challenge for marketing practitioners and scholars. Although marketing research has recently proclaimed the era of brand democratization, less attention has been devoted to disentangle the facets of this phenomenon and to explore their interplay and drivers. Adding to this emerging literature stream, we identify two key processes of brand democratization: creation and dissemination of brand related content. Moreover, we develop propositions on the determinants of these processes.

Keywords: Brand Democratization, Content Virality, Electronic Word of Mouth, Motivations Social Media Channels, Social Interactions, User Generated Content

Session 14.06:

Product and Brand Management

Session title: Brand Theme Industry or Case Example

Room: C507

Session chair: Kathleen Cleeren, Maastricht University

The Efficiency of Collective Brands in the Wine Industry

Ricardo Sellers, University of Alicante

Francisco Mas, University of Alicante

The aim of this study is to analyse the efficiency of companies forming collective brands in the experience goods sector. The central hypothesis is that collective brands have a positive impact on the efficiency of their member companies and that this is because collective reputation encourages efficient investment in quality. The methodology applied is based on Data Envelopment Analysis (DEA) to estimate efficiency, and econometric models to explain company efficiency through the characteristics of the collective brand and the company. The results obtained show that collective brands have a positive impact on efficiency. In general, these results reveal the importance of collective brands in industries in which the signal of quality is not only reliant on the individual brands.

Keywords: Collective brands, efficiency, collective reputation, free-riding, wine sector

Brand loyalty in the Australian wine industry

Constanza Bianchi, Queensland University of Technology

Judy Drennan, Queensland University of Technology

Bill Proud, Queensland University of Technology

Consumers are increasingly exposed to a wider range of wine brands as the industry is becoming vastly competitive. Using data from Australian wine consumers, the authors empirically test a model of antecedents of wine brand loyalty. The findings of this study show that wine knowledge and wine experience influence wine brand loyalty indirectly through wine brand trust and wine brand satisfaction. In addition, it is demonstrated that consumer satisfaction with a wine brand is the strongest driver of wine brand loyalty.

Keywords: wine, brand, loyalty, trust, satisfaction, Australia

Regular or light? An investigation of the impact of low-fat claims on real consumption and calorie intake

Kathleen Cleeren, Maastricht University
Kelly Geyskens, Maastricht University
Joost Pennings, Maastricht University
Peter Verhoef, University of Groningen

The quality and quantity of food intake is one of the most important issues in the Western world. One of the remedies suggested to solve the obesity problem has been the development of healthier products. Recent experimental research, however, has shown that the effect of these healthier products may not be as straightforward as originally thought, to the extent that it may even lead to increased consumption in certain circumstances. In line with this research, we study the effects of low-fat claims on category consumption and caloric intake in the short and long run by comparing a household's consumption and calorie intake before and after the first purchase of a low-fat product. Our findings show that both purchase quantity and calorie intake increase significantly after the household has decided to turn to a low-fat variant, and hence, it seems that low-fat claims may reinforce the obesity problem. We show that this effect, although slightly slowing down over time, pertains in the long run.

Keywords: health claims, low-fat claims, caloric intake, household scanner data

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Session 15.02:

Relationship Marketing

Session title: Customer Retention

Room: C502

Session chair: Lucas Beck, University of St.Gallen

A Cross-Cultural Comparison of Switching Intention Antecedents: The Brazilian and German Mobile Markets

Luis Hor-Meyll, Pontifical Catholic University of Rio de Janeiro
Rodrigo Ciaravolo, Pontifical Catholic University of Rio de Janeiro
Jorge Ferreira, Pontifical Catholic University of Rio de Janeiro

This study attempts to identify factors that influence the mobile consumer's switching intention and to compare their influence in both Brazilian and German wireless markets, the latter having a longer mature-stage history. A survey was conducted on

two convenience samples, comprising 202 users in Brazil and 200 users in Germany. Analysis by means of structural equation modeling suggests that, in both countries, customer satisfaction is an important factor with respect to switching intention. In the Brazilian market, the influence of perceived service quality is higher than in Germany, while Germans consider perceived price to be more important than do Brazilians. Results also suggest that perceived service quality and perceived price rank higher in the German market, while Brazilians still perceive the existence of high switching barriers.

Keywords: Customer Retention, Switching Intention, Cross-Cultural Comparison, Wireless Telephony Industry, Brazil, Germany

Lost and win-back customers: towards a theoretical framework of Customer Relationship Reactivation

Luisa Lopes, Porto University

Carlos Brito, Porto University

Helena Alves, Beira Interior University

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The aim of this study is to explore dynamics of customer relationships in the postdissolution phase. The specific challenges with which companies with high levels of churn and competitive pressure are faced are addressed. Focusing relationships between the service provider and its individual customers, a theoretical framework of Customer Relationship Reactivation (CRR) is proposed based on ending literature and equity theory. A mixed methodology is used with an exploratory firms survey, a case study and in depth interviews. We believe it is possible to apply the theoretical framework in companies delivering a mix of goods and services. We describe and illustrate the value of the framework which includes key determinants such as customer characteristics, relationship characteristics, cognitive factors, emotional factors, reasons for switching and reactivation barriers.

Keywords: Relationship Reactivation, Win-back, Switching, Customer Relationships, Relationship Marketing, Exploratory Survey and Case Study

The Impact of Recalls on Customer Acquisition and Customer Retention in the Automobile Industry

Lucas Beck, University of St.Gallen
Florian Stahl, University of Zurich
Andreas Herrmann, University of St.Gallen

The number of product recalls increased dramatically in the last years and become a relevant research topic. In this paper, we analyse the impact of recalls on customer acquisition and customer retention in the automobile industry. Using actual purchase data of more than 700 car models in 22 different categories sold in the US between 1999 and 2008 we derive customer acquisition and customer retention rates from first-order Markov car model-switching matrices. Our results indicate that recalls influence customer acquisition and retention in opposed directions that implies that affected customers and drivers of other car models react in different way.

Keywords: Recalls, Customer Acquisition, Customer Retention, U.S. Automobile Market

The Time of Decreasing Retention: Payments as a Virtual Lock-in

Irit Nitzan, Ben-Gurion University of the Negev
Barak Libai, Interdisciplinary Center, Herzliya
Danit Ein-Gar, Tel Aviv University

WITHDRAWN

The positive association between retention rate and customer duration is a well-observed phenomenon. Here we demonstrate how the mere use of multiple payments can flip the direction and turn the positive retention–duration dependence into a negative one. We suggest that customers may perceive payments over time as temporal switching costs. This perception may interfere with the "self-selection" effect underlying the positive dependence between retention and duration. Thus, as customers advance in making their payments, defection increases. We use a combination of cohort-level data from a cellular company and experiments to demonstrate the phenomenon at both the aggregate and the individual levels. Our results are of key importance to firms, given the ubiquity of payment plans and the effect of retention on the bottom line, and are of great relevance for the current public discussion on customers' switching costs in industries such as the cellular industry.

Keywords: Customer retention – payments – switching costs – customer profitability

Session 16.02:

Retailing, Channel Management and Logistics

Session title: Online shopping

Room: C509

Session chair: Prithwiraj Nath, East Anglia University Norwich

Off With Their Heads! Consumer Attitudes For Online Retail Product Images Including Vs. Excluding Decorative Models And Model Heads

Hanna Berg, Stockholm School of Economics

In online fashion retail, products are frequently displayed in product images without human models, or together with “headless” decorative models, whose heads and faces have been cropped out of the images. This paper examines previous research on the use of decorative models, attractiveness halo effects and face perception, as well as findings from an experimental study (N=96) comparing consumer attitudes for images including and excluding decorative models and model heads. Main findings include higher attitudes for product images where the products are co-exposed with un-cropped human models than for images without models. The study was unable to find any differences in attitudes towards the products between the types of image, leading to a discussion of the benefits of using decorative models in online retail and its monetary and societal costs.

Keywords: online retail, fashion retail, decorative models, face perception

The Lonesome Online-Shopper – The Impact Of Loneliness On Impulsive Buying Behaviour In An Online Retailing Environment

Thomas Foscht, Karl-Franzens-University Graz

Florian Dorner, Karl-Franzens-University Graz

Lan Wu, California State University

Cesar Maloles, California State University

The feeling of loneliness is a distressing problem for millions of people around the world. Individuals adopt a variety of strategies to mitigate this unpleasant feeling, shopping being one of them. This paper investigates whether and to what extent the feeling of loneliness and especially the feeling of isolation influences online spending. Furthermore, the underlying mechanism between loneliness and impulsive

online buying is examined. Findings from a quantitative empirical study show that self-regulation can be proposed therefore. Results show that loneliness is negatively associated with successful implementation of self-regulation. In further consequence, impaired self-regulation leads to increased impulsive online buying.

Keywords: loneliness, self-regulation, impulsive online buying, retailing, structural equation Model

Exploring Retail Formats In The Online Arena – A Consumer-Based Approach

Julian Kellner, University of Göttingen
Anne Wiese, University of Göttingen
Waldemar Toporowski, University of Göttingen
Stephan Zielke, Aarhus University

This study explores retail formats in the online environment from the consumers' point of view. While existing research discussed online retail formats mostly from a theoretical perspective, this paper aims to analyse these formats based on subjective similarity ratings. Using a multidimensional scaling approach and cluster analysis, different online retail formats are identified. The results have important research and management implications, as they can be used for positioning decisions of online retailers.

Keywords: Online Retailing, Retail Formats, Multidimensional Scaling

E-Store Attributes And Website Usage: Exploring The Differences Between Maximizers And Satisficers

Prithwiraj Nath, East Anglia University Norwich
Sally McKechnie, Nottingham University Business School

Understanding the efficacy of the influence of e-store attributes (interactivity and personalization) on website usage when buyers differ in their willingness to process complex information and thus make sub-optimal choice is complicated. It becomes more intricate when the seller is a new-to-market e-store with no established familiarity. This study explores this issue by conducting an online experiment with 273 subjects browsing 4 websites offering identical products but with varying levels

of design attributes. Findings reveal a positive association between attributes and browsing outcomes. However, the effectiveness of personalization features is higher for maximizers, whereas, interactivity influence satisficers more. The study provides direction on determining the combination of website attributes according to buyer characteristics.

Keywords: Interactivity, Personalization, Decision Satisfaction, Trust, Website Design; Website Effectiveness, Maximizer; Satisficer

Session 18.02:

Services Marketing

Session title: Service employees

Room: C501

Session Chair: Holger Roschk, Eichstaett-Ingolstadt Catholic University

Rewarding The Boundary Spanners: Alleviating The Stress For Better Service

Canan Aktan, Istanbul Technical University

AyDe Banu ElmadaD BaD, Istanbul Technical University

Nimet Uray, Istanbul Technical University

The importance of customer contact employees and the vital role of improving their performance while reducing their job stress in the service setting have already been well established. However it is imperative to understand the roles managerial initiatives (rewards) play both on job stress and customer orientation. This study investigates the effects of both intrinsic (social) and extrinsic (monetary) rewards on job stress and on commitment to the organization and customer orientation. Results indicate that while intrinsic rewards reduce and extrinsic rewards increase job stress, the total effects show that positive influence of extrinsic rewards on customer orientation is much larger.

Keywords: Intrinsic and Extrinsic Rewards, Job Stress, Customer Orientation, Customer Contact Employees, Commitment to the Organization

The Importance Of Store Manager's Imo For Contact Employees' Extra-Role Performance

Achilleas Boukis, Athens University of Economics and Business
Gounaris Spiros, Strathclyde University
Lionakis Konstantinos, New York College, Athens
Kaminakis Kostas, Athens University of Economics and Business

This study highlights the role of store manager's internal market orientation (IMO) adoption for enhancing contact employees' extra-role performance. Therefore, a multilevel research design including nested data from store managers and contact employees from a retail services context is developed so as to shed light on the impact of store managers' IMO on contact employees' market orientation (MO) and IMO and whether contact employees' level of IMO and MO influence their extra role performance. Moreover, the moderating effect of organizational tenure on the aforementioned relationships is examined.

Keywords: internal market orientation, extra role performance, hierarchical

Antecedents And Consequences Of Organizational Identification Among Boundary-Spanning Service Employees

Kemefasu Ifie, University of Wales Swansea

Organizational identification (OI) has been suggested as crucial for the performance of service employees. However despite this understanding, there have been calls for further investigation of both its antecedents and consequences. This research proposes a model of key antecedents and consequences of OI. The antecedent constructs on which we focus are organizational customer orientation and employee customer orientation. Findings reveal that organizational customer orientation is directly related to OI and also indirectly related through its effect on perceived prestige. Furthermore, employee customer orientation moderates the impact of organizational customer orientation on OI. Finally we find that organizational identification directly predicts external representation but is only indirectly related to service delivery. Implications for managing service employees are also discussed.

Keywords: Organizational Identification, Customer Orientation, Prestige, Boundary-spanning, Service Delivery, External Representation

Apologizing After A Service Failure: It Does Not Matter What You Say But How You Say It

Holger Roschk, Eichstaett-Ingolstadt Catholic University

Susanne Kaiser, An apology is a salient organizational response to a service failure. Extant research treats apology as a dichotomy, in that it is either present or absent, but *how* it is conveyed is usually neglected. Based upon social psychological research this study argues that an apology comprises three different traits: authenticity, intensity, and timing, which make each apology unique. An experiment that uses data from a representative sample of consumers offers two key insights. First, it is shown that service recovery satisfaction is driven by how well an apology is delivered, not by its mere presence. Second, the more authentic and intense the apology is given, the more satisfied respondents are. A late apology decreases satisfaction ratings. Effect sizes indicate that authenticity has the strongest impact followed by intensity and timing. The implications for researchers and managers are discussed.

Keywords: Apology, service-recovery, satisfaction, consumer complaints

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Session 19.03:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Emmanuelle Le Nagard, ESSEC Business School

Voluntary Disclosure of Corporate Social Responsibility Reporting: The Case of Controversial Industries

Vassiliki Grougiou, International Hellenic University

Emmanouil Dedoulis, Athens University of Economics and Business

Stergios Leventis, International Hellenic University

A growing number of companies belonging to controversial industries such as alcohol, gambling, and tobacco initiate voluntary disclosure of their corporate social responsibility (CSR) activities. We aim to understand this corporate strategy by examining the potential determinants related to the decision to issue standalone CSR reports. We employ a sample of 109 listed U.S. companies belonging to controversial sectors for a seven year period (2003-2009). Our findings provide evidence that firms which are high CSR performers, have high litigation exposure, are large in size, better

governed and have an intense international presence are more prone to disclose CSR reports. We suggest that companies belonging to controversial industries develop disclosure strategies, *inter alia* standalone CSR reports, as a response to various threats stemming from the nature of their business in order to neutralize public views about their operations and, thereby, confer legitimacy upon their practices.

Keywords: Ethics, social responsibility, controversial industries, legitimacy, voluntary disclosure.

Exchange or Exploitation? A Meta-Analytical Review of Social Conflicts between Marketers and Consumers

Verena E. Stoeckl, University of Innsbruck
Marius K. Luedicke, University of Innsbruck
Katharina C. Husemann, University of Innsbruck

This study sheds an interpretative, meta-analytical light on the complex field of ethics-oriented marketing research and practice. Drawing on social conflict theory as analytical lens, and on about 3,200 pages of academic, popular, and governmental writings as data, it illuminates how social conflicts between marketers and consumers are animated by divisible (resource) and indivisible (ideological) components, the particular relation of which decides about their propensity for successful resolution. Findings also show that, over time, marketing-related social conflicts have become more ideological and thus dramatic in form, posing new opportunities and challenges to marketers and political decision makers.

Keywords: Ethical Marketing, Social Responsibility, Social Conflict

A branding challenge for social marketing programs

Ilaria Baghi, University of Modena and Reggio Emilia
Veronica Gabrielli, University of Modena and Reggio Emilia

The present paper proposes a branding perspective for a specific kind of social marketing program: Cause-related marketing. The aim is to verify the separate and joint effect of brand awareness of two partners in a co-branded cause related program. The intent is to understand which partner is most important to be aware in consumer mind to improve consumers' attitude and trust and to feed their willingness to pay and to buy for the cause-related product. The study consists of an experimental 2

(profit brand awareness: high; low) x2 (no profit brand awareness: high; low) between subject design. Results show a interaction between the awareness of the for-profit and non-profit brand in defining consumer attitude and willingness to pay for the product and a main effect of the awareness of the non-profit brand on purchase likelihood and on trust in cause related marketing program.

Keywords: Co-branding, cause related marketing, brand awareness.

Dissatisfied consumers' revenge on the Internet: why is it approved by other consumers?

Emmanuelle Le Nagard, ESSEC Business School
Gisele de Campos Ribeiro, Paris Dauphine University

Dissatisfied consumers' revenge on the Internet are a recent phenomenon. In this paper we investigate the determinants of the approval of the revenge act by other consumers on Internet. 32 Internet users who reacted to two revenge cases were interviewed. The analysis of their comments shows that reactions are in majority favorable to the avenger and its action. It then allows us to build a first model of the approval of a revenge on the Internet.

Keywords: Internet, consumer dissatisfaction, revenge, brand image

Session 20.02:

Tourism Marketing

Session title: Customer Loyalty

Room: C508

Session Chair: Ramon Palau-Saumell, University of Barcelona

How To Make Customers Loyal To Online Tourism Products?

Hélia Gonçalves Pereira, Lisbon University Institute (ISCTE)

Paulo Rita, Lisbon University Institute (ISCTE)

Fátima Salgueiro, Lisbon University Institute (ISCTE)

Although the concept of customer loyalty has been applied extensively to products and services and considered critical, in an internet context it remains narrowly defined in the marketing literature. The main goal of this paper is to develop

empirical knowledge regarding the evaluation of the most important e-loyalty determinants. The proposed model integrates four online determinants of customer loyalty, allowing for the estimation of their simultaneous effects. A questionnaire was applied to loyal customers of online tourism products, resulting in a valid sample of 3188 individuals. The main statistical analyses were conducted within the Structural Equation Modeling framework. The findings indicate that site image and routines associated with site visits are strong determinants of online customer loyalty in tourism.

Keywords: Online Customer Loyalty, Relationship Marketing, Internet Marketing, Structural Equation Modeling

Effects Of Loyalty Programs In Hotel Sector On Customer Satisfaction: The Moderating Effect Of Expertise, Involvement And Sale Proneness

Noelia Sánchez Casado, Technical University of Cartagena
Eva Tomaseti Solano, Technical University of Cartagena

In the tourism sector, getting customer loyalty is important due to the role that relationships between companies and customers play for the service development (Alfaro, 2004). Then, relationship marketing helps companies to develop customer satisfaction and loyalty. In this context, loyalty programs play an important role offering different types of benefits (economic, social and structural) to customers. In this paper, we analyze the effect of the three types of benefits on customer satisfaction with the program, as well as, the moderating effect of consumer characteristics: expertise, involvement and sale proneness. Results show that social and structural benefits have a higher effect on satisfaction with loyalty programs for experts and high involvement in hotels and high sale proneness consumers, not existing differences in the case of economic programs.

Keywords: loyalty program, expertise, sale proneness, involvement

Customer Value, Satisfaction, Trust And Loyalty: The Moderator Effect Of The Cruise Line Brand

Ramon Palau-Saumell, University of Barcelona

Santiago Forgas-Coll, University of Barcelona

Javier Sanchez, Jaume I University-Castelló

Ruben Huertas-Garcia, University of Barcelona

This study attempts to investigate the relationship between customer value, satisfaction, trust and loyalty and the moderator effect of the brand on cruise passengers' perceptions. A causal model was tested on a sample of 729 cruise passengers of Royal Caribbean International and MSC Cruises. The study of the data used structural equation models by means of a multigroup analysis. The results suggest that the cruise line brand moderates the relationships posited in the model and reinforces the importance of social value in loyalty formation.

Keywords: loyalty, trust, satisfaction, value, cruise line

THURSDAY – 14:00-15:30

Session 01.07:

Advertising, Promotion and Marketing Communications

Session title: "Everybody's Trying to Be My Baby": Message framing

Room: C406

Session chair: Kerrie McGinn, Cass Business School

"Materialistic, But At Least Honest": Ways Of Addressing Materialism In Advertising

Anja Spilski, Saarland University

Andrea Groeppel-Klein, Saarland University

Frauke Hagner, Saarland University

The recent financial crises have had a significant impact on the communication strategies of banks, insurance companies and trading companies, which are having to deal with consumers' heightened uncertainty, scepticism and mistrust. As a consequence, many financial service providers are using trust and understanding as leading advertising topics. However, by doing this, they have lost any differentiation potential. This paper shows that the use of terminal materialistic claims (addressing money as the most important aspect in life), although it may appear to be counterproductive at first glance, can be a successful communication strategy for financial service providers, since it is perceived as the authentic purpose of this specialised industry.

Keywords: Advertising, materialism, terminal versus instrumental values, authenticity

Exploring The Effectiveness Of Existential Guilt Appeal: Durable Products

Michael Lwin, Curtin University
Ian Phau, Curtin University

The study explores the relationships between existential guilt appeal, attitude towards the brand, inferences of manipulative intent, and purchase intentions. Research in advertising predominantly explores existential guilt appeal in the charitable donation context (e.g. Hibbert et al., 2007). Thus empirical findings from other contexts are needed, for example, the effectiveness of existential guilt appeal in the luxury durable context is unclear. The findings show no significant relationship between existential guilt appeal and purchase intentions. It questions why advertisers are using existential guilt appeal in luxury product advertisements. Managerial implications and future directions radiating from the results are discussed.

Keywords: guilt appeal, existential guilt, durable product, jewelry, advertising, Tiffany

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It's Not What You Say, It's How You Say It! The Use Of Advertising Framing Strategies Across Service Types

Kerrie McGinn, Cass Business School
Chris Storey, Cass Business School
Stephanie Feiereisen, Cass Business School

This research employs a content analysis methodology to examine the use of framing strategies, including argument, rhetorics, narrative and mental simulation, in services advertising. Framing can exert a powerful impact on consumer information processing and attitude formation. The literature states that the properties of framing strategies mean they prompt different information processing styles, the effectiveness of which depends on the consumption situation. This research investigates framing strategies across mentally intangible (MI) and mentally tangible (MT) services, and explicit and tacit services. This study has important implications, revealing the use of framing strategies differs according to the service type, and highlighting the underuse of two powerful framing strategies identified in the literature, narrative and mental simulation.

Keywords: services advertising, information framing, information processing

Session 02.03:

Business-to-Business Marketing & Networks

Session title: Sales Force

Room: C408

Session chair: Wolfgang Ulaga, IMD – International Institute for Management Development

Personal Selling – An Out-Dated Sales Concept? The Effects Of Salespeople Engagement In Competitive Tenders

Eva Katharina Steinbacher, University of St. Gallen

Christian Schmitz, University of St. Gallen

Dirk Zupancic, German Graduate School of Management and Law

Since organizational customers actively seek to reduce the influence of personal relationships on buying decisions, competitive tenders have become important elements of companies' purchasing strategies. Vendors face a high risk of failure, and given the considerable resource investment, successful participation in tenders is now a key challenge. Using structural equation modeling, this research shows that the attractiveness of both proposals and vendors affects vendors' achievement of tender-related objectives. Our findings indicate that a salesperson can influence vendor attractiveness by engaging in several activities throughout the buying process. Moreover, salespeople who are involved when customers specify their requirements are able to induce superior proposal attractiveness. We also find that the latter effect is completely negated by a noncompetitive price.

Keywords: competitive tender, organizational purchasing, transactional attractiveness, relational attractiveness, salespeople engagement, business-to-business marketing

Conceptualization And Empirical Validation Of Key Account Management Orientation

Nektarios Tzempelikos, Athens University of Economics and Business

Spiros Gounaris, Strathclyde Business School

The importance of Key Account Management (KAM) in building long-term relationships between buying and selling firms is widely acknowledged in the literature. However, this relationship-oriented perspective of KAM lacks appropriate empirical examination. To fill this gap, the present study uses data from 304 personal

interviews to conceptualize Key Account Management Orientation (KAMO) as well as to develop a reliable and valid measure of it. Findings suggest that KAMO is a multi-dimensional construct integrating both attitude-related and behavior-related dimensions. Dimensionality, scale reliability and validity of the construct were also assessed. Academic and managerial implications are discussed.

Keywords: Business-to-Business Marketing, Key Account Management, Relationship Marketing

Implementing Service Growth Strategies At The Industrial Sales Force Level: Key Challenges In Selecting And Managing Service-Savy Sales People

Wolfgang Ulaga, IMD – International Institute for Management Development
James Loveland, HEC Montreal

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Manufacturers increasingly seek service-led growth in highly competitive markets. Yet, when implementing service transitioning strategies, many firms find that the industrial sales force represents a major hurdle in the move towards a more service-centric business model, witnessed by high variance in sales people's performance levels and excessive churn rates among sales personnel. Based on three focus groups with eighteen senior sales managers and depth interviews with twenty sales executives, we first emphasize the magnitude of change involved in the transformation process. We then show that the nature of selling hybrid offerings, i.e. good-service combinations, in industrial markets differs in several critical aspects from selling industrial goods. Third, we explain how these specificities relate to unique sales capabilities required for successfully growing sales of ancillary services and customer solutions wrapped around industrial goods. Fourth, we identify key personality traits of high-performing service and goods sales people and provide novel insights into how specific personality traits contribute to creating a service-savy industrial sales force. Our findings have important implications for selecting, rewarding, and allocating sales people to goods versus hybrid offering sales.

Keywords: Service transition strategies; business-to-business services; industrial services; industrial sales force; product sales force; services sales force; goods-centric sales; hybrid offering sales.

Session 03.13:**Consumer Behavior**

Session title: All About Colour and Vividness**Room: B203****Session chair: Carlos Orus, University of Zaragoza****The Best of Both Worlds:****Effects of Product Color Brightness on Food Consumption**

Suresh Ramanathan, Texas A&M University

Adriana Madzharov, Baruch College, City University of New York

Lauren Block, Baruch College, City University of New York

Despite the acknowledgment of color as an important driver of cognitive and affective processes, there is limited research in the consumption domain. The present research contributes to an understanding of the biasing role of color brightness on food consumption. In three studies, we demonstrate that light-colored foods (e.g., white M&Ms) are consumed more than dark-colored foods (e.g., black M&Ms), and are accompanied by higher pleasure and reduced negative emotions. We show that light colored foods lead to declining negative emotions while dark-colored foods lead to increasing negative emotions and that this trend in emotions is what drives consumption differences. Further, we show that people automatically activate perceptions of both greater tastiness and lower unhealthiness for light-colored foods compared to dark-colored foods, suggesting that people do not always carry the intuition that tasty = unhealthy.

*Keywords: Food Consumption, Color, Affect, Automatic Processes***Vices Lurking in the Dark:****The Impact of Dark Color Cues on Indulgent Consumption**

Monica Wadhwa, INSEAD

Kuangjie Zhang, INSEAD

Amitava Chattopadhyay, INSEAD

Consumers are influenced by the metaphoric relationship between color and product nature. We demonstrate that dark color as compared to bright color is associated with both the concept of pleasure and the concept of sin. In a series of four studies, we

demonstrate that dark (vs. bright) color cues can highlight the pleasurable aspect of indulgent consumption, thereby enhancing consumers' wanting and preference for indulgent food items. However, when the sinful aspect of indulgent consumption is made salient to consumers (e.g., when consumers are primed with a health goal), dark (vs. bright) color cues reduce consumers' wanting and preference for indulgent food items.

Keywords: color, hedonics, motivation

Displaying Product Videos on the Web: Analysis form an Information Processing Perspective

Carlos Orus, University of Zaragoza
Carlos Flavián, University of Zaragoza
Raquel Gurrea, University of Zaragoza

The impossibility of inspecting products physically is a deterrent of online shopping. Websites use vivid information to show products as close to reality as possible. Product presentation videos are a powerful, cost-effective tool that can persuade consumers. Two studies investigate the effectiveness of demonstration videos. Study 1 shows a positive influence of a demonstration video on cognitive elaboration and ease of imagining the product. Study 2 examines the influence of different types of videos on consumers' information processing and product attitudes. The moderating role of the consumer's motivation to process the information is also considered. Findings stress the importance of displaying concrete, realistic product information in online environments.

Keywords: Vividness, ease of imagining, Need for Cognition

Session 03.14:**Consumer Behavior**

Session title: Comparing Self to Others**Room: B204****Session chair: Echo Wan, Hong Kong University****(I can't get no) Satisfaction: Probability Neglect in Social Comparison and its Impact on Satisfaction with Life**

Mudra Mukesh, IE University

Dilney Gonçalves, IE University

We demonstrate that people neglect the probability of observing ostentatious information in online social networks, which reduces people's satisfaction with life when they have many friends (high probability) but increases satisfaction with life when people have few friends (low probability). This occurs because knowledge of the relationship between number of friends and probability of observing ostentatious posts is not accessible at the time of judging satisfaction with life. We contribute to the social comparison literature by focusing on the representativeness of the information that engenders comparison.

Keywords: Social Comparison, Probability Neglect, Satisfaction with life, Facebook, Social Networking Sites, Subjective Well-being

**Tell Me What to Do When I am in a Good Mood.
Show Me What to Do When I am in a Bad Mood:
Mood as a Moderator of Social Norm's Influence**

Vladimir Melnyk, Maastricht University

Erica Van Herpen, Wageningen University

Consumers are exposed to social norm information when they are in a good and bad mood. This paper investigates the effect of mood (positive and negative) on the influence that both descriptive and injunctive norms have on consumers' attitudes, behavioral intentions and actual behavior. Results of the two experiments show a fundamental difference between injunctive and descriptive norms. Injunctive norms lead to more positive attitudes and intentions under positive (vs. negative) mood, whereas descriptive norms lead to more positive attitudes and intentions under negative (vs. positive) mood. Furthermore, we show that this effect translates to actual (donations) behavior.

Keywords: Social norm, mood, attitudes, intentions, donations

When the message “feels right”: Investigating the persuasiveness of a homophilous source

Ali Faraji-Rad, BI Norwegian Business School
Luk Warlop, K.U. Leuven
Bendik Samuelsen, BI Norwegian Business School

We take an affective approach towards studying the influence of source characteristics on persuasion. Specifically, we focus on perceived homophily (feeling of similarity) and argue that a message coming from a homophilous source “feels right” and this feeling is incorporated into judgment about the target of the persuasion message in an inferential manner – increasing the persuasiveness of that message. In 7 experiments we demonstrate that a homophilous source is more persuasive in situations where previous research has demonstrated more ground in use of feelings and this is mediated by the reported “feels right” experience towards the message.

Keywords: persuasion, homophily, similarity, affect

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To Be or Not to Be Unique? The Effect of Social Exclusion on Consumer Choice

Echo Wan, Hong Kong University
Jing Xu, Peking University
Ying Ding, Peking University

This research proposes that following an experience of being socially excluded, consumers may strategically use product choice to differentiate from or assimilate to others as a result of the appraisal of the exclusion situation. Two experiments show that when consumers appraise it as unnecessary or non-attractive to regain social connections, the socially excluded consumers exhibit greater preference for distinctive products than do the included consumers, and that this effect is driven by a strengthened perception of unique self in social exclusion. Theoretical and practical implications are discussed.

Keywords: social exclusion, differentiation, assimilation, unique choice

Session 04.07:**Innovation and New Product Development**

Session title: Entrepreneurship and Performance**Room: C506****Session chair: Ana Lisboa, Leiria Polytechnic Institute****Market-Oriented Business Development:
Implications For Product Innovation Performance**

Hans Eibe Soerensen, University of Southern Denmark

This study attempts to clarify the business development construct, relate it to product innovation performance, and explore how market orientation constructively influences this relationship. The preliminary propositions and integrative framework represent efforts to provide a foundation for a theory of business development. The work here is conceptual and theoretical and further work on measure development and empirical testing of the propositions remain. As hinted at by a senior business developer; given the complex vertical and lateral coordination efforts of business development as well as the rareness of the integrating generalists, business development may be considered a distinct for of sustainable competitive advantage.

Keywords: Business development, market-oriented business development, market orientation, market-sensing capability, product innovation performance.

Continuity, Change And New Product Performance

Enrico Forti, University College London

Maurizio Sobrero, University of Bologna

Andrea Vezzulli, Universidade Técnica de Lisboa

New product decisions present managers with trade-offs between continuity and change. How these trade-offs are resolved determines product performance, but systematic evidence documenting the outcomes of managing continuity and change within and across decision domains is lacking. We leverage unique empirical data to tease apart the effect of continuity- and change-related decisions on the performance of new products while controlling for many potential confounding factors. Different strategic profiles are evaluated across two domains theoretically modeled to articulate trade-offs in the strategic decision making space: product attributes and members

of the production team. Results show that hybrid strategic postures increase new product performance.

Keywords: Strategic Renewal, New Product Performance, Decision Domains, Behavioral Tracking Data, Music Industry

Applying Financial Portfolio Theory To Introductory Pattern Decisions Of Product Generations: An Empirical Study

Cornelia Ebertin, University of Mannheim

Torsten Bornemann, University of Mannheim

Stefan Hattula, University of Mannheim

Florian Kraus, University of Mannheim

In many industries, successive product generations generate a good portion of firms' revenues. Surprisingly, little is known about the financial relevance of the introductory pattern of product generations – an important strategic management element. Analyzing the longterm stock market performance of 95 firms from different industries, this study closes the gap. The results of a financial portfolio analysis show that the introductory pattern as part of a firm's product generations' introduction strategy has a significant financial relevance. Specifically, we find superiority of a portfolio of firms identified with an irregular introduction pattern over a portfolio of firms with a regular introduction pattern. However, the findings underlie industry-specific characteristics.

Keywords: Successive Product Generations, Introductory Pattern, Financial Performance, Portfolio Analysis, Capital Asset Pricing Model

Entrepreneurial Orientation And Performance: The Intervening Role Of Dynamic Capabilities

Ana Lisboa, Leiria Polytechnic Institute

Carmen Lages, ISCTE Business School/IUL

Dionysis Skarmeas, Athens University of Economics and Business

This study investigates the role of product development dynamic capabilities as the internal mechanisms through which entrepreneurial orientation influences performance in export markets. The findings suggest that entrepreneurial orientation promotes both exploitative and explorative product development capabilities. Further, product development capabilities enhance adaptive performance, which in turn

increases market effectiveness. The study findings can offer useful guidance to export business practitioners and public policy makers on the successful management of export operations.

Keywords: Entrepreneurial orientation, Dynamic capabilities, Innovation, Exporting

Session 05.07:

International and Cross-Cultural Marketing

Session title: Aspects of Internationalization

Room: C402

Session Chair: Carl Arthur Solberg, BI Norwegian Business School

A Study Of Cross-Cultural Adolescent Ritual Practice

Peter Nuttall, Bath University

Julie Tinson, University of Stirling

The homogenization of global youth culture has been contested. As a consequence it has become pertinent to understand the nuances and glocalisation of adolescent practice/s. One ritual that has recently been exported from the US to the UK is the high-school prom. This study reports on questionnaire responses and focus group data with adolescents in Scotland and US exchange students at UK universities. The purpose of which is to establish the assumptions and realities that constitute authentic appropriation of this event. Scottish adolescents' perceptions of US high-school prom practice emphasise the presence of indexical cues whereas Scottish practice relies on the iconic. Differences between the cultures are discussed and marketing implications are identified.

Keywords: Ritual practice, Authenticity, Adolescents, High-school prom

The Influence Of Competition On The International Takeoff Of New Services

Margot Loewenberg, University of Zurich

Markus Meierer, University of Zurich

René Algesheimer, University of Zurich

We study the takeoff of 441 broadband internet operators across 85 countries to analyze whether competition at time of a firm's market entry influences the takeoff of

a new service. Further, we examine whether there is a difference in time to takeoff between developed and developing countries. This study is the first to analyze the predictors of time to takeoff at firm-level. Controlling for further firm- and country-level variables, we apply a multilevel proportional hazard model. We find that firms facing less competition at time of market entry reach takeoff faster than companies entering markets with higher competition. Further, our results provide support that broadband internet operators in developed countries reach takeoff faster than firms in developing countries. We discuss the managerial implications of these findings in detail.

Keywords: Takeoff, market competition, company data, cross-country analysis, multilevel proportional hazard model

Internationalization Of The European Marketing Community – A Publication Analysis

Jeanette Loos, University of Hohenheim
Markus Voeth, University of Hohenheim

In this paper the internationalization process of the European marketing community during 2000 and 2010 will be examined by analyzing the publication outcome of the members of the European Marketing Academy (EMAC). Based on the studied internationalization determinants (international visibility and international collaboration) our results show a significant increase in the level of scientific internationalization. Nevertheless, this result cannot be confirmed for all countries of the European marketing community. Instead, most countries either enhanced their international visibility or increased their international collaboration in recent years.

Keywords: scientific internationalization, European marketing community, publication Analysis

The Impact Of Globalisation Drivers On Strategy-Performance Relationships In International Markets

Carl Arthur Solberg, BI Norwegian Business School
Francois Durrieu, BEM Bordeaux Ecole de Management

This paper investigates the moderating impact of globalisation on the effectiveness of strategies on strategic and financial aspects of performance. In a survey of 378 companies from Singapore, Norway and Germany we find that globalisation drivers

have an impact on the effects of strategic choices on both market position and financial performance. Some effects are indirect through other strategies. Differentiation strategies seem to play a pivotal role here, since other strategies apparently work on performance through differentiation. Also the importance of market position in global markets has been evidenced by our data, suggesting that firms need to watchful concerning market shares and network relations particularly in global markets.

Keywords: International marketing strategies, Globalisation drivers, Performance

Session 06.01:

Marketing in Emerging and Transition Economies

Session title: Consumption experiences in emerging markets

Room: B201

Session chair: Wagner Kamakura, Duke University

Compulsive Buying In Emerging Economies: An Empirical Investigation

Andras Bauer, Corvinus University of Budapest

Ariel Zoltán Mitev, Corvinus University of Budapest

Consumers in emerging markets are usually less educated about new, complex products and therefore are often making suboptimal decisions (Emerging markets in our case can be addressed both from macroeconomic and product category perspective) Simultaneously, trends from developed economies take foot in developing countries, as well. Compulsive buying is one of these tendencies and it has attracted the attention of several researchers in the consumer behavior domain dealing with both antecedents and consequences. However we know relatively little about whether and how compulsive buying is connected to the economic crisis. This event could magnify or change consumer tendencies and would allow us to tie attitudes to actual (or predicted) behavior. Our aim is to discover to develop a deeper understanding between the different dimensions (financial uncertainty, saving, spending distrust) of attitude toward money and financial trouble. We base our findings on a large-scale empirical study.

Keywords: emerging markets, economic crisis, consumer finances, compulsive buying,

Endorser Type And Brand Globalness Effects In India: Think Global Or Act Local?

Mahdi Rajabi, University of Antwerp
Nathalie Dens, University of Antwerp
Patrick De Pelsmacker, University of Antwerp

In two experiments, we explore the effects of celebrity endorsement (international celebrity, local celebrity, unfamiliar (local) non-celebrity) and brand globalness (global brand, local brand) on consumer responses (attitude toward the ad, advertised product, and brand and purchase intention) in India. In study 1, a glocalization strategy (combination of a global brand with a local endorser) engenders the most positive consumer responses over complete globalization or localization. This effect disappears when we control for endorser characteristics (familiarity, attractiveness, attitude toward endorser and fit between endorser and advertised product). The results of study 2 show that a truly global brand scores better than a local brand, regardless of the endorser. This global brand advantage disappears when we control for perceived brand globalness.

Keywords: standardization, adaptation, glocalization, celebrity endorsement, brand globalness, emerging markets

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How Conditional Cash Transfer Programs Affect Consumption Priorities Among The Poor In An Emerging Economy

Wagner Kamakura, Duke University
Jose A. Mazzon, Universidade de Sao Paulo

We conduct a natural field experiment using consumption and demographic data from a national representative survey to detect shifts in consumption priorities among participants in the largest Conditional Cash Transfer (CCT) programme in the world (Brazil's Bolsa Familia). Because we only have access to survey data, rather than a controlled experiment, we rely on a propensity scoring model to define a comparable group of equally qualified non-participants in the program, and on a budget allocation model to isolate shifts in consumption priorities from budget effects. We find that consumption patterns among participants are distinct from comparable, equally qualified non-participants. Moreover, we find that shifts in consumption priorities are more salient than budget effects. Participation in Bolsa Familia is associated with substantial decreases in allocated shares to *Housing*, *Public Transportation*, and

Utilities, and substantial increases in Food & Beverage at Home, Apparel, and Food & Beverage Away from Home.

Keywords: Emerging economies, Household consumption, Conditional Cash Transfers, Social Marketing

Session 12.07:

New Technologies and E-Marketing

Room: C407

Session Chair: Andreas Munzel, EM Strasbourg Business School

To Pay Or Not To Pay? Factors Affecting Movie Downloading Habits

Jean-Philippe Charron, Universidad Autónoma de Madrid

Ignacio Redondo Bellón, Universidad Autónoma de Madrid

Digital pirates stand accused of robbing the film industry of potential revenues. But not all movie/TV series downloaders are equal. Going beyond the usual college students scope, this large scale study ($n = 10,409$) evaluates the effects of seven distinct influencers (gender, age, household size, monthly Internet usage time, years using Internet, variety of Internet-based activities and interest in movie-related topics) on three discrete downloading profiles: the never-paying *pirate*, the ever-paying *legal* and the sometimes paying *eclectic*. Whilst the conclusive results may be enlightening for the academics, some implications emerge as both alarming and promising for the industry managers.

Keywords: Digital Piracy, Movie Downloading Habits

The Role Of Mobile Payment Systems In Electronic Commerce

Francisco Liebana-Cabanillas, University of Granada

Francisco Muñoz-Leiva, University of Granada

Maria Isabel Viedma-de-Jesus, University of Granada

The purpose of this paper is to contribute to the existing research of user behavior in virtual environments. More specifically, this paper studies buying behavior in social networks and the acceptance of new mobile payment tools that are being used in this environment. To carry out the proposed research, a web experiment to analyze the

proposed behavioral model of a new payment tool which employs mobile text messages (SMS) for support was created. The analysis shows how trust, usability, utility and risk are key determinants of the level of intention to use the new proposed tool.

Keywords: E-Commerce, M-Commerce, Payment methods, virtual environments, trust, ease of use, risk.

More Than Words: The Influence Of Affect And Linguistic Style Matches In Online Reviews On Conversion Rates

Stefan Ludwig, Maastricht University
Ko de Ruyter, Maastricht University
Mike Friedman, Louvain School of Management
Brüggen Elizabeth, Maastricht University
Martin Wetzels, Maastricht University

Customers increasingly rely on other consumers' reviews to make purchase decisions online. New insights into the customer review phenomenon derive from studying the semantic content and style properties of verbatim customer reviews as heuristic cues that influence online retail sites' conversion rates. In the current research, text mining is used to extract affective cues and linguistic style properties of customer book reviews. A dynamic panel data model reveals that positive affective cues and congruence with the audience's typical linguistic style directly and conjointly influence conversion rates. The current findings suggest that managers should identify and promote the most influential reviews, provide instructions to stimulate reviewers to write powerful reviews, and adapt the style of their own editorial reviews to the relevant product category.

Keywords: Customer reviews, retail conversion rate, online WOM, affect, shared language

Do Those Responsible Have To Pay? Dealing With Negative Word-Of-Mouth In Public Online Environments

Andreas Munzel, EM Strasbourg Business School
Benedikt Jahn, Ludwig-Maximilians-University Munich
Werner H. Kunz, University of Massachusetts Boston

Empirical research provides robust support for the importance of electronic word-of-mouth (eWOM). While positive comments can foster purchase intentions, negative messages influence eWOM receivers negatively and therefore constitute a considerable

threat to a company's reputation. Nevertheless, response strategies to negative eWOM remain widely under-researched. Therefore, we investigate the effects of social accounts as a company's response to negative eWOM and also consider the response to consensus regarding repliers' statements. We test our hypothesis in two different online contexts: online review sites and brand pages. Our results point to apologies as a superior response strategy and highlight the role of user interaction within these environments. Whereas prior research shows the effects of social accounts on complainants, we underline its importance from a third party perspective.

Keywords: Negative word-of-mouth, social media, online reviews, brand page, social Accounts

Session 14.07:

Product and Brand Management

Session title: Brand Design and Brand Personality Theme 1

Room: C507

Session Chair: Catherine da Silveira, Lisbon University Institute (ISCTE-IUL)

An Investigation of the Antecedents and Role of Services Brand Credibility

Nabil Ghantous, Aix-Marseille III Paul Cezanne

The objective of this research is to study the antecedents and role of services brand credibility (SBC). As intangible and heterogeneous performances, services can be associated with great perceived risk and one way the brand can add value to customers' experience is through its credibility. Two antecedents of SBC, customer-employees interaction and brand personality dimensions, as well as two direct consequences (customers' satisfaction and loyalty) are tested with an empirical investigation (N=1188). The results show that interaction with employees has a significant but small impact on SBC, whereas one dimension of brand personality, Competence, acts as a very strong antecedent. Moreover, SBC fully or partially mediates brand personality's and customer-employees interaction's impact on satisfaction and loyalty.

Keywords: credibility, services, signalling, antecedents, customer-employee interaction, brand personality.

Perception of user-generated brands: a new power in the minds of consumers?

Severin Denhardt, Innsbruck University

Consumers do not only have an increasing influence on brands, they even create brands themselves. The existence of brands created by users suggests that those brands exhibit additional value to consumers that differentiates them from large commercial brands. This study therefore investigates the value of user-generated brands from a consumer perspective. With an experiment conducted with 804 participants we demonstrate that the origin of a brand has an influence on consumers' perception of sympathy, authenticity and credibility. The results point to a value-adding utility of user-created brands, which distinguishes them from commercial brands and could be an advantage in competition.

Keywords: Social Media, Branding, Brand Management, User-generated Brand (UGB), Purchase-decision process, Authenticity, Credibility, Sympathy, Brand Utility

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Rethinking Brand Identity in a Context of Co-Creation

Catherine da Silveira, Lisbon University Institute (ISCTE-IUL)

Cláudia Simões, Open University

Carmen Lages, Lisbon University Institute (ISCTE-IUL)

The market context on which many of the existing brand identity definitions and conceptualizations are based has changed in recent years. The increasingly turbulent environment and the rising role of consumers as co-contributors to brand development demand a rethinking of brand identity. Drawing on a seminal socially constructed perspective of identity from the field of sociology, and on the preliminary insights of a case study research, we re-conceptualize brand identity as a dynamic process, comanaged by managers and consumers, shaped by managers, yet driven by consumers. We further suggest that, in a co-creation context, brand image and brand identity tend to converge and intertwine. This approach has relevant implications for brand management.

Keywords: Brand identity, brand management, co-creation, consumer-brand relationship

Session 18.03:**Services Marketing**

Session title: Education services**Room: C501****Session Chair: Khurram Sharif, Qatar University****Listening To Our Customers In Higher Education Institutions**

Konstantina Kamvysi, University of Macedonia

Andreas Andronikidis, University of Macedonia

Katerina Gotzamani, University of Macedonia

Andreas Georgiou, University of Macedonia

This paper proposes a methodology based on concepts from fuzzy theory to capture the true “voice of the Customer” and thus to determine proper prioritization and importance levels in a QFD framework. The effectiveness of QFD in conjunction with Fuzzy-AHP in designing an undergraduate course according to students’ requirements is investigated. Although, the derived priorities from Fuzzy AHP methodology are not too far from crisp AHP priorities and ranks from two methodologies are equal in corresponding matrices, results suggest that the QFD-Fuzzy AHP methodology outweighs because Fuzzy AHP is possible to accommodate the potential uncertainty in the subjective judgements of customers. Additionally, a sensitivity analysis is conducted to ascertain the robustness of the fuzzy prioritization method.

Keywords: QFD, Fuzzy-AHP, Higher-education

Students As Consumers, Universities As Service Providers: Satisfaction And Loyalty In Higher Education

Kathrin Kindlein, Ludwig-Maximilians-Universität München

Manfred Schwaiger, Ludwig-Maximilians-Universität München

Because empowered students see themselves as customers of universities, it becomes increasingly essential to a) gain consumer insights and b) create customer-oriented services in a higher education context. Based on a Partial Least Squares analysis, this study shows how satisfaction and loyalty can be promoted in a university’s environment. In this paper, we demonstrate that factors such as *teaching programme and lecturers* as well as *social environment* significantly influence student satisfaction. Moreover, the interaction between drivers of student satisfaction and loyalty is

investigated. Referring to our findings, we can identify implications that will help make students satisfied and loyal to their university.

Keywords: Higher Education Service Marketing, Satisfaction, Loyalty

Positioning Of The World Top50 University Institutional Repositories

Enar Ruiz Conde, Alicante University
Aurora Calderón-Martínez, Alicante University

The present paper is based around the study of repositories as a way to allow open access to scientific and academic output. Concretely, we analyze the competitive environment of the main international university institutional repositories in terms of visibility, market share and scholar capital. We also analyze the impact of certain own characteristics of repositories and universities on the evolution of repositories. The preliminary results, obtained after applying comparative mapping, allow us to identify the leading repositories in relative visibility and market share by geographical area. Additionally, the regression analysis identifies the determining factors of growth of the main university institutional repositories.

Keywords: repository, open access, archiving.

Non-Academic Service Quality Assessment. Comparative Analysis Of Students And Faculty As Users

Khurram Sharif, Qatar University

In this paper the research focus was non-academic service quality assessment within higher education sector in State of Qatar. In particular non-academic service quality perceptions of faculty and students were evaluated. This enabled a comparison which helped understanding of non-academic service quality orientation from key users perspective. Data were collected using a self-completion questionnaire that was posted on the Survey Monkey. In total 296 usable questionnaires were collected representing a response rate of 17%. Key results indicated that at large service users (both faculty and students) were satisfied with non-academic services and this had a positive impact on their loyalty. However in the case of students there was a disconnect between loyalty and its 'productive' propagation. This disconnect may be stopping majority of student service users from becoming active brand ambassadors for the servicing institution.

Keywords: Non-academic service quality, students, faculty, comparative analysis

Session 19.04:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Andrea Pérez, Universidad de Cantabria

Measuring eco-friendly consumption motivation: development and validation of an efficient measurement scale

Camilla Barbarossa, Rome La Sapienza University

Gaetano "Nino" Miceli, University of Calabria

Patrick De Pelsmacker, University of Antwerp

This article aims at developing and validating an efficient measurement scale to measure green consumption motivation (GCM) as a three-dimensional construct, which comprises altruistic universalistic, ego-centric teleological, and ego-centric deontological motivations. Indicators were generated on the basis of a thorough literature review and qualitative research. The first study assessed the content validity of the scale. Three further studies (surveys involving Italian and Belgian adult consumers) assessed GCM scale reliability, convergent and discriminant validity, and established its applicability in a causal model. Results showed that the resulting 10-item scale is reliable, valid and generally behaves as one would expect in a theory-based causal model. Implications for eco-friendly consumption knowledge and guidelines for further research are proposed.

Keywords: green consumer behaviour, eco-friendly products, environmental care motivation, self-identity motivation, ethical motivation, scale development

Developing a scale for measuring corporate social responsibility in tourism

Patricia Martínez García de Leaniz, Universidad de Cantabria

Andrea Pérez Ruiz, Universidad de Cantabria

Ignacio Rodríguez del Bosque, Universidad de Cantabria

Corporate social responsibility (CSR) is one of the most prominent concepts in the academic literature. Nowadays, however, its measurement is still problematic. Although literature provides different methods, almost all of them have limitations. Given the contextual character that is recognized in the practice of CSR, the aim of this

paper is to propose and develop a new scale for measuring CSR in the tourism sector, based on the sustainable development theory, one of the most recent and accepted academic proposals. So that, a confirmatory factor analysis was carried out in order to determine the factors underlying the scale. The results show a multidimensional structure of this construct, including economic, social and environmental issues.

Keywords: Corporate Social Responsibility, sustainable development, scale development, tourism sector

Extending on the formation process of CSR image

Ignacio Rodríguez del Bosque, Universidad de Cantabria

Andrea Pérez, Universidad de Cantabria

Patricia Martínez García de Leaniz, Universidad de Cantabria

Drawing on Rifon, Choi, Trimble & Li's (2004) seminar paper, the authors analyze whether the proposals of associative learning theory, attribution theory, and persuasive communication are adequate to anticipate corporate social responsibility (CSR) image. At the same time, we aim to introduce two psychological moderators in the model as to better explain the formation process of CSR image. A causal model is positively tested that allows us to anticipate CSR image based on three variables: the congruence between the company and its CSR policy, the attribution of motives for the company to implement CSR activities and corporate credibility in developing CSR programs. Personal values of customers, such as collectivism and novelty seeking, determine this model and allow us to extend on the model initially proposed by Rifon et al. (2004).

Keywords: CSR image, company-CSR congruence, motivational attribution, corporate credibility, banking industry, novelty seeking, collectivism

Session 20.03:**Tourism Marketing**

Session title: Destination Image and Branding**Room: C508****Session chair: Tania Maree, Tshwane University of Technology****The Cognitive-Affective-Conative Model Of Destination Image:
A Confirmatory Analysis**

Dora Agapito, Research Centre for Spatial and Organizational Dynamics (CIEO),
University of Algarve

Patricia Valle, Research Centre for Spatial and Organizational Dynamics (CIEO),
University of Algarve

Julio Mendes, Research Centre for Spatial and Organizational Dynamics (CIEO),
University of Algarve

Destination image influences tourist behaviour before, during and after travel, as it is an important instrument which contributes to tourists' loyalty. In this context, although Gartner (1993) advocates that the cognitive, affective and conative dimensions of destination image are hierarchically interrelated, there is no empirical evidence to support the complete model. This study aims to test the hierarchical nature of the relationship between the dimensions of destination image. The results of structural equation modelling (SEM) confirm Gartner's (1993) theoretical model, validating the theory that the influence of the cognitive component on the conative dimension is stronger when mediated by the affective component. This conclusion raises important considerations regarding affect as a crucial aspect linking destinations and people.

Keywords: Destination image; cognitive-affective-conative approach; tourists

**Analyzing Destination Branding And Image From Online Sources –
A Web Content Mining Approach**

Clemens Költringer, MODUL University Vienna

Astrid Dickinger, MODUL University Vienna

Gerhard Wohlgenannt, MODUL University Vienna

Destination image, place brand and branding are topics receiving continued attention by researchers and industry. However, a thorough definition and differentiation of terms and further investigation is still needed. The available digital information

sources are relevant image formation agents that can be used for branding or are autonomous agents outside the control of marketers. Therefore it is interesting to learn what is communicated in specific online channels. Today the abundance of online data can be analyzed to gain insights into the brand identity communicated and the image perceived by travelers. Therefore, this paper presents an automated web content mining approach of a total set of 5,719 documents to learn about online destination representation in various sources.

Keywords: media monitoring, text mining, content analysis, destination image, place brand, correspondence analysis

Country Brand Perceptions Of Citizens In Tshwane, South Africa: Comparisons Of Pre- And Post- 2010 Fifa World Cup

Tania Maree, Tshwane University of Technology

Thèrèse Du Plooy, Tshwane University of Technology

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The hosting of a mega-sport event such as the FIFA World Cup has many implications for the host country. The image of the country can be highly impacted by such an event. The study examined the perceptions of South African residents of the country's image before and after hosting the 2010 World Cup. This paper discusses the impact that the World Cup had on the perceptions of residents in the Tshwane area. Main results show that residents' perceptions were positively impacted by the event. There was also a correlation between South Africa's brand image and attitudes towards the World Cup.

Keywords: country branding, mega-events, South Africa, FIFA Soccer World Cup

THURSDAY – 16:00-17:30

Session 01.08:

Advertising, Promotion and Marketing Communications

Session title: "Please Please Me": Sales promotions

Room: C406

Session chair: Oliver Büttner, University of Vienna

The Deal Is On: Understanding And Managing Deal-Of-The-Day Promotions

Maik Eisenbeiss, Cologne University

Robert Wilken, ESCP Europe Business School Berlin

Bernd Skiera, Goethe-University Frankfurt

Markus Cornelissen, University of Münster

Deal-of-the-day promotions have become increasingly prominent in recent years. Yet the convertibility of these promotions into economic success is unexplored. We thus investigate whether and why deal-of-the-day promotions are more effective than traditional promotion formats. A laboratory experiment reveals that deal-of-the-day has a stronger effect on willingness-to-buy compared to simple price discounts only for well-known retailers. Smaller Internet start-ups benefit from deal-of-the-day only when favorable user comments accompany the promotion. Using transaction data from Groupon, we further demonstrate that the effect of the discount level (as the key parameter under managerial control) on DoD promotional effectiveness not only varies by the nature of the underlying product/service category, but is also exposed to nonlinear patterns.

Keywords: price promotions; deal-of-the-day; willingness to buy; deal effect curve

For Fun Or Profit? How Shopping Orientation Influences The Effectiveness Of Monetary And Nonmonetary Promotions

Oliver Büttner, University of Vienna

Arnd Florack, University of Vienna

This study examines whether shopping orientation (experiential vs. task-focused) influences how consumers evaluate monetary and nonmonetary promotions. We assume that promotions are evaluated more favorably when the benefits provided by the promotion fit consumers' shopping goals. The results support this assumption. Experiential shoppers react more favorably towards promotions in general than taskfocused shoppers. More importantly, this relationship is moderated by promotion type: the influence of shopping orientation on promotion evaluation is higher for nonmonetary than for monetary promotions. The results imply that customizing promotions to shopping orientation can enhance the effectiveness of promotions.

Keywords: Promotion Effectiveness, Shopping Orientation, Consumer Behavior, Retailing

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Impulse Purchases Of Clothes In France And Sweden: An Evaluation Of The Effects Of Promotional Tactics

Vladimir Vanyushyn, Umea University

Peter Hultén, Hull University Business School and ESC Rennes School of Business

Dianne M. Dean, Hull University Business School

The purpose of this paper is to investigate the effects of promotion through channels such as direct-mail marketing, TV commercials and special in-store displays on consumers' impulse purchases of clothes in France and Sweden. The data for the study comes from a random sample of 332 French and 161 Swedish households. The results of this study suggest that while direct-mail marketing and TV commercials may trigger some impulse purchases, such promotion has no, or only a marginal effect on a shopper's overall impulse buying tendency. Furthermore, findings indicate that advice from a shop's staff has no impact on this tendency.

Keywords: Promotion; Impulse purchases; Clothes

Session 02.04:

Business-to-Business Marketing & Networks

Session title: Value

Room: C408

Session Chair: Joonas Keränen, Lappeenranta University of Technology

Assessing The Performance Impact Of Value Based Selling: Come Strong Or Don't Come At All

Andreas Eggert, Paderborn University

James Eckert, Western Michigan University

Wolfgang Ulaga, HEC School of Management Paris

Alexander Haas, Karl-Franzens-University Graz

Harri Thero, Turku School of Economics

Value has emerged as a major research topic in marketing, however, a gap exists when considering value and the selling function. This paper employs a mixed qualitative and quantitative research approach to conceptualize value based selling (VBS) and test its performance impact using data collected from 127 salespeople. Based on our qualitative and quantitative research, we identify three VBS dimensions and show that VBS has a curvilinear relationship with salespersons' self-reported performance. As a managerial implication, we recommend that salespeople are best served by executing VBS very well or not attempting to execute it at all.

Keywords: Value based selling, qualitative research, quantitative research

Power And Value Creation In Buyer-Supplier Relationships

Katrina Lintukangas, Lappeenranta University of Technology

Jukka Hallikas, Lappeenranta University of Technology

This study examines the conditions under which dependency and value creation differ between suppliers and buyers. The paper is based on the results of the study conducted within the suppliers and sub-contractors of one original equipment manufacturer (OEM). The suppliers were clustered according their dependency on the OEM and ability to value creation. Significant variation in value creation and dependency among the suppliers was found. Furthermore, the results showed differences in terms of inter-firm learning and supplier innovativeness. Interestingly,

relationship duration does not seem to be significant characteristics when power and value creation are in balance in buyer-supplier relationships.

Keywords: supplier relationships, power position, value creation

Customer Value Assessment In B2b Markets: Towards An Integrated Framework

Joona Keränen, Lappeenranta University of Technology
Anne Jalkala, Lappeenranta University of Technology

Delivering superior customer value is of vital importance to business suppliers, but in order to understand how their value propositions impact the customer business, suppliers should conduct a customer value assessment. However, little is known about the specific processes and activities involved in a systematic customer value assessment. Based on depthinterviews with 18 managers in three different industries, this study develops a tentative framework for customer value assessment. The framework identifies five key processes and their related activities, and provides an initial understanding of the necessary steps required to systemically assess the customer value of the supplier's offering.

Keywords: Customer value, value assessment, B2B markets, industrial marketing

Session 03.15:

Consumer Behavior

Session title: Older Consumers and Time Perception

Room: B203

Session chair: Gilles Laurent, HEC

Like father, like son? An Analysis of Older and Younger Consumer Skepticism

Jessica Hohenschon, Maastricht University

Hans Kasper, Maastricht University

Tom Van Laer, ESCP Europe

Older people are posited to be more skeptical than younger ones. But current literature on the relationship between age and skepticism towards advertising remains

equivocal. Drawing on the elaboration likelihood model, we investigate the influence of age-related factors on skepticism and purchase intention. Manipulating experience with advertising claims, we find that older people are more skeptical than younger ones. The interaction of age and experience positively affects skepticism. Skepticism in turn mediates their relationship with purchase intention. Contrary to prior theoretical reasoning, increased elaboration levels do not explain skepticism. Our results contribute to the understanding of older consumers' decision making process, which given the rapidly growing older consumer market, is essential for the future of marketing theory and practice.

Keywords: Skepticism, Older Consumers, Age, Experience, Cognitive Ability, Elaboration

Influence of Future Time Perspective on Involvement

Stefanie Scholz, Bamberg University

Yvonne Illich, Friedrich-Alexander-University Erlangen-Nuremberg

Bjoern Sven Ivens, Otto-Friedrich-University Bamberg

Martina Steul-Fischer, Friedrich-Alexander-University Erlangen-Nuremberg

Differences in consumer behaviour between younger and older individuals can be explained by future time perspective, a construct embedded in the socioemotional selectivity theory. The present paper explores the link between future time perspective and involvement in a health care context. Our results confirm that a relationship exists (study 1), and that involvement can be influenced through the manipulation of future time perspective (study 2): a limited (vs. expansive) time perspective implies high (vs. low) involvement with cancer prevention. The findings provide implications for an efficient customer approach, for example, to motivate individuals to participate in medical screenings.

Keywords: Aging, Involvement, Future Time Perspective, Consumer Behaviour

Extending the “reminiscence bump” to take into account consumers' cognitive decline: The impact of age on brand recall

Raphaëlle Lambert-Pandraud, ESCP Europe

Gilles Laurent, HEC

Recent psychological research has evidenced a “reminiscence bump” for autobiographical as well as public events: people tend to recall a disproportionately

large number of events from their adolescence and early adulthood. We show this applies to the consumer domain: older consumers are more likely to recall older brands, in categories as different as cars, radio stations, and beauty products. More importantly, we extend this result by showing that consumers' cognitive decline (in speed of processing, working memory, and inhibitory capacity) plays a mediating role.

Keywords: Brand recall, Reminiscence Bump, Older consumers, Cognitive decline

Session 03.16:

Consumer Behavior

Session title: Messing with Preferences and Choice

Room: B204

Session Chair: George Baltas, Athens University of Economics & Business

The Good and the Different: Context effects in more complex choice tasks

Mark Pasquine, Aalesund University

Consumers make choices in context. A context that has been found to influence consumers' decisions is the set of presented alternatives. For instance, the introduction of a new, inferior, alternative has been found to systematically alter the relative attractiveness of existing alternatives. Findings across four experiments indicate that context effects can occur in more complex choice tasks than typically researched (multi-attribute, more than 3 alternatives). A specific context effect, the attraction effect, can have the side-effect of influencing choice for certain non-dominating alternatives. Conjoint Analysis (ACA) is utilized to create alternatives and to measure attribute importance across two time periods.

Keywords: Context effects, decision making, consideration and choice, attraction effect, perceptual focus, salience, conjoint analysis (ACA), secondary level effect

Too Hot to Handle: Preference Instability in Affectively Charged Tasks

Raj Raghunathan, University of Texas Austin
Szu Chi Huang, University of Texas Austin

Taking advantage of two themes to emerge from past research, namely, that people tend to evaluate stimuli (products, people, etc.) in a mood-congruent manner (e.g., Schwarz and Clore 1983), and that people seek to behave in a justifiable, “rational” manner (Hsee et al. 2003), we show that people’s preferences—operationalized as attribute-weightings in this research—are unstable. Interestingly, this phenomenon, which we term post-decisional revision of attribute-importance, appears particularly pronounced among those who consider it important to make decisions in a rational fashion. Further, our findings indicate that the revised attribute-ratings do not reflect a superficial change in importance of attributes, but rather, reflect true new preferences. Our findings also indicate that alerting decision-makers to the difference in hedonic quality of choice-options after they have made their choice mitigates the extent of post-decisional revision of attribute-importance. We discuss how our research contributes to cognitive dissonance and halo effects.

Keywords: Rationality, Cognitive Dissonance, Post-hoc Rationalization

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Easy on the Mind: How Rankings Influence Attribute Weights in Multi-Attribute Decision Tasks

Simon Quashning, Hogeschool Gent
Mario Pandelaere, Ghent University
Iris Vermeir, Ghent University

This research examines two alternative mechanisms through which rankings may influence attribute weights. While the choice of sorting attribute may serve as a sign of relevance (conversational norms mechanism), consumers could also deduce importance from the ease of processing (comparison fluency mechanism). In four studies we provide evidence for the fluency mechanism. We demonstrate that rankings only influence the weight of less interpretable attributes (study 1). Moreover, the effect increases under a cognitive load manipulation (study 2) and decreases when interpretability is facilitated (study 3). Using eye-movement data, we show that ease of comparison mediates the sorting effect (study 4).

Keywords: rankings, attribute weights, processing fluency,

The effect of product category and attribute type on variety-seeking behavior

George Baltas, Athens University of Economics & Business
Flora Kokkinaki, Athens University of Economics & Business
Lina Loukopoulou, Athens University of Economics & Business

It has been suggested that variety-seeking behavior is explained by experiential or hedonic motives rather than by utilitarian aspects of consumption. This study considers the interaction effect of product category and attributes type on attribute level variety-seeking behavior. Our theory is tested in a laboratory experiment where subjects choose among bundles of hedonic and utilitarian products that vary either on a sensory or a functional attribute. The results confirm our hypothesis and demonstrate that consumers tend to seek more variety for sensory attributes of hedonic products than sensory attributes of utilitarian products while they seek more variety for functional attributes of utilitarian products than functional attributes of hedonic products. The findings are novel and lead to important theoretical and practical implications.

Keywords: variety-seeking, hedonic and utilitarian products, sensory and functional attributes

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Session 04.08:

Innovation and New Product Development

Session title: Branding, Categorization and Other

Room: C506

Session Chair: Ralitzia Nikolaeva, Lisbon University Institute (ISCTE)

How Different Brand Creators Affect Dimensions Of Brand Personality In New Product Development: An Empirical Study

Marco Hubert, Zeppelin University
Marc Linzmajer, Zeppelin University
Jana Hauck, Zeppelin University
Reinhard Prügl, Zeppelin University

Brands are one of the most important assets owned by many producer companies. However, how brands emerge is not fully understood, yet. Recent research investigates

different roles of brand creators besides the producer. Against this background we analyzed how the perception of a product-origin, the brand and corresponding dimensions of brand-personality will be changed using different brand creators. We found significant differences in the evaluation of brand-personality-dimensions. Therefore, we suggest that knowledge about the role of different groups in the brand creating process will have important implications for communication strategies within contemporary brand management and successful positioning in dynamic markets.

Keywords: brand creators, brand personality, relationship model, new product

Evaluation And Categorization Of New Hybrid Products. An Application To Electronic Devices

Abdelmajid Amine, Universite Paris Est Créteil
Madeleine Besson, Telecom School of Management – TEM
Dhouha Elamri, UPEC (IRG) – TEM

We are currently witnessing an increasing number of launches of new hybrid products (NHPs), created on the basis of existing products with the addition of new functionalities from other products, particularly in the high-tech sector with its convergence of technologies. These new hybrid products enlarge the range of choices and possible uses available to consumers, but give rise to uncertainty as to how to assess and categorize them. The aim of this study is to shed light on the evaluation and classification of new hybrid products, by mobilizing and articulating theories of categorization and affordance. A qualitative study explores the relevance of these theories in understanding how consumers cope with the problem of classifying and evaluating a new hybrid product. Our findings highlight the link between affordance and categorization, taking into account homology- and analogy-based similarity. Finally the theoretical and managerial implications of the study are finally addressed.

Keywords: New hybrid product, categorization, evaluation, affordance, assimilation-contrast.

Determinants Of Performance In The Collaboration Between Marketing Departments And External Design Agencies During The Npd Process

Aurelie Hemonnet-Goujot, ESCP Europe
Delphine Manceou, ESCP Europe

Little research has been conducted on the collaboration between marketing and design in the new product development (NPD) process, especially with external design agencies. Yet this collaboration appears essential to create products that generate meaning and emotion while being consistent with the brand identity and, so far, we do not know what makes such collaboration more and less effective. Thanks to 9 case studies relying on 20 face-to-face interviews based on a dyadic approach, we identified determinants of the performance in this collaboration. Our findings suggest that six variables affect the performance: three are related to the profile of both parties and three to the collaborative process.

Keywords: Marketing, Design, NPD Process, Collaboration, Performance

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Online Market Entry: The Motivations For Imitation Across Heterogeneous Retailers

Ralitza Nikolaeva, Lisbon University Institute (ISCTE)
Amit Bhatnagar, University of Wisconsin Milwaukee
Sanjoy Ghose, University of Wisconsin Milwaukee

The study examines the motivations for imitation in retailers' online channel entry. We suggest that legitimacy and effectiveness were the primary motivators for imitation. We develop hypotheses that the motives differ across heterogeneous retailers. To test the hypotheses, we develop a quantitative model based on the proposition that legitimacy motives result in increasing adoption rates whereas efficiency motives – in adoption rates increasing at a decreasing rate. Our findings confirm that the motivators for imitation vary across incumbents, size, specialization, and ownership.

Keywords: imitation behavior, Internet adoption, retailing

Session 06.02:**Marketing in Emerging and Transition Economies**

Session title: Sustainability challenges in emerging markets**Room: B201****Session chair: Susana Marques, Lisbon University Institute (ISCTE)****A Quest To Insert Poverty Into The Marketing Discipline**

Paulo Cesar Motta, Pontifical Catholic University of Rio de Janeiro

Thomas Brashear Alejandro, University of Massachusetts Amherst

This paper critically examines the insertion of poverty into the marketing discipline. Drawing on extensive research and on years of experience teaching courses on marketing to the poor, this article challenges the prevalence of non-marketing themes in poverty concerns. To that end, it proposes, first, to favor the low-income consumers as the poor of interest. Second, it supports shielding poverty from becoming just another social issue. Next, it suggests monitoring teachers and students who can either deter or boost an innovative topic. Then, it recommends a marketing discipline that conforms to consumers of various strata and cultures. Finally, it shoulders poverty approaches that bear more intimacy with the discipline and allows the poor to voice their concerns.

Keywords: Poverty Marketing, Business School, Teaching

**Through Transition To Sustainable Advantage:
Did Russian Firms Learn How To “listen” To The Market?**

Vera Rebiazina, National Research University Higher School of Economics

Maria Smirnova, Saint-Petersburg State University

Transformation in emerging markets can be analyzed through the lenses of changes in the firms' management perception and development of strategic orientations and capabilities. One of the central capabilities is market orientation (MO). Innumerable studies exist testing the impact of MO in different industries and countries. However, virtually no research exists on understanding how MO works in non-Western environments, e.g. the transitional economies of BRIC (Brazil, Russia, India, China). During the pre-crisis (2008) and post-crisis (2010) period we have conducted two empirical studies on Russian companies aiming to assess their MO resulted in the

cross-sectional sample of 213 and 206 companies. In our research we follow the conceptualization by Narver and Slater (1990) and test the level of MO developed by Russian companies over the period of transition in order to understand if Russian firms have learned how to “listen” to the market.

Keywords: Market orientation, Customer orientation, Emerging markets, Russia

The Green Footprint Of Innovation: Perceived Creativity Of A Country Incrementally Predicts Green Country Image

Matthias Sporrle, University of Applied Management

Min Tang, University of Applied Management

Hengsheng Zhang, Beijing Normal University

Maria Agthe, Ludwig-Maximilians-University of Munich

Christian Werner, University of Applied Management

Even though green brand image is considered a pivotal asset of a company’s marketing strategy research has, so far, neglected the concept of green country image. We start addressing this research gap by examining the contributions of different country image facets (*e.g., country personality*) when predicting green country image. More specifically, we hypothesize that perceived creativity and innovation of the country predict the country’s green image. In line with this hypothesis, perceived creativity and innovation of the country predicted green country image in a sample from an emerging economy. Implications for country marketing are discussed.

Keywords: country image, country personality, green country image

Session 12.08:

New Technologies and E-Marketing

Room: C407

Session Chair: Nora Nyiro, Corvinus University of Budapest

Learning About Quality From Online Reviews

Chunhua Wu, Washington University St. Louis

Tat Chan, Washington University St. Louis

Hai Che, Washington University St. Louis

We develop a structural dynamic demand model that examines how consumers learn about product quality and cost from online reviews. We assume consumers learn about product quality and cost from multiple information sources contained in reviews, update their quality belief, and then make a decision to purchase and consume the product. However, we differ from previous work on consumer Bayesian learning by allowing for 1) user-specific learning of both mean and variance of product quality, 2) correlated learning with the assumption that users learn about their expected quality experience based on user and reviewer specific attributes, 3) different learning mechanisms for learning about quality and cost. We estimate our model by matching review data from a restaurant review website with consumer restaurant visit observations, and discuss the consumer behavior and managerial implications of our estimation and policy simulation results.

Keywords: Correlated Learning, User-generated Content, Consumer Choice under Uncertainty, Bayesian Learning

The Price Of Customer Engagement: How Substitution In Online Services Leads To Decreasing Revenues

Jerry Lindholm, Aalto University School of Economics

Maurits Kaptein, Eindhoven University of Technology

Petri Parvinen, Aalto University School of Economics

Customer engagement in online communities seems to be key to building a successful online business. We show that while at an aggregated level customer activity and customer spending are positively related, the contrary is the case at an individual level: Customer engagement in online communities substitutes spending. Substitution

effects emerging from reveling can explain this empirical finding: Customers satisfy their needs for products or services by experiencing them online without purchasing them. These findings suggest that marketers should be cautious about actively increasing online customer engagement.

Keywords: Reveling, Engagement, Substitution

Exploring How Luxury Brands Are Rising To The Challenge Of The Smartphone Revolution

Parisa Mahyari, Queensland University of Technology
Judy Drennan, Queensland University of Technology
Gayle Kerr, Queensland University of Technology

Smartphone applications have revolutionized the way luxury brands engage their consumers. This has created enormous challenges for luxury brands in terms of their communication and branding strategies. One of the key challenges is delivering an effective translation of the brand's identity through these applications. This paper therefore investigates the impact of smartphone applications on luxury brand strategy. An exploratory study was conducted using semi-structured interviews with a sample of seven marketing managers of luxury brands from three categories (fashion, hotel, automotive). Results indicate that luxury brands have launched smartphone applications mainly as a continuation of brand experience, to increase their market capacity and create buzz, which is perceived to impact luxury brands' identity positively.

Keywords: Smartphone applications, Mobile technology, Luxury, Brand identity

Content Or Technology? Content And Technology: Adaptation Of Technology Acceptance Model Into Media Technology Innovation Context

Nora Nyiro, Corvinus University of Budapest

With the transforming media and media technology landscape, it is a particularly interesting question how, to what extent and by whom a transforming broadcast mass media will be accepted in a digital, convergent media environment. Changing media consumption and the new media technologies also influence marketers and

marketingcommunication decisions. The paper extends the technology acceptance model into media technology innovation (digital television and digital video recorder) context aiming to identify a generally usable Media Technology acceptance Model.

Keywords: Media technology, innovation acceptance, technology acceptance, uses and gratifications, digital video recorder, time-shifted viewing

Session 14.08:

Product and Brand Management

Session title: Brand Design and Brand Personality Theme 2

Room: C507

Session Chair: Eirini Tsihla, Aristotle University of Thessaloniki

Personality makes the difference:

The effects of brand personality on employer brand attractiveness

Fabiola Gerpott, Zeppelin University

Inga Kristina Wobker, Zeppelin University

Linn Viktoria Rampl, Zeppelin University

The importance of employer branding to attract talent in organizations is increasing rapidly. Recently, particularly brand personality traits have been shown to explain considerable variance in employer brand attractiveness. However, still little is known about the underlying processes causing this effect. To close this research gap, we draw on a consumer brand model of brand affect and trust to explain employer brand attractiveness of potential applicants. Our results indicate that brand trust and affect are both influenced by the brand personality trait sincerity, whereas brand affect is also affected by the trait excitement. Together brand affect and trust are able to explain 84% of the variance in employer brand attractiveness. While our results show the importance of branding an organization as a sincere and exciting employer, future research is needed to identify adequate marketing tools to achieve this goal.

Keywords: employer branding, brand personality, brand trust, brand affect, attractiveness, Recruitment

The Emergence of Brand Authenticity: An Integrative Approach

Katharina Heklwig, Lausanne University

This paper proposes an integrative approach towards brand authenticity that emphasizes the prominence of the social discourse evolving with and around a brand. Drawing on Consumer Culture Theory, it explains the context-dependency of the phenomenon by proposing that authenticity emerges in threefold ways on a subjective, an objective and a social level. It advances the understanding of brand authenticity by identifying that the latter cannot be reduced to attributes, meanings, manifestations and behaviors that are perceived as authentic but rather has to be seen as a perpetual course of action that is driven by subjective and social authentication processes.

Keywords: Brand Authenticity, Consumer Culture Theory, Brand Interest Group, Symbolic Consumption

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The Museum experience as a brand experience: Investigating its relationship with brand personality and brand attitude

Eirini Tsihla, Aristotle University of Thessaloniki

Christina Boutsouki, Aristotle University of Thessaloniki

This study sets out to explore the brand experience, brand personality and brand attitude interface in the Museum context. Data from 279 visitors in three diverse museum environments were analysed using multiple regression analyses. The findings refine the existing understanding on brand experience illuminating significant effects on both brand knowledge constructs: Visitors are not only able to consider a Museum experience as a brand experience, but the latter appears to mould their perception of the Museum personality and ultimately influence their attitude formation. Moreover, the study investigates the relative importance of specific personality traits on brand attitude, revealing the key role of “activity” and to a lesser extent, “emotionality” and “aggressiveness”.

Keywords: Brand experience, Brand personality, Brand attitude, Museums

Session 15.03:**Relationship Marketing**

Session title: Branding**Room: C502****Session chair: Torsten Ringberg, Copenhagen Business School****How to benefit effectively from the rising tribalisation phenomenon – the Toyota Prius case study**

Susana Costa e Silva, Catholic University of Portugal

Mariana Carnido Santos, Catholic University of Portugal

Purpose: The main purpose of this study is to identify the existence of tribal behaviour, as well as to propose a model that can guide brands in the identification of tribal bonds. Design/methodology/approach: Case-study investigation. Findings: Four different levels of involvement in a consumer-brand relation have been defined, the “tribal” level being the most desirable level for a brand to achieve. A number of suggestions have also been put forward vis-à-vis the ways in which companies can support tribes.

Keywords: Tribe, Tribal Marketing, Cult, Passion, Influence, Consumer Behaviour, Co-production, Relationship

Thanks for Your Help: Consumer Gratitude as a Key Mediator of the Effects of Relationship Investments on Brand Affect and Advocacy

Jan Pelser, Maastricht University

Jacqueline van Beuningen, Maastricht University

Martin Wetzels, Maastricht University

Ko de Ruyter, Maastricht University

David Cox, Maastricht University

This study investigates whether gratitude increases two important outcomes for firms: intentions to engage in brand advocacy intentions and brand affect. We find that for companies, devoting their employee’s time to customers during a personal setup session can lead to important outcomes such as more positive brand affect and advocacy. Motives also significantly influence advocacy, while showing no direct effect on brand affect. Second, we demonstrate that both RMI and motives have a

significant indirect effect on important consumer relationship outcomes through gratitude. Third, when including gratitude, trust and commitment as mediators in the model explaining brand affect, the indirect effect through commitment and trust is insignificant. Hence, gratitude seems to provide a better explanation of the underlying relationships than commitment and trust.

Keywords: Relationship Marketing, Gratitude, Brand Affect, Brand Advocacy, Mediation

Why do consumers form relationships with brands? An analysis of relational benefits

Erifili Papista, Athens University of Economics & Business

Sergios Dimitriadis, Athens University of Economics & Business

Research on relationship marketing and branding has so far emerged as two separate streams, each proposing a set of different factors as perceived benefits of the consumer-brand relationship. This study first attempts, through a literature review, to identify the theoretical similarities between the two streams. Then, adapting findings from the services field in the specific context of the consumer-brand relationships, the empirical study investigates the relative effect of the proposed benefits on Relationship Quality across two different product categories. Findings provide support for the various benefits that the consumer enjoys in a relationship with a brand.

Keywords: relationship benefits, branding, relationship quality

Brand Relationships 2.0: A fundamental paradox of proactive relational branding and critical consumer culture

Torsten Ringberg, Copenhagen Business School

Stine Bjerregaard, Copenhagen Business School

Guided by a general curiosity towards consumers' responses to proactive relational branding, the study explores a fundamental paradox so far disregarded in the brand relationship literature, namely the intersection between brands that facilitates deep and committed relationship with as well as between consumers and a consumer culture increasingly marked by reluctance and scepticism towards the marketplace and its commercial actors. The study empirically explores consumer experiences related to the interactive Nike+ concept launched by Nike for the tracking of running exercise. The

study shows that consumers remain critical toward the Nike+ initiative as an emotional partner as well as a social interaction builder. This consumer resistance endures in spite of Nike fulfilling the criteria for relationship building set forth in the literature.

Keywords: Relationship marketing, tribal marketing, paradox, critical consumer culture, social interaction, conflicted consumption

Session 16.03:

Retailing, Channel Management and Logistics

Session title: Retail price formation, price perceptions and consumer decision making

Room: C509

Session chair: Felix Weispenning, Coburg FH

Target “the Uncertain” – An Approach Based On Willingness To Pay As A Range

Florian Dost, ESCP Europe Business School Berlin
Robert Wilken, ESCP Europe Business School Berlin

We propose a shopper targeting approach that is based on consumers' willingness to pay (WTP) as a range. WTP Ranges incorporate individual consumer uncertainty into purchase decisions. We show analytically and empirically that only the “uncertain” consumers (i.e., those consumers whose range includes the current price) are affected by a number of marketing mix activities and should thus be targeted. Specifically, only the “uncertain” react significantly to changes in price, WTP, and WTP Ranges. This result contradicts extant targeting practices in retailing that focus on loyal customers.

Keywords: Targeting, WTP, Retailing

Do Customers Evaluate And Store Unit Price Information The Same Way They Process Information On Price Per Package?

Lena Himbert, University of Kaiserslautern
Stefan Roth, University of Kaiserslautern

Price tags in supermarkets do not only state the price per package, but also have to clearly indicate the price per unit of the product. This additional information can

direct-ly impact customers' purchase decisions. Therefore it is of great interest to investigate how customers process this information. There are significant research gaps in the area of unit price information evaluation and unit price information storage that are crucial to address in the future. It is especially important to evaluate in how far constructs like price thresholds, reference prices and price fairness perception can be applied for unit pricing.

Keywords: Unit Pricing, Behavioral Pricing, Reference Price, Price Thresholds

Are Men Seduced By Red? The Effect Of Color On Price Perception

Nancy Puccinelli, Oxford University

Rajesh Chandrashekar, Fairleigh Dickinson University

Dhruv Grewal, Babson College

Rajneesh Suri, Drexel University

This article reports findings from four studies that reveal that the effect of color of price on price perceptions is moderated by gender. For example, male consumers perceive greater savings when prices are presented in red (Studies 1 and 2). However, this effect tends to disappear when the level of involvement is high (Study 3). Finally, men appear to react more positively to prices in red, and they use it as a heuristic to judge savings (Study 4). Women appear to be naturally more involved in ads resulting in greater price recall (Study 2).

Keywords: Retailing; Pricing; Consumer behavior; Consumer psychology

Linear And Non-Linear Effects On Store Price Image: How Retailers May Increase Profitability

Felix Weispfenning, Coburg FH

Retailers' pricing has become one of the most important topics for profitability as they are operating on razor-thin margins. A key problem is to understand how customers perceive retailers' pricing activities and how these perceptions are formed to a store price image (SPI). The present study examines the effect of several antecedents on the formation of customers' SPI. This empirical study (812 face-to-face interviews) identifies significant price-related antecedents and significant

non price-related antecedents of customers' SPI. Moreover, non-linear effects of interacting antecedents on the formation of consumers' SPI are identified and discussed. The results of this study imply that by actively managing the antecedents of SPI, a retailer might be able to lever customers' perception of SPI without necessarily sacrificing profitability.

Keywords: Retailing, Price Image

Session 18.04:

Services Marketing

Session title: Service coproduction and customer participation

Room: C501

Session Chair: Carla Martins, Porto University

Paying for A Higher Workload? An Experimental Investigation of the Relationship Between Customer's Co-Production and Willingness to Pay

Nicola Bilstein, Catholic University of Eichstaett-Ingolstadt

René Fahr, University of Paderborn

Jens Hogreve, Catholic University of Eichstaett-Ingolstadt

Christina Sichtmann, University of Vienna

Customers increasingly engage in co-production by taking over additional tasks in the service process that traditionally have been performed by service employees. Referring to social exchange theory, we hypothesize that customers expect a compensation for their additional efforts resulting in a negative relationship between co-production and willingness-to-pay. Using incentive-compatible economic experiments we find support for this negative relationship especially in situations in which customers may actively choose between different kinds of co-production. This finding is crucial for service contexts in which different service delivery processes are offered which vary in the kind of co-production. Service providers in those fields need to adapt their prices to the degree of co-production.

Keywords: Co-Production, Willingness-to-Pay, Economic Experiments

Team Up To Create Value – Examining Customer Co-Creation As The Missing Link To Successfully Explain The Adoption Of Technology-Based Services

Matthias Handrich, EBS University for Business and Law

Sven Heidenreich, EBS University for Business and Law

Recently innovative, technology-based services (TBS) like mobile apps are on the rise. Such TBS require the customer to co-create the service by actively engaging in the service provision and consumption. However, despite theoretical and practical relevance, empirical results on customer co-creation are scarce. Particularly, there has been no attempt to examine the role of a customer's willingness to engage in co-creation for the adoption of innovative, technology-based services. Thus, we develop and test a technology adoption model including a newly developed construct which measures customer's willingness to co-create a service. Our empirical results (n=751) confirm that our new co-creation construct can even better predict adoption intention of TBS than the commonly used individual differences and innovation characteristics.

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Keywords: adoption, customer co-creation, technology-based services, willingness to co-create

The Customer Engagement/Customer Value Interface: A Conceptual Model

Linda Hollebeek, University of Auckland

Rod Brodie, University of Auckland

Mark Glynn, University of Auckland

After generating significant initial practitioner interest, the 'customer engagement' (CE) concept is rapidly transpiring in the academic service marketing literature. Although pioneering research has provided foundational insights in this emerging area, little is known regarding the customer engagement/customer value (CE/CV) interface to-date, which is explored in this paper. A conceptual model is developed, which addresses the relationship between CE and utilitarian/hedonic aspects of CV, in addition to a set of associated research propositions addressing the relationship between these concepts. The paper concludes with an overview of research limitations and service research implications.

Keywords: Customer engagement, customer value, conceptual model

Understanding Participation In Company Social Networks: Drivers Of Membership And Factors Of Satisfaction

Carla Martins, Porto University

Lia Patrício, Porto University

The emergence of social network sites, such as Facebook, enabled many companies to develop social networks (CSNs) around their brands, services and products. However, they still don't fully understand how these social networks can create value for the participants and the firm. In this qualitative study, we aim to contribute to that comprehension, exploring what drives people to become members of these CSNs and what do they expect from that membership in order to be satisfied. Finally we derive some implications for online CSNs management.

Keywords: social network, online community, satisfaction

Session 19.05:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session Chair: Sofie Verstreken, Vlerick Management School

Warning Young Adults Against Tobacco Consumption Through Ad Parodies: its Effects on Cigarette Brands Attitude

Renaud Lunardo, Bordeaux School of Management

Béatrice Parguel, Université Paris Dauphine

Jean-Charles Chebat, HEC Montréal

This paper compares the effects of anti-tobacco ad parodies and visual cigarette package warnings on emotional and cognitive responses of young adults. The findings indicate that graphic-only ad parodies can compete with warnings in their attempt to damage consumers' attitude toward tobacco brands through the health beliefs they lead consumers to associate to the brand. On the contrary, text-only ad parodies prove counterproductive and lead to a boomerang effect characterized by an increase in consumers' tobacco brand attitude.

Keywords: ad parodies, tobacco consumption, emotions, cognitive, Ab

Threat appeals to children in the promotion of healthy food: Do parents and/or professionals trade off ethical acceptance for effectiveness?

Karine Charry, IESEG School of Management
Patrick De Pelsmacker, University of Antwerp
Claude Pecheux, UCLouvain-Mons

For long, threat appeals have been considered a controversial issue from an ethical perspective and whatever their effectiveness. The relevancy of such appeals is all the more questioned when a vulnerable target group like children is considered. Nevertheless, some social issues, such as preventing childhood obesity, seem to call for more extreme means of actions than the ones currently used. In this study, the trade-off between the ethical assessment of threat appeals targeting kids and the effectiveness of these appeals is explored varying the type (social vs. physical integrity) and strength (medium-level vs. strong) of the threat appeal. The moderating role of contextual variables such as health and advertising professional vs. parents, ethical ideology and culture is investigated.

Keywords: Ethical judgment, threat appeals, children

Dynamic View of Consumer Vulnerability: A Contextual Analysis of Credit Card Debt Among the Youth Market

Sandra Awanis, Manchester Business School
Charles Cui, Manchester Business School

Faced with market saturation and intense competition, the credit-card industry has turned to the youth market as the final untapped market segment to sustain profitability. However, the vulnerable status of this market segment meant that they might be exposed to debt accumulation and a worrisome future. Correspondingly, marketers are expected to prioritise social responsibility without posing harm to other stakeholders. This study therefore attempts to depict vulnerability characteristics to aid marketers in shaping an ethical targeting strategy. Using consumer vulnerability as theoretical underpinnings, we offer an in-depth qualitative analysis to characterise the young adults' vulnerability to credit card debt accumulation. Our findings suggest a congruency with a dynamic view of vulnerability, whereby vulnerability arises from the interaction of internal individual characteristics and external conditions.

Keywords: vulnerability; dynamic vulnerability; credit card; young adults

The age of online music piracy: Why do Youngsters download more illegally and are less willing to pay?

Sofie Verstreken, Vlerick Management School
Bert Weijters, Vlerick Management School
Frank Goedertier, Vlerick Management School

The online acquisition of digital music files through illegal peer-to-peer file sharing platforms, is more widely accepted by youngster than adults. The former engage more in illegal downloading of music and are less willing to pay for it. Mediation analyses based on two studies clarify which factors drive youth's elevated share in music piracy behavior. A lack of ethical concerns about music piracy is found to be the only driver explaining youth's reluctance towards paying for music. Further results indicate that actual download behavior is driven by social norms, music quality perception and income. Based on these results, we discuss how these mediators will evolve when youngsters age. Future research hypotheses are offered that focus on whether the current cohort of pirates will gradually turn into paying customers, and why.

Keywords: Online music piracy, age, mediation analysis, ethics, willingness to pay

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Session 20.04:

Tourism Marketing

Session title: Drivers and Meanings of the Tourism Experience

Room: C508

Session chair: Julie Tinson, University of Stirling

Conceptualising The Dimensionality Of Place Attachment For A Tourism Destination

Ning Chen, University of New South Wales
Larry Dwyer, University of New South Wales
Tracey Firth, University of New South Wales

A construct describing the human-place bond, which is named as place attachment, is seen as an important part of self. The majority of place attachment research defines the construct of place attachment based on an individual's evaluation of a place. Although this perspective of place attachment incorporates multiple dimensions (cognitive, affective, and conative), this measurement of place attachment is limited

as it assumes the construct is static and overlooks the dynamic and interactional facet of place attachment. This article aims to review the literature on place attachment studies across different disciplines, summarise different findings, and conceptualise a six-dimension structural model of place attachment combining evaluation and interaction based dimensions in the context of tourism.

Keywords: Place Attachment, Place Identity, Place Dependence, Affective Attachment, Social Bonding, Interactional Past, Interactional Potential.

Gay Tourism In Budapest – An Explorative Study

Szabolcs Lazar, Vienna University for Economics and Business
Thomas Köllen, Vienna University for Economics and Business

In contrast to East European cities, West European cities have increasingly targeted gay and lesbian travelers as part of their tourism campaigns. Budapest – exemplary amongst the East-European capitals – has a comparatively large gay infrastructure that mainly attracts gays from the city, as well as from the Hungarian countryside. In order to analyze the potential of international gay tourism for Budapest, nineteen semistructured in-depth, interviews with non-Hungarian gay travelers about their motivation to come and their experiences were conducted in different gay establishments in the city. One result of the study is that their motivations for travel did not differ from average tourists; while their expectations about gay life in the city were negative, their experiences were mixed. Implications for Budapest's city-marketing are discussed.

Keywords: Gay Tourism, City-Marketing, Homosexuality, Budapest, Eastern-Europe

A Place That No Longer Exists: Rural Housing Tourism As The Search For The Myth-Place

Ana Paula Marques, Minho University
Fernando Pinto Santos, Lisbon University Institute (ISCTE)

Our research, exploratory by nature, aims at providing a deeper insight into the tourist's experiences in rural housing tourism locations. These particular tourism units are installed in old homes that have some kind of architectural, historical or artistic value, being representative of a specific time. We developed a case study

of a rural housing tourism unit located in the north of Portugal, following the methodological precepts of the qualitative and interpretative research paradigms. The main contribution of our study lies in the uncovering of the main motivations that drive the option for this particular kind of rural tourism units and also in the development of an understanding of the key elements of the tourists' experiences in those places.

Keywords: rural tourism, experience, myth.

Interpreting The Motivations For Dark Tourism

Julie Tinson, University of Stirling
Bridget Roth, University of Stirling
Michael Saren, University of Leicester

This study explores the motivations of US tourists who visit dark tourism sites. The analysis, based on a qualitative study, uses in-depth interviews. Findings reveal tourists are interested in dark tourism, but it is not a key element of their holiday. The dark tourists represent a mid-centric tourist type and visit sites with an emphasis on education and authenticity. Whilst it is suggested that visitors to lighter sites have alternative, lighter motivations than visitors at darker sites, this was not the case. The responses reveal that motivations of people visiting sites at the darker end of the spectrum are no different than those at the lighter end. The darkness of the site does not directly correlate with the motivations for visiting. Thus, a spectrum reflecting these motivations was created to more appropriately represent dark tourism motivation.

Keywords: Dark tourism, motivations, consumption spectrum

COMPETITIVE PAPERS

FRIDAY – 25 MAY



Praça do Comércio | Lisbon

FRIDAY, 9:00-10:30

Session 01.09:

Advertising, Promotion and Marketing Communication

Session title: "Do You Want to Know a Secret?": Online MC

Room: C406

Session chair: Tim Böttger, University of St.Gallen

Where Does Toulmin's Theory Of Argumentation Reside In The Brain? The Neural Mechanisms Underlying Trustworthiness In Online-Buying

Marc Linzmajer, Zeppelin University

Marco Hubert, Zeppelin University

René Riedl, Johannes Kepler University Linz

Peter Kenning, Zeppelin University

In a world of increasing complexity, where economic exchange often takes places on the Internet, the question how customers learn to trust is very important in marketing research. We use functional-magnetic-resonance-imaging (fMRI) to identify neural mechanisms underlying Toulmin's theory of argumentation (TToA), which describes how to build trust through structured communication. We address this topic because the question how structured communication affects trust remains mainly unclear, as those processes are often not directly observable. Our study shows that the neural mechanisms underlying TToA correspond to brain regions associated with trustworthiness judgments. It demonstrates that effects of marketing-communication based on TToA on consumer behavior are mediated by activation in trust-related brain areas.

Keywords: trust, brain, Internet offer, functional magnetic resonance imaging (fMRI), structured communication

Amplified Ewom In Fashion Blogs – A Netnographic Study

Nina Mesiranta, University of Tampere
Mariane Kulmala, University of Tampere
Pekka Tuominen, University of Tampere

In the past few years, fashion blogs have become popular, and consequently, fashion industry has shown great interest in blog marketing. The purpose of this paper is to describe and analyze the content of amplified, i.e. marketer-influenced, electronic word-of-mouth (eWOM) in fashion blogs. The study has a netnographic approach and the empirical material consists of observational data from six fashion blogs. The findings indicate that in amplified eWOM, blog entries include discussion on products received by the blogger, company information, tips given to the audience, and competitions.

Keywords: Electronic word-of-mouth; Blog marketing; Netnography

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Synergies Between Offline Advertising And Website Activity: Understanding The Effect On Attendance At A Belgian Science Park

Steffi Frison, K.U.Leuven
Christophe Croux, K.U.Leuven
Marnik Dekimpe, Tilburg University / K.U.Leuven

In the literature, evidence is found of the effectiveness of online marketing tools in boosting sales. Much more scarce is the academic research addressing the interaction between traditional offline marketing channels on the one hand, and new online media on the other hand. The objective of this paper is to show that these synergies should not be overlooked, as they have important implications for media effectiveness and usage. We study the synergy effects of the simultaneous use of offline advertising channels and an online informational website exerted on the number of visitors at Technopolis, a Belgian science park. A Kalman filtering approach is used to estimate these synergy effects.

Keywords: media synergies, website visitors, offline advertising, Kalman filter, science park

Customer Inspiration Through Digital Media

Thomas Rudolph, University of St.Gallen

Tim Böttger, University of St.Gallen

We explore how advertisement through digital media (mobile website, smartphone app, social network) versus traditional catalogue influences a new construct called customer inspiration in a retailing setting. Further, we show how customer inspiration influences attitudes towards the offering and preferences for the retailer. Our results suggest that customer inspiration is dependent on the type of media, although not generalizable in digital versus traditional media, and leads to a better attitude towards the offering as well as a stronger preference for the retailer. Implications for retailers and advertisers are discussed and directions for future research are provided.

Keywords: Retail; Attitude; Preference

Session 02.05:

Business-to-Business Marketing & Networks

Session title: Relationship Quality

Room: C408

Session chair: Marjan Jalali, Lisbon University Institute (ISCTE)

Antecedents And Consequences Of Interaction Quality In Interorganizational Technology Transfer

Stefanie Lohmann, Freiberg University of Technology

Alexander Leischnig, Freiberg University of Technology

Anja Geigenmüller, Ilmenau University of Technology

Technology transfer across organizational boundaries has become a key factor of many firms' innovation processes. Due to its high complexity, interorganizational technology transfer (ITT) is a major managerial challenge. The present study develops and empirically tests a framework of interaction quality in ITT. More specifically, the present study examines how firm characteristics, that is, alliance management capability and organizational compatibility, affect interaction quality and, in turn, technology transfer success. The results reveal that both alliance management capability and organizational compatibility represent strong predictors of interaction quality in ITT, which in turn enhances technology transfer success. The findings of this study help managers build and maintain successful interorganizational collaborations.

Keywords: technology transfer, interaction quality, alliance management

The Role Of Trade Fair Interactions In B2b Relationship Quality

Maria Sarmiento, University of Minho
Cláudia Simões, The Open University Business School, UK
Minoo Farhangmehr, University of Minho

This paper investigates B2B interactions at trade fairs and contributes to a better understanding of interaction behaviour in such context. The importance of understanding buyer (visitor) and seller (exhibitor) interactions at trade fairs resides in the fact that trade fairs represent a privileged field for relationship building and development. We propose a model that rests on the premise that socialization episodes (i.e., information sharing and social interaction) between buyers and sellers at B2B trade fairs are vital for Relationship Quality building, which in turn is necessary for the development of Long term Relationships. Indeed, socialisation episodes and trade fairs as a privileged venue for developing relationship marketing have often been ignored by managers when planning trade fair participation.

Keywords: Relationship Quality, Interaction, Information Exchange, Social Exchange, Trade Fair

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Trust And Commitment As Determinants Of Supply Flexibility In A Transnational Buyer-Supplier Network

Matevz Raskovic, University of Ljubljana
Maja Makovec Brenčič, University of Ljubljana

The purpose of this paper is to analyze how *trust* and *commitment* determine *flexibility* in a transnational buyer-supplier network, since *flexibility* is believed to be a key driver of supply relationship performance. Within a social network analysis perspective we employ MRQAP regression on a two-mode, egocentric and valued network of 11 purchasing managers and 53 suppliers. We show how trust and commitment are not only important determinants of flexibility, but also how the interplay between trust and commitments with regards to flexibility differs between high and low importance supply relationships.

Keywords: buyer-supplier relationships, TNCs, trust, commitment, flexibility, network analysis, MRQAP regression

Session 03.17:**Consumer Behavior**

Session title: Who am I and Who Would I like to be?**Room: B203****Session Chair: Martina Bauer, University of Innsbruck****The role of imagination in identity expressive consumption situations**

Hazel Huang, Durham University

Vincent-Wayne Mitchell, Cass Business School

This study examines the role of imagination in identity expressive consumption situations. It investigates the relationship between consumer-brand congruence and brand relationship quality by considering the ease of imagining a brand relationship across symbolic and functional products. Results suggest a strong, positive link between imagination and brand relationship quality. Contrary to the traditional belief that brand relationship simulates interpersonal relationships that reflect self-identity, these findings imply that imagination, rather than selfidentity, plays an important role in cultivating brand relationship.

Keywords: imagination; brand relationship; brand personality

**Of the Bold and the Beautiful:
How Feeling Beautiful Leads to Bold Choices**

Zixi Jiang, Peking University

Margaret Gorlin, Yale University

Jing Xu, Peking University

Ravi Dhar, Yale University

Although beauty is a concept that has been widely discussed in philosophy, psychology, and economics, choice researchers have not examined how people's perception of their own physical attractiveness impacts their preferences. We posit that enhancing people's perception of their own beauty increases their general self-confidence and makes them behave in a more self-assertive manner that carries over to unrelated choice tasks. Three studies demonstrate that people who feel more beautiful are more likely to choose options associated with greater self-assertiveness: extreme over compromise options, enriched over all-average options, and non-default over status quo options.

Keywords: decision making, physical attractiveness, compromise choices, self-confidence

The impact of coping styles and adjusted communication on threatening information seeking

Laure Weckx, K.U. Leuven
Anouk Festjens, K.U. Leuven
Sabrina Bruyneel, K.U. Leuven

Consumers often fail to engage in behavior that is in their own interest. The present research focuses on lack of information seeking, which is often observed when information is considered threatening, even though enclosure would be beneficial. In this research, the impact of coping style and communication adjusted to this style on information seeking behavior is studied in a breast cancer screening context. Results suggest that an optimistic coping style may prove beneficial in such contexts. Also, it is suggested that highly pessimistic target groups should be addressed in a reassuring, rather than a scaring way to maximize compliance probability to screening programs, whereas message framing is of less importance for highly optimistic target groups.

Keywords: coping styles, unrealistic optimism, pessimism, self-handicapping, adjusted communication, breast cancer screening

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Luxury & Myself – How Luxury Experiences Contribute to Consumer Selves

Martina Bauer, University of Innsbruck
Sylvia von Wallpach, University of Innsbruck
Andrea Hemetsberger, University of Innsbruck

Hitherto literature in the area of luxury and luxury brands predominantly applies a management-oriented view of luxury. This project departs from traditional views on luxury by focusing on consumers' experiences with what they perceive as luxury. More specifically, the objective is to enhance understanding regarding how luxury experiences contribute to consumers' selves. The empirical study is exploratory in nature and relies on consumer diaries regarding consumer luxury experiences. This project contributes to existing literature by outlining four different forms of how luxury relates to consumers' selves.

Keywords: Luxury experience, consumer self

Session 04.09:**Innovation and New Product Development**

Session title: Strategy and Knowledge Integration**Room: C506****Session Chair: Andreas Waschto, RWTH Aachen University****Individual-Level Absorptive Capacity: Dimensions, Measurement, And Nomological Network**

Alex da Mota Pedrosa, University of Southern Denmark

Claudia Jasmand, Imperial College London

The study of absorptive capacity (ACAP) has received quite some attention in the literature, as it emphasizes the capability to acquire and implement new knowledge, which is important for knowledge creation and innovation in organizations. The concept has conceptually been argued to reside at different organizational levels, yet the vast majority of research has focused on organizations' ACAP. Although the importance of organizational members' ACAP is recognized, we lack conceptual and empirically validated understanding of ACAP at the micro level of organizations. The present research conceptualizes individuals' ACAP and develops and empirically validates a corresponding measure, highlighting its nomological network.

Keywords: Absorptive Capacity, individual level, scale development

Constraints Of Internally- And Externally-Derived Knowledge And The Innovativeness Of Technological Output

Stav Rosenzweig, Ben-Gurion University of the Negev

David Mazursky, The Hebrew University of Jerusalem

WITHDRAWN

Knowledge is a major resource of technological innovativeness of an industry. Knowledge can be derived from within the industry (prior stock of technology), or from outside it. This research aims at answering the following questions: 1) What are the innovativeness consequences of knowledge constraints?, and 2) Do knowledge sources — internal or external to the industry — affect the industry's innovativeness? We employ over 280,000 patents across 12 industries and over 16 years. In contrast to prevalent thinking, we find that trade-related knowledge constraints are positively

associated with innovativeness in most industries, but not in computation- and communications industries. We also find a curvilinear relationship between reliance on prior technology and innovativeness.

Keywords: Technological innovativeness, resource constraints, knowledge, trade, prior technology, patent citations.

Sales Department Integration And New Product Development: The Moderating Role Of Innovativeness

Malte Brettel, RWTH Aachen University

Andreas Waschto, RWTH Aachen University

Prior research has revealed cross-functional integration as a key success factor in new product development. However, little research exists on the effects of close integration of the sales department in development activities. To start closing this gap, we use survey data from 304 companies and examine performance effects of sales-marketing, sales-R&D, and sales-finance integration as well as moderating effects of both marketbased and technology-based innovativeness, representing uncertainty. The results show a significant performance contribution of close sales integration. While high levels of innovativeness strengthen this relationship for cross-functional sales-marketing and sales-R&D integration, they negatively moderate the performance effect of close salesfinance integration.

Keywords: sales, marketing, research and development, finance, cross-functional integration, new product development, innovativeness, performance

Session 06.03:**Marketing in Emerging and Transition Economies**

Session title: Comparisons between emerging markets

Room: B201

Session Chair: Vera Rebiazina, National Research University Higher School of Economics

Do Bric Household Consumption Patterns Vary Across Income Groups: A Longitudinal Examination Of Consumption Behavior

Ilke Kardes, Georgia State University

Daria Volchek, Lappeenranta University of Technology

S. Tamer Cavusgil, Georgia State University

While emerging markets have received much attention from scholars and practitioners alike, empirical studies of consumption patterns in these rapidly transforming economies have been rare. This paper reports on an empirical examination of BRIC consumers' expenditure patterns over the 10 years period. Employing household consumption data from Euromonitor International database, we reveal expenditure patterns for various income groups, such as poor, middle class and affluent consumers. We employ household as a unit of analysis, thus providing the results adjusted for the market-specific characteristics of emerging markets. Findings provide interesting insights for practitioners enabling not only to understand the current consumer preferences, but also providing inferential estimates for growth and changes in certain industries.

Keywords: consumption pattern, emerging markets, BRIC, income group, expenditure share, *Track:* Marketing in Emerging and Transition Economies

A Cross-European Perspective On Attitudes Toward Advertising In General And Attitude Toward An Ad

Galijina Onjanov, University of Belgrade

Christian Dianoux, CEREFIGE – University of Paul Verlaine-Metz

Zdenek Linhart, Czech University of Life Sciences Prague, Faculty of Economics and Management

Previous research reveals that the attitudes toward advertising in general influence consumer reactions to particular ads. In an international context, this issue becomes

more acute, due to important differences in attitudes toward advertising across countries. The article compares attitudes toward advertising in general (AG) across two European developed markets (France and Spain) vs. two transitional economies (Czech Republic and Serbia) and analyzes the relationship between AG and attitudes toward an ad (Aad). The authors find that AG significantly differ among the countries, that overall AG has a positive correlation with Aad, but the correlations vary across the four countries.

Keywords: Advertising, Emerging and transition economies, Developed markets

Understanding Research Collaboration By Ict Companies In Emerging And Developed Markets

Daria Zagorskaya, St Petersburg State University

Vera Rebiazina, National Research University Higher School of Economics

Maria Smirnova, St Petersburg State University

Irina Moreva, St Petersburg State University

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The present study focuses on the research stage of collaborative innovations and aims to explore whether ICT (information and communication technologies) firms in emerging Russian market differ in their approach towards collaboration in the applied research. The study shows that ICT companies from two types of economies studied use different approach towards collaborative research in terms of the level of adoption of research networking and its perceived importance, association of collaborative research goal with other goals studied and patterns of goal-setting process. The existent findings reaffirm the claim that firms from emerging and developed countries differ at least to some extent in their collaborative capability.

Keywords: collaboration, research, innovation, emerging markets, ICT industry, Russia

Session 10.01:**Marketing Theory**

Room: C201**Session Chair: Kris Moeller, Aalto University School of Economics****Identifying Value Co-Creation Opportunities:
A Morphological Approach**

Pennie Frow, University of Sydney

Suvi Nenonen, Hanken School of Economics

Adrian Payne, University of New South Wales

Haj Storbacka, University of Auckland

Although value co-creation is attracting significant research interest, there has been little attention given to exploring how a focal firm can identify co-creation opportunities. One reason lies in confusion about the scope of co-creation, which we suggest includes multiple forms of collaboration and engagement with a broader range of actors beyond the customer-firm dyad. Using a spectrum of 12 forms of co-creation, we consider how a focal firm should consider specific co-creation motives and then identify those actors that represent the most promising collaborations. We use a morphological approach which assists in this identification process. Our contribution includes insights into the nature of value co-creation which have implications for theory development and managerial practice.

Keywords: Value; co-creation; collaboration; morphological analysis; actor; engagement

**Engagement: An Important Bridging Concept for the S-D Logic
Lexicon**

Rod Brodie, University of Auckland

Linda Hollebeek, University of Auckland

Sandra Smith, University of Auckland

The S-D logic has developed a meta-language incorporating a number of concepts, including „co-creation“ and „resource integration“ to express its foundational premises. The challenge now is to expand the lexicon to include bridging concepts that link these relatively abstract concepts to marketing practice. In this paper we explore the role of „engagement“ as a bridging concept within this emerging

lexicon. Our research identified 46 academic articles using the terms „engage“ and/ or „engagement“ in discussions addressing the S-D logic. A thematic analysis was undertaken to examine the use of these terms, and how they relate to specific business relationships and marketing practices.

Keywords: engagement, interactive co-creative experiences S-D logic, lexicon, thematic analysis, actionable language

Implications of Market Practices in Market Orientation

Carlos A. Diaz, Hanken School of Economics

A recent wave of marketing publications is engaged in a discussion to advance understandings of markets. This interest has implications for market orientation, because markets are not conceptualized fully. The aim of this paper is to enrich market orientation introducing market practices. Exchange, normalizing, and representational practices are discussed, and, markets are seen as practical accomplishments. This paper presents new antecedents for market orientation in the form of market practices. Practices form collective understandings; which in turn, are mediators since firms self-select a constituency of interest for their own market. This is the first time that market practices are proposed to enhance market orientation.

Keywords: market orientation, market practices, market dynamics, marketing theory.

The Three Dimensions of Corporate Reputation as Perceptual Representation

Fernando Pinto Santos, Lisbon University Institute (ISCTE)

The purpose of our research is to use the semiotic theory of representation to obtain an encompassing view of corporate reputation as the sum of the individual stakeholder's perceptions that continually derive from the signs of an organisation. By integrating some of the key aspects of the semiotic theory in the definition of corporate reputation and also by using the perspectives we deductively developed from the semiotic domain we present a model that can serve as a reflection about the multifaceted concept of corporate reputation and its perceptual nature. We propose regarding corporate reputation as the result of a dynamic process of representation

that interconnects three dimensions: the reality of an organisation, the signs that represent it and the perceptions of the stakeholders.

Keywords: corporate reputation, semiotics, representation.

Session 12.09:

New Technologies and E-Marketing

Room: C407

Session chair: Maurits Kaptein, University of Eindhoven / Philips Research

Why Social Networking Sites Are Used By Italian People?

Giacomo Del Chiappa, Università Degli Studi di Sassari

Carlota Lorenzo-Romero, University of Castilla-La Mancha

María-del-Carmen Alarcón-del-Amo, University of Castilla-La Mancha

Social Networking Sites (SNS) have gone from being a specialized online activity to becoming a mass phenomenon. These applications are now positioned as one of the most popular online means of communication. So, they have appeared as new communication tools between people and organizations. Due to the growing importance of SNS and the many advantages offered to companies, the main objective of this research is to the adoption and use of SNS by Italian users taking account trust and perceived risk towards SNS, as they are essential when uncertainty is present. Results support the positive relationships and influences between variables from an Extended Technology Acceptance Model. Some practical implications are exposed to explain the importance of the adoption of SNS by users for business sector.

Keywords: Social Networking Sites, Extended Technology Acceptance Model, Structural Equation Model, Italy

Dynamically Adapting Sales Influence Tactics In E-Commerce

Petri Parvinen, Aalto University School of Economics

Maurits Kaptein, University of Eindhoven / Philips Research

Salesmen have a set of sales influence tactics (SITs) at their disposal when approaching customers in a face-to-face setting. This paper argues that in order to transform

ecommerce into e-selling, SITs need be able to be adapted to individual customers rather than the average customer. Next, via a field experiment, we show that the revenue of an ecommerce platform can be increased by dynamically adapting SITs to individual customer responses. We explain how sales professionals can modify their e-commerce platforms to implement the same personalization they use in face-to-face selling.

Keywords: Sales strategies, adaptive selling, e-commerce

The Moderating Role Of Web Experience In The Relationship Between Promotional

Incentive Type And Online Purchasing

Esmeralda Crespo, Universidad de Granada

Salvador Del Barrio García, Universidad de Granada

The growing competitive pressure experienced by firms is also being seen on the Internet, where marketing tools such as sales promotions are increasingly being applied, in an attempt to provide added value for clients. The effectiveness of this particular tool depends on the benefits being offered and the characteristics of the consumer it is aimed at. The present work seeks to analyze whether the type of promotional incentive (utilitarian or hedonic) affects online purchasing, and whether this effect is moderated by the consumer's past Web experience. The study finds that, indeed, monetary incentives are more appealing to novice Web users, whilst non-monetary utilitarian incentives are preferred by expert users.

Keywords: Online sales promotion, Web experience, Hedonic benefits, Utilitarian benefits, Online purchasing

Factors Determining Firms' Perceived Performance Of Mobile Commerce

Sonia San Martín, Burgos University

Blanca López, Universidad Pablo de Olavide

María Ángeles Ramón, Universidad Pablo de Olavide

In this study, we present a model that reflects which factors impact firms' perceived performance of m-commerce. We complement the technology-organisation-environment (TOE) framework by adding customer value for the firm and with

a relationship marketing approach. Ours is one of the few studies to adopt the perspective of firms, since most of the literature approaches the matter from the consumer standpoint. Findings from a sample of Spanish firms show that the perception of performance by firms engaging in m-commerce depends on the extent to which firms' activity fits mobile business, technological competence and customer value for the firm.

Keywords: performance; fit; technology competence; customer value; competitive pressure, TOE framework; Fit-Viability-Model;

Consumers' Reactions To Brands Placed In User-Generated Content: The Effect Of Prominence And Endorser Expertise

Yann Verhellen, University of Antwerp

Nathalie Dens, University of Antwerp

Patrick De Pelsmacker, University of Antwerp

The present study explores the effectiveness of brand placements in online user-generated content (UGC). Using a 2x2 full-factorial between-subjects experimental design with self-produced videos posted on a major UGC platform (Youtube), we investigate the effects of placement prominence, endorser expertise and their interaction on brand recognition and purchase intention. We further study the moderating role of UGC liking on these relationships. The results indicate a strong effect of prominence on brand recognition. Prominent placements also increase the purchase intention of a placed brand when endorsed by an expert. However, people who are particularly fond of UGC videos prefer amateur endorsers. The findings also show that placing a brand prominently has positive spillover effects on other brands that are used concurrently.

Keywords: Brand placement, user-generated content, prominence, endorser expertise, advertising effectiveness.

Session 13.01:**Pricing and Financial Issues in Marketing**

Room: C202**Session chair: Feriha Zingal, University of Cologne****Price framing techniques in supermarkets around the world**

Svetlana Bogomolova, University of South Australia

Steven Dunn, Ehrenberg-Bass Institute

Price framing techniques are dominating contemporary supermarkets. A large body of experimental studies has examined consumer responses to individual framing techniques. Yet, very little is known about how common those techniques are in the real supermarkets and whether they are used in isolation or in combination with one another. This study uses content analysis to document the framing techniques used in on-shelf price promotion displays across 10 categories and eight supermarkets from five developed and developing countries. The results outline specific avenues for bridging the gap between the academic knowledge and the real retail environment.

Keywords: Price, Framing, Supermarkets

Young people's knowledge of alcohol prices in a retail context

Birger Boutrup Jensen, Aarhus University

Birgitte Gadensgaard, Aarhus University

Diana Godt, Aarhus University

Several European governments consider an increase in taxation of alcoholic beverages to confront increased alcohol intake by young people. However, little is known as to young people's knowledge of alcohol prices and thus whether they will notice such price increases. In the present study, young people's price knowledge of alcoholic beverages is examined by a price recall and a deal spotting test. The results indicate that the vast majority of young people hold fairly accurate reference prices, while a rather large segment of young people appears to actively search for prices of alcohol in store. Results from logistic regressions are reported. The authors find a significant effect of 'purchasing a special' and 'recognisable prices' on price recall. However, no significant effect of purchase frequency, recency or demographical variables is found. Implications for public policy and managers are discussed.

Keywords: Alcohol, price knowledge, reference prices, retailing, young people

Promotional benefits of 99-ending prices: The moderating role of intuitive and analytical decision style

Charlotte Gaston-Breton, University Carlos III Madrid
Lola C. Duque, University Carlos III Madrid

Evidence suggests that retailers use 99-ending prices as a promotional technique. This paper explores the consumer perceived benefits of such promotional practices and the information processing conditions under which hedonic benefits are higher (lower) than utilitarian ones. The analysis of an on-line survey among 317 shoppers shows that both the utilitarian benefit of savings and the hedonic benefit of exploration have a positive impact on proneness to buy 99-ends products with utilitarian benefits being stronger (weaker) for analytical decision makers (intuitive decision makers).

Key-words: 99-ending prices, image effect, perceived benefits, decision style

Does Paying Customers Pay Off? Consumer Response to Negative Prices

Feriha Zingal, University of Cologne
Karen Gedenk, University of Hamburg
Gedenk Völckner, University of Cologne

Economists have shown theoretically that in two-sided markets it can be profitable to offer negative prices. The idea is to grow demand on one market side to make the platform more attractive for the other market side and generate higher profit there. We, for the first time, study consumer response to negative prices empirically, using a trade fair as our application. We take into account that negative prices can have not only economic, but also behavioural effects, e.g., on quality perceptions, feelings of appreciation, and perceived fairness. We find that negative prices increase purchase intention, but that a high negative price is not more effective than a low one. Offering negative prices exclusively to high-quality visitors of the trade fair does not help attract more high-quality visitors, but decreases the likelihood that low-quality visitors attend.

Keywords: Negative Prices, Price Level, Exclusivity, Two-Sided Markets

Session 14.09:

Product and Brand Management

Session title: Brands, Websites and Social Networks

Room: C507

Session chair: Rui Vinhas da Silva, Lisbon University Institute (ISCTE)

Do self-expressive brands create greater brand love and brand advocacy among Facebook users?

Elaine Wallace, University College Gallway

Isabel Buil, University of Zaragoza

Leslie de Chernatony, Università della Svizzera Italiana and Aston Business School

This study explores self-expressive brands, brand love, and brand advocacy. Specifically, it examines consumer relationships with those brands they 'Like' on the Facebook social network. Consumers 'Like' brands as a form of self-expression, as the brand becomes part of their online self-identity. Findings from a survey of 265 Facebook users reveal that when brands 'Liked' are self-expressive, brand love is greater. Further, stronger brand love leads to greater brand advocacy. When consumers love a brand which they 'Like' on Facebook, positive WOM, acceptance of product extensions, and excusing the brand for perceived wrongdoing, is more likely.

Keywords: Facebook, Self-Expression, Brand Love, Brand Advocacy

Exploring corporate identity projection through corporate websites: a comparative analysis of banks in Spain and the UK

Rafael Bravo, Universidad de Zaragoza

Leslie de Chernatony, Università della Svizzera italiana and Aston Business School

Jorge Matute, Universidad de Zaragoza

José M. Pina, Universidad de Zaragoza

The purpose of this paper is to analyse Spanish and UK banks' identities communicated through corporate websites. It analyses the most frequently used corporate brand identity elements and compares identity approaches between the two countries. Content analysis was conducted amongst 60 of the largest commercial banks. Results show differences between Spain and the UK in the utilization of different dimensions

to project a desired identity; Spanish websites provide more information about types of communication and products whereas UK websites give more emphasis to corporate social responsibility, and information about target segments. These results are considered in the light of historical and cultural differences between the two countries, and counterbalance previous findings about whether or not to standardise the elements of corporate identity.

Keywords: corporate brand identity, commercial banks, corporate websites, content analysis, Spain, UK

Virtual Brand Communities in Online Social Networks: Impact of Brand Perception on Communities' Network Structures

Daniela B. Schafer, University of Basel

Florian Stahl, University of Zurich

Manfred Bruhn, University of Basel



The great potential offered by online social networks to attract consumer attention to brands and extend customer relationships has captured the marketer's imagination. Consumers will join specific brand communities on online social networks and publically associate themselves with a brand, because they possess a preconceived perception of the underlying brand. We illustrate the impact of brand perception on the formation of online brand communities from a social-network perspective using individual-level network data. We show that brand perception – namely, differentiation, relevance, esteem, and knowledge – not only attracts the initial brand community, but also has an impact on the brand community's evolution. Moreover, the network characteristics of the initial brand community are crucial for the long-term success of the brand community.

Keywords: brand community, brand perception, social network

Session 15.04:**Relationship Marketing**

Session title: Customer Engagement**Room: C502****Session chair: Sara Leroi-Wereldes, Hasselt University****The Effect of Service Recovery Processes on Customer Engagement**

Iguácel Melero Polo, University of Zaragoza

Jesús Cambra Fierro, University of Pablo Olavide

Javier Sese, University of Zaragoza

This study investigates customer engagement in a service recovery context. Surprisingly, despite the increasing relevance of this topic in marketing theory and practice, customer engagement has received scarce attention in prior research. To contribute in this direction, we propose a conceptual model to understand the effect of service recovery on customer engagement. We test the conceptual framework empirically in the mobile communications industry and the results reveal that, when customers are satisfied with the service recovery process (i.e. they perceive efforts have been made on the part of a company resulting in a fair solution), they are more likely to become engaged. These results offer interesting implications for marketing practice. Even in the presence of mistakes that can compromise the wealth of the customer-firm relationship, an effective service recovery process can lead to customer engagement, a critical element in building a high-quality and profitable customer base.

Keywords: Customer engagement, service recovery process, failure severity

Does Social Media Work For Companies? – How Consumer Engagement on Social Media Influences Their Brand Relationship

Benedikt Jahn, Munich Ludwig-Maximilians University

Werner Kunz, University of Massachusetts

Over the last years the concept “customer engagement” is getting more and more attention. At the same time, social media has radically changed the communication between companies and consumers. Despite the relevance of social media and customer engagement, a conceptual framing and understanding of social media engagement is

still missing. Therefore this study investigates how consumer engagement on brand pages affects the consumer-brand relationship through a multi-step approach (using focus groups, structural equation model and field experiment). Based on data from a social media platform we can show that engagement strengthens the consumer-brand relationship. In particular we found different effect sizes of passive and active engagement on brand loyalty and word-of-mouth, mediated by brand attachment. Based on these results managerial implications will be derived in this paper.

Keywords: Customer Engagement, Social Media, Brand page, Online Communities, Brand Relationship

Value Co-Creation and the Psychological Capital of the Customer

Sara Leroi-Wereldes, Hasselt University
Sandra Streukens, Hasselt University

Building upon recent advances in the organizational psychology literature, the authors aim to better understand the variables that underlie a customer's intention to participate in the value creation process. More specifically, they investigate whether the recently recognized construct of Psychological Capital (PsyCap) can be extended to the customer domain. PsyCap is a higher-order state-like construct consisting of various capacities that drive the motivation to achieve specific tasks and goals. Furthermore, the authors incorporate PsyCap in a framework based on Social Cognitive Theory. The results show a significant, indirect relationship between the customers' PsyCap and their intention to co-create value.

Keywords: value co-creation, customer participation, Psychological Capital

Customer-Company Identification and its Impact on Customer In- and Extra-Role Behaviours

Marcel Paulssen, Geneva University
Angela Sommerfeld, Humboldt University

In an implicit response to the success of companies such as Apple or Harley-Davidson Bhattacharya and Sen (2003) proposed how customer-company (C-C) identification may enable companies to turn their customers into loyal apostles. The present paper shows that customers' identification with a retailer is a central element to

establish strong emotional ties i.e. affective commitment between customers and the retailer. These emotional ties to the retailer in turn (a) motivate loyalty intentions but also (b) motivate so-called customer extra-role behaviours. Customer extra-role behaviours include additional customer behaviours that enable companies to achieve a competitive advantage, because their customers are more resilient to negative information, participate in improvement processes, and help other customers.

Keywords: customer-company identification, commitment, extra-role behaviours, satisfaction

Session 16.04:

Retailing, Channel Management and Logistics

Session title: Store environment and consumer behavior

Room: C509

Session Chair: Sebastian Uhrich, Rostock University

Environmental Factors And Satisfaction In A Specialty Store

Susana Marques, Lisbon University Institute (ISCTE)

Margarida Cardoso, Lisbon University Institute (ISCTE)

Patricia Palma, Lisbon University Institute (ISCTE)

Nowadays, several factors contribute to enhance retail customers satisfaction and, in turn, to enhance the likelihood of purchase. Given the intense competition experienced in the retail sector, many retailers feel compelled to differentiate themselves from their competitors through the point of sale. Thus, retailers have been studying and designing strategies in order to create an environment conducive to consumer satisfaction and purchase. In this context, there are several relevant stimuli which can be considered – such as lighting, layout and design, assortment and exhibitors of products, signs, the help from staff and also the availability of a “special” point where customers can enjoy a coffee, read a book or simply relax – that may contribute to enhance consumer satisfaction. This work focuses on the association between these stimuli and satisfaction.

Keywords: Store environment; Consumer Perceptions; Consumer Satisfaction

The Relevance Of Visual Product And Store Aesthetics On Consumers' Buying Behavior

Benedikt Schnurr, University of Innsbruck

Nicola Stokburger-Sauer, University of Innsbruck

Karin Teichmann, University of Innsbruck

Although visual aesthetics receive increasing interest in consumer behavior research, the role of individual difference variables is still unclear. The effect of a consumer's centrality of visual product aesthetics (CVPA) on marketing success variables has not been analyzed in detail. Additionally, we know that store aesthetics are important for consumer behavior, however, a consumer's centrality of visual store aesthetics (CVSA) has not yet been investigated. Results of an empirical study show that CVPA and CVSA have a positive effect on the consumer's willingness to pay a price premium for a superiorly designed product and store, respectively, and that CVSA positively affects a consumer's tendency to impulsively buy in a superiorly designed store. Important implications for marketing management and research can be derived.

Keywords: Visual aesthetics; Store design; Self-enhancement; Buying behavior

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The Influence Of Urban Aesthetic Design On Consumers' Inferences Of Store Atmosphere, Product Quality, Service Quality And Willingness To Buy

Alessandro De Nisco, University of Sannio

Gary Warnaby, University of Liverpool Management School

Although the effects of environmental cues have been well documented, potential remains for further contributions, as most existing research has focused on internal stimuli within a store /service setting, while the effect of "external variables" (e.g. building architecture, character of the surrounding urban area etc.) remains relatively neglected. This paper investigates the influence of aesthetic design of an urban area on consumers' inferences of store atmosphere, product quality and service quality, and discusses the extent to which they affect willingness to buy in stores in the locale. Results from an experiment based on a videotape show that the design of urban environment does provide cues upon which customers draw inferences on product quality and service quality provided by a store, but not on store atmosphere. Moreover, these same inferences also affect consumer's willingness to buy.

Keywords: Urban Design, Store Atmosphere, Service Quality

Deindividuation Effects In The Retail Environment: How Other Customers' Presence Mitigates Undesired Social Influence From Service Personnel

Sebastian Uhrich, Rostock University

Alastair Tombs, University of Queensland

Despite the fact that customer presence effects in retail stores are ambiguous, previous research has focused mainly on situations where other customers negatively affect the shopping experience. Extending the limited academic work on positive customer presence effects, this research offers an alternative explanation for these effects. We propose that in situations where a consumer is browsing in a store and is exposed to undesired social influence from the salespeople, other customers' presence results in a deindividuation effect that positively affects the consumer's shopping experience. Two experimental studies (one laboratory and one field experiment) provide empirical evidence for the proposed deindividuation effect and show that this effect mediates positive effects of customer presence on a focal consumer's emotions and actual behavior in a retail store.

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Keywords: Social influence, Deindividuation effects, Public self-awareness, Shopper behavior, Retailing

Session 18.05:

Services Marketing

Session title: Satisfaction and Loyalty in Services

Room: C501

Session Chair: Scott Dacko, Warwick University Business School

The Impact Of Emotional And Functional Customer Experiences On Customer Satisfaction, Recommendation And Loyalty

Christel Claeys, HU Brussels

Irene Roozen, HU Brussels

This paper investigates whether both the functional and the emotional component of customer experiences contribute to customer satisfaction, recommendation and loyalty. The research is conducted in two different contexts: hedonic experiences and services. The research results show that both components explain satisfaction,

recommendation and loyalty of the customers, however the impact differs according to the context of the experience. A negative functional experience is significantly more sanctioned for services whereas a positive emotional experience is significantly more rewarded for hedonic experiences. We also find that for services destructive emotions are significantly more present in case of a negative functional experience. In the context of hedonic experiences, a positive emotional experience evokes significantly more promotional emotions.

Keywords: customer experiences, services, customer satisfaction, emotions

How Marketing Operations Influence Consumer Trust And Loyalty In A Service Organisation: A Multi-Channel Study

Chris Halliburton, ESCP Europe
Adina Poenaru, ESCP Europe

The paper proposes a conceptual framework and empirical validation which integrates how cognitive and affective trust drive customer loyalty, how these are affected by three different customer interaction channels, (frontline employees, self-service channels and marketing communications), and how these are affected by management policies and previous customer experience. Using a survey of 608 UK consumers with long-term relationships with insurance providers, structural equation analysis shows that cognitive and affective trust have different antecedents and a significant impact on customer loyalty. We identify the relative importance of front line employees and management policies, as well as previous consumer experience, and we provide some management implications and suggestions for further research.

Keywords: Consumer trust; rational trust; emotional trust; loyalty; services; services Marketing

Analyzing The Customization-Satisfaction-Link In Services: A Conceptual Model

Alexander Leischnig, Freiberg Technical University

Previous work suggests that customer-tailored service positively influences customer satisfaction. However, can we assume that service customization is perceived as universally attractive by every customer and under all circumstances? This paper

proposes a contingency framework including employee-related, customer-related, and interaction-related factors as potential moderators of the relationship between service customization and customer satisfaction. This article suggests that service firms pursuing a customization strategy should (1) consider service employees as an important source of a firm's ability to deliver customized service, (2) develop an understanding of customers' need for customization, as well as their expertise, and (3) give thoughtful consideration to the interaction process that occurs during service customization.

Keywords: service customization, customer satisfaction, contingency framework

Can Service Firms Increase Productivity And Customer Satisfaction By Considering "Morningness-Eveningness" And Time-Of-Day In Customer Service Scheduling?

Scott Dacko, Warwick University Business School
Marwa Gad Mohsen, London Metropolitan University
Claudia Simões, The Open University Business School
Rosanna Garcia, Northeastern University

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In a service firm's use of customer appointments and daily schedules, on-time customer arrivals help to ensure its own productivity as well as beneficially contribute to the satisfaction of its customers. Late customer arrivals, therefore, should try to be reduced. With the dual aims of contributing to a greater conceptual and empirical understanding of factors of influence on on-time versus late customer service arrivals and increasing the effectiveness of customer services scheduling practices, this study examines two little-studied factors, namely, consumer's morningness-eveningness preferences and time-of-day. It is argued that, to the extent that service firms consider and use both factors in their customer service scheduling, service productivity and customer satisfaction can be enhanced.

Keywords: service scheduling, customer lateness, morningness-eveningness, time-of-day

Session 19.06:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Anastasios Pagiaslis, Nottingham University

Extending Theories of Consumer Behaviour in Sustainability: The Role of Guilt and Pride in Sustainable Consumption

Paolo Antonetti, Cranfield University

Stan Maklan, Cranfield University

This research explores the role of guilt and pride in sustainable consumption and how these emotions influence consumers' decision-making. The study shows how guilt and pride are two important emotions in contributing to consumers' motivation to behave sustainably. Moreover they are in consumers' experiences intrinsically connected to each other, as two outcomes of a self-evaluation process. The research also shows the role of public self-consciousness in the emotional experience. Guilt and pride are experienced more intensely when consumers perceive themselves as objects of social scrutiny. When the potential image that the behaviour might present to others is salient, the experience is emotionally more intense. Finally, pride is more conducive to sustainable choices than guilt because it has a positive impact on self-efficacy.

Keywords: sustainable consumption, ethical consumption, guilt, pride, emotions.

Classifying Sustainability – A Consumer Perspective

Alexander Stich, WHU – Otto Beisheim School of Management

Tillmann Wagner, WHU – Otto Beisheim School of Management

Jerome Alexander Königsfeld, WHU – Otto Beisheim School of Management

Sustainability is a multifaceted issue with high importance for both companies and the individual person. From a business perspective, it is said to consist of economic, social, and environmental aspects. Unfortunately, there is a lack of work focusing on the consumer's point of view. This research develops a new conceptual framework for consumers' classification of sustainability, building on existing theory and empirical data using in-depth interviews. Results reveal ecological, social and also individual facets of sustainability which are classified by concentric

circles alongside a "closeness-distance"-dimension. This framework intends to help marketers determining the subjective importance of particular consumer-relevant sustainability issues.

Keywords: Sustainability, Corporate Social Responsibility, Consumer Behavior

Environmental proactivity, learning orientation and innovativeness: building a path to corporate success

Jorge Matute-Vallejo, Universidad de Zaragoza
Elena Fraj-Andrés, Universidad de Zaragoza
Iguácel Melero-Polo, Universidad de Zaragoza

Following the natural-resource-based view of the firm, this study proposes and tests an integrative theoretical model where the influence of environmental proactivity and organizational capabilities in corporate performance is explored. Specifically, it considers the role of innovativeness and learning orientation as antecedents of organizational performance, but also as drivers of environmental proactivity. To meet this aim, an empirical study focused to 250 hotels within a European country was conducted. Findings confirm that hotels more likely to innovate and to implement a proactive environmental capability obtained a superior performance. Results also confirmed that the successfully implementation of environmental proactivity depends on the deployment of complementary capabilities related to innovativeness and knowledge creation.

Keywords: Environmental proactivity; learning orientation; innovativeness; organizational performance; hotel industry

Structural Correlates of Environmental Behavior the Case of Bio-fuels

Anastasios Pagiaslis, Nottingham University
Athansios Krystallis, Aarhus University

The study explores the interrelationships between environmental concern knowledge, beliefs about and behavioral intention for bio-fuels. Data was collected from 1,695 respondents. Hypotheses were based on literature, and a conceptual model was tested through SEM. Results show that environmental concern has a positive and direct impact on knowledge, beliefs and intention. Demographics determine levels

of concern and knowledge. All constructs associate with each other positively. Future research should validate results using cross-cultural samples. By examining the effect and interrelationships of environmental concern, knowledge and beliefs on behavioral intention for bio-fuels the study adds to the evolving literature on green consumer behavior.

Keywords: Bio-fuels, green consumer, concern, knowledge, beliefs, intention

Session 20.05:

Tourism Marketing

Session title: From Information Search to Behavioral Intentions

Room: C508

Session chair: Therese Hedlund, Umeå School of Business and Economics

Service Quality And Event Authenticity And Their Influence On Behavioural Intentions: The Case Of 2010 Holy Year, Santiago De Compostela

Simone Novello, University College Dublin

Pilar Murias, University of Santiago de Compostela

Event authenticity is understood to be a determinant of event satisfaction and loyalty and is itself impacted by the quality of event attributes. To date very little is known about the effects of event attributes on event authenticity which, in turn, affects event satisfaction and loyalty in cultural and religious events. Analyzing the 2010 Holy Year in Santiago de Compostela, our results, while providing support for the effect of event authenticity on event satisfaction, also indicate that event authenticity does not have a direct impact on event loyalty but its relationship to the intention to revisit is mediated by event satisfaction. In addition, the effects of event quality attributes – program, information, souvenirs, facilities and food – were assessed for both event satisfaction and authenticity and significant differences were found.

Keywords: events, authenticity, quality dimensions, behavioural intentions, Santiago de Compostela, structural equation modelling

Consumer Self-Confidence And Product-Specific Knowledge In Travel Information Search

Karin Teichmann, University of Innsbruck
Andreas Zins, MODUL University Vienna

The purpose of this study is to investigate the influence of information sourcing on the levels of consumer self-confidence and product expertise in the context of trip planning. The study applies a panel design to capture changes in knowledge levels as well as to accurately measure information search activities. Using cluster analysis, the study identifies information sources portfolios of travelers for two measurement points: before the trip and during the trip. This study thus extends the common understanding of information sourcing as an ongoing process, which lasts until the end of a trip. The results show that three typical patterns of information sourcing exist in the pre-trip stage and four in the during-trip stage. The study results reveal that depending on the information source pattern the two knowledge dimensions change to a different degree.

Keywords: Product expertise, consumer self-confidence, panel study, information sources Portfolios

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Swedish Tourists' Willingness To Pay For Environmentally Friendly Vacation Bundles

Therese Hedlund, Umeå School of Business and Economics
Anna-Carin Nordvall, Umeå School of Business and Economics
Maria Bengtsson, Umeå School of Business and Economics

The present study examines if tourists are willing to pay the actual cost for an environmentally friendly vacation bundle and if this varies depending on a general involvement in vacation choices. The data was collected through a web-based questionnaire in May and June, 2010. The findings show that a majority of tourists are willing to pay less than the actual price for a pro-environmental vacation bundle. For those who are willing to pay more for a bundle, the difference between what they are willing to pay and the actual price is the same regardless of the bundle being environmentally friendly or not. It can also be concluded that involvement in vacation choices is high regarding all types of bundles, implying that involvement per se might not be an indicator of pro-environmental behavior.

Keywords: vacation bundles, willingness to pay, involvement, environmental sustainability

FRIDAY, 11:00-12:30

Session 01.10:

Advertising, Promotion and Marketing Communications

Session title: "From Me to You": Brand communication

Room: C406

Session Chair: Miriam Van Tilburg, University of St. Gallen

Discrepant Brand Communication: Processing Limitation And Attitude Formation

Georgios Halkias, Athens University of Economics and Business

Flora Kokkinaki, Athens University of Economics and Business

Drawing on schema theory, two experiments are conducted to investigate communication that is discrepant with established brand perceptions. The first study examines the effect of ad-brand incongruity on consumers' attitudinal responses under low and high processing opportunity conditions. From a different perspective, the second experiment focuses on the attitude formation process and more specifically on whether resulting brand judgements are primarily a function of the affect already stored in the brand schema or the affect generated by the stimulus ad. The results show that consumers react more favorably to moderately discrepant communication unless processing opportunity is limited. Finally, when brand messages are moderately incongruent, consumers tend to rely more on the ad content and execution to form their attitudes.

Keywords: Schema incongruity, information processing, advertising rhetoric, consumer attitudes

A Study On Interrelationships Between Advertising And Brand Metrics In Online Banner Advertising

Titah Yudhistira, University of Groningen

Tammo H. A. Bijmolt, University of Groningen

Eelko K.R.E Huizingh, University of Groningen

Internet advertising, including banner advertising, has increased significantly in the past few years. However, little is known on how banners affect consumers in their purchasing process. This study investigates the relationships between various metrics: related to cognitions, attitudes and purchase intentions. We analyse data from 29 banner advertising campaigns of well-known brands with in total 19,994 respondents. We find support for positive effects of (i) ad cognition on brand cognition, (ii) ad cognition on ad attitude, (iii) ad attitude on brand attitude, and (iv) brand attitude on brand purchase intention in banner advertising. However, the relationship between brand cognition and attitude is found to be insignificant. These findings highlight the importance of understanding the various indirect effects of banner advertising.

Keywords: banner advertising, on-line advertising, advertising effectiveness, brand metrics, banner advertising metrics, multilevel structural equation modeling

Brand Communication Based On Brand Gender

Miriam Van Tilburg, University of St. Gallen

Teo Lieven, University of St. Gallen

A core task of marketing is the enhancement of brand equity. This is significantly influenced by brand personality. A person's most prominent characteristic is his or her gender. Pronounced masculinity or femininity is perceived as particularly attractive. This article transfers this phenomenon on to brands. First, the determinants that make a brand masculine or feminine are examined. The results of two surveys show that the consistent application of speech, design, and personal communication lead to the desired brand gender, and that the more pronounced the perception of this gender is, the greater the brand equity.

Keywords: Brand Equity – Brand Gender – Brand Communication – Consistent Messages

Session 02.06:**Business-to-Business Marketing & Networks**

Session title: Innovation**Room: C408****Session chair: Dominik Mahr, Maastricht University****Stakeholder Co-Creation Capabilities During The Innovation Process: A Framework Extending Dynamic Capabilities Theory**

Kande Kazadi, University of Antwerp

Annouk Lievens, University of Antwerp

Dominik Mahr, Maastricht University

In this paper we identify and categorize the first-order and second-order capabilities that enable a firm to co-create with external stakeholders during the innovation process. Recently, organizations' stakeholders have transformed into active, empowered partners in innovation. Relationships with these partners span organizational boundaries and are recognized as a key source of competitive advantage. Building on dynamic capability theory and case study material, this article develops a theoretical framework explicating the capabilities required to engage in co-creation with a multitude of stakeholders during the innovation process. The framework connects these capabilities to organizational outcomes that enable a firm to make a living in the present (exploitation) and adapt itself to the future (exploration).

Keywords: Co-creation, Stakeholders, Value networks, Dynamic Capabilities

New Venture Development In B2B Markets

Antonella La Rocca, Università della Svizzera Italiana

Ivan Snehota, University of Lugano/Institute of Marketing and Communication Management

New business development is credited with many beneficial outcomes, but empirical evidence shows that successful new venturing is difficult and rare. Since business markets are highly relevant when new businesses emerge, we discuss how the distinctive features of business markets as they emerge in research affect the new venture development process. We find good potential for synergies in research on new venturing and business networks and identify three issues research should focus on: 1) how new ventures affect the existing business network; 2) enactment of solutions in business relationships; and 3) interaction in business relationships.

Keywords: Business networks, business relationships, new business venturing, business marketing.

Product Eliminations In A Business-To-Business Setting: Managing The Internal And External Implementation

Jana-Kristin Prigge, University of Mannheim
Andreas Fürst, University of Nuremberg

The elimination of products offers a promising strategic option for dealing with unprofitable products and increasingly complex portfolios. However, due to inadequate implementation, product eliminations are often significantly less successful than expected, particularly in a B2B-context. As research is surprisingly silent on this topic, this study serves as a primer on implementing product eliminations. Drawing on a cross-industry multi-informant survey among B2B managers and two validation samples, the authors examine how companies should implement eliminations to meet two key challenges of eliminations – fully exploiting the opportunities for enhancing organizational processes and profits and minimizing the threats of damaged relationships with affected customers. Results show how to allocate attention and resources between these challenges.

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Keywords: business-to-business relationships, relationship management, supplier behavior, implementation strategies, product eliminations, open systems theory

Session 03.18:

Consumer Behavior

Session title: Sending Signals to Self and Others

Room: B203

Session Chair: Maria Blekher, Ben-Gurion University of the Negev

Explaining variation in conspicuous consumption: an empirical examination"

George Balabanis, Cass Business School – City University London
Minas Kastanakis, ESCP Europe

This article extends recent theoretical work on conspicuous consumption and signalling by examining the psychological factors behind three distinct forms of luxury consumption behaviours (effects). It develops and tests – with survey data from actual consumers of luxuries – a model of bandwagon, snob, and Veblen effects in the consumption of luxury products. Results support the model and explain a large

part of the variance in the data. Findings indicate that variations in the self-concept (independent/interdependent) result in different luxury consumption behaviours. A number of consumer traits mediate this relationship between the self and the various effects. The paper addresses a number of important conceptual and managerial implications.

Keywords: snob effects; Veblen effects; bandwagon effects; conspicuous consumption; luxury goods; independent self; interdependent self; consumer susceptibility to normative influence; status consumption; consumer need-for-uniqueness; vanity

Social Product Features in Social Networks: How Signaling Makes Low-Involvement Products Interesting

Hannah Winkler Von Mohrenfels, Goethe University Frankfurt
Daniel Klapper, Goethe University Frankfurt

This research focuses on understanding how a social product feature enhances demand for a low-involvement product: (green) electricity. In social networks, electronic word-of-mouth can serve as a signal to friends and family, e.g. about the individual's will and ability to pay a premium for a product. With a unique data set, we show that enabling consumers to share product choice when being low in situational involvement raises preferences for the product. This effect holds for a situation with higher involvement, but the importance of the feature lowers. We demonstrate that implementing a viral product feature stimulates choice not only through the wider audience, but by the attraction of the feature itself. By isolating this effect, this research highlights how the opportunity to publicly demonstrate product choice impacts consumer behavior.

Keywords: Signaling, Word-of-Mouth, Viral

Intent to Engage in Pro-Social Behavior Increases Risk Taking

Maria Blekher, Ben-Gurion University of the Negev
Shai Danziger, Tel Aviv University
Amir Grinstein, Ben-Gurion University of the Negev

Prior research demonstrates positive consequences of pro-social behavior including enhanced well-being, health, and a boost in self-concept. In four studies we show

that the mere expression of virtuous intent can have unexpected consequences for risk taking behavior. We find that a prior decision to engage in pro-social behavior increases a decision maker's sense of security prompting riskier decisions. Finally, we show that MBA students acting as management team members support riskier corporate actions after being reminded of prior engagement in corporate pro-social behavior. The results suggest that intent to engage in pro social activity increases risky decision making.

Keywords: pro-social behavior, volunteering, risk-taking, feeling of security, decision-making.

Session 06.04:

Marketing in Emerging and Transition Economies

Session title: Market orientation & innovation advantage in emerging markets

Room: B201

Session Chair: Claudia Simões, Open University

External And Internal Market Orientation Impact On Company Performance: The Mediating Role Of Innovation, Reputation Resources And Customer Relationship Capabilities

Borut Milfelner, University of Maribor

Aleksandra Pisnik Korda, University of Maribor

This study explores the impact of internal market orientation (IMO) and external market orientation (EMO) through other marketing resources as mediators on customer loyalty, market and financial performance on a sample of companies in Slovenia with more than 20 employees. The empirical results suggest the positive impact of IMO and EMO on performance measures through innovation, reputation resources and customer relationship capabilities. Our study revealed that control variables such as firm characteristics (size and industry) and possible external factors (market and technological turbulence) can moderate examined relationships.

Keywords: external market orientation, internal market orientation, performance

The Interaction Between Innovativeness And Entrepreneurial Orientation In Business Performance: Evidence From Brazil

Marcelo Gattermann Perin, Pontifícia Universidade Católica do Rio Grande do Sul
Claudia Simões, Open University
Claudio Sampaio, Pontifícia Universidade Católica do Rio Grande do Sul
William Baker, University of Akron

This study addresses the individual impact of innovativeness and entrepreneurial orientation (EO) on business performance and, how both orientations may interact and affect business performance. We further shed light into the scope of innovativeness and EO and their relationship with performance in the context of an emerging economy – Brazil. To the endeavor we surveyed Brazilian managers and inquired about their organizations' orientations towards innovativeness and EO. Findings revealed a positive impact of EO in sales growth yet a non-significant impact on net profit. Results supported a positive impact of Innovativeness on business performance. When addressing the interaction effect findings suggest that there is an 'optimal' point beyond which high levels of EO and innovativeness have an adverse effect in financial business performance

Keywords: Entrepreneurial orientation, Innovativeness, Emerging Markets, Brazil.

B2B E-Commerce Adoption In "wild West" China

Jing Tan, Wolverhampton University

This research analyses B2B e-commerce adoption in the far less-developed West China, which is a geo-political region never previously researched due to difficulty of access. A quantitative approach is employed to generate a profile of B2B ecommerce adoption in West China from three perspectives: organizational, interorganisational and environmental eReadiness. Theoretically, the findings establish importance of geographical/regional research where previously research on ecommerce adoption has only focused on political entities. The results are completely different from other regions in China, which underpin previous point. It provides strategic implication for Chinese government and practitioners for future investment.

Keywords: E-commerce, Innovation, Developing Country, Regional Studies

Session 10.02:

Marketing Theory

Room: C201

Session Chair: Rod Brodie, University of Auckland

Conceptual Analysis of Consumer Subject: Drawing Figures of Consumer Self, Identity and Subject Positions

Henna Jyrinki, University of Vaasa

The purpose of the paper is to analyse the concepts of consumer subject, self, identity and subject positions on a theoretical level in a way that appreciates their variability. The subject is analysed according to a division created by Stuart Hall (1992), which is further accumulated by linking concepts of self, identity and subject positions to Hall's three views to subject. Enlightenment consumer subject was tied to the concept of self, sociological consumer subject to identity, and postmodern consumer subject to subject positions. Furthermore, by drawing figures of each one of them it is aimed to provide a conceptual clarification.

Keywords: Consumer subject, self, identity, subject positions, conceptual analysis

Explaining the Choice Overload Effect: Does Self-Determination Theory Help?

Udo Wagner, University of Vienna

Marion Garaus, University of Vienna

Christian Garaus, University of Linz

This paper addresses the controversy of providing consumers with a variety of options. Existing studies reveal inconsistent results under which circumstances consumers are overloaded in a purchase situation by too many alternatives. Based on the self-determination-theory, we propose that satisfaction of the basic needs autonomy and competence determines whether the choice overload effect occurs or does not occur. Using an experimental design and structural equation modeling, the results of the study provide a potential explanation for the choice overload effect. The data especially highlight the mediating role of autonomy and competence for the effect of choice intensity and choice complexity on choice overload and satisfaction.

Keywords: Choice overload, purchase decision, self-determination theory

The Impact of Recency on the Order of Entry Effect

Dean Wilkie, University of New South Wales

There is an empirical based marketing generalisation that there is a negative relationship between the order of market entry and a brand's market share. This generalisation has come to represent the order of entry effect and its robustness has been continually demonstrated within this research stream. However experimental research into how consumers process information suggests that the order of entry effect may be mediated by the recency effect. Using this insight as the behavioural support, an empirical analysis was conducted on a data set consisting of 124 late entrants. The results confirm that order of entry effect is mediated by the recency effect. It also showed that the last entry position into the category has a market share potential compared to most other positions. This finding provides evidence that challenges the generalisation that there is a negative relationship between the order of market entry and a brand's market share.

Keywords: order of entry effect, recency effect, marketing generalisation.

The Praxeological Calidity of Products-In-Practice: Towards Reconceptualising Product Feature Evaluation from a Practice Perspective

Niklas Woermann, University of St Gallen

Recently, core processes of marketing such as market-making and value-creation have been reassessed from a practice perspective. This contribution seeks to extend the reach of this perspective by examining how product features are being practically evaluated by customers. It is suggested that the classic dichotomy between given features of products on the one, and detached representations of such features in promotion material such as texts or advertising on the other hand fails to capture how customers come to understand and judge products in concrete, embodied practice. The concept of praxeological validity is introduced in order to describe a crucial prerequisite to the positive influence of product features and innovations on decision making processes.

Keywords: Consumption practices, market practices, product evaluation, innovation

Session 12.10:**New Technologies and E-Marketing**

Room: C407**Session chair: Gerhard Wagner, University of Siegen****Towards A Better Understanding Of Online Impulse Purchase:
Effects Of Web Site Design Characteristics**

Mine Diren, University of Lausanne

Mary Gilly, University of California, Irvine

Jean-Claude Usunier, University of Lausanne

This article aims to understand how well a model of hedonic value, utilitarian value, perceived ease of use, and attitude towards Web site together explain consumers' urge to buy impulsively. In this empirical analysis, the authors use a Web site as stimulus and conduct a computer lab survey study. Structural Equation Modeling results provide a good model fit and strong empirical evidence for the role of hedonic value and attitude towards the Web site as the main drivers of the urge to buy impulsively. In addition, perceived ease of use and utilitarian value increase hedonic value and attitude, and thereby indirectly affect online impulse purchase urge.

Keywords: impulse purchase, hedonic value, utilitarian value, online shopping

**The Importance Of Social Interactions In Virtual Brand
Communities For Retaining Customers And Inducing WOM**

Bastian Popp, University of Bayreuth

Herbert Woratschek, University of Bayreuth

Chris Horbel, University of Bayreuth

This paper illustrates the importance of social interactions in virtual brand communities (VBC). A pre-study reveals that the various motivations to participate in a VBC build three distinct factors: community-related motivations, brand-related motivations and motivations related to "additional value". The comprehensive structural model of the main study shows that community-related motivations are paramount for determining community identification. Further, community identification determines satisfaction with the community as well as community loyalty and positive WOM. Finally, VBC strengthen the acquisition of new customers

by positive brand-related WOM. However, in contrast to previous studies, we show that VBC do not increase brand loyalty.

Keywords: virtual brand communities, brand success, motivations, customer identification

Traditional Or Electronic: Why All Word Of Mouth Is Not Created Equal

Stephan Dahl, Hull University

Lynne Eagle, James Cook University

Based on a three-country survey, this paper compares and identifies which motivators to engage in online and off-line word of mouth play a significant role in motivating people to engage in referral behaviour. While both types of WOM have a common foundation in that satisfaction with the product is important; online WOM is more likely to occur if the product has a novelty value or the message is entertaining. The paper contests the often obliquely made conjecture that online and off-line WOM are identical.

Keywords: WOM, eWOM, tWOM, online, off-line

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Mobile Online Shopping – One Shop, Three Doors To Enter: An Empirical Analysis On The Acceptance Of Different Ways To Shop Mobile

Hanna Schramm Klein, University of Siegen

Gerhard Wagner, University of Siegen

Sascha Steinmann, University of Siegen

Stefanie Schnütchen, University of Siegen

The main objective of our study is to determine if consumers' acceptance of mobile shopping differs depending on the application they use. We employed an experimental research design (N = 102) to compare for differences between three ways to shop mobile: standard websites, mobile optimized websites and mobile apps. An extended combination of Technology Acceptance Model (TAM) and Expectation-Confirmation Model in IT Domain (ECM-IT) is used to analyze the factors influencing the acceptance of a mobile shopping a. The results show that consumer acceptance is different between mobile shopping applications and that effects of combined utilization exist.

Keywords: M-commerce, Online Shopping, Technology Acceptance, Synergy

Session 13.02:

Pricing and Financial Issues in Marketing

Room: C202

Session chair: Alexa Burmester, University of Hamburg

Bye bye group buying? An economic analysis of group buying as a marketing tool

Hannes Huttelmaier, University of Hohenheim

Markus Voeth, University of Hohenheim

Uta Herbst, University of Tuebingen

Group buying platforms such as Groupon are very popular among consumers and businesses. Organizations consider them a means to gain new customers and to make better use of their existing capacities. However, the advantageousness of group buying is not necessarily a given. Recent studies even arrive at the conclusion that group buying often has a negative economic impact on businesses. However, as these studies are based on rather simple economic models that disregard important factors, this paper presents a more comprehensive model to assess the profitability of group buying from a business perspective. Based on a simulation study, we show that group buying is not profitable in the short term, but has positive profit-related effects in the long run, depending on the values of factors such as awareness and capacity usage.

Keywords: Group buying, pricing, profitability, simulation.

Pay What You Want Pricing: Does it Pay?

Fernando Machado, Universidade Católica Portuguesa

Rajiv Sinha, Arizona State University

The recent spurt in “Pay What You Want” (PWYW) pricing strategies has attracted significant attention from the media and from marketing practitioners. However, little is still known about the conditions under which PWYW can be profitable and superior to conventional pricing. In this paper we investigate this issue, both theoretically and empirically. In a marked departure from past research, we demonstrate that the conditions for the superiority of PWYW are very stringent and unlikely to be met in most businesses. In particular, we suggest that PWYW may negatively impact the experience of a significant proportion of consumers who seem to have a preference

for fixed prices. Our empirical results indicate strong support for this “Status Quo effect” which, from a seller’s perspective, tends to partly or completely offset the price discrimination and demand enhancing advantages of PWYW pricing.

Keywords: Pay What You Want, Pricing, Willingness to Pay, Contingent Valuation

Marketing Strategies to Pirate Segments The Effects of Timing and Pricing of Sequentially Released Products

Alexa Burmester, University of Hamburg

Michel Clement, University of Hamburg

Felix Eggers, Zeppelin University

Digital piracy is a major challenge in many industries. We analyze how marketers can compete with pirates in order to increase consumers’ preferences for legal versions of a product. Based on an empirical study (n=2,406) of movie consumers in Germany, we apply choice-based conjoint analysis techniques paired with a priori and a posteriori (latent class) segmentation and identify ten segments with respect to product, pricing, and timing preferences. Our results demonstrate that segments attracted to piracy are highly price sensitive but rather insensitive towards timing decisions. Concluding, our analyses provide strategic guidelines for managers to address piracy segments.

Keywords: piracy, movies, sequential distribution, conjoint analysis, segmentation

Session 14.10:

Product and Brand Management

Session title: Brand Equity & Brand Performance Themes

Room: C507

Session chair: Sven Tischer, Humboldt-University of Berlin

Perceptual and Behavioural Dimensions: Measuring Brand Equity Consumer Based

Paula Rodrigues, Lusíada University of Porto

Francisco Vitorino Martins, Faculdade Economia Porto

The subject of brand equity measurement has attracted the attention of academic and business community due to the strategic importance of brand management in companies. Brand equity could be measured by one of two distinct perspectives that

are at the same time complementary: the consumer or the company. In this paper, brand equity is measured based on the consumer perspective and are analysed the constructs and scales of its measurement. It is proposed a measurement model of brand equity using the methodology of Structural Equation (*SEM*). The originality of the model is the division of constructs in to perceptual constructs (*inputs*), that are explanatories, and of behaviour constructs (*outputs*) of brand equity. By doing this, the model tries to answer to two important aspects of entrepreneurial management: which are the explanatory variables of brand equity and, how could that be translated into an answer, for the consumer. Results show that the model is statistically valid and, that perceptual aspects should be separated from behaviour aspects in brand equity measurement based on consumers' mind.

Keywords: Brand Equity, Consumer Behaviour, Measuring, Structural Equations.

Revisiting brand equity: Evidence from three European countries

George Christodoulides, Henley Business School University of Reading

John W. Cadogan, Loughborough University

Cleopatra Veloutsou, University of Glasgow

Leslie de Chernatony, Università della Svizzera Italiana and Aston Business School

Brand equity is a prized asset for firms and an important topic for academic study. The most widely adopted conceptualisation comes from Aaker who identifies awareness, associations, perceived quality and loyalty as its relevant consumer-based components. However, various problems with this conceptualisation are identified in the literature. The paper goes on to develop and test a new conceptualisation and measure of consumer-based brand equity consisting of awareness, heritage, uniqueness, reliability and willingness to sacrifice. Using consumer data from Germany, the UK and Greece this new model brand equity shows excellent psychometric properties including high levels of invariance whilst Aaker's model lacks discriminant validity.

Keywords: brand equity, consumers, Aaker, cross-national

Brand equity – how is it affected by critical incidents and what moderates the effect

Sven Tischer, Humboldt-University of Berlin
Lutz Hildebrandt, Humboldt-University of Berlin

This study examines empirically how actual customer-brand relations are affected by occurring critical incidents. To measure the incidental impact on customer-based brand equity, 968 usable responses are gathered considering the Smartphone brands of Apple and Nokia during an online experiment. Based on these data, a structure equation model is specified and differences in latent factor means are estimated taking into account perceived quality, various brand associations, loyalty and overall brand equity. Results indicate that brand equity dimensions are not equally affected and the effect of critical incidents is moderated by brand equity and the relationship prior to crisis.

Keywords: Brand Equity, Critical Incident, Consumer behavior

Session 15.05:

Relationship Marketing

Session title: Customer-Company Interaction
Room: C502
Session Chair: Alexander Schagen, University of St.Gallen

Stereotypes about service jobs and their impact on interpersonal relationships

Max Bienfait, FUSL – Saint-Louis University
Alain Decrop, Facultés Universitaires Notre Dame de la Paix

In every interaction, individuals unconsciously activate stereotypes about people that belong to a different social group. This also applies to B2C relationships between frontline employees and consumers. This study aims to identify the content, the antecedents and the effects of stereotypes on customers' relationships with frontline people for eight selected services. It also investigates the differences in the effects of stereotypes depending on the direct recipient of the service, the nature of the service act and the intensity of contact.

Keywords: stereotypes, services, B2C relationships

Complaint Management: Which efforts to satisfy the complainers: the role of relationship quality?

William Sabadie, IAE Business School University Lyon
Lars Meyer-Waarden, EM Strasbourg Business School

The aim of this communication is to study the effectiveness of complaint management according to the quality of the relationship between the firm and the customer. We compare interactional (relational) and distributive (monetary) compensation in terms of preference for loyal and new customers. The results show that loyal customers prefer interactional efforts and purchase vouchers to refunding. New customers prefer distributive compensations and refunding.

Keywords: Complaint management, theory of justice, customer relationship management

"I hope this seller won't talk to me!" Social anxiety and the influence of verbal intimacy on the intention to return to a store

Guillard Valerie, Paris Dauphine University
Delacroix Eva, Paris Dauphine University

This research aims at showing the moderating effect of social anxiety on the link between the degree of intimacy in a conversation with a salesperson and the intention to return to a store. Our results show that small talk and personal conversations with merchants (versus no conversation or self-service) decrease loyalty to the point of sale for socially anxious consumers. Our results extend the findings of the relationship marketing literature by showing the negative impact of verbal intimacy in commercial exchanges.!

Keywords: Relationship Marketing, Social Exchange Theory, Social anxiety, Experimental design, Fear of intimacy, Loyalty!

Inbound Center Quality: Typology and Experimental Results

Alexander Schagen, University of St.Gallen
Cansu Oral, University of St.Gallen
Christian Beltz, University of St.Gallen
Marcus Schögel, University of St.Gallen
Christian Schmitz, University of St.Gallen
Jürgen Gnoth, University of Otago

The aim of our study is to create a typology of inbound center quality. An analysis of six cross-industry case studies showed that company strategy and value creation characterise four inbound center types. We then examine drivers of inbound center quality via two experiments with Swiss International Air Lines customers. The findings propose that the quality of response time, communication, and compensation are drivers for customer satisfaction, customer loyalty, and repurchase intention. However, voluntary compensations decrease the impact of response time quality and communication quality on customer satisfaction. The experiments highlight differences between 12 experiment groups with moderator effects.

Keywords: Inbound Center Quality, Customer Interaction, Customer Relationship, Typology, Experiments, Structural Equation Modeling

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Session 16.05:

Retailing, Channel Management and Logistics

Session title: Private labels management

Room: C509

Session chair: Rita Vale, Catholic University of Portugal

The Purchase Of Shopping Goods With Private Labels: Gender As A Moderator Variable

Eva Maria Caplliure Giner, University of Valencia
Maria José Miquel, University of Valencia
Carmen Pérez, University of Valencia

This research analyzes the moderator effect of the individual's gender over some variables influencing the purchase intention of shopping goods with private labels. These variables are value consciousness, brand consciousness, attitude towards private labels and involvement with category. On a sample of 433 individuals and

considering the purchase of two different shopping goods, the moderator effect of gender is assessed through the multigroup analysis technique. The results show some interesting differences. Thus considering the gender of the buyer may introduce some nuances in the design and development of marketing strategies for shopping goods with private label.

Keywords: Private label, shopping goods, gender, involvement, brand consciousness, price consciousness

Are Private Labels The Same As Brands? A Test On Consumers' Reactions Within The Brand Extension Domain

Monica Grosso, Bocconi University
Sandro Castaldo, Bocconi University

The paper focuses on private labels, with the aim of answering the unsolved question on whether private labels are brands the same way manufacturers' brands are or they are sufficiently different from brands that the application of some branding principles can vary for them. This question is addressed within the brand extension domain, the predominant strategy used by retailers to develop private labels. The paper reports the results of 4 experimental studies analyzing the impact on brand extension evaluation of the two key variables identified within the brand extension literature: category fit and brand knowledge. The results seem to support the view according to which private labels differ from national brands as both category fit and brand knowledge have no significant effect on their brand extension evaluations.

Keywords: Private label, national brand, brand extension, fit, brand knowledge

Is It Worth Copying The Leader? The Impact Of Copycat Packaging Strategies On Private Labels'S Adoption

Rita Vale, Catholic University of Portugal
Pedro Matos, ISEG – Technical University of Lisbon

This research analyzes the impact of copycat packaging strategies on consumers' product quality perception and decision-making process, assessing to what extent the adoption of this packaging strategy increases likelihood of purchase of Private Labels. Results from three studies, indicate that copycat packaging strategies can be determinant for private label adoption, especially for product categories with

low-product involvement and low brand loyalty (study 3), with consumers doing a stimulus generalization effect from national brands to private labels.

Keywords: Private Labels, Retailers, Packaging, Copycats

The Market Power Of Private Labels – Retailer’ Brand And Industry Effect

Pedro Vergas Matos, ISEG – Technical University of Lisbon
Rita Coelho do Vale, Catholic University of Portugal

In the rapidly changing international business environment of today, a company’s brand can be the key feature for a retailer to distinguish itself from other competitors and to compete with manufacturers. In the dynamics of competition between these players, private labels brand power can be an important element. The purpose of this article is to study if the private labels’ market power differs across different retailers and products’ categories, based in an empirical approach developed by Suits (1984) and Kennedy (1985). The study – with primary and secondary information for 40 product’s categories, during 5 quarters (from 2009 to 2010’s first trimester), from largest grocery retailers operating in Portugal, found that private labels’ market power differ significantly across products’ categories but not across retailers.

Keywords: retailing, private-labels, market power, pure effects

Session 18.06:

Services Marketing

Session title: Network Services

Room: C501

Session Chair: Yingkui Yang, University of Southern Denmark

Health Related Virtual Communities (Hrvcs): A Taxonomy

Sarah Van Oerle, University of Antwerp
Dominik Mahr, University of Maastricht
Annouk Lievens, University of Antwerp

Today, health care customers take an active role in their disease management, by using virtual communities to access medical information and to connect with

other health care stakeholders. In this research, the authors adopt a knowledge perspective to develop a taxonomy of health related virtual communities. Four dimensions were identified: 1) the actual contributors or community members (i.e. patients, professionals); motivation (i.e. extrinsic, intrinsic, social), 2) trust building mechanisms comprising the level of self-disclosure (i.e. low, medium, high) and content quality (i.e. moderator, reputation, rating), 3) activity focus (i.e. cure, care) and 4) value distribution (i.e. community, third parties).

Keywords: knowledge creation, knowledge exchange, virtual communities, health-care services, taxonomy

Investigating The Impact Of Customer-to-Customer Intention On Critical Customer And Brand Consequences

Mike Reid, RMIT University
Ingo Karpen, RMIT University
Kaleel Rahman, RMIT University
Ulku Yuksel, University of Sydney

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The purpose of this paper is to advance our understanding of CCI by investigating its relationship with critical customer and firm consequences. We focus on direct CCI by looking at the impact of conversations among non-acquainted customers across service encounters. Our exploratory study demonstrates that CCI has a positive impact on customers' emotional reaction in the service context as well as a positive influence on their brand perceptions. Subsequently, the magnified brand perceptions act as a significant driver of customer trust and recommendation behaviour. We provide direction for future research.

Keywords: CCI, Word-of-mouth, PLS, Service Dominant Logic

Households' Perceptions For And Willingness To Pay For Green Electricity Service

Yingkui Yang, University of Southern Denmark
Hans Stubbe Solgaard, University of Southern Denmark

The purpose of this research is to better understand consumer behavior in the green power market, including households' perceptions for and willingness to pay for green electricity service. In this study, we found that consumers were willing to pay

a higher premium for wind power service and hydro power service as compared to brown electricity with CO2 offset. Social endorsement is found to be insignificant in determining the WTP whilst consumer knowledge, green norms and environmental behavior in general are important for the WTP amount. This research suggests that an efficient marketing communication about the ecological attributes of various green electricity services is needed. On the other hand, energy regulators might also need to facilitate public debate on moral obligations in improving our environment to enhance the consumers' WTP for green electricity.

Keywords: Willingness to pay, green electricity service, green power marketing,

Session 19.07:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session Chair: Michael Riechert, Kühne Logistics University

Brand Positioning and Consumer Reactions to Corporate Social Responsibility-related News

Radu-Mihai Dimitriu, Cranfield University

Constantinos Leonidou, Leeds University Business School

Ioannis Assiouras, ESC Toulouse Business School

In this research we propose that brand CSR-related news impacts brand attitude and purchase intentions differently depending on whether the brand is positioned or not on a CSR platform. Our experimental studies confirm that, compared to CSR-neutral brands, CSR-positioned brands tend to suffer more from negative CSR news and benefit less from positive CSR news about the brand. We also find that the impact of negative CSR news is mediated by perceived brand hypocrisy, whereas the impact of positive CSR news is mediated by perceived brand generosity. Our results suggest that a CSR positioning might indeed be beneficial, but CSR-positioned brands should constantly strive to live up to their reputation or else they might suffer dire consequences.

Keywords: Corporate social responsibility; Brand positioning; Brand attitudes; Purchase intentions; Brand hypocrisy; Brand generosity.

Person-based Testimonials and Message Tonality – Implications for Effective Health Communications

Kai Bergner, University of Mannheim

Tomas Falk, EBS Business School

Jörg Hölzing, Roche Sistemas de Diagnósticos, Lda

Lea O. Doleschal, University of Mannheim

Hans H. Bauer, University of Mannheim

Tailoring communication efforts to effectively enhance patient compliance is a major task for the life science industry. Our experimental study shows that communication effectiveness depends on person-based testimonials and message tonality. Physicians as testimonials work best when they use threatening arguments, whereas a celebrity performs best by using a supportive message. Independent of message tonality, patients as testimonial do not exhibit any significant effects on respondents' health intention. Our results shed light on a challenging issue that is relevant for consumers, life sciences firms, physicians, and health policy makers in order to improve customer welfare and quality of life.

Keywords: patient compliance, health communication, health advertising

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How Media And Public Press React to Corporate Product Recall Communication

Raoul Kubler, Kiel University

Koen Pauwels, Ozyegin University

Sönke Albers, Kühne Logistics University

In case of a product recall companies lose their communication control towards the press, which serves as a mediator between the public and the recalling company. Thus Journalists will decide how a specific recall will be communicated and how favorable the recalling company will be presented to the public. Therefore, companies need to know how they should design their recall communication to minimize the risk of possible negative press coverage. Using data of 26 product recalls, the authors investigate the differences in impact of recall communication characteristics like transparency and social responsibility on the tonality of press coverage in different press categories such as regional or national press.

Keywords: product recall, press coverage, text emotion, LIWC, latent class regression

The Impact of Product Recall Communication on Brand Image, Brand Attitude, and Perceived Quality

Michael Riechert, Kühne Logistics University
Raoul V. Kübler, Kiel University
Sönke Albers, Kühne Logistics University

The number of product recalls has considerably increased during the last decade resulting in escalating costs for the public and companies likewise. Companies are confronted not only with severe consequences of their short-term performance (e.g. sales) but also of long-term marketing metrics such as brand image, consumers' attitude and perceived quality. Therefore, companies need to know how they should design their recall communication to minimize negative impact. Using data of 16 different and major European product recalls, the authors investigate the impact of recall communication characteristics like transparency and social responsibility on customers' brand evaluation. Our findings provide companies with recommendations how to design their recall messages depending on the context of recall necessity.

Keywords: product recall, effectiveness of communication instruments, brand evaluation

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Session 20.06:

Tourism Marketing

Session title: Global Strategic Issues for Tourism Players

Room: C508

Session chair: Sven A. Haugland, Norwegian School of Economics and Business Administration

International Market Segmentation Of Tourists In Spain. A Latent Class Analysis Using Benefits Sought

Jesus Garcia-Madariaga, Universidad Complutense Madrid
Javier Flores-Zamora, Universidad Complutense Madrid

The Tourism Market has internationalized over the last few decades. International segmentation is particularly important when organizations adopt a global strategy. Since countries and tourism organizations cannot serve an entire region of the world with standardized marketing strategies, they choose to serve segments with similar responses. Insight into segments with similar behavior and attitude towards Spain

will be of strategic importance for those who want to exploit the country's image. The empirical study consists of a latent class framework for obtaining country segments by using the visitor's purpose to visit. The resulting cluster solution contained nine clear and distinctive latent clusters from 13.617 responses and 19 countries. The study supports organizations and governments to formulate strategies to deal with heterogeneity across borders in an effective way.

Keywords: international market segmentation, latent class analysis, tourism and hospitality, traveler

Relationship Learning At Tourism Destinations

Sven A. Haugland, Norwegian School of Economics and Business Administration
Håvard Ness, Buskerud University College
Jarle Aarstad, Bergen University College

Tourism destinations are complex networks of co-producing firms, and efficient marketing of tourism destinations requires a coherent and well-orchestrated destination network. This study explores the role of relationship learning in destination networks. We focus on learning in dyadic relationships and how dyadic relationships may be influenced by the partners' extended network. We find that specific investments, trust and partner similarity are positively related to relationship learning. Furthermore, the number of ties to actors in the destination network shared by the two dyadic partners, impacts dyadic characteristics such as trust, complementary resources and partner similarity, and finally, relationship learning increases performance.

Keywords: Destinations, learning, networks

The Influence Of Terrorism On International Tourism

Claudia Seabra, Viseu Polytechnic Institute
Jose Abrantes, Viseu Polytechnic Institute
Elizabeth Kastenzholz, Aveiro University

Using a sample of 600 international tourists travelling in Portugal, Spain and Italy, this study identifies key issues related with terrorism, risk perception, involvement and motivation to safety of international tourists. A structural model reveals that tourists are motivated to acquire information about terrorism in the media, namely they show attention and interest in that news and that influences directly their risk perception.

The risk perception influences directly the involvement of tourists in the trip planning, specifically information seeking before and during the trip. Risk perception and tourists' involvement influences the tourists' motivation to safety. Discussion centers on the implications of this model to theory and managerial development of tourism strategies. Recommendations for destinations managers and promoters and tourist organizations administrators are addressed.

Keywords: Consumer Behavior in Tourism, Involvement, Media, Motivation to Safety, Risk Perception, Terrorism

FRIDAY, 14:00-15:30

Session 01.11:

Advertising, Promotion and Marketing Communications

Session title: "Come Together": IMC

Room: C406

Session chair: Pablo J. Lopes-Tenorio, ESIC Business and Marketing School

Managerial Challenges Toward The Integrated Marketing Communication (r)evolution. A Qualitative Study

Maria Vernuccio, Sapienza University of Rome

Frederica Ceccotti, Sapienza University of Rome

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Digitisation and consumer changes are driving a (r)evolution in the integrated marketing communication (IMC) landscape, where the traditional mass communication model coexists with new interactive and social paradigms. However, the marketing literature has been focusing primarily on digital media and on specific players' points of view. This paper aims to widen and deepen professionals' interpretative perspective of these changes. To this purpose, we have drawn upon 86 in-depth interviews with marketing and communication top managers and senior professionals within the communication network. The findings, synthesized in an holistic conceptual framework, show similarities/differences in the understanding of and in the perceived managerial challenges toward the IMC (r)evolution depending on the category it belongs to.

Keywords: Integrated Marketing Communication (IMC), (r)evolution, managerial challenges, communication network, in-depth interview

Parallel Practitioner Mental Models Of Imc Implementation

Mart Ots, Jonkoping University
Gergely Nyilasy, University of Melbourne

The purpose of this study was to uncover marketing practitioners' mental models of IMC implementation. A two-year ethnographic study, based on in-depth interviews and participant observation, was conducted with a large Swedish retailer and its IMC partners. Findings indicate that different mental models ("product focus" and "effect focus," respectively) divide different practitioner groups. "Process focus" emerged as a third model. All sides expressed a general interest in "process focus," but seem to have lacked the means to apply in practice. The contribution of the paper is that it maps practitioner epistemics about IMC implementation, an uncharted territory, which relates significantly to firms' market performance.

Keywords: Mental Models, Integrated Marketing Communications, Advertising Agencies, Organizational Ethnography, Managerial Cognition

The Impact Of Advertising Media Mix Decisions On Firm Value

Pablo J. Lopes-Tenorio, ESIC Business and Marketing School
Jaime Romero, Universidad Autonoma de Madrid

Marketing and advertising executives are urged to demonstrate the impact of their advertising decisions on firm value. Previous research has shown that advertising expenditure increases company value. However, there is a growing demand for analysis about how the allocation of this expenditure over advertising components – ad copy and media mix – modifies company finances. Responding to this call, our study constitutes a first step that analyzes the effects of advertising media mix on firm value. Our results indicate that advertising only increases shareholder value when delivered through specific media (Press) or media combinations (Radio together with TV), thus enhancing our comprehension of how advertising decisions contribute to firm value and suggesting that media planners should account for the financial implications of their decisions.

Keywords: Advertising, Media Mix, Firm Value

Session 02.07:

Business-to-Business Marketing & Networks

Session title: Exit or Loyalty

Room: C408

Session Chair: Thomas Ritter, Copenhagen Business School

Business Relationship Exit Quality: The Case Of Outsourcing And Backsourcing

Per Freytag, University of Southern Denmark

Virpi Havila, University of Uppsala

Business relationships can evolve through different phases, and often the focus of research has been on one of the phases, such as initiation or termination of relationships. In studies focusing on termination, the ending of a relationship is often seen as a process disconnecting the former business parties. However, even though trading has stopped, different types of bonds may still exist between the parties. This means that the ex-business relationship could be reactivated at a later point of time. In this paper we aim to elaborate on the concept of 'terminating a businessrelationship' with special focus on the connection between termination and re-activation. We base our discussion on a case study of outsourcing and back sourcing.

Keywords: termination, business relationship, outsourcing, backsourcing

How Does Industrial Firms Face Customer Relationship Crisis? Evidences From Italian Textile Manufacturers

Andrea Runfola, Perugia University

Simone Guercini, University of Florence

This paper deals with industrial firms coping with customer relationship crisis. The main aim of the paper is to shed light on potential relational paths in the reconfiguration of the firm's business network. To this aim two main emerging paths are proposed: change and integration. Empirically, the paper presents data collected during a ten-year longitudinal case study research of four Italian textile producers localized in the entrepreneurial local community of Prato. The various implications for business networks stemming from the two relational paths implemented by the companies are described and discussed. Combining firm's relational paths with network reconfiguration the paper ends proposing a theoretical matrix to be investigated in future research.

Keywords: network structure, business relationship, textile-clothing, crisis

Rethinking Loyalty In Business Relationships

Thomas Ritter, Copenhagen Business School
Henrik Andersen, Andersen & Partners

This conceptual paper develops an alternative understanding of the foundation of commitment and loyalty in business relationships. It is argued that commonly used facets of commitment and loyalty depend on past behavior or expectations but do not explain the foundation of such commitment and loyalty. The paper develops a relevant constructs which explain the alignment and match between customers and suppliers. The foundation of commitment and loyalty should be seen as an aggregated match of three elements: business understanding, business resources, and business interaction. The new model for the foundation of loyalty contributes to an understanding of loyalty and customer behavior in business markets and challenges current loyalty measurement models.

Keywords: commitment, loyalty, business relationship

Session 03.19:

Consumer Behavior

Session title: Food, Fashion, and Our Figures

Room: B203

Session Chair: Antonios Stamatogiannakis, IE University

Do healthiness and tastiness combine?

Understanding the complexities in consumers' perception of the relationship between health and taste of food

Harri Luomala, University of Vaasa

Maijastiina Jokitalo, University of Vaasa

Hannu Karhu, University of Vaasa

Hanna-Leena Hietaranta-Luoma, University of Turku

Anu Hopia, University of Turku

Sanna Hietamäki, University of Vaasa

Past food consumption research supports the conclusion that tastiness and healthiness are incompatible with each other. This study questions the validity of this view by exploring the circumstances in which consumers perceive that they combine in a food product. It shows how both the consumer characteristics such

as dieting status, health-related motive orientation and food values and the health and taste perceptions related to light and convenience foods and candy products interact to produce consumers' overall perception of inclusivity or exclusivity of health and taste. Moreover, the role of food product type/category, ingredients and level or processing as contributors of health and taste associations is recognized and analyzed. A novel conceptual model is presented to make sense of these complexities. Future research suggestions and managerial and societal implications are also briefly outlined.

Keywords: Food perception; health; taste; consumer characteristics

Sustainable versus Disposal Post-Purchase Behaviour: Just How Long Do We Keep our Clothes?

Ruth Marciniak, London Metropolitan University

Marwa Gad Mohsen, London Metropolitan University

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Within the context of fashion and clothing consumption, sustainability related to ethical, social, environmental and practical concerns is a rising trend needing study. An underexplored area in this domain is the examination of post-purchase behaviour relating to the length of time consumers keep their clothes. Employing a qualitative research approach, this research explores how often consumers keep, dispose of or re-fashion their clothes and fashion products to identify the rationale and drivers of disposal and sustainable behaviours underlying their purchase decisions. The findings reveal that factors influencing disposable behaviour are varied.

Keywords: Sustainability and Disposal Behaviour, Post-purchase Behaviour, Fashion and Clothing

Pursuing Goals around the World: The Impact of Cultural Orientation on Goal-Directed Consumer Behaviour

Antonios Stamatogiannakis, IE University

Haiyang Yang, INSEAD

Consumer behaviour is fundamentally driven by two types of goals: *attaining* a new state or *maintaining* the current state. This research offers a cross-cultural perspective on how and why consumers' self-construal significantly impacts their pursuit of the

two types of goals. We show in field and lab studies that attainment (maintenance) goals are more motivating for people with an independent (interdependent) self-construal. This effect is found when self-construal is operationalized within a culture (USA) or between cultures (USA vs. China), or when it is experimentally manipulated. We conclude with a discussion of the theoretical contributions and implications for international marketing.

Keywords: culture, international marketing, goal types, motivation, self-construal

Waiting in stages in maintenance, task, and personal interactive services and the affect on customer measures

Dennis Von Bergh, Open Universiteit in the Netherlands
Paul Ghijsen, Open Universiteit in the Netherlands
Kees Gelderman, Open Universiteit in the Netherlands
Ron Tuninga, Open Universiteit in the Netherlands

The purpose of this study is to examine the relative importance of waiting time satisfaction with service-entry, in-service and service-exit waits in three multi-stage service settings with interactive aspects based on Mills and Marguiles' (1980) typology. Results show that in maintenance-interactive restaurants service-entry waits affect service quality and the in-service waits affect customer satisfaction. In task-interactive job selection services, all wait types affect service quality. In personal-interactive dental services, service-entry waits affect customer satisfaction and in-service waits affect service quality. Explanations are suggested from the Contingency Theory (Pennings, 1998) and the Elaboration Likelihood Model (Petty & Cacioppo, 1986)

Keywords: Waiting; Interaction; Services.

Session 06.05:

Marketing in Emerging and Transition Economies

Session title: Service & commerce in emerging markets

Room: B201

Session chair: Sanjit Kumar Roy, Coventry University

Emerging First Time Travelers: Influential Factors in the Airline Tickets Buying Decision Process In Brazil

Gabriel Levrini, Ponthific Catholic University

Paulo Cesar Motta, Ponthific Catholic University

In 2010, Brazil established a new record in air passengers transported by Brazilian airline companies, caused basically by the expansion of domestic tourism that took great advantaged of economic stability with social mobility. In Jan-July 2011 period, more than 11 million Brazilian made their first air travel, 77% of them from middle class. The purpose of this research was to understand, “who” this new emerging consumer, to see their demographics profile and the “major influential factors” that could affect the air travelling buying decision process. In our study we used Conjoint Analysis Methodology (full-concept) where respondent make choices by trading off features, one against another. The data for the present study were collected through forty-three in depth interviews, airplane travelers that made in the last 3 years their first air travel. The results show some unexpected characteristics of this emerging customer which ask for different requirements and innovations.

Keywords: Low income, Emerging tourism, Conjoint Analysis

Service Fairness: A Hierarchical Approach

Sanjit Kumar Roy, Coventry University

James Devlin, Nottingham University Business School

Harjit Sekhon, Coventry University

The purpose of the paper is to identify the dimensions of service fairness and to test a hierarchical model of service fairness in the financial services sector. The fairness dimensions obtained on using exploratory factor analysis are impartiality, refutability, explanation and familiarity, bilateral communication and courtesy and distributive fairness. The factor structure was confirmed using order confirmatory

factor analysis. Then higher order factor analysis was used to test the hierarchical model consisting of the overall fairness as the third order factor, two second order factors i.e. procedural fairness (with impartiality, refutability, explanation and familiarity as first order factors); interactional fairness (with bilateral communication and courtesy as first order factors) and one first order factor i.e. distributive fairness. Insights provided will be of great interest to scholars in the area, policymakers and other interested parties.

Keywords: service fairness, Hierarchical model, Higher order confirmatory factor analysis

Application Of A Modified DINESERV Methodology In Bosnia And Herzegovina

Selma Kadic-Maglajlic, University of Sarajevo

Melika Husic-Mehmedovic, School of Economics and Business in Sarajevo

Maja Arslanagic, School of Economics and Business in Sarajevo

Suzana Markovic, Faculty of Tourism and Hospitality Management Opatija

Sanja Raspor, Polytechnic of Rijeka

The purpose of this paper is to assess customers' expectations and perceptions, and to test the difference between perceived and expected service quality at casual dining restaurants in Bosnia and Herzegovina by applying research conducted in Croatia by Markovic et al., (2010). The paper will examine the universality of the DINESERV service quality measurement by testing its reliability in a new and different cultural context. Qualitative research was incorporated into semi-structured in-depth interviews, while quantitative research included a questionnaire based on the DINESERV model. Statistical analysis using gap comparison, a paired sample t-test and exploratory factor analysis shows the existence of significant differences between expectations and perceptions. The research results should help restaurant managers to familiarize themselves with their consumers' perceptions, needs and expectations concerning service quality at casual dining restaurants.

Keywords: service quality, DINESERV, hospitality industry, Bosnia and Herzegovina

Session 12.11:

New Technologies and E-Marketing

Room: C407

Session Chair: Maja Seric, University of Valencia

Information Or Entertainment? The Effect Of Online Product Videos On Buying Intention And Revisits

Thomas Fandrich, Kühne Logistics University

Christian Barrot, Kühne Logistics University

Online video content is becoming increasingly popular. Following this trend, online retailers try to incorporate product videos into their websites. Thereby, they hope to foster revisit and purchase intention and, ultimately, increase sales. However, the actual effect of product videos has found little attention in marketing research. In our empirical study, we use a 3x2x2 between subjects design to analyze the effects of product videos integrated in virtual product detail pages. We control for different video contents (emotional/ informative), different products (more/less hedonic) and different involvement situations (high/low involvement), providing valuable insights for the integration of videos in online shops.

Keywords: eBusiness; Online Videos; Technology Acceptance Model

E-Mail Marketing Experiment Based On The Behavioral Perspective Model

Vishnu Menon Ramachandran Girija, Reykjavik University

Valdimar Sigurdsson, Reykjavik University

Johannes Pall Sigurdarson, Reykjavik University

Jon Skafti Kristjansson, Reykjavik University

Gordon Foxall, Cardiff University

An e-mail marketing experiment was conducted based on the Behavioral Perspective Model to investigate consumer choice. Conversion e-mails were sent to two groups from the same marketing database of registered consumers interested in children's books. The experiment was based on both between group and within group comparison and consisted of sending utilitarian (economic/functional) and informational (social) advertising stimuli with a clear call for action. Key

measurements consisted of individuals receiving the e-mail, opening it, clicking on a link, and buying the target books. Results showed that the informational stimuli were more successful in inducing consumers to open the e-mails whereas the utilitarian stimuli were beneficial in increasing buying behavior. Data for individuals indicated a possible stimulus control and segmentations.

Keywords: E-mail marketing, behavioral perspective model, digital marketing, consumer behavior analysis

Social Media Marketing: An Exploratory Study On How Personality Traits Affect Brand Related Behavior

Philipp Rauschnabel, University of Bamberg
Björn S. Ivens, University of Bamberg
Mau Gunnar, University of Siegen

There is increasing interest in the role of online social networks as marketing platforms. However, only a small number of users in social networks such as Facebook are actively using brand related content (e.g., by posting brand related pictures or discussing with other brand fans). Little research has been done about the personality profiles of those “brand engagers”. In this study, we analyze the effects of the “Big Five” personality traits on several usage-dimensions of Facebook. Results show that especially openness to experience and consciousness affect several brand related activities when fans show high involvement. Theoretical and managerial implications of these findings are discussed.

Keywords: Facebook, Fan page, Personality, Brand Engagement, Social Media, COBRA

The Impact Of New Technologies On Brand Equity Dimensions In The Luxury Hotel Environment: An Empirical Evidence From A Consumer-Based Perspective

Maja Seric, University of Valencia
Irene Gil Saura, University of Valencia
Maria Eugenia Ruiz Molina, University of Valencia

New technologies continuously offer new opportunities for the service industries in general and for the hotel companies in particular. This paper studies the impact of the advancements in Information Technology (IT) on the creation of brand equity

within the Italian luxury hotel environment, adopting consumer-centered approach. Therefore, 335 guests were approached while staying in 20 high-quality hotels in Rome in 2011. The analysis of guest perceptions, using PLS technique, corroborates positive and significant relationships between IT and dimensions of hotel brand equity, i.e., brand image, perceived quality, and brand loyalty.

Keywords: information technology, brand equity, brand image, perceived quality, brand loyalty, hotels

Session 13.03:

Pricing and Financial Issues in Marketing

Room: C202

Session Chair: Martin Artz, University of Mannheim

The Nature of Price-Thresholds: An fMRI Study on Price Processing in the Brain

Tim Eberhardt, Zeppelin University
Marc Linzmajer, Zeppelin University
Mirja Hubert, Zeppelin University
Marco Hubert, Zeppelin University
Peter Kenning, Zeppelin University

Marketing researchers and practitioners have long acknowledged that consumers' judgments of price acceptability are a key component between the psychological processes of the organism and overt responses such as purchases. To broaden the understanding of consumers' price acceptability, we are now able to use new methods to assess the formerly "black box" – the consumers' brain. Against this background, the objective of our study was to use the neuroimaging technique of functional-magnetic resonance-imaging (fMRI) to investigate if there are neural activation patterns that correspond to a lower-, optimal-, and upper-price-threshold. We address these topics because it allows us to observe different neural activation types, which could lead nevertheless to identical economic decisions on a behavioral level.

Keywords: behavioral pricing, price threshold, brain, functional magnetic resonance imaging (fMRI)

Purchase Behavior and Psychophysiological Responses when Prices are Increased and Decreased

Outi Somervuori, Aalto University School of Economics

Niklas Ravaja, Aalto University School of Economics

The aim of the study was to examine emotional processes when product prices are changed. In a within-subject design, the participants were presented purchase decision trials with 14 different products whose prices were increased and decreased while their facial electromyography (EMG) and electrodermal activity (EDA) were recorded. Results suggest that a price decrease and brand products elicit higher positive emotions compared with price increase and private label products. Also, positive emotions are related to greater purchase intent. The results highlight the importance of emotional factors in pricing research and support the usefulness of psychophysiological measures in the consumer research.

Keywords: reference price, price decrease, price increase, emotions, electromyography EMG, electrodermal activity EDA, psychophysiological measures

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An analysis of pricing scheme preferences in electricity markets

Fabian Schulz, Frankfurt University

Christian Schlereth, Frankfurt University

Bern Skiera, Frankfurt University

Electricity markets will change radically with the expansion of renewable energy, leading to a higher uncertainty of supply. This will force electricity providers to actively manage demand. Researchers have proposed a range of pricing schemes providing incentives to consumers to move their electricity usage from peak to off-peak times. While all pricing schemes have the potential to increase efficiency in the market it is unclear which of the proposed schemes are likely to be adopted by consumers. The schemes differ in the savings potential for consumers and in the required effort to adjust usage. The aim of this paper is to analyze consumers' preferences for these pricing schemes and to study the factors influencing their choice. In an empirical study, we show that especially risk aversion, perceived price unfairness, and lack of trust in providers drive consumers' choice towards less dynamic schemes.

Keywords: Demand Management, Pricing, Pricing Schemes, Preference Management, Electricity Markets

Customer Satisfaction and the Cost of Equity Capital

Martin Artz, University of Mannheim
Daske Holger, University of Mannheim
Marwan El Chamaa, University of Mannheim

This article examines whether customer satisfaction is associated with firms' cost of equity capital. While prior studies document that customer satisfaction is somehow related with firm value, the sources and underlying mechanisms of these valuation effects are currently not well understood. We estimate the cost of capital effects implied by market prices and analyst forecasts. To test the underlying mechanism between customer satisfaction and firm value, we employ the American Customer Satisfaction Index (ACSI) database during the period from 1994 to 2009. Our findings indicate that firms with higher customer satisfaction exhibit lower cost of equity capital. We further find that product-market competition and demand instability moderate this relation negatively, indicating that customer satisfaction is more important for cost of capital levels in uncertain and more competitive market environments.

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Keywords: Customer satisfaction; implied cost of capital; ACSI; market valuation; analyst forecasts

Session 14.11:

Product and Brand Management

Session title: Brand Associations vs Brand Response

Room: C507

Session Chair: Bendik Samuelson, BI Norwegian Business School

The Impact of Brand Consensus on Brand Response – Do homogeneous brand associations benefit the brand?

Oliver Koll, University of Innsbruck
Sylvia von Wallpach, University of Innsbruck
Sophia Platzgummer, University of Innsbruck

Brand associations have been linked to brand response in numerous ways. Much research has focused on the number, valence and uniqueness of brand associations. This paper focuses on another association facet which managerially-oriented brand literature

frequently highlights as a sign of brand strength: Brand consensus, that is, the degree to which people elicit the same associations when confronted with a brand. We introduce two meaningful operationalizations of consensus (group- and individual-level) and discuss and test the link between consensus and brand response. Our results, which are based on a large-scale study for an international luxury brand, show that for individual consumers high levels of brand consensus tend to foster positive brand response whereas for a group as a whole too much brand consensus tends to be detrimental.

Keywords: Brand Associations, Brand Consensus, Brand Equity

Comparing Uni-sensory versus Multi-sensory Methods for Embodied Brand Knowledge Retrieval

Maria Kreuzer, University of Innsbruck

Sylvia von Wallpach, University of Innsbruck

This article contributes to the study of embodied brand knowledge retrieval. Embodied brand knowledge results from multi-sensory consumer brand experiences. Consumers store embodied brand knowledge on a non-conscious, modality-specific level and use metaphors for its expression. Retrieving embodied brand knowledge requires methods that (a) stimulate senses involved in brand experiences and (b) encourage metaphorical expression. This study empirically compares the value of a uni-sensory, visual method (Autodriving) versus a multi-sensory method (Multi-sensory sculpting) for embodied brand knowledge retrieval. The results support the theoretical assumption that Multisensory sculpting elicits more and more diverse embodied brand knowledge elements than Autodriving.

Keywords: Embodied brand knowledge, retrieval, method comparison

Offensive and defensive strength in brand associations

Lars Erling Olsen, OMH Business School Oslo

Bendik Samuelsen, BI Norwegian Business School

In this paper we argue that a strong position in consumer memory could result from two fundamentally different brand strategies: A. Focusing on *many* favorable associations, pursuing a *broad brand strategy*, or B. Focusing on strengthening some *few* and thus more accessible associations, pursuing a *narrow brand strategy*. We

describe an investigation of performance implications of these two brand strategies. Three studies show that narrow brands with more accessible associations resist new competitors more easily and have higher brand extension acceptance than do broad brands.

Keywords: brand strategy, human associative networks, accessibility, response times

Session 15.06:

Relationship Marketing

Session title: Collaboration

Room: C502

Session Chair: Peter Verhoef, University of Groningen

Performance ambiguity and flexibility in buyer-supplier relations

Emmanuel Chao, Agder University

Otto Andersen, Agder University

Buvik Arnt, Molde University College

Research on buyer-supplier relationships has emphasized the importance of highly collaborative behaviors, such as when trading partners are flexible in adjusting to each other's needs and requests. It has been suggested that flexibility may increase the effectiveness and efficiency of the exchange processes. The present study suggests, however, that high degree of flexibility and thereby extensive adjustment processes under some circumstances may create performance evaluation problems. We develop a research model describing antecedents of flexibility and the relationship between flexibility and performance ambiguity. Based on a sample of Tanzanian producers and distributors, we find that high flexibility increases performance ambiguity.

Keywords: Performance evaluation, flexibility, environmental uncertainty, asset specificity, interfirm cooperation

Alliances for development: a proposal for a model of success from the perspective of relationship marketing

M. Jesus Barroso-Mendez, Universidad de Extremadura
Mercedes Galan-Ladero, Universidad de Extremadura
Clementina Galera-Casquet, Universidad de Extremadura
Victor Valero-Amaro, Universidad de Extremadura

There is currently an open debate about what the firm's role should be in combating poverty. Some authors on one side of the debate have suggested that the firm's participation can be enhanced with the adoption of a quasi-proactive model of CSR with, among other actions, the establishment of inter-sectoral alliances which as of now still have only a very limited presence. It is in this sense that the aim of the present work is to propose a model of social alliance success between firms and NGOs based on relationship marketing theory. This type of approach is well suited to the establishment and maintenance of successful, long-term, relational exchanges.

Keywords: International Cooperation, Alliances for Development, Relationship Marketing.

An Empirical Investigation of the Determinants of Social Influence in Customer Ego-networks

Tammo Bijmolt, University of Groningen
Hans Risselada, University of Groningen
Peter Verhoef, University of Groningen

Marketers have high expectations regarding the use of social influence as a marketing tool. In this project, we investigate whether social influence is mainly a network phenomenon, a customer relationship phenomenon, or a psychological phenomenon. We use network data, customer relationship data, and survey data from the mobile telecom industry to analyze social influence on adoption of two products (high and low risk) and on customer churn. Our findings provide support for the network perspective on the drivers of social influence. Contrary to the common belief that self-reported opinion leadership and extraversion affect social influence, we find only limited effects. Furthermore, we find that the determinants of social influence are behavior- and productspecific. This study sheds light on the determinants of social influence and provides insights for managers that allow them to gather the right data and thereby improve their social marketing campaigns.

Keywords: social influence, networks, adoption, churn.

Session 16.06:

Retailing, Channel Management and Logistics

Session title: Channel Management 2

Room: C509

Session Chair: Ali Umut Guler, London Business School

The Role Of Retailers In Innovation Success

Barbara Deleersnyder, Tilburg University

Lien Lamey, Tilburg University

Jan-Benedict Steenkamp, University of North Carolina at Chapel Hill

Marnik Dekimpe, Tilburg University and Catholic University Leuven

Innovation success has been attributed to various characteristics of the innovation itself, the launch strategy, and characteristics of the mother brand. However, we observe substantial variation in innovation performance across major retail chains. This supports the notion that also the *retail environment* is highly influential. Retailers strive to build a certain reputation themselves, which is – among other factors – a result of (i) strategically *adding* innovations to their assortment, and (ii) *'nurturing'* them properly. To study retailers' influence on innovation success, the performance at 13 major U.K. retail chains of 127 innovations launched in the U.K. grocery market is examined. The results offer manufacturers and retailers insights into what retail outlets are most promising for certain innovations, and we offer guidelines on the type of brands to 'push' at various retailers.

Keywords: Retailing, Innovations, Retail Power, Private Labels, National Brands

Power Shift Paradox In Retailer-Manufacturer Negotiations: How To Take Advantage Of The Channel Power Shift?

Katrin Zulauf, University of Kassel

Ralf Wagner, University of Kassel

In an experimental investigation, we challenge differences in bargaining power on the success in the domain of retailer-manufacturer negotiations. The power allocations turn out to have a significant impact on negotiation success. In scenarios with substantial differences in bargaining power, particularly female and mixed dyads failed to achieve a mutually satisfactory result. We learn that an increase in bargaining power does not necessarily lead to an increase in negotiation efficiency. Particularly,

the paradox of channel power to profitability from manufacturer towards retailers is considered.

Keywords: Bargaining power, formal negotiation procedure, gender, issue authority.

Restricted Category Captainship

Ahmed Timoumi, Koc University

Skander Esseghaier, Koc University

Store demand response to category management effort varies across brands in a category. Knowledge of brands responsiveness is critical for the retailer who seeks to optimize its allocation of category management resources across brands, and its retail pricing of these brands. When unable to assess brands responsiveness, a retailer may delegate category management decisions to one of the manufacturers, called the category captain, who has the ability to assess it. We find that even when the category captain behaves opportunistically, both the retailer and the excluded manufacturer (rival brand) benefit by being able to infer brands responsiveness from the category captains actions. This leads to better pricing decisions and higher profits for both the retailer and the excluded manufacturer.

Keywords: Category Management; Retailing; Distribution Channels

Inference From Store Closures: A Structural Model Of Ubiquity For Starbucks

Ali Umut Guler, London Business School

The density of the Starbucks store network has been a topic of general interest as the company consistently opened new outlets through the past two decades at an unprecedented pace. I make use of the data from the two mass store closures Starbucks went through in recent years to infer about determinants of profitability for Starbucks stores, in the manner of entry models from empirical industrial organization literature. Preliminary analysis documents significant cannibalization across stores, the effect being concave in the magnitude of the distance between the outlets. A structural model of incremental store profits is defined to separately identify the impact of cannibalization and scale economies on store profits.

Keywords: Chain, Entry, Location Choice, Retail, Starbucks

Session 18.07:

Services Marketing

Session title: Sales, Promotion and Customer Orientation in services

Room: C501

Session Chair: Athanasios Krystallis, Aarhus University

Upselling or Upsetting? The Interactive Effect of Cognitive Effort and Message Frame on Customer's Willingness to Accept an Upsell Offer

Wibke Heidig, University of St.Gallen

Daniel Wentzel, RWTH Aachen University

Torsten Tomczak, University of St.Gallen

Upselling is a widely utilized sales tool especially in service industries like car rentals, hotels, and travel businesses. The purpose of this paper is to provide a conceptual clarification of the customer's decision process underlying an upsell choice as well as to give an answer to the question of when and why consumers decide in favor or against an upsell offer. Drawing on the effort-accuracy framework and framing literature, we show that upsell arguments highlighting loss aspects moderate the relationship between effortful initial decisions and the probability of choosing the upsell.

Keywords: Upselling, Service Encounter, Cognitive Effort, Goal Framing

Design Of Referral Reward Systems In Customer Referral Programs

Christoph Look, EBS Business School

Customer referral programs are a marketing instrument to make use of interpersonal communication for acquiring new customers. The author reports the result of an experiment to analyze the influence of different referral reward system design elements on customer referral behavior. He finds that increasing referral values positively influence referral intention and frequency. In addition, with growing reward values, a preference for cash rewards exists. A required membership for the referral programme or a referral/reward ratio greater than one does not affect referral intentions. The author discusses the implications for the design of referral rewards systems.

Keywords: customer referral, referral reward, reward system, word of mouth

Market Orientation as a Strategy on Service Firms. Its Effect on Consumer Behavior and the Performance of Service Firms

Ana Isabel Polo Peña, University of Granada
Dolores M. Frías Jamilena, University of Granada
Miguel A. Rodríguez Molina, University of Granada
Carmen M. Sabiote Ortiz, University of Granada

The aim of the present work is to ascertain the importance of market orientation as a business strategy within the service sector. To this end, firstly, the adoption of market orientation is measured, from the firm's point of view, and its effect on the achievement of financial results is analyzed. Secondly, consumer perceptions are analyzed, using two variables, perceived value and loyalty. The sample consists of 100 service firms and 572 of their customers. The findings reveal that the market orientation undertaken by the firm has a direct effect on perceived value; and perceived value has a direct effect on loyalty towards the firm. Furthermore, it is found that market orientation contributes to the achievement of financial results.

Keywords: Market orientation, perceived value, loyalty, financial results, multi-level analysis.

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An Examination Of The Effects Of Service Brand Dimensions On Customer Satisfaction

Athanasios Krystallis, Aarhus University
Polymeros Chrysochou, Aarhus University

The present study intends to examine how consumers evaluate service brands. Building on past literature, several causal relationships are examined between key brand dimensions and consumer satisfaction using the airline industry as an exemplary branded service category. Results reveal price, core service, feelings and self-image congruence to be the most important dimensions of a service brand which, in turn, impact significantly on consumer satisfaction. Except price, these attributes are intangible components of the service brand that can only be assessed by the customer during the use stage of decision-making. Besides these brand components, controlled communications are also found to strongly influence customers' overall dispositions toward the brand.

Keywords: service brands, brand evidence, brand hearsay, customer satisfaction

Session 19.08:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session chair: Katja H. Brunk, Solvay Business School

What Is “Ethical”? Conceptualizing Consumer Meanings

Katja H. Brunk, Solvay Business School

This research set out to conceptualize the term ‘ethical’ from a consumer’s perspective and by doing so aims to contribute to the operationalization of the construct of consumer perceived ethicality (CPE). Based on phenomenological consumer interviews, the study finds that contrary to scholarly positions in moral philosophy, which are exclusively consequentialist (teleological) or non-consequentialist (deontological), a consumer’s ethical judgment can be a function of *both* evaluation principles. This suggests that not any *one* scholarly definition of ethics alone is capable of capturing the construct of CPE. Six key themes explicating the content domain are presented and implications discussed.

Keywords: Ethical Consumerism, Moral Philosophy, Brand Perceptions, Consumer Perceived Ethicality (CPE), Corporate Ethics, Corporate Social Responsibility, Qualitative Research

Conceptualizing Consumers’ Experiences of Product-harm Crises

Ursula Haas-Kotzegger, WU Vienna

Bodo B. Schlegelmilch, WU Vienna

This research provides a holistic picture of consumers’ experience of product-harm crises (p-h c). The study draws on in-depth interviews with both experts and consumers in order to investigate factors influencing consumers’ experience in crisis situations. Our theoretical model indicates that the personal impact (which consists of personal relevance and perceived severity of the crisis) is a prerequisite for consumers’ response. We find evidence that the personal impact and the consumer response to crisis situations are influenced by (1) the crisis context, (2) the consumer context and (3) the company context. This study depicts the complexity of consumers’ p-h c experience and contributes to a better understanding of their behavior in p-h c situations.

Keywords: product-harm crisis, consumer experience, personal impact

The Impact of Product Involvement on Consumers; Reactions after Product-harm Crises

Chrysoula Rouvaki, Athens University of Economics and Business
George Siomkos, University of Economics and Business
Ioannis Assiouras, ESC Toulouse Business School

Although a growing body of research explores consumer reactions after product-harm crises, very little attention has been paid to product involvement and hedonic-utilitarian product typology. Therefore this study seeks to investigate the role of the aforementioned variables by exploring at the same time their interactions with crisis response strategies. Our experimental study confirms the main hypothesis that high involvement products will suffer less than low involvement products after a product-harm crisis. Furthermore, the findings indicate that the effectiveness of crisis response strategies, in terms of Negative Word of Mouth and Purchase Intentions, is different for hedonic and utilitarian products. Finally, the attribution of blame seems to depend on the interaction of product type, product involvement and organizational responses.

Keywords: Product Involvement, Product-harm Crises, Consumer Behaviour, Crisis Response Strategies, Hedonic – Utilitarian

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“Fed up with ecology!” Towards an understanding of consumer resistance to ecology

Fanny Reniou, Reims Management School
Elisa Monnot, Université de Cergy-Pontoise

Reducing packaging, encouraging recycling practices, imposing energy saving products are some of the ecological actions that consumers question. In this research, we study consumers we call “ecologically-resistant”, those who are deliberately hostile to environmental messages and practices by governments and companies as well as other consumers. Through different qualitative methodologies we study this specific consumer profile and identify the causes of the phenomenon and the individual factors that influence them – such as scepticism or self-positivity bias for example.

Keywords: resistance, ecology, responsible consumption, environmental advertising, scepticism.

Session 20.07:

Tourism Marketing

Session title: Social Media and Virtual Worlds

Room: C508

Session Chair: Juho Pesonen, University of Eastern Finland

The Use Of Text Mining To Measure The Impact Of Social Media On The Evaluation Of The Tourism Destination Brand

Luis J. Callarisa-Fiol, Jaume I University

Javier Sanchez-García, Jaume I University

Miguel Angel Moliner-Tena, Jaume I University

Santiago Forgas Coll, University of Barcelona

This is a working progress and the objective of this study is to examine the empirical information in order to develop a brand model for tourism destinations and hospitality based on customer value as measured by means of the opinions manifested by tourists through virtual communities, specifically on the "Tripadvisor" webspace. For this, we use text mining for extracting the most significant information. A causal model was tested on a sample of more than 600,000 tourists who had given their opinion regarding the hotel where they stayed in the ten most global cities in the world.

Keywords: virtual communities, text mining, brand equity, loyalty, tourism destinations and hospitality

Linking The Virtual World With The Real World – Insights From A Global Online Travel Community For The Relationship Marketing

Werner Kunz, University of Massachusetts Boston

Sukanya Seshadri, University of Massachusetts Boston

The Internet has significantly revolutionized the global travel industry. Online travel communities are a growing trend in the tourism industry and connect travelers all over the world with each other. In this study, we are interested in how the online relationship between the travelers needs to be established to result in offline interactions. For this, we developed a theoretical framework and test it in a field experiment with 293 community members. We can show that the individual reputation, the online communication, and the perceived similarity between the

travelers play a significant role for a potential offline relationship. Further, trust and sympathy between the individuals are important mediators for this decision process. Managerial implications for the tourism industry will be discussed in the paper.

Keywords: Tourism, Cross-Cultural, Travel Community, Social Networks, CouchSurfing, Relationship Marketing, Reputation, Trust

Segmenting Facebook Using Rural Tourists: Geo-Demographics, Travel Motivations And Activities

Juho Pesonen, University of Eastern Finland

Facebook is the most popular social media service in many western countries, embraced both by companies and consumers. Companies advertising in Facebook can choose customer segments to target based on their geo-demographic factors such as age, gender and hometown. In this study effects of demographics on travel motivations and activities of Facebook using rural tourists are examined. The results show that demographics, particularly age, are effective Facebook marketing tools for rural tourism companies. Understanding these differences will help rural tourism companies to target their marketing in Facebook more effectively.

Keywords: Social media; segmentation; Facebook; e-tourism, gender, age, travel motivations

FRIDAY, 16:00-17:30

Session 01.12:

Advertising, Promotion and Marketing Communications

Session title: "Help!": Cause Marketing

Room: C406

Session Chair: Lola C. Duque, University Carlos III Madrid

The Effect Of Catastrophes On Blood Donation Behavior – An Analysis Of The Dark Side Of Using Catastrophes In Direct Marketing

Edlira Shehu, University of Hamburg

Ann-Christin Langmaack, University of Hamburg

Michel Clement, University of Hamburg

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In emergency situations victims depend on donation support of the public. We investigate the effect of emergencies on the intention to donate blood if these are used in direct marketing. We show that public's involvement and volume of blood donations increase in times of emergencies. Thus, we expect that using emergencies in direct marketing should influence the intention to donate blood positively. In an experimental study we discover that neither the usage of emergencies nor the accentuation of victims' innocence in mailings influence the intention to donate blood. Moderation effects between attribution of victims' innocence and donation motives are discovered.

Keywords: Direct Marketing, Blood Donation, Guilt, Innocence, Catastrophes

"I" Gain, "others" Loose – Message Framing And Beneficial Appeals In Ads Promoting Green Consumption

Alexandra Langer, European University Viadrina

By means of an experimental study, this research investigates when gain- (vs. loss-) framed messages are more effective in promoting green consumption by examining the moderating role of whether a self-benefit (vs. other-benefit) appeal is applied. The

research demonstrates that gain-framed messages are more efficacious when paired with a self-benefit appeal, whereas loss-framed messages are more efficacious when paired with other-benefit appeals. This is an important, substantive finding which extends the current literature on message framing and advertising effectiveness. The findings stimulate further research and have implications for marketers, consumers and society as a whole.

Keywords: Green consumption, message framing, beneficial appeals, advertising effectiveness

Communicating Energy Saving Messages To A Power Hungry Generation

Samantha Smith, Monash University
Gary Deng, Monash University

Few generations have been as dependent on electricity as Gen Y, but are messages about electricity conservation getting through? To better target social marketing campaigns aimed at curbing electricity usage, this study explores the relationship Gen Ys have with electricity and factors that could influence them to reduce usage. Qualitative research establishes a high reliance on electricity, the role of Facebook in daily routines, the presence of stress when electricity is restricted, and a degree of effort associated with being environmentally friendly. Also established is the role of parents in curbing electricity usage. Campaign marketers are advised to consider the higher importance Gen Ys place on cost/monetary savings than on environmental benefits, and ensure any call to action directly relates to them. The results of the research provide marketers with a valuable insight into the thoughts and actions of important and complex consumers.

Keywords: social marketing, Generation Y, environment, electricity, technology, social media

Explicit Donations In Cause-Related Marketing Promotions: Enhancing Value Inferences And Overcoming Skepticism

Lola C. Duque, University Carlos III Madrid
Sangeeta Singh, BI Norwegian Business School

A cause-related marketing (CRM) promotion involves affecting consumers' behavior by donating to one or more social causes. The effects of donation on consumers'

behavior, however, are undermined by consumers' skepticism of firm's perceived altruistic motives. Our study contributes to existing knowledge by showing how presenting the donation vis-à-vis the price can reduce the impact of consumers' skepticism on consumer responses to CRM promotions. We also show how presenting the donation vis-à-vis the price enhances value inferences. The choice of format for a CRM promotion will depend on the marketer's promotional objectives: presenting the donation as part of the price is recommended for achieving emotional ties with the brand and presenting the donation separated from the price for enhancing value inferences and overcoming skepticism.

Keywords: cause-related marketing, donation frames, firm motives, skepticism

Session 02.08:

Business-to-Business Marketing & Networks

Session title: Challenges

Room: C408

Session chair: Hauke Wetzels, University of Mannheim

Inaccurate Price Fairness Judgments By Suppliers In Buyer-Seller Relationships: Preconditions And Outcomes

Christian Homburg, University of Mannheim

Dirk Totzek, University of Mannheim

Jan Allmann, University of Mannheim

In buyer-seller relationships perceptions between suppliers and customers can differ on many issues. One such issue and an important variable determining the success of suppliers is price fairness. In this study, the effects of suppliers' inaccurate price fairness judgments on important outcomes are investigated. To do so, a latent congruence model using 150 matched buyer-seller dyads is applied. Findings show that almost 80% of the suppliers are positively biased in their price fairness judgment. Such price fairness judgment inaccuracies lead to a lower customer's willingness to pay and a lower customer satisfaction. In addition, results show that major elements of the supplier's price setting and pricing process strengthen or weaken price fairness judgment inaccuracies.

Keywords: price fairness, buyer-seller relationships, business-to-business marketing, judgment inaccuracy, latent congruence modeling

The Dark Side Of Relational Rents

Raphael Mallach, Berlin Free University
Michael Kleinaltenkamp, Berlin Free University

This study asks the question if sources of relational rents may also lead to path dependence in buyer-supplier-relationships. Its contribution lies in the combination and quantitative empirical analysis of the relational view and the concept of path dependence. The down side of potential inefficiency is supplemented to the bright side of sources of relational rents. The empirical analysis consists of semi-structured interviews and a simultaneous structural equation model based on a quantitative study. The results support a self-reinforcing mechanism between relation-specific absorptive capacity and relation-specific knowledge. Furthermore the lock-in enhancing effects of certain sources of relational rents could be shown.

Keywords: Relational Rents, Path Dependence, Absorptive Capacity

Gratitude Versus Entitlement: A Dual Process Model For Enhancing Customer Prioritization Profitability

Hauke Wetzel, University of Mannheim
Maik Hammerschmidt, University of Goettingen
Alex R. Zablah, Oklahoma State University
Hans H. Bauer, University of Mannheim

This research reveals that prioritization is associated with distinct benefits (nonsocial and social benefits). Non-social benefits are found to initiate a bright-side process that enhances profitability through gratitude and sales. Notably, social benefits determine both the bright-side process and a dark-side process that involves entitlement and customer costs thereby decreasing profitability. The results demonstrate that prioritization can undermine profitability by breeding status-prone customers who expect more for less. To mitigate the dark-side process, managers should focus on the provision of non-social prioritization benefits, avoid special treatment in highly competitive environments and abstain from formally notifying customers of their priority status.

Keywords: B2B, customer prioritization, dark side, entitlement, gratitude, relationship marketing

Session 03.20:

Consumer Behavior

Session title: Choices: To Think or not to Think

Room: B203

Session Chair: Nico Heuvinck, Ghent University

Doing Worse and Feeling Better: Why Low Performance Can Increase Satisfaction

Dilney Gonçalves, IE Business School – IE University

Jonathan Luffarelli, IE Business School – IE University

Antonios Stamatogiannakis, IE Business School – IE University

Individuals might be more satisfied with a lower vs. a higher absolute performance, when relative performance is constant. This effect is observed for individuals who are used to, or tend to, being evaluated relatively. These individuals use the average absolute performance to assess task difficulty. A low (high) absolute performance (average and, thus, individual) implies a difficult (easy) task. Thus, keeping relative performance constant, high social comparison orientation individuals are more satisfied when their absolute performance is low (and therefore the task seems difficult), while low social comparison orientation individuals are more satisfied when their absolute performance is high.

Keywords: satisfaction assessment, relative evaluations, social comparison, irrelevant information

Turning the Page and Move On: the Impact of Choice Closure on Satisfaction

Yangjie Gu, London Business School

Simona Botti, London Business School

David Faro, London Business School

This paper introduces the concept of *choice closure*, defined as the psychological process by which consumers come to perceive a decision to be resolved and complete, and focus on the decision outcome. Choice closure inhibits consumers who have already made a choice from reverting to the decision process and engaging in potentially comparisons between the chosen and the forgone options. Three studies demonstrate that choice closure, triggered by physical acts associated with closure, allows consumers

to perceive their choice as complete, and therefore mentally separate the chosen option from the forgone options. As a result, by inhibiting unfavourable comparison between the foregone and the chosen options, choice closure enhances satisfaction with the outcome of difficult choices, namely choices made from extensive sets.

Keywords: Choice, Decision making, Comparisons

Failing to Not Think About Failing: The Effects of Thought Suppression on Consumption

Natalina Zlatevska, Bond University
Elizabeth Cowley, University of Sydney

When confronted with failure, a common coping mechanism is to suppress thoughts about the event so as to feel better in the short term. Although thought suppression may reduce the negative feelings associated with thinking about the failure, it has been suggested that it is a maladaptive coping strategy because it depletes regulatory resources, leading consumers to make poor consumption decisions. To date, research has been silent concerning the mechanisms of thought suppression that cause resource depletion and the resulting regulatory impediments. In three studies, we show that it is not the monitoring of consciousness for the unwanted thought, nor is it the negative affect associated with thinking about failure or the intensity of the intrusive thoughts that are depleting. Instead, we demonstrate that it is the act of finding a distraction once an unwanted thought creeps into consciousness that is depleting. The consequences for consumers in these studies are an increase in the consumption of chocolate candy and a reduction in the ability to pay attention to a target task.

Keywords: Thought Suppression, Self-Regulation, Regulatory Resources, Coping with Failure

“When the Bias is in Mind and Eyes” Coping with Ambivalence by (Biased) Information Processing

Nico Heuvinck, Ghent University
Iris Vermeir, Ghent University
Maggie Geuens, Ghent University

This paper discerns two types of ambivalence: *manifest ambivalence* (knowing conflicting information) versus *anticipated ambivalence* (expecting conflicting

information). Study 1 shows that, although experiencing the same subjective ambivalence level, manifest (compared to anticipated) ambivalent consumers process more negative and less positive information about a product. Study 2 & 3 replicate and further extend the former by means of a thought-listing task (Study 2) and an eye-tracking study (Study 3). Results show that manifest ambivalent (compared to anticipated) consumers experience higher levels of ambivalence aversion which motivates them to reduce their ambivalence through processing especially negative information.

Keywords: attitudes, ambivalence, aversion, information processing, anticipated conflicting reactions, manifest conflicting reactions

Session 06.06:

Marketing in Emerging and Transition Economies

Session title: Branding and consumption in emerging markets

Room: B201

Session Chair: Szabolcs Nagy, University of Miskolc

Corporate Brand Values Perception Gap Analysis As An Internal Marketing Management System Assessment Tool

Elena Panteleeva, Higher School of Economics

Olga Oyner, National Research University "Higher School of Economics"

One of the major problems facing Russian companies is the problem of differences between brand promises and the experience of actual consumer interaction with that brand, resulting in image destruction and the customers' refusal from repeat purchases. Having taken as the basis the idea of gap analysis in perception of corporate brand values by different stakeholder groups (owners/top managers, personnel and customers), we have developed and tested a methodology of internal marketing management system assessment, assuming that a significant gap between declared, shared, and perceived brand values is a consequence of absence or inefficient functioning of this system.

Keywords: internal marketing, internal marketing management system, employee engagement, corporate brand values, gap analysis, Russia

A Comparative Study Of Self-Construal Effects On Consumers' Mental Representations Of Brands

Jouba Hmaida,

This comparative study of consumers' behaviors in the emerging economy of Morocco and the developed one of France, examines the impact of self-construal on consumers' mental representations of brands. Drawing on previous research, we tested the hypothesis that when prompted with a brand name, interdependents will retrieve more exemplars about the brand than independents and that independents will retrieve more global beliefs about the brand than interdependents. Empirical support was found for this hypothesis. Further, Moroccans exhibited a higher level of interdependence than French. In contrast, French showed a higher level of independence than Moroccans.

Keywords: self-construal, brand associations

Environmentally Conscious Behaviour In Hungary

Szabolcs Nagy, University of Miskolc
István Piskóti, University of Miskolc
László Molnár, University of Miskolc
Anita Marien, University of Miskolc

The level of environmentally conscious behaviour (ECB) in Hungary is still low. In order to increase environmental consciousness in Hungary, ECB must be analysed and understood. Our hypothetical model of ECB was developed on the theory of planned behaviour. After testing our model we found that environmental values have a strong impact on behaviour intention (EBI) and good intention (EBI) is often not converted into action, so constraint variables play an important role in changing consumer's mind in Hungary. Much to our surprise, we found that environmental knowledge (EK) has a relatively strong direct impact on GEB. This suggests that what we know about the environment directly influences our actions: what we do for the environment in Hungary

Keywords: environmentally conscious behaviour, model, LOV, environmental knowledge, environmental values, Hungary, social marketing

Session 12.12:

New Technologies and E-Marketing

Room: C407

Session Chair: Sascha Steinmann, University of Siegen

The Role Of Motivational Drivers And Reward Types On Facebook Brand Page Growth – Empirical Evidence From A Field Experiment In The Swiss Health Club Industry

Nico Forster, University of St. Gallen

Christian Hildebrand, University of St. Gallen

Andreas Herrmann, University of St. Gallen

Companies in various industries develop Facebook brand pages to facilitate relationships with current customers and to attract new potential customers. However, an understanding of underlying drivers to systematically influence growth rates is missing. We conducted a field experiment in the Swiss health club industry and shed light on the interactive role of fundamental human motives and reward types. In particular, we provide evidence that although monetary rewards may have positive short term effects on brand page growth rates, their effects are inherently dependent on customers' need for affiliation, in contrast to potential customers' need to achieve monetizable short term benefits.

Keywords: Motivation Theory, Customer Engagement, Facebook Brand Pages, Field Experiment

Elderly And Tam, The Consideration Of Gender Differences

Maria A. Ramon-Jeronimo, University Pablo Olavide Seville

Begoña Peral Peral, University of Seville

Jorge Arenas, University of Seville

The elderly constitute a booming market today. However, its level of adoption of technology is relatively low compared to other sectors of the population. The present study aims to explain the adoption of new technologies in this segment. The results show that although the TAM is suitable for studying the phenomenon is necessary to consider new ways to display behavioral use. Similarly, it is essential to develop a

market-specific offer for this heterogeneous group considering, as a first step, how men and women perceive technology differently.

Keywords: Elderly, TAM, Gender differences

Determinants Of The Adoption Of E-Book Readers. The Role Of Consumer Profile

Javier Rodriguez Pinto, University of Valladolid
Carmen Camarero Izquierdo, University of Valladolid
Carmen Anton Martin, University of Valladolid

In this work, we integrate the TAM and the SCT theoretical frameworks to propose a model of the process of adoption of a new technology and test our model for the case of e-book readers. We analyse the perceptions on the utilitarian and hedonic values of these devices and on their congruence with individual's self-image as determinants of adoption. Additionally, we posit that the consumer profile and her/his knowledge about the technology condition both the perceptions about the technology and its congruence with the self-image. We find perceived enjoyment and self-image congruence complement perceived usefulness in developing a favourable attitude towards e-book readers and the adoption intention, and that knowledge is essential in the adoption process. We also observe that people highly involved with reading tend to perceive e-book readers useless, which hampers their adoption.

Keywords: New product adoption, e-book readers, consumer profile, involvement with new ICTs, involvement with reading.

Brand Communication On Social Networking Sites – An Experimental Study On The Effects Of Communication Style And An Avatar On The Attitude Towards The Brand, Brand Personality And Consumer Behaviour

Sascha Steinmann, University of Siegen
Hanna Schramm-Klein, University of Siegen
Jan Quickels, University of Siegen
Gunnar Mau, University of Siegen
Gerhard Wagner, University of Siegen

We conducted an experiment ($N = 108$, between subject design) to study the effects of the brand communication style (personal vs. impersonal) and the pictorial presentation

of a brand (avatar vs. brand logo) on a fanpage in an online social network (facebook) on the members' attitude towards the brand, on brand personality, and their actual and intentional shopping behavior. The results show that a personal communication with the members' of the fanpage and a pictorial presentation of the brand within the community have a positive impact on the attitude towards the brand, the perception of brand personality, and shopping behaviour.

Keywords: Brand communication, social networking sites, communication style, avatar, attitude, brand personality

Session 14.12:

Product and Brand Management

Session title: Brands and Identity

Room: C507

Session Chair: Walter Wymer, Lethbridge University

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What makes a company attractive? Choose your "weapons" right in the "war for talents"!

Kristina Klein, University of Cologne

Jan-Michael Becker, University of Cologne

Employer branding has become a popular topic among practitioners due to labor market shortages and an increasing competition for the brightest heads. This study is the first to explicitly model the symbolic and instrumental dimension (SD and ID) of an employer brand's image and link them to employer attractiveness. Thereby, we identify the relative impacts of the two dimensions and their various facets on employer attractiveness. We show, amongst others, that the symbolic facets influence the perception of the ID. Our findings offer actionable management instruments by revealing how and to what extent the individual facets influence the SD or ID and, subsequently, overall employer attractiveness. We apply the new model in a field study to examine how changing a brand's slogan affects employer attractiveness.

Keywords: brand management, employer branding, hierarchical component model

The impact of reputation and perceived organizational identity on employer brand attractiveness

Chunyan Xie, Stord/Haugesund University College
Richard P. Bagozzi, University of Michigan
Kjersti Meland, Polytec

Attracting “the best and the brightest” is vital for companies’ survival and development (Fishman, 1998). However, the present insight on how to do it is limited. This study tries to provide a theoretical framework to gain insight of the phenomenon by drawing elements from existent research on employer branding and social identity. The framework is examined empirically in a survey. A key finding is that an employer brand’s symbolic attributes (i.e., companies’ reputation and perceived organization identity) affect its attractiveness (i.e., applicants’ job-pursuit intentions) through mediation of cognitive social identity. Moreover, the difference between applicants’ self identity and perceived organizational identity has negative impact on their cognitive social identity. Theoretical and managerial implications are also highlighted.

Keywords: employer brand, social identity, reputation, perceived organizational identity

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Anthropomorphism in Packages of Grocery Brands: An Exploratory Content Analysis

Alexandros Triantos, Aristotle University of Thessaloniki
Evaggelia Outra, Aristotle University of Thessaloniki
Emmanouella Plakoyiannaki, Aristotle University of Thessaloniki
Nikolaos Petridis, Aristotle University of Thessaloniki

Anthropomorphism is the human innate tendency of attributing human or humanlike characteristics to non-human entities or objects. Even though, it is widely used by marketing practitioners, there is a scarcity of academic research that systematically attempts to capture and explain this phenomenon. Viewed in this light, the aim of the present study is to investigate anthropomorphism in product packaging. In doing so, it draws insights from a quantitative content analysis of 2010 Nielsen’s Top 100 grocery brands in the UK. The findings reveal that anthropomorphism is used in a significant percentage of packages. The facets and types of anthropomorphism in package elements are strongly related to the types and categories of products as well as to the target groups, which the products address.

Keywords: Anthropomorphism, Package elements, Content Analysis

Developing and Validating a Scale for Brand Strength

Walter Wymer, Lethbridge University
Hellen Petra Scholz, University of Mannheim
Bernd Helmig, University of Mannheim

Although brand success measures have attracted significant attention among marketing scholars, concepts like brand equity, value and strength remain inconsistently conceptualized and operationalized. Moreover, especially measurement instruments including market or financial performance indicators lack generalizability and crosssector applicability. Consequently, this study develops a brand strength scale free from industry specific outcome measures and relying on the perceptual antecedence to customer behavior. To support generalizability we choose the nonprofit sector, which is seldom subject to brand scale development processes, as our subject of study. We found a three dimensional brand strength measure consisting of familiarity, remarkability and attitude that has both, differentiating as well as predictive power.

Keywords: Brand management, brand strength, scale development

Session 15.07:

Relationship Marketing

Session title: E-Loyalty and Personalization

Room: C502

Session Chair: Mohammed Rafiq, Loughborough University

Personalized Web Sites as a Relationship Marketing Tool

Sebastian Ullrich, Giessen University
Franz-Rudolf Esch, EBS European Business School

Many successful companies such as Amazon and Ebay offer personalized web sites to their customers to improve customer relationships. Unfortunately, the media and consumers are often skeptical about personalized web sites with regard to privacy concerns. The effects of personalized web sites of a weak and a strong brand are examined. Results of the study show that personalized web sites work and lead to a better and self-relevant attitude towards the web site, higher satisfaction, and higher emotional attachment. Privacy concerns and online trust are moderators for weak brands, but show less effect for strong brands.

Keywords: Relationship marketing, web sites, personalization, privacy concerns, online trust, Attachment

An investigation of the effects of acquisition and transaction values on consumers' e-satisfaction and e-loyalty

Anne-Françoise Audrian-Pontevia, Montpellier I University
Gilles N'Goala, Montpellier I University

Relying on Thaler's exchange theory, this paper examines the respective roles of perceived transaction value and acquisition value, on consumers' satisfaction and loyalty (intent to repurchase) in the specific context of e-commerce. It first presents a theoretical framework and, from a survey conducted on a convenience sample (N=394), empirically tests five research hypotheses. The results are then presented and discussed. Overall, our findings suggest that the consumers' perception of acquisition value is positively linked to consumers' e-satisfaction, and that, contrarily to our expectations, consumers' perception of transaction value is negatively linked to consumers' e-satisfaction. Additionally, our findings confirm that e-satisfaction totally mediates the relationship between consumers' perception of acquisition value and their e-loyalty.

Keywords: Perceived transaction value – Perceived acquisition value – E-satisfaction – E-loyalty – Thaler's exchange theory – Smart shopping.

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Building Loyalty in E-Tailing: The Role of Perceived Relationship Investment and Relationship Quality

Mohammed Rafiq, Loughborough University
Heather Fulford, Robert Gordon University
Xiaoming Lu, Northumbria University

This paper examines the role of perceived relationship investment and relationship quality (RQ) in the formation of customer loyalty in internet retailing. RQ is treated as a disaggregated multi-dimensional, rather than a global, construct consisting of relationship satisfaction, trust, and commitment. Based on a survey of 491 internet grocery shoppers and structural equation modeling, results show that perceived relational investment, relationship satisfaction, and affective commitment have a strong impact on e-loyalty. Trust also has a strong effect but works via relationship satisfaction. The results suggest that the disaggregated model of RQ provides a better prediction of e-loyalty than the aggregated model of RQ.

Keywords: Relationship quality, e-loyalty; internet retailing, perceived relationship investment.

Session 16.07:

Retailing, Channel Management and Logistics

Session title: From in-store transactions to relationships

Room: C509

Session Chair: Inga Wobker, Zeppelin University

Dimensionality And Consequents Of Store Equity

Irene Gil-Saura, University of Valencia

Maria Eugenia Ruiz-Molina, University of Valencia

Geraldine Michel, IAE Paris 1

Amparo Corraliza, University of Valencia

Brand equity has been recognized as a key variable in both the academic and professional literature. Notwithstanding, store equity has still received scant attention. This paper aims to deepen in the nature of the retailer equity construct and to identify the variables that contribute to its formation, proposing an integrative model based on their dimensions and effects. To test the hypothesized relationships in the model, a survey is conducted in three retailer categories. Due to the formative nature of two of the constructs, the analysis is developed through the Partial Least Squares (PLS) technique. From the analysis of the results, it is corroborated the importance of store image, perceived store value and store awareness as store equity dimensions. Additionally, it is confirmed the relationship between retailer equity and the satisfaction-loyalty chain of effects.

Keywords: brand equity, store image, perceived value, trust, satisfaction, loyalty, PLS.

How Customer Experience Translates Into Brand Equity: An Empirical Examination In Retail

Philipp Grimm, Freiberg University of Technology

Marko Schwertfeger, Freiberg University of Technology

Alexander Leischnig, Freiberg University of Technology

Today, the creation of unique customer experience has become one of the central managerial challenges in retailing. In addition, retailers to an increasing degree focus on building and establishing strong retailer brands. This study explores how customer experiences translate into retailer brand equity. The authors develop and empirically

test a model of customer experience and its effects on brand equity in a retailing context. The results support the view of customer experience as a multidimensional construct. Furthermore, the results provide strong empirical support for the critical role of customer experience as a driver of retailer brand equity. The findings of this study help retail managers measure and monitor customers' retail experiences and guide them in developing strategies to increase retailer brand equity.

Keywords: customer experience, retailer brand equity, retail

When Grocery Products Become A High-Involvement Category – The Case Of Impoverished Consumers

Christina Holweg, Vienna University of Economics and Business

Research on impoverished consumers has only recently begun to draw academic attention again. This paper intends to describe the behavior of impoverished people in a retail context and in light of the emergence of social supermarkets, a new retail format. Building on the theory-based model of Hill and Stephens (1997), qualitative research confirms previous findings regarding major restrictions and consequences. New insights are generated on the variety of strategies consumers use to cope with their difficult situation and their high level of emotional involvement. Results suggest an advancement of the current model and highlight the important role of social supermarkets.

Keywords: Impoverished consumers, poverty, consumer behavior, retailing, grocery shopping, social supermarkets

What Are Negative Outcomes Of Customer Confusion For Food Retailers And How Are They Moderated By Broader-Scope Trust?

Inga Wobker, Zeppelin University
Peter Kenning, Zeppelin University

In today's complex shopping environment retailers are often faced with customers who are confused and therefore negatively affected in their purchase behavior and the needs they have in a shopping environment. As a result this customer confusion affects the financial goals of the retailers. However, as trust reduces complexity it may moderate the influence of customer confusion on its various negative outcomes.

The aim of this paper therefore is to identify outcomes of customer confusion for the retailing industry and to investigate the moderating role of broader-scope trust. To achieve this we conducted a telephone survey with 516 participants. Our results confirm that customer confusion has several negative outcomes that harm the emotional state of customers and the financial interests of retailers. These effects, however, are moderated by a broader-scope trust in the retailing industry.

Keywords: customer confusion, non-purchase, complexity, broader-scope trust, retailing, FMCG

Session 18.08:

Services Marketing

Session title: Language and Control for Services Customers

Room: C501

Session Chair: Herm Joosten, Radboud University Nijmegen

Consumers' Willingness To Communicate In A Second Language

Jonas Holmqvist, BEM Bordeaux School of Management

Yves Van Vaerenbergh, Ghent University

Communication between customers and companies is a key concept within service marketing, but previous research largely assumes that customers and the company speak the same language. This paper test a framework of situation-related and person-related antecedents of consumer's willingness to communicate in a second language across two countries (Belgium and Finland). Overall, consumers are less willing to use their second language if levels of perceived control decrease. Consumers' willingness to communicate in a second language depends on perceived second language proficiency in Finland, whereas it mainly depends on political considerations in Belgium. These findings underscore the important role of language in marketing, but also underscore the importance of considering language in an international context.

Keywords: service encounters, willingness to communicate, perceived control, language skills, political considerations

Language Divergence's Impact On Customer Satisfaction

Yves Van Vaerenbergh, Ghent University
Jonas Holmqvist, BEM Bordeaux School of Management

Despite the importance of the interaction in services, research did not yet examine consumer reactions to service encounters where consumers and service providers in a bilingual area do not share the same native language. Driven by perceived speech accommodation efforts, results of three studies show that customers who are served in their second language are less satisfied, less likely to return and less likely to spread positive word of mouth than customers who are served in their native language. This relationship is not dependent on consumers' perceived second language proficiency, rather is it dependent upon their emotional native language attachment.

Keywords: Service encounters, language, satisfaction, repurchase intentions, word-of-mouth intentions

More Control Is Not Always Better; The Role Of Desire For Control In Affecting Service Attitudes And Behavior

Herm Joosten, Radboud University Nijmegen
Jose M. M. Bloemer, Radboud University Nijmegen
Bas Hillebrand, Radboud University Nijmegen

Previous studies on control beliefs implicitly or explicitly assumed that more control is always better. This study shows that the relationship between control beliefs and consumer attitudes and behavior is more complex than that. More specifically, it argues that previous studies focus too much on capacity and opportunity for control and disregarded the role of desire for control. Based on experimental data, with control beliefs manipulated in video clips depicting a service encounter in a banking context, this study shows that it is the (in)consistency of capacity and opportunity with desire that affects attitudes (like satisfaction) and behavior (like complaining and loyalty) of service customers. More control is not always better: it is better when it is desired, but worse when it is not desired.

Keywords: Services marketing, consumer behaviour, control beliefs, satisfaction, experiment.

Session 19.09:

Social Responsibility, Ethics and Consumer Protection

Room: C401

Session Chair: Anne Smith, Open University

The impact of refutation on credibility:

The moderating role of issue ambivalence and argument tone

Erlinde Cornelis, Ghent University

Verolien Cauberghe, Ghent University

Patrick De Pelsmacker, University of Antwerp

The present study addresses the effects of refutational vs. nonrefutational two-sided messages on source and message credibility. Additionally, the moderating role of issue ambivalence and argument tone (emotional vs. rational) is assessed. A 2 x 2 x 2 between-subjects factorial experimental design among 853 teenagers investigates the effect of eight anti binge drinking and anti marijuana messages on source and message credibility. The results show that refutation increases credibility compared to non-refutation. Additionally, a three-way interaction effect is found: credibility effects of refutation depends on the ambivalence of the issue and the argument tone.

Keywords: refutation, two-sided messages, issue ambivalence, argument tone, credibility

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Family Indebtedness in a Gift Relationship

Carolina Rezende Pereira, Centro Universitario da FEI

Suzane Strehlau, Uninove

This article discusses the family debt through The Gift Theory. This theory concerns about relationships that are based in give-receive-retribution, which establishes a strong social bond between people. The method was in-depth interviews with members of households indebted. The aim was understand if the debt causes a Gift relationship and the function of debt in this ritual Gift. This study launches a new understanding of the consumer debt into family and reference groups, as an aid to strengthening of the social bonds. Once the respondents showed that the debt stands as a good offer on behalf of the relationships.

Keywords: Consumer Behaviour. Family Debt. The Gift Theory.

Believing in making a difference: citizens as internal customers

Anne Smith, Open University

Terry O'Sullivan, Open University

Nina Reynolds, University of Southampton

Internal social marketing (ISM) combines the principles and practices of social and internal marketing. This study describes an ISM initiative which aimed to reduce organizations' carbon emissions through engagement with citizens as employees (internal customers). Initial survey research found that belief in the potential to make a difference (rather than behavior) was the key outcome and was determined by employees' environmental concern, involvement in pro- environmental championing behavior and organizational support for employee participation. A pilot ISM initiative based on these findings achieved change in both beliefs and behavior, resulting in a reduction in the organization's negative environmental impact.

Keywords: Internal social marketing, environment, behavioral change, beliefs.

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Session 20.08:

Tourism Marketing

Session title: Value and Satisfaction

Room: C508

Session chair: Alain Decrop, Facultés Universitaires Notre Dame de la Paix

A Place Like Me: Holiday Destination-Holiday Maker Personality Fit Predicts Satisfaction With Tourist Destination And Recommendation

Magdalena Bekk, University of Cologne

Joachim Kruze, University of Applied Management Erding

Nadine Nowakowski, University of Applied Management Erding

Matthias Spörrle, University of Applied Management Erding

People generally tend to prefer people, things, and places (e.g., holiday destinations) which are similar to themselves. This study is the first to integrate two correlated but distinct concepts of fit between holiday destination and holiday maker into one model to analyze the underlying determinants of perceived overall fit. We distinguish

between different personality-based similarity dimensions and investigate their impact on overall fit. Furthermore, we link overall fit to certain outcome variables and thereby also offer insights into the impact of the different similarity dimensions on these outcome variables. Personality-based similarity emerges as an antecedent of overall fit which, in turn, predicts satisfaction and recommendation behaviour. Our results highlight the importance of personality-based similarity for tourism research and practice.

Keywords: Personality, holiday destination, destination personality, self-congruence, fit, mediation analysis

The Influence Of Destination Perception On Well-Being And Satisfaction: A Holistic Approach

Bernd Frederik Reitsamer, University of Innsbruck
Alexandra Brunner-Sperdin, University of Innsbruck

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When travelling to destinations, tourists perceive the physical environment based on a variety of single aspects. In the present study, we focus on Gestalt theory, assuming that consumers tend to view environments holistically. We adapt this approach by arguing in line with Kaplan and Kaplan (1989) that tourists prefer environments which make sense and offer them space to explore. Accordingly, a destination setting model is developed and tested to analyse the effects of destination aspects on tourists' emotional states and behavioural reactions. Results indicate that tourists will report higher levels of well-being if destination features emphasize an adequate mix of sense-making and exploratory offers. The study not only provides important implications for consumer behaviour theory, but also advances destination attractiveness theory.

Keywords: Destination attractiveness, Gestalt approach, well-being, satisfaction

The Moderating Effect Of Culture On Tourist Overall Perceived Value, Differentiating By Purchase Channel

Carmen M. Sabiote, University of Granada

Dolores M. Frías Jamilena, University of Granada

J. Alberto Castañeda-García, University of Granada

Ana M. Polo-Peña, University of Granada

The present research seeks to understand the influence of the cultural dimensions of ‘uncertainty avoidance’ and ‘individualism/collectivism’ on the relationship between each of the antecedent variables of overall perceived value of the purchase and consumption of a tourism service, depending on the medium through which the service is purchased. The sample is made up of 300 English and 300 Spanish tourists who have acquired tourism services either via the Internet or via a travel agency. The findings indicate that there are variations in the overall perceived value formation model differentiating by channel, and that these variations are shaped by the cultural dimensions.

Keywords: Overall perceived value, Cultural dimensions, travel agency, Internet.

09. POSTER SESSIONS

Portuguese guitar | Portugal



Poster Sessions

Wednesday, 23 May 2012

Track 1: Advertising, Promotion and Marketing Communications

Brand Logo Recognition and (Low-) Literacy

Ellis A. Van den Hende
University of Amsterdam

Jan P.L. Schoormans
Delft University of Technology

Children's Responses to advertising in Social Games: Persuasion, Knowledge and Susceptibility to Peer Influence

Esther Rozendaal
University of Amsterdam

Moniek Buijzen
Amsterdam School of Communication
Research

Eva Van Reijmersdal
Amsterdam School of Communication
Research

Integrated marketing communication, a strategy, process or programme in international industrial capital goods' business

Päivi Talonen
Tampere University of Technology
Olavi Uusitalo
Tampere University of Technology

Is Tailored Advertising Always Effective? A Comparison of Poland and the Netherlands

Ewa Maslowska
University of Amsterdam
Edith Smit
University of Amsterdam
Bas van den Putte
University of Amsterdam

Prior Knowledge and Information- -Seeking: Designing Effective Direct-to-Consumer Advertisements

Danae Manika
Durham University

Seeing is Believing, But it is Best to Imagine Multisensory Imagery of Location-Based (LB) Promotion Ads

Diana Gavilan
 Universidad Complutense de Madrid
 Maria Avello
 Universidad Complutense de Madrid
 Carmen Abril
 Universidad Complutense Madrid
 Roberto Manzano
 Universidad Complutense Madrid

The East is the New West: A Comparison of Cultural Values in Chinese and German Premium Car Commercials

Henk Weidenfeld
 University of St. Gallen
 Christian Purucker
 University of St. Gallen
 Efstratia Zafeiriou
 Audi AG

Why are we on Facebook? Determinants of social media engagement

Elif Karaosmanoglu
 Istanbul Technical University
 Cigdem Peremeci
 Istanbul Technical University
 Nimet Uray
 Istanbul Technical University

Track 2: Business-to-Business Marketing and Networks

Is it Just Love at First Sight? – Conceptualizing Frontline Employees' Interaction Competence Across the Interaction Process

Markus Blut
 TU Dortmund University
 Alke Töllner
 TU Dortmund University
 Jasmin Ulrich
 TU Dortmund University

Track 3: Consumer Behavior

A Model for the Study of the Place-of-Origin Effect: Application to the Region-of-Origin Topic

José Manuel García Gallego
 University of Extremadura
 Antonio Chamorro Mera
 University of Extremadura
 María Manuela Palacios González
 University of Extremadura

Are Social Media Only Social? Understanding the Role of Social Media in the Processes of Independent and Interdependent Identity Construction

Gachoucha Ktretz
 ISC Paris School of Management
 Benjamin Voyer
 London School of Economics

Assessing Brand Love in the wine Sector: A Multi-Country Study

Silvia Cacho-Elizondo
IPADE Business School

Judy Dremnan
Queensland University of Technology

Nathalie Guibert
University of Paris 2

Sandra Maria Correia Loureiro
University of Aveiro

Constanza Bianchi
Queensland University of Technology

Belvaux Bertrand
University of Paris 2

Brazilian High and Low Income Children Drawings About Going Shopping

Andres Rodriguez Veloso
University of São Paulo

Diogo Hildebrand
Baruch College

Marcos Campomar
University of São Paulo

Certification Labels for Process-Related Product Attributes: The Case of Organic Food

Meike Janssen
University of Kassel

Compliance, an Outcome of Self-Regulation

Stephanie Dellande
Menlo College

Prashanth Nyer
Chapman University

Consumer information treatments as cognitive dissonance reduction strategies: an identification of the successive stages through cluster analysis

Gilles Séré de Lanauze
INSEEC Research Center

Béatrice Siadou-Martin
University of Montpellier

Consumer Knowledge Discrimination: How Objective Knowledge and Confidence Affect knowledge Discrimination

Kishore Pillai
Aston University

Michael Brusco
Florida State University

Ronald Goldsmith
Florida State University

Charles Hofacker
Florida State University

Converging Consumer Preferences Online: The Influence of Community Feedback on creativity and Satisfaction with Self-Designable Products

Christian Hildebrand
University of St. Gallen

Andreas Herrmann
University of St. Gallen

Jan R. Landwehr
University of St. Gallen

Gerald Häubl
University of Alberta

Counterfeit Luxury Products: Consumer Attitudes, Behavior and Cultural Influences

Alberto Pastore
Sapienza University of Rome
Fabrizio Cesaroni
Universidad Carlos III de Madrid
Ludovica Cesareo
Sapienza University of Rome

Disentangling Affect from Memory

Judith Lynne Zaichkowsky
Simon Fraser University
Martin Reimann
University of Southern California
Antoine Bechara
University of Southern California

Does Giving Diamonds Make Men More Attractive?

Ines Branco IlLodo
University of Nottingham

Embarrassment, Disclosure and Willingness to buy

Giulia Miniero
Brescia University
Michael Gibbert
Università Svizzera Italiana
Michela Addis
University of Roma Third

Influencing Factors on the Buying Behavior in the Software Market

João Rosário
Escola Superior de Comunicação Social
António Palma dos Reis
Instituto Superior de Economia e Gestão

Marketing of art or art of marketing: how to break resistance?

Joelle Lagier
ESC-Rouen Business School
Virginie De Barnier
IAE Aix en Provence

Online Book Purchasing Behavior in France: Both Bread and Cake?

Mary M. McKinley
ESEM
Aude-Marie Sakiman
ESEM

Praise of “Domestic”? Study of Students’ Ethnocentric Behavior in Hungary

Szandra Gombos
Széchenyi István University
Judit Makkos-Kaldi
Széchenyi István University
Szilárd Németh
Széchenyi István University

Seeking Information in Social Media: The role of information seeking propensity

Katerina Fraidaki
Athens University of Economics and
Business
Katerina Pramataris
Athens University of Economics and
Business
Aristeidis Theotokis
Leeds University

Socio-Demographic Factor and Consumer Price Perception

Maria Encarnacion Andres Martinez
Universidad de Castilla-La Mancha
Miguel-Angel Gomez Borja
Universidad de Castilla-La Mancha
Juna-Antonio Mondejar Jimenéz
Universidad de Castilla-La Mancha

Structural Analysis of Opinion Leadership as Mediator of the Perceived Service and Loyalty in the Arts

Javier Flores-Zamora
Universidad Complutense de Madrid
Jesus García-Madariaga
Universidad Complutense de Madrid

The Characteristics of Buying Decision-Making Processes in Stepfamilies

Boglárka Eisingerné Balassa
Széchenyi István University
László Józsa
Széchenyi István University

The Effect of Consumer Calibration Processes on Consumer Value

Kamran Razmidoost
Cranfield University
Radu Dimitriu
Cranfield University

The Effect of Prior Outcomes on Gender Risk Taking Differences

Bernadete Ozorio
University of Macau
Desmond Lam
University of Macau

The Region-of-Origin Effect on Purchasing Preferences of a Product with a Multiregional Designation of Origin: The case of Spain 's Cava

Antonio Chamorro
Universty of Extremadura
José M. García
Universty of Extremadura
Francisco J. Miranda
Universty of Extremadura
S. Rubio
Universty of Extremadura
Manuela Palacios
Universty of Extremadura

Track 4: Innovation and New Product Development

Convergence and Dominant Designs in Companies

Henrik Sievers
Aalto University, School of Economics

Demand Supply, and Diffusion of E-WOM for New Consumer Electronic Products

Tilo Halaszovich
University of Bremen
Christoph Burmann
University of Bremen

How to Trigger Creative Performance in Crowdsourcing: the Role of Psychological Distance

Peter Vandro

WU Vienna University of Economics and Business

Ulrike Kaiser

WU Vienna University of Economics and Business

New product development within off-line brand community: the analysis of motivations

Giuseppe Emanuele Adamo

Carlos III University Madrid

Charlotte Gaston-Breton

Carlos III University Madrid

You are what you eat – an exploratory analysis of the acceptance of a food innovation

Christian Samulewicz

TU Dortmund University

Vanessa J. Haselhoff

TU Dortmund University

Ulya Haenraets

TU Dortmund University

Thursday, 24 May 2012

**Track 5:
International and Cross-Cultural Marketing**

Analysis of the effects of cultural differences on status demonstration and luxury brand recognition: An empirical study of Chinese, German and U.S. American consumers

Annette Rieber

University of St. Gallen

Christian Purucker

University of St. Gallen

Efstratia Zafeiriou

Audi AG

Consumer Ethnocentrism: An Italian Validation of the Consumer Ethnocentric Tendencies Scale

Angelo Giraldi

Sapienza University of Rome

Cultural Influence on Service Quality Expectations

Carmen Pérez-Cabañero

University of Valencia

Swetlana Rein

University of Valencia

Direct, Cross-Product and Cross-Country Effects in Multi-Market New Product Diffusion

Antonio Ladrón-de-Guevara Martínez
Universitat Pompeu Fabra

William Putsis
University of North Carolina

Food-Related Lifestyles: a Comparative Study between Italian and Brazilian Consumers

Mateus Canniatti Ponchio
ESPM-SP

Paulette Siekierski
ESPM-SP

Vivian Strehlau
ESPM-SP

**Track 6:
Marketing in Emerging and Transition Economies**

Can Experiential Marketing and Ecological Orientation Improve City Brand Attitudes and Perceived Quality of Life?

Jose T. Marín
Universidad de Valencia

Natalia Vila
Universidad de Valencia

Inés Küster
Universidad de Valencia

Asunción Hernández
Universidad de Valencia

Changing Role, Impact, Power and Effect of Communication Practitioners: Hungarian Public Relations Activity in an European Perspective

Marta Konczos Szombathelyi
Széchenyi István University

Veronika Keller
Széchenyi István University

Elements and an Empirical Analysis of an Integrated Social Marketing Model in Hungary

Istvan Piskoti
University of Miskolc

Szabolcs Nagy
University of Miskolc

László Molnár
University of Miskolc

Anita Marien
University of Miskolc

The Contribution of the New Class C from Brazil to Deindustrialization and increased Imports

Edmir Kuazaqui
Escola Superior de Propaganda e Marketing (ESPM)

Marcia Gamboa
Universidade Paulista

Track 7: Marketing of Public and Non-profit Organizations

A Member's Value to Membership Nonprofit Organizations: Conceptualizing Member Lifetime Value

Bernd Helmig
University of Mannheim
Christine Rupp
University of Mannheim

Reflecting About Corporate Identity, Image and Reputation

Cristina Ribeiro
University of Aveiro

The Art of Marketing or Marketing as Art? Empirical Evidence from the Museum Market

Linn Viktoria Rampl
Zeppelin University
Inga Wobker
Zeppelin University
Peter Kenning
Zeppelin University

Track 8: Marketing Research and Research Methodology

Market Research and Internet Surveys: Are We Catching All Internet Users?

Paula Vicente
ISCTE-University Institute of Lisbon, BRU-ILU
Elizabeth Reis
ISCTE-University Institute of Lisbon, BRU-ILU

Track 9: Marketing Strategy & Leadership

Committed to the Employer Brand

Maria Avello
Universidad Complutense de Madrid
Diana Gavilan
Universidad Complutense de Madrid
Francisca Blasco
Universidad Complutense de Madrid
Susana Fernández
Universidad Complutense de Madrid

Experience Marketing: Conceptual Model, Difference from Experiential Marketing and a Pilot Study

Siiri Same
Tallinn University of Technology

Exploring the Relationship between Entrepreneurial Orientation, Attitudes towards Marketing and Marketing Planning in Small Firms

Efthymia Kottika

Athens University of Economics and Business

Vlasis Stathakopoulos

Athens University of Economics and Business

Strategic Brand Architecture Management – Relevance of Pharmaceutical Umbrella Brands on Pharmacists’ Decision-Making

Christopher Kanitz

University of Bremen

Michael Schade

University of Bremen

Christoph Burmann

University of Bremen

Turning Crisis into Advantage through Proactive Marketing: A Case Study

Diana Mesa Correa

Universitat Politècnica de Catalunya

Carme Martinez Costa

Universitat Politècnica de Catalunya

Marta Mas Machuca

Universitat Politècnica de Catalunya

**Track 10:
Marketing Theory**

Towards an Integrative Definition of Corporate Identity from a Corporate Marketing Perspective

Andrea Pérez

University of Cantabria

Ignacio Rodríguez del Bosque

University of Cantabria

Patricia Martínez

University of Cantabria

**Track 12:
New Technologies and E-Marketing**

Brand-Consumer Relationship: Examining the Saturation Effect of Online Communities in a Social Networking Environment

Ibrahim Abosag

University of Manchester

Zahy Ramadan

University of Manchester

Consumer Adoption of M-Commerce through Context-aware Service

Xiaoyan Chen

University of Rennes 1

Geradrd Cliquet

University of Rennes 1

Creating Value through Virtual Brand Communities

Monia Melia
University Magna Graecia of Catanzaro
Angela Caridà
University Magna Graecia of Catanzaro
Maria Colurcio
University Magna Graecia of Catanzaro

Factors affecting young consumers' intention to buy "smart phones" An extended TAM model

Irini Rigopoulou
Athens University of Economics and Business
Ioannis Chaniotakis
Hellenic Open University
John Kehagias
Hellenic Open University

How "mutual friends" affect viral diffusion on Facebook?

Florian Paillason
Institut Telecom-Telecom School of Management
Christine Balagué
Institut Telecom-Telecom School of Management
Madeleine Besson
Institut Telecom-Telecom School of Management

IS/ICT-enabled innovation in Marketing. Catalyst or Inhibitor for Marketing Performance?

Ioannis Plemmenos
Piraeus University

Measuring Social Media Activity: An Index Development And Validation

Marc Zinck
University of Twente
Efthymios Constantinides
University of Twente

Repeat purchase after the deep discount online: Does your service quality benefit just Groupon?

Ela Ari
Ozyegin University
Koen Pauwels
Ozyegin University

The Impact of Motivation for Sharing on Behavior in Social Networks

Marie Nour Haikel-Elsabeh
Institute Nationale des Télécommunications
Le Ahn Ngoc
Université Paris Nanterre-Ouest
La Défense
Christine Balagué
Télécom Ecole de Management
Jean-Christophe Bénavent
Université Paris Nanterre-Ouest
La Défense

Track 14: Product and Brand Management

Assessing the importance from the firm's perspective of the origin, quality and price of wine with designation of origin: The case of the Ribera del Guadiana PDO

María del Mar García Galán
Universidad de Extremadura

Are Consumers Wiling to buy Fictional Brands? The Case of Harry Potter 's "Bertie Bott" 's Every Flavour Jelly Beans

Laurent Muzellec
University of Bremen
Christopher Kanitz
ESSCA Business School

Brands as Action Nets

Sylvia von Wallpach
University of Innsbruck
Andrea Hemetsberger
University of Innsbruck

Children's Brand Awareness: An Empirical Study of Children's and Parents' Perceptions

Sibylle Böttner
Otto-Friedrich-Universität Bamberg
Björn Sven Ivens
Otto-Friedrich-Universität Bamberg
Christian Franz Horn
Otto-Friedrich-Universität Bamberg
Isabelle Hillebrandt
Otto-Friedrich-Universität Bamberg

Customer-Based Equity in the Brazilian Automotive Market

Eliane Cristine Francisco Maffezzolli
Pontificia Universidade Católica do Paraná
Paulo Henrique Muller Prado
Universidade Federal do Paraná

Determinants of Evaluations of Product-Upgrades: Differences between Expert-Critics and Consumers

Frederik Situmeang
University of Amsterdam
Mark Leenders
University of Amsterdam
Nachoem Wijnberg
University of Amsterdam

Gender-oriented Employer Branding: Does Message Design of Gender Issues in Job Ads Affect Employer's Attractiveness?

Silke Göddertz
Bamberg University
Björn Ivens
Bamberg University
Philipp Rauschnabel
University of Bamberg

How Linear Aspects of Brand Manifestations Affect Consumers' Preferences

Denis Darpy
Université Paris Dauphine
Gerald Mazzalovo,

**Measuring and Managing
Customer-based Brand Equity
in Household Decision Making**

Uta Herbst
University Tuebingen
Natalie Schmidt
University of Hohenheim
Viola Austen
University Tuebingen

**Measuring the Characteristics of
Cool Brands and their Relationship
with Brand Connection**

Sandra Maria Correia Loureiro
University of Aveiro
Rui Lopes
University of Aveiro

**Price Premium: A Multi Research
Approach in Branding**

Nebojsa Davcik
ISCTE Business School, Lisbon University
Institute

**Sports Branding – The Impact
of League, Team and Star Player
Brands on Fan Behavior**

Christoph Burmann
University of Bremen
Michael Schade
University of Bremen
Christopher Kanitz
University of Bremen

**Store Brand Typology as a
Moderating Factor of the
Relationship Between Store Brand
Loyalty and Store Brand Share**

Teresa Serra
IE University
Alberto Maydeu-Olivares
IE University
Roberto Manzano
Universidad Complutense Madrid

**The Relevance of Brand Personality
in the Context of Professional Sport
Teams**

Michael Schade
University of Bremen
Christopher Kanitz
University of Bremen
/Christoph Burmann
University of Bremen

Friday, 25 May 2012

Track 15: Relationship Marketing

Customer Value under Uncertainty

Joerg Henseler
Radboud University Nijmegen
Ellen Roemer
Hochschule Ruhr West - University of Applied Sciences

Proposition of a New Theoretical Model to Investigate the Role of Social Network Sites in Driving Customer Relationship Loyalty

Daniela Langaro da Silva do Souto
Instituto Universitario de Lisboa (ISCTE-IUL), BRU-IUL
Paulo Rita
Instituto Universitario de Lisboa (ISCTE-IUL), BRU-IUL

Reconciling Brand Equity and Customer Equity: a cross-industry approach

Jaime Romero
Universidad Autónoma de Madrid
Maria Jesús Yagüe
Universidad Autónoma de Madrid
Laura Jiménez
Universidad Autónoma de Madrid

Track 16: Retailing, Channel Management and Logistics

“Counterfeiting is not bad, it is just making copies” Consumer and vendor perceptions of counterfeits in Vietnam

Barbara Stoettinger
Vienna University of Economics & Business
Elfriede Penz
Vienna University of Economics & Business

Consumer Intentions in Limited Assortment and Limited Time contexts: An Experiment in a Retail Setting of Temporary Stores

Marko Schwertfeger
Freiberg Technical University
Doreén Pick
Freie Universitaet Berlin

How Store Environmental Factors Help Enhance Retailer Brand Equity

Margit Enke
Freiberg University of Technology
Marko Schwertfeger
Freiberg University of Technology
Alexander Leischnig
Freiberg University of Technology

Lighting and Consumer Behavioral Intentions in a Store Environment: the Mediating Role of Perceived Stimulation

Gwenaëlle Briand Decré
ISG Paris Business School

Bernard Pras
Université Paris-Dauphine (DRM Research Center) and Essec Business School

On the adoption of Visual Heuristics in GIS-based Marketing Decision Making

Thomas Reutterer
WU Vienna University of Economics and Business

Ana-Marija Ozimec
University of Frankfurt

Martin Natter
University of Frankfurt

Service Quality in Goods Transportation: A Methodological Approach

Maria Eugenia Ruiz Molina
University of Valencia

Santiago Ospina Pinzón
University of Valencia

Gloria Berenguer Contrí
University of Valencia

Irene Gil Saura
University of Valencia

Why is it important for private labels to innovate?

Carmen Abril
Universidad Complutense Madrid

Diana Gavilan
Universidad Complutense Madrid

Maria Avello
Universidad Complutense Madrid

Joaquim Martinez
Universidad Complutense Madrid

Roberto Manzano
Universidad Complutense Madrid

Track 17: Sales Management and Personal Selling

Antecedents and Consequences of CRM Technology Implementation: an empirical study

Samppa Suoniemi
Turku University School of Economics

Harri Terho
Turku University School of Economics

Rami Olkkonen
Turku University School of Economics

Track 18: Services Marketing

Consumer's Choice of a Credence Service Provider Abroad: An Exploratory Study on the Higher Education Market

Ying Wang
Aix-Marseille University
Nabil Ghantous
Aix-Marseille University

Development of a Scale for Servicescape for the Dental Clinics

Magdal Justino Frigotto
Pontificia Universidade Católica do Paraná
Heitor Kato
Pontificia Universidade Católica do Paraná
Eliane Cristine Francisco Maffezzolli
Pontificia Universidade Católica do Paraná
Tomas Sparano Martins
Pontificia Universidade Católica do Paraná

Sales Employee Turnover and Retail Store Performance: The Buffering Role of Organizational Memory

Simon J Bell
University of Melbourne
Bulent Menguc
Brock University
Seigyoung Auh
Thunderbird School of Global Management
Omar Merlo
Imperial College
Andreas Eisingerich
Imperial College

Services Quality: A Comparative Analysis Between Employees' and Customers' Perceptions. Case Study: Bank of Brazil in Portugal

Cláudia Sofia Magalhães de Carvalho
University Portucalense
Danielle Miotto
Faculty of Economics of Porto

Understanding Demand for Local Food: Perceptions of Restaurant Chefs

Natalia Maehle
Institute for Research in Economics and Business Administration

Track 19: Social Responsibility, Ethics and Consumer Protection

Are visual elements on products efficient to tell about the "healthy" dimension of aliments?

Claude Pecheux
Catholic University of Leuven
Gordy Pleyers
Catholic University of Leuven

Do Consumers and Company Perceptions of Corporate Philanthropy Align?

Ilona Szöcs
Vienna University of Economics and Business
Bodo Schlegelmilch
Vienna University of Economics and Business

Greening the Gap: A Procedure for Evaluating the Green Gap

Caroline Boivin
Sherbrooke University
Fabien Durif
Université du Québec à Montréal

How corporate social responsibility (CSR) performance and brand quality impact brand performance evaluation:

An empirical study

Matthew Liu
University of Macau
Ipkin Wong
Institute for Tourism Studies
Guicheng Shi
Macau University of Science and Technology
Miguel Zúñiga
New Mexico State University
Rongwei Chu
Fudan University & University of California (Irvine)

Investigating the Factors that Influence Materialism in Children: can family religiosity make a difference?

Juan Francisco Dávila
ESADE Business School
Mònica Casabayó
ESADE Business School

Marketing Sustainability: Perceptions from Tunisian Consumers after the Revolution

Asma Chaieb
University of Sousse
Chiraz Aouina- Mejri
University Paris Est

Nutritional Information Labeling and New Technologies: An Exploration of Consumer Preferences

Benjamin Lowe
Kent Business School University of Kent
Diogo de Souza Monteiro
Kent Business School University of Kent
Iain Fraser
School of Economics, University of Kent

The Impact of Food Quality Seals on Parental Decision Making: Does Social Standing Matter?

Ulya Haenraets
TD Dortmund University
Vanessa Haselhoff
TD Dortmund University
Miriam Ziesak
TD Dortmund University
Christian Samulewicz
TD Dortmund University

Why do Consumers Not Adopt a Responsible Energy Consumption Behavior?

Dhouha EL Amri
Université Paris-Est & Télécom Business School
Abdelmajid Amine
Université Paris-Est

Track 20: Tourism Marketing

Contributions to the Development of a Tourist Experience Scale

Elisabeth Kastenholz
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