# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface and Acknowledgments</td>
<td>xv</td>
</tr>
<tr>
<td>Best Papers by Track</td>
<td>xvi</td>
</tr>
<tr>
<td>List of Reviewers</td>
<td>xvii</td>
</tr>
<tr>
<td><strong>Online Purchasing</strong></td>
<td></td>
</tr>
<tr>
<td>The Influence of Body Esteem and Body Image Actual-to-Ideals Comparison on Intentions to Purchase Apparel Online</td>
<td>1</td>
</tr>
<tr>
<td>Ellen Garbarino, José Antonio Rosa</td>
<td></td>
</tr>
<tr>
<td>Opinion Leadership and Seeking Behaviors in the Online and Offline Environments: Centered on Korean Digital Camera Brand Communities</td>
<td>2</td>
</tr>
<tr>
<td>Youngju Sohn</td>
<td></td>
</tr>
<tr>
<td>I Made This Myself? Exploring Process Utility in Mass Customization</td>
<td>14</td>
</tr>
<tr>
<td>Nikolaus Franke, Martin Schreier</td>
<td></td>
</tr>
<tr>
<td><strong>Global Research</strong></td>
<td></td>
</tr>
<tr>
<td>A Cross-National Analysis of Global and National Identity as a Basis for International Web Site Usage</td>
<td>16</td>
</tr>
<tr>
<td>Nitish Singh, Boris Bartikowski, Georg Fassott, Mike C.H. Chao, Jonas A. Hoffmann</td>
<td></td>
</tr>
<tr>
<td>E-Commerce and Integration Efforts in Brand Architecture and IT Structure: Evidence from Austria</td>
<td>18</td>
</tr>
<tr>
<td>Andreas Strebinger, Horst Treiblmaier</td>
<td></td>
</tr>
<tr>
<td>Information and Communication Technologies' Adoption: Scenarios for Success and Failure</td>
<td>20</td>
</tr>
<tr>
<td>Paulina Papastathopoulou, George J. Avlonitis, Spiros Gounaris</td>
<td></td>
</tr>
<tr>
<td><strong>Relationships in Services</strong></td>
<td></td>
</tr>
<tr>
<td>Forgiveness: A New Insight Into Business Relationships</td>
<td>30</td>
</tr>
<tr>
<td>Yelena Tsarenko, Mark Gabbott</td>
<td></td>
</tr>
<tr>
<td>Serving Coffee with a Little Love: Exploring the Interdependency Between a Service Provider's Motives and Rewards for Maintaining Commercial Friendships</td>
<td>37</td>
</tr>
<tr>
<td>Mark S. Rosenbaum</td>
<td></td>
</tr>
<tr>
<td>Toward a Means-End Theory of Service Relationships: Linking Relationship-Driving Benefits with Service Attributes and Motivational Values</td>
<td>39</td>
</tr>
<tr>
<td>Michael Paul, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, Caroline Wiertz</td>
<td></td>
</tr>
</tbody>
</table>
CURRENT ISSUES IN PRICING: PRICE SENSITIVITY, PRICE PERCEPTION, AND DISCOUNTING

Impact of Price Sensitivity and Relative Value Advantage on Optimal Brand Price Under Competition
   Amiya Basu, Tridib Mazumdar, S.P. Raj 41

The Direct Effects of Price Perception Constructs and Internal Reference Price on Consumers' Overall Price Perception
   Juan (Gloria) Meng, Suzanne A. Nasco, Terry Clark 42

The Discount-Distance Congruency Effect
   Keith S. Coulter 43

SERVICES EMPLOYEE IMPACT ON CUSTOMER EVALUATIONS

Predictability, Controllability, and Desirability as the Outcomes of Innovation in Services Context
   Mohammadali Zolfagharian, Tanawat Hirunyawipada 45

Creating Complaint Satisfaction in Personal Complaint Handling Encounters: An Exploratory Study of Two Laddering Techniques
   Thorsten Gruber, Isabelle Szmiğin, Roediger Voss 47

Customer Participation and Control in the Service Encounter: A Review
   J. Denise John, Abhijit Biswas 49

   Margit Enke, Anja Geigenmueller, Steffi Poznanski, Gordon Guth 51

FACTORS FOR MARKETING SUCCESS

Marketing Resources and Customer Value Delivery
   Matti Tuominen, Saara Hyvönen, Sami Kajalo, Arto Rajala, Kristian Möller, Sheelagh Matear, Graham J. Hooley 53

Market-Oriented Culture as a Success Factor for Emerging Firms
   Malte Brettel, Andreas Engelen, Florian Heinemann, Andreas Kessell 55

Influence of Environment, Resources, and Market Orientation on Manufacturing Performance
   Hari Vasudevan, Sanjaya S. Gaur, Deeksha A. Singh 57

CONSUMER KNOWLEDGE, EXPERTISE, AND INVOLVEMENT

Cue Utilization and Consumer Expertise
   Chiu-chi (Angela) Chang 65

An Investigation of the Factors Affecting the Purchase Involvement Tendencies of College Students
   Lee E. Hibbett, William A. Cohen 71

The Effects of Brand Associations on Brand Equity, Subjective Knowledge, and Brand Interest
   Michaël Korchia 80
SALES FORCE CONTROL ISSUES

The Relative Impact of Formal and Informal Control on Salesperson Perceived Organizational Support and Stress Characteristics
Nigel F. Piercy, Nikala Lane 82

Nikolaos G. Panagopoulos, George J. Avlonitis 84

Salesperson Cognition and Behaviors: The Complementary and Conflicting Roles of Trust and Control
Sanjukta Kusari, Daniel Cohen, Jagdip Singh, Detelina Marinova 94

EXPORT/IMPORT RESOURCES, CAPABILITIES, AND RELATIONSHIPS

The Implications of Social Capital and Resource Exchange for International Relationship Continuity in Export Channels
Jennifer L. Nevins, R. Bruce Money 96

Realized and Potential Absorptive Capacity: Understanding Their Antecedents and Performance in a Sourcing Context
Poh-Lin Yeoh 98

The Impact of Resources and Capabilities on the Performance of Regular and Sporadic Exporters
Anna Kaleka 100

EXPLORING DIVERSE TOOLS TO ADVANCE MARKETING EDUCATION

An Exploratory Comparison of Teaching Methods and Student Outcomes in the Undergraduate Marketing Principles Class: Chapter Tests Versus Chapter Discussion Questions
Lewis Hershey, Mohammad Ashraf, Paula Wood 102

EService Learning: Lifetime and Career Skill Development
Sue Y. McGorry 111

Play as Learning: Can a Board Game Foster a Customer Relationship Orientation Among Business Students?
Venkatapparao Mummalaneni, Soumya Sivakumar 112

GENERATING EQUITY AND VALUE

An Integrative Model for Measuring Customer-Based Brand Equity and Brand Market Performance
Ahmed H. Tolba, Salah S. Hassan 114

Word-of-Mouth Network Characteristics: Effects on Customer Equity
Aliosha Alexandrov, Daniel L. Sherrell 116

Can Consumers Add Value to Marketing Communications? An Intellectual Capital Approach to Study Online Consumer Interaction
Fiona Sussan 118
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Impact of Individual Cultural Values on the Information Search Behavior</td>
<td>Yun-Yong Hwang, Jae Min Jung</td>
<td>120</td>
</tr>
<tr>
<td>Exploring the Role of Vivid Negative Information on Message Processing</td>
<td>Jun Rong Myers, Ronald Faber</td>
<td>122</td>
</tr>
<tr>
<td>The Effect of Role Strain on the Consumer Decision Process of Single Parent Households</td>
<td>Palaniappan Thiagarajan, Jason E. Lueg, Nicole Ponder, Sheri Lokken Worthy, Ronald D. Taylor</td>
<td>124</td>
</tr>
<tr>
<td>The Impact of Channel Governance Forms on the Selection of Channel Performance Measures</td>
<td>Anthony K. Asare, Thomas G. Brashear</td>
<td>126</td>
</tr>
<tr>
<td>Optimizing the Sequential Distribution Model for Motion Pictures</td>
<td>Thorsten Hennig-Thurau, Victor Henning, Henrik Sattler, Felix Eggers, Mark B. Houston</td>
<td>127</td>
</tr>
<tr>
<td>Punitive Acts, Destructive Acts, and Abusive Acts in Channels of Distribution: Conceptual Clarity and Demarcation</td>
<td>Brent Baker</td>
<td>129</td>
</tr>
<tr>
<td>Marketing Adaptation in Foreign Markets: Analysis of External and Internal Antecedents</td>
<td>Dirk Morschett, Hanna Schramm-Klein, Bernhard Swoboda</td>
<td>131</td>
</tr>
<tr>
<td>Determinants of Superior Firm Performance in the International Context: An Empirical Examination of Key Organizational Factors</td>
<td>Shichun Xu, S. Tamer Cavusgil, Attila Yaprak</td>
<td>141</td>
</tr>
<tr>
<td>Organizational Infrastructure for Global Account Management: Drivers and Outcomes</td>
<td>Mehmet Berk Talay, Chris White, Linda Hui Shi</td>
<td>143</td>
</tr>
<tr>
<td>Consumption Attitudes and Adoption of New Products: A Contingency Approach</td>
<td>Guangping Wang, Wenyu Dou, Nan Zhou</td>
<td>145</td>
</tr>
<tr>
<td>Predicting Consumer Innovative Behavior Using Alternative Theories and Likelihood Measures: A Longitudinal Study</td>
<td>Heath McDonald, Frank Alpert</td>
<td>147</td>
</tr>
<tr>
<td>The Effects of New Product Announcements on Firm Value: An Event Study Investigation of the Pharmaceutical Industry</td>
<td>Erin Cavusgil, Mehmet Berk Talay</td>
<td>150</td>
</tr>
</tbody>
</table>
## MARKETING COMMUNICATION AND BRANDING: EXTENDING THE FOOTPRINT OF THE BRAND

*Cause Marketing: Does Cause/Brand “Fit” Affect Brand Attitude?*
  Sarah M. Haas, Peter Magnusson  
  152

*Building Brands Through Brand Alliances: Risk Reduction or Bonding?*
  Kevin E. Voss, Bashar S. Gammoh  
  154

*Brand Extension: An Integrated Framework of Affect Transfer*
  Xin Liu  
  156

## THE ROLE OF SOCIAL INFLUENCE IN CONSUMER BEHAVIOR

*The Role of Social Influence on Adoption of High Tech Innovations: The Moderating Effect of Public/Private Consumption*
  Songpol Kulviwat, Gordon C. Bruner II, Obaid Al-Shuridah  
  158

*Toward a Framework for Evaluating Consumer Response Patterns to Humanlike Robot in a Social Context*
  Adesegun Oyedele  
  159

*Impacts of Virtual Community Participation on Consideration Set Size, Brand Switching Intention, and Brand Loyalty*
  Stella Yiyan Li, Kineta Hung  
  161

## INFLUENCE OF INTERFIRM TRUST AND COMMITMENT ON PERFORMANCE

*Does Affective Trust Matter in Interfirm Relationships? The Supplier’s Perspective*
  Andrew Zur, Civilai Terawatanavong, Cynthia Webster  
  163

*Does Emotional Intensity Matter in Interfirm Relationships?*
  Michael A. Stanko, Joseph M. Bonner, Roger J. Calantone  
  170

*Customer Share in Business-to-Business Markets: Antecedent, Outcome, Contingency*
  Andreas Eggert, Wolfgang Ulaga  
  172

## EMERGING VALUES, RELATIONSHIPS, AND FIRMS

*Building Consumer Relationships in Transition Economies: A Marketing Capabilities Perspective*
  Alexander Krasnikov, Kelly Hewett  
  174

*An Exploration of Work-Related Values Among Young Executives in China and the United States*
  Yue Pan, Warren French, Ayalla Goldschmidt, Xuebao Song  
  177

*Factors Underlying Ethnocentricity and Its Outcomes in a Multi-Ethnic State*
  Irena Vida, Claude Obadia, Tanja Dmitrovic  
  179

## CONSUMERS’ RETAILING BEHAVIORS: SHOPPING, PURCHASING, AND THE ROLE OF CONVENIENCE

*An Empirical Analysis of Store Brand Purchase Behavior Using Structural Equation Model*
  Ali Kara, José I. Rojas-Méndez, Orsay Kucukemiroglu, Talha Harcar  
  181
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effects of Consumers' Shopping Ability on Location Strategy for Retailers Classified by Business Category</td>
<td>183</td>
</tr>
<tr>
<td>Kenji Matsui</td>
<td></td>
</tr>
<tr>
<td>Convenience in Retailing</td>
<td>191</td>
</tr>
<tr>
<td>Martin Fassnacht, Sabine Moeller, Christina Reith</td>
<td></td>
</tr>
<tr>
<td>QUALITATIVE APPROACHES TO MARKETING RESEARCH</td>
<td></td>
</tr>
<tr>
<td>The Value in Combining Netnography with Traditional Research Techniques</td>
<td>193</td>
</tr>
<tr>
<td>Lisa S. Simpson</td>
<td></td>
</tr>
<tr>
<td>The Quality of Qualitative Studies: Comparing Fundamental Research Perspectives in Consumer Research, Marketing Management Research, and Organizational Research</td>
<td>201</td>
</tr>
<tr>
<td>Ove Jensen, Katrin Hilper</td>
<td></td>
</tr>
<tr>
<td>Hispanic Consumer Expectations for Spanish-Language Web Sites: Some Qualitative Insights</td>
<td>203</td>
</tr>
<tr>
<td>Nitish Singh, Christopher Hurtado, Sumit Kundu</td>
<td></td>
</tr>
<tr>
<td>MEASUREMENT ISSUES</td>
<td></td>
</tr>
<tr>
<td>Consumer Spending Self-Control: Conceptual and Measurement Refinements</td>
<td>205</td>
</tr>
<tr>
<td>Kelly L. Haws, William O. Bearden</td>
<td></td>
</tr>
<tr>
<td>The Dimensions of Consumer Empowerment</td>
<td>207</td>
</tr>
<tr>
<td>Gary L. Hunter, Tina Harrison, Kathryn Waite</td>
<td></td>
</tr>
<tr>
<td>VIRTUAL COMMUNITIES AND NEW PRODUCT DEVELOPMENT</td>
<td></td>
</tr>
<tr>
<td>Information Technology Infrastructure and New Product Development Process Effectiveness: The Mediating Role of Organizational Learning</td>
<td>209</td>
</tr>
<tr>
<td>Serdar S. Durmusoglu</td>
<td></td>
</tr>
<tr>
<td>Building Loyalty by Sponsoring Virtual Peer-to-Peer Problem Solving (P3) Communities</td>
<td>211</td>
</tr>
<tr>
<td>Charla Mathwick</td>
<td></td>
</tr>
<tr>
<td>Gender Differences in Trust Formation Among Younger Consumers in Virtual Communities</td>
<td>213</td>
</tr>
<tr>
<td>Constance Elise Porter, Naveen Donthu</td>
<td></td>
</tr>
<tr>
<td>The Role of Consumer Education in the Future of RFID</td>
<td>215</td>
</tr>
<tr>
<td>Jollean K. Sinclaire, Sandipan Sen</td>
<td></td>
</tr>
<tr>
<td>CUSTOMER EXPERIENCE IN WEB-BASED SERVICES</td>
<td></td>
</tr>
<tr>
<td>An Investigation of User Collaboration in Web-Based B2B Financial Services</td>
<td>217</td>
</tr>
<tr>
<td>Gary R. Schirr</td>
<td></td>
</tr>
<tr>
<td>Emotional and Attitudinal Responses to Web Sites: The Impact of Background Music in Online Shopping</td>
<td>219</td>
</tr>
<tr>
<td>Jun Ma</td>
<td></td>
</tr>
</tbody>
</table>
The Effect of Employee Contact in Technology-Based Self-Service Recovery Encounters: A Role Theory Perspective
Zhen Zhu, Eugene C. Nelson 221

LEGAL ISSUES IN PUBLIC POLICY

Understanding Chinese Consumers in Software Piracy
Fang Wang, Hongxia Zhang, Ming Ouyang 223

The Antecedents and Consequences of Marketing Law Transgressions
Aaron Gazley, Michel Rod, Ashish Sinha 225

MARKETING COMMUNICATION AND BRANDING: GETTING THE MESSAGE OUT

Data-Overlay Approach to Media Planning: Is Product-Media Usage Stable Over Time?
J. Alexander Smith, Hugh M. Cannon, David L. Williams 227

The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness
K. Damon Aiken, Keven Malkewitz 229

Effects of Brand Placement in PC/Video Games on the Change of the Attitude Toward the Advertised Brand
Silke Bambauer 231

THE IMPACT OF ORIGIN IN CONSUMER BEHAVIOR

State of Origin Effects
Jae Min Jung, Joseph M. Jones, Curtis P. Haugtvedt 241

Geographical Origin and Brand Names in the U.S. Wine Market
Guenter Schamel 243

The Influence of Acculturation on Purchase Behavior and Language Preference in Advertisements: The Case of Hispanics in the United States
Rick T. Wilson 244

INFLUENCE OF ORIENTATION, LEARNING, AND CRM ON PERFORMANCE

Linking Logistics Capabilities to Strategic Orientation: A Cost and Service Trade-Off
Gilbert N. Nyaga, Roger J. Calantone, Daniel F. Lynch 246

Learning Across Boundaries: A Contingency Perspective of External Learning and Performance
Linda Xiaoyun Chen, Kevin Zheng Zhou 248

Customer Relationship Management Consciousness in Indian Companies and Its Impact on Their Financial Performance
Harmeek Kaur Soch, H.S. Sandhu 250

GLOBAL POSITIONING, BRAND, AND ADVERTISING

Enhancing Cultural Positioning: Understanding the Success and Failure of Hollywood Movies in Germany
Gianfranco Walsh, Thorsten Hennig-Thurau, Matthias Bode 252
Responsible Consumption
Mohammadali Zolfagharian, Iryna Pentina 284

Protecting Household Online Privacy: Who Is the First Line of Defense?
Elizabeth Taylor Quilliam, Nora J. Rifon, Robert Larose 286

FRAMEWORKS IN CONSUMER BEHAVIOR

The Identification Construct: A Review and Conceptual Framework
T. Bettina Cornwell, Leonard V. Coote 288

The Aptitudes of Consumers and Motivation to Consume: A New Theory and Exploration
Dwane Hal Dean 290

Indirect and Social Capital as Basic Pillars of Customer Value: Towards a Comprehensive Model of Word-of-Mouth Referral Behavior
Klaus-Peter Wiedmann, Nadine Hennigs 292

MANAGING ALLIANCES AND INTERFIRM RELATIONSHIPS

Assessing Portfolio Effects on Alliance Performance
Sudha Mani, Kersi D. Antia 294

Managing Relationship Stability in Joint Ventures
Mert Tokman, George D. Deitz, R. Glenn Richey, Robert M. Morgan 296

Role of Collaborative Management in Outsourcing the Sales Function: An Examination of the CPG Industry
Naveen Donthu, Vijay Kasi, Tom Gruen, Atul Parvatiyar 298

CUSTOMER SATISFACTION IN SERVICES

Customer Role Conflict, Role Performance and Evaluations of Customer, and Service Provider Satisfaction with a Routine Service Encounter
Rachelle J. Dupuis, Kirby L.J. Shannahan 300

Examining Service Convenience-Customer Satisfaction-Share of Wallet Relationships
Sandipan Sen, Emin Babakus 302

Understanding the Differences Between Customer Satisfaction and Customer Delight: Implications on Post-Consumption Behavioral Outcomes
Nadia Pomirleanu, Jaishankar Ganesh 304

Towards an Improved Understanding of Service Guarantees: What Can We Learn from Economic Theory?
Jens Hogreve, Sabine Fliess 306

UNDERSTANDING CONSUMERS THROUGH MARKETING RESEARCH

Measuring the Value of Word-of-Mouth and Its Impact in Consumer Communities
Paul Dwyer 308

Measuring Brand Equity: A Study of a Non-Durable Product
Meena Satishkumar, Ashish Sinha, Nicholas Ashill 310
Measuring Consumers' Willingness to Pay with the Contingent Valuation Approach
Harley Krohmer, Klaus Miller, Reto Hofstetter
314

THE ROLE OF TRUST IN HIGH TECH ENVIRONMENTS

The Role of Trust and Commitment in Adopting E-Procurement Techniques
Amjad Abu ELSamen, Goutam Chakraborty, Gray L. Frankwick
316

A Framework for the Adoption of Interfirm Technologies in Customer Driven Supply Chains
Anthony K. Asare, Thomas G. Brashear
324

Fiona Sussan
326

THEORETICAL ISSUES IN MARKETING MANAGEMENT

The Symbiosis of Marketing and Sales: A Taxonomy
Christian Homburg, Ove Jensen
328

The Impact of Internal Strategy Variables and External Environmental Effects on Business Performance: An Econometric Approach
Essam B. Ibrahim, Gianfranco Walsh
330

A Framework for Analyzing Market Management
Thomas Ritter
332

THE DISSEMINATION OF MARKETING KNOWLEDGE: ARE WE GETTING IT RIGHT

Achievement Goals, Self-Efficacy, and Class Size as Antecedents of University Students' Academic Performance: An Empirical Analysis
Pedro Fenollar, Sergio Román, Pedro J. Cuestas
334

Marketing Implementation Coverage in the MBA Marketing Management Course
Ken Kono
336

Exploring the Contribution of Different Types of Cited Materials to Marketing Knowledge Over Time: A Citation Analysis
Michael Jay Polonsky, Clair Polonsky
338

MARKETING COMMUNICATION AND BRANDING: LEVERAGING THE CORE BRAND

To Brand or Not to Brand the Corporation? Exploring Corporate Rebranding Challenges at Guinness Ireland
Laurent Muzellec, Mary Lambkin
345

Impact of Brand Image Components on Behavioral Intentions of Stakeholders: Insights for Corporate Branding Strategies
Lars Fiedler, Manfred Kirchgeorg
353

Modeling the Effects of Marketing Mix Variables on Umbrella Branding in a Segmented Market
Haren Ghosh
355
ART, JEWELRY, AND PERCEPTIONS OF SELF

Art Infusion: How the Presence of Art Affects the Perception and Evaluation of Non-Art Products
Henrik Hagtvedt, Vanessa M. Patrick 357

All That Glitters: Discovery of Current Meanings of Jewelry in American Culture
Elizabeth F. Purinton 359

Conspicuously Alternative: The Ethics and Aesthetics of Indie Consumers
Caroline Graham Austin 361

TRENDS IN MANAGING CUSTOMER RELATIONSHIPS

Illuminating the Link Between Salespersons Customer Orientation/Empathy and Their Sales Performance: The Role of Customer Needs Identification
Jan Wieseke, Johannes Ullrich, Tino Kessler-Thönes 363

Customer Relationships in a Long-Term Perspective: When Are Customers Most Profitable?
Thomas Foscht, Bernhard Swoboda, Dirk Morschett 365

Is Relationship Intelligence a Promising Approach to Successful Relationship Marketing in the Future?
Markus Rosier, Roland Kantsperger, Anton Meyer 366

An Integrative Examination of Undercover Selling
Vincent P. Magnini, Earl D. Honeycutt, Jr., John N. Gaskins, Sharon K. Hodge 376

TIME AND COMMUNICATION IN CROSS-CULTURAL MARKETING

If Time Is Money, Is It a Common Currency? A Cross-Cultural Study of Time Attitudes
Glen H. Brodowsky, Beverlee B. Anderson, Ofer Meilich, Camille P. Schuster, M. Ven Venkatesan 378

Who Should Talk? Communication Locus for an International Product Crisis
Susan H. Godar 380

An Exploration of Resources External to the Firm: Can Endorsement by a Celebrity Add Value?
Brian R. Chabowski, M. Berk Talay 382

CONSUMER RESEARCH AND TECHNOLOGY

Website Orientations, Website Quality, and Purchase Intention: The Role of Website Personality
Amit Poddar, Naveen Donthu, Yujie Wei 384

The Effects of Task and Information Environment Characteristics on the Breadth, Depth, and Sequence of Search in an Online Setting
Ying Jiang, Girish Punj 386

How Do Customers Evaluate Mass Customized Products?
Anyuan Shen, A. Dwayne Ball 388
Comparing Strength of Low Price Signals Across Shopping Media: The Role of Cognitive Elaboration
Sujay Dutta, Sandeep Bhowmick 390

CUTTING-EDGE RETAILING ISSUES: MASS CUSTOMIZATION, ONLINE TRUST, AND PRODUCT INVOLVEMENT

Mass-Customized Products: Are They Bought for Uniqueness or to Overcome Problems with Standard Products?
Stefan Michel, Michael Kreuzer, Richard Kühn, Anne Stringfellow 392

Trust in Online Auctions: Antecedents and Outcomes
Shyh-Rong Fang, Chao-Hung Wang, Li-Chang Hsu 394

The Effect of Enduring Product Involvement Upon Retail Salesperson Performance
Tyler Bell, Todd J. Arnold, Peter H. Bloch, Suraj Commuri 396

AUTHOR INDEX 398