The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World

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# TABLE OF CONTENTS

## Session 1.1: Innovation in Marketing

From Compliance Culture in Elder Care to Resident Focus Innovation as Social Entrepreneurship – A Global Opportunity

Lois M Hazelton, University of Adelaide, Australia  
I. Murray Gillin, University of Adelaide, Australia

Facilitating Creative Problem Solving in the Marketing Curriculum in Response to the Demands of the Networked Information Society

Denise Wood, University of South Australia, Australia  
Noel J. Lindsay, The University of Adelaide, Australia  
Stuart Gluth, University of South Australia, Australia  
Ron Corso, University of South Australia, Australia  
Carolyn Bilshorow, University of South Australia, Australia

## Session 1.3: Advertising Impressions

Advertising Appeals and a Psychological Scarcity Effect: Competitive Arousals and Implications on Purchase Interest

Bridget Satinover Nichols, Northern Kentucky University, USA

Time Lags of Online Advertising: Using Interactive Ad Channels to Attract Existing and New Customers

Ralph Breuer, RWTH Aachen University, Germany  
Malte Brettel, RWTH Aachen University, Germany

The Power of Abstract Images in Advertising

Shane Smith, Kennesaw State University, USA

## Session 1.4: Cross-Cultural Research

Interaction Orientation and its Influence on Performance – A Three-Country Comparison

Julia Thalmann, RWTH Aachen University, Germany  
Malte Brettel, RWTH Aachen University, Germany

East-West Differences in Gender-Role Orientation and Entrepreneurial Self-efficacy: A Proposed Study

Mary Conway Duto-on, Rollins College, USA  
Stephen L. Mueller, Northern Kentucky University, USA

## Session 1.6: Farmers and Informal Marketing

Fairness and Alternative Food Networks in Italy

Angela Mariani, Università degli Studi “Parthenope”, Italy  
Antonella P. Vastola, Università degli Studi della Basilicata, Italy

## Session 1.7: Issues in Wine Marketing

Meaning Through the Grapevine: A Critical Analysis of Wine Promotion

Rob Kuennen, University of Iowa, USA

## Session 1.8: Counterfeit Products, Crowd Behavior in Sport Events

Why Buy the Original, if the Fake Can Do the Same? (Can It?) – The Demand for Counterfeit Sports Gear in an Emerging Market

Barbara Stöttinger, Vienna University of Economics & Business, Austria  
Elfriede Penz, Vienna University of Economics & Business, Austria
Toward a Better Understanding of Crowded and Scarce Sporting Events:
Do Fans Think as Much as They Feel? ................................................................. 43
Frank Pons, Université Laval, Canada et Euromed Management, France
Mehdi Mourali, University of Calgary, Canada
Lionel Malteze, Eurimed Management
André Richelieu, Université Laval, Canada

A Question of Give and Take: How Company Support of Corporate Runs Affects Organizational Identity and Organizational Commitment .......................................................... 44
Tatjana Maria Koenig, Saarland Business School, HTW Saarbruecken, Germany

Session 1.9: Brand Power and Issues in Sports Management .................................. 48
Managing Team and League Brands: Diverging Interests in the National Hockey League ................................................................. 49
Daniel S. Mason, University of Alberta, Canada
Brian P. Soebbing, University of Alberta, Canada
Lei Jiang, University of Alberta, Canada

Personal Ethics of Today's Sport Fans: Connecting Cultural Values, Ethical Ideologies, and Ethical Intentions ................................................................. 58
Brent Smith, Saint Joseph's University, United States of America
John Lord, Saint Joseph's University, United States of America

Effective Marketing Communication Efforts of Sports Development Initiatives: A Case Study of the Public Sector in the United Kingdom ................................................................. 59
Ian Arnott, University of Northampton, United Kingdom

Session 2.15: Poster Presentations ......................................................................... 60
Research of Mass-Media Activity for the Development of Consumers Segment Sensitive to Ecological Attributes of Goods and Services in Russia .................................................................... 61
Lukina Anastasia Vladimirovna, Plekhanov Russian Academy of Economics, Russia

Session 2.3: Consumer Behavior I ..................................................................... 62
Exposing the Competition, Co-Opetition, and Cooperation Process of Consumers in a Retail Shopping Context ................................................................. 63
Bridget Satinover Nichols, Northern Kentucky University, USA

Consumers' Brand Identity Complexity: Conceptualization and Initial Evidence ................................................................................. 64
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Gregory Rose, University of Washington Tacoma, U.S.A

Glucose Depletion and Decision Making: An Examination of Choice in Context ................................................................................. 65
Eric Shih, SKK GSB Sungkyunkwan University, Korea
Seigyoung Auh, Thunderbird School of Global Management, USA
Bulent Menguc, Brock University, Canada

Session 2.4: Consumer Attitudes and Reactions ..................................................... 66
Customer Satisfaction and Emotion in the Call Centre Context ................................................................................. 67
Aude Rychalski, ESCEM, France
Adrian Palmer, ESC Rennes Business School, France

Together We Can Make it: Exploring Why Consumers Engage in Boycotts ............. 71
Carmen-Maria Albrecht, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
Mathew Joseph, St. Mary's University, USA
Session 2.5: New Frontiers in Emotions

Emotion Experience in Ethical Consumption: An Exploratory Study in a Tourism Context
Sheila Malone, Nottingham University Business School, United Kingdom

Emotionally Attached: Neural Correlates of First Choice Employer Brands - An FMRI Study
Linn Viktoria Rampl, Zeppelin University, Germany
Christian Opitz, Zeppelin University, Germany
Isabell M. Welpe, Technical University Munich, Germany
Peter Kenning, Zeppelin University, Germany

Session 2.6: Fashion Decision Making and Purchasing Behavior

Barriers to Socially Responsible Apparel Purchasing Behavior: Are Consumers Right?
Joy M. Kozar, Kansas State University, USA
Kim Y. Hiller Connell, Kansas State University, USA

The Competitive Advantages of Sourcing Agents in Global Apparel Supply Chains: An Exploratory Study
Celeste Nicole Cook, Kansas State University, United States of America
Joy M. Kozar, Kansas State University, United States of America

Influence of Department Store Image on Private Label Brand Preference Among Consumers with Different Level of Knowledge and Familiarity
Yoo-Kyong Seock, The University of Georgia, Athens, GA, USA
Jennifer McBride, The University of Georgia, Athens, GA, USA

Session 2.7: Luxury and Arts

The Impact of Brand Familiarity, Branding and Distribution Strategy on Luxury Brand Dilution
Fanny Magnoni, Cergam IAE Grenoble, Pierre Mendès France University, France
Elyette Roux, Cergam IAE Aix-en-Provence, Aix-Marseille University, France

Arts in Italy: Development Through Experiential Marketing. Some Empirical Evidences
Loretta Battaglia, Catholic University, Italy
Maria Rita Santagostino, Catholic University, Italy
Valentina Bargauan, Catholic University, Italy

Session 2.8: Marketing and the Law

Trademarking Color: The Role of Survey Evidence
David H.B. Bednall, Deakin University, Australia
Marie Ashwin, Ecole de Management de Normandie, France
Alan Hirst, London Southbank University, United Kingdom

Session 2.9: Pricing Strategies in Retailing and Services

Don’t Waste Your Emotions: The Impact of Price and Advertising Appeals in Services
Bidisha Burman, Appalachian State University, USA
Pia A. Albinsson, Appalachian State University, USA

The Impact of Price-Related Incidents on Store Loyalty
Stephan Zielke, Rouen Business School, France

To Collude or Not to Collude: An Exploratory Study of Retail Store Performance and Strategic Choices in Bangkok Clothing Clusters
Warin Chotekorakul, Assumption University, Thailand
James Nelson, Thammasat University, Thailand
Session 3.3: Social Aspects of Advertising

Online Adgames: A New Tool for Marketing Communication
Celina Steffen, University of Siegen, Germany
Hanna Schramm-Klein, University of Siegen, Germany
Sascha Steinmann, University of Siegen, Germany
Gunnar Mau, University of Siegen, Germany

Influences of Culture and Language: The Thinking Pattern Switch Among Bicultural Consumers
Weisha Wang, Manchester Business School, United Kingdom
Charles C.Cui, Manchester Business School, United Kingdom

Online Shoppers' Social Media Usage and Shopping Behavior
Christina Chung, Ramapo College of New Jersey, U.S.A
Alexander Mook, Texas State University-San Marcos, U.S.A

Session 3.4: Global Branding and Consumption

The Effect of Culture, Product Self-Image Congruence, and Brand Attitudes on the Propensity to be Brand Loyal
Janice M. Payan, University of Northern Colorado, USA
James Reardon, University of Northern Colorado, USA

Building Global Brand Communities: Consumer Practices and Creolization
Donal L. Alden, University of Hawai‘i at Manoa, USA
Qimei Chen, University of Hawai‘i at Manoa, USA
Xin Zhao, University of Hawai‘i at Manoa, USA

Session 3.5: Entrepreneurship

Higher Commitment Entry Modes in International New Ventures: The Influence of Strategical Orientations
Diego Monferrer Tirado, Universitat Jaume I, Spain
Andreu Blesa Pérez, Universitat Jaume I, Spain
Maria Ripollés Melià, Universitat Jaume I, Spain

Testing an Integrative Model of Export Performance in Turkish SMEs
Nihat Kamil Anil, Kirklareli University, Turkey
Aviv Shoham, University of Haifa, Israel

A Multi-Level Study on Franchisee- and System-Level Antecedents of Opportunism and Satisfaction
Heiner Evanschitzky, Aston University, UK
Barbara Caemmerer, ESSCA, France
Christian Brock, Zeppelin University, Germany

The Effects of Marketing-R&D Integration and R&D Strength on Business Growth and Customer Equity: A Corporate Entrepreneurship Study
Ken Matsuno, Babson College, the U.S.A
Zhen Zhu, Suffolk University, the U.S.A
Mark P. Rice, Worcester Polytechnic Institute, the U.S.A

Session 3.6: Global Marketing

Can Country Image Protect Firms Facing a PR Crisis?
Roberta Veale, The University of Adelaide, Australia
Pascale Quester, The University of Adelaide, Australia
Vinh Nhat Lu, Australian National University, Australia
Complementary Effect of Entrepreneurial and Market Orientations on Export New Product Success Under Differing Levels of Competitive Intensity and Financial Capital................................................................. 164
Nathaniel Boso, Loughborough University, United Kingdom
John W. Cadogan, Loughborough University, United Kingdom
Vick M. Story, The University of Nottingham, United Kingdom

The Role of Involvement and Expectations in Olympic Games Attitudes:
A Cross-National Study .......................................................................................................................... 165
Anahit Armenakyan, Carleton University, Canada
Louise A. Heslop, Carleton University, Canada
John Nadeau, Nipissing University, Canada
Norm O'Reilly, University of Ottawa, Canada

Session 3.7: Market Learning and Competitive Advantage .......................................................................... 175
Dynamic Marketing Capabilities: An Integrative Framework Proposal to Absorb and Manage Market Knowledge................................................................................................................. 176
Vanessa Barrales-Molina, University of Granada, Spain
Francisco J. Martínez-López, University of Granada and Open University of Catalonia, Spain
Juan Carlos Gázquez-Abad, University of Almería, Spain

Stakeholder-Focused Organizational Learning, Responsiveness and Innovation / Imitation .............. 177
Jeannette A. Mena, University of Mississippi, U.S.A
G. Tomas M. Hult, Michigan State University, U.S.A

The Framing of Interorganizational Imitation .......................................................................................... 178
Ralitza Nikolaeva, ISCTE-Instituto Universitário de Lisboa, Portugal

The Moderating Effect of Key Customer Focus on Market-Based Organizational Learning .......... 179
Niels Becker, RWTH University of Aachen, Germany
Malte Brettel, RWTH University of Aachen, Germany

Session 3.8: Branding Issues Related to Performance, Trust and Quality ............................................. 180
Can Trust and Loyalty be Transferred in the Case of a Brand Change? .................................................. 181
Véronique Pauwels-Delassus, IESEG, France
Raluca Mogos Descotes, ESSCA, France

Factors Impacting the Success of New Product Development in the UK Grocery Retail Industry:
An Empirical Examination of Product Innovation Performance .......................................................... 182
Bryn Walton, University of Kent, United Kingdom
Dan Petrovici, University of Kent, United Kingdom
Andrew Fearne, University of Kent, United Kingdom

Session 3.9: European Wine Marketing ........................................................................................................ 186
Does Storytelling add Value? The Case of Bordeaux Fine Wines .............................................................. 187
Pierre Mora, BEM Bordeaux Management School, France
Florence Livat, BEM Bordeaux Management School, France

Session 4.10: Mindful Consumers ............................................................................................................... 192
Creating Memories and Bonding Through Competitive Shopping: Evidence of Co-Creating Experiential Retail Value ............................................................................................................... 193
Bridget Satinover Nichols, Northern Kentucky University, USA
Daniel J. Flint, University of Tennessee, USA
Self-Image Congruity and its Impact on Wine Tourism .................................................. 194
Marlene A. Pratt, Griffith University, Australia

Consumers’ Propensity to Resist: The Volitive Dimension of Consumer Resistant Behaviors ................................................................. 198
Annie Stéphanie Banikema, Université Paris Est, France
Dhruv Bhatli, Université Paris Est, France

Session 4.11: Psychology and Sport. Exploring Attitude and Relationships
Between Consumer Groups ......................................................................................... 199

Predicting Sport Team Loyalty: High and Low Scenarios ........................................... 200
Rodoula H. Tsiotsou, University of Macedonia, Greece

Relationship Building in Football: Focus on the Family .............................................. 205
Lorna Young, Oxford Brookes University, UK
Jillian Farquhar, University of Bedfordshire, UK

The Influence of Regular Sports Participation on Consumer Psychology ................. 209
Steven J. Andrews, University of Oregon, USA
Catherine Armstrong-Soule, University of Oregon, USA

Session 4.2: Getting Quality Responses in Market Surveys .......................................... 212

Exploring Data Quality and Measurement in Mixed Mode Data Collection ............... 213
Jill S. Attaway, Illinois State University, USA
Mitch Griffin, Bradley University, USA
Michael R. Williams, Oklahoma City University, USA

Session 4.3: Affect of Effect in Advertising ................................................................. 214

The Role of Affect and Gender in the Evaluation of New Products in
Advertising Signaling Processes .................................................................................. 215
Clara Isabel Koetz, Federal University of Rio Grande do Sul, Brazil
Cristiane Pizzutti dos Santos, Federal University of Rio Grande do Sul, Brazil
Gérard Cliquet, University of Rennes 1, France

A New Typology on Sex Appeal Advertisements ....................................................... 219
Kallirroy Boutsikaki, City University, United Kingdom
Prof. George Balabanis, City University, United Kingdom

Resolving Contradictions in Endorser Effectiveness: An Empirical
Test for a New Framework ......................................................................................... 224
Kazuki Kubota, Keio University, Japan

To Adapt or to Standardize, A New Challenge for Copywriting: Could Globish
be the (Right) Answer? ............................................................................................... 225
Mathilde Delvert, Reims Management School, France
Nathalie Spielmann, Reims Management School, France

Session 4.4: Co-Creation and Cooperation ............................................................... 226

A Multilevel Investigation of The Effect of Employee’s Satisfaction on Customer Outcomes
in a Financial Services Context .................................................................................. 227
Boukis Achilles, Athens University of Economics and Business, Greece
Gounaris Spiros, Athens University of Economics and Business, Greece
Kostopoulos Giannis, Athens University of Economics and Business, Greece
The Structure and Formation of Customer Value in B-to-B Services
Järvi Pentti, University of Jyväskylä, Finland
Munnukka Juha, University of Jyväskylä, Finland
Uusitalo Outi, University of Jyväskylä, Finland

What Makes the Consumer Learn and Adopt a Format Innovation for Grocery?
An Approach by the Cognitive Script and the Organizational Socialization of the Customer
Tatiana Henriquez, ESC Troyes/IAE of Dijon, CERMAB – LEG, France

Session 4.5: Dealing with Negative Emotions
Consumer Responses to Swine Flu (H1N1) Threat and Fear Arousing Communications:
The Case of Turkey
Ayla Ozhan Dedeoglu, Ege University, Turkey
Ketti Ventura, Ege University, Turkey

Overload Confusion, Stress and Coping in a Retail Setting
Marion Brandstaetter, Karl-Franzens-University Graz, Austria
Thomas Foscht, Karl-Franzens-University Graz, Austria

Negative Emotions Toward Luxury Goods: An International Comparison of Very Wealthy Consumers
Elyette Roux, CERGAM, IAE Aix-en-Provence, Aix-Marseille University, France
Virginie de Barnier, CERGAM, IAE Aix-en-Provence, Aix-Marseille University, France
Cristina T. Bacellar, Ecole de Management de Normandie, France
Tingting Mo, CERGAM, IAE Aix-en-Provence, Aix-Marseille University, France

Why do you Consume this Product Again? The Role of Consumption on Consumer's Behavior
Camille Saintives, University of Reims, France

Session 4.6: Health Marketing
E-Health Information Search Intentions of Turkish Internet Users
Bahar Yasin, Istanbul University, Turkey
Hilal Ozen, Istanbul University, Turkey

Modeling Quality Orientation and Organisational Performance in Public Healthcare Organisations
Isabel Maria Macedo, University of Minho, Portugal
Mei-Na Liao, University of Bradford, UK
José Carlos Pinho, University of Minho, Portugal

H1N1 Prevention Behaviors in Australia: Implications from an Extended Health Belief Model
Danae Manika, The University of Texas at Austin, USA
Linda L. Golden, The University of Texas at Austin, USA
Patrick L. Brockett, The University of Texas at Austin, USA

Session 4.7: Consumer Interest in CSR and Business Ethics
Postmodern Business Ethics: Is it Time to Change our Mental Model?
Walter Wymer, University of Lethbridge, Canada

Shedding Light on the Ethical Consumer Debate: Evidence from a Qualitative Investigation of Body Shop Consumers
Katja H. Brunk, Solvay Brussels School of Economics and Management (Université Libre de Bruxelles), Belgium
Magdalena Oberseder, WU Vienna, Austria
“Why Don’t You Care About CSR? – A Qualitative Study Exploring the Limited Role of CSR in Consumption Decisions
Magdalena Öberseder, WU Vienna, Austria
Bodo B. Schlegelmilch, WU Vienna, Austria
Verena Gruber, WU Vienna, Austria

Session 4.8: Customer Experience
Customer Experiences as Drivers of Customer Satisfaction
Ilaria Dalla Pozza, EMLV Paris, France
Examining Customer Perceptions of Relationship Quality Over Time
Sandy Ng, RMIT University, Australia
Meredith T. David, University of South Carolina, United States of America
Tracey S. Dagger, Monash University, Australia
The Effects of the Pre-Enrolment Experience on Students’ Relationship Intention
Adrian Palmer, Swansea University, United Kingdom
Nicole Koenig-Lewis, Swansea University, United Kingdom

Session 4.9: Providing Customer Solutions-Doing What is Best for the Customer
How Does Market Orientation Affect Sales and Marketing Collaboration and Business Performance?
Kenneth Le Meunier-FitzHugh, University of East Anglia, UK
Leslie Le Meunier-FitzHugh, University of East Anglia, UK
Frontline Employees as Innovators: Generating Innovative Ideas from Customer Contact Situations
Debra Hanning, TU Dortmund University, Germany
David M. Woisetschläger, TU Braunschweig University, Germany
Hartmut H. Holzmüller, TU Dortmund University, Germany
The Road to Hell is Paved with Good Intentions: The Paradox of Unethical Sales Behaviour
Anssi Tarkiainen, Lappeenranta University of Technology, Finland
Nick Lee, Aston University, United Kingdom
John W. Cadogan, Loughborough University, United Kingdom
Sanna Sundqvist, Lappeenranta University of Technology, Finland

Session 5.11: Sponsorship and Sport
Community Sport Organization Sponsorship as Corporate Social Responsibility Strategy:
A Qualitative Study
Karen Palmer, University of Adelaide, Australia
Pascale Quester, University of Adelaide, Australia
Carolin Plewa, University of Adelaide, Australia
Exploring the Power of Sporting Celebrity Endorsements: A Comparison of Contrasting Sports
Fiona Davies, Cardiff Business School, U.K
Stephanie Slater, Cardiff Business School, U.K
How Customer Equity Drivers Affect Behavioral Intentions and Behavior Over Time:
An Empirical Assessment
Heiner Evanschitzky, Aston University, UK
Alexander Eiting, TU Dortmund University, Germany
David M. Woisetschläger, TU Braunschweig University, Germany
Verena Richelsen, Bayer Business Services, Germany

Session 5.2: Methodological Issues Related to Internet Surveys
Methodological Issues Relating to Internet-Based Surveys
Session Chair: Scott M. Smith, Brigham Young University, USA
Session 5.4: Co-Creation and Involvement

Customer Involvement in a Technical Product Development Process – Time to Implement a Service-Dominant Logic Perspective?

Jan Bodin, Umeå School of Business at Umeå University, Sweden
Sofia Isberg, Umeå School of Business at Umeå University, Sweden

Customer Co-Creation as a Process of Collective Action: Marketing’s Role in Bridging Heterogeneous Customer Involvement

Yuko Yamashita, Hitotsubashi University, Japan

Resident Co-Creation: The Case of the 2010 World Cup in South Africa

Adele Berndt, Monash South Africa
HB Klopper, Monash South Africa
Ilse Niemann-Struweg, Monash South Africa
Corne Meintjes, Monash South Africa

Session 5.5: Entrepreneurship II

Marketing-Oriented Entrepreneurial Self Efficacy, Self-Construal and Entrepreneurial Intention in a Collectivist Economy

Eric S. C. Lo, Hong Kong Baptist University, Hong Kong
Wai-sum Siu, Hong Kong Baptist University, Hong Kong
Tingling Lin, National Taipei University, Taiwan
Wenchang Fang, National Taipei University, Taiwan

The Effects of Informal Sales Management Controls on the Learning and Entrepreneurial Orientation Within Sales

Susanne Spillecke, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Power, Conflicts, and Their Consequences for Export Performance: Evidence from Slovenian SMEs

Gregor Pfajfar, University of Ljubljana, Slovenia
Maja Makovec Brenčič, University of Ljubljana, Slovenia
Aviv Shoham, University of Haifa, Israel

The Path of the Social Entrepreneur: A Narrative Analysis Approach

Frederic Krupp, Monterey Institute of International Studies, USA
Ronit Yitshaki, Bar-Ilan University, Israel
Clayton T. Snyder, EcoMedia – CBS, USA

Session 5.6: Global Marketing II

Globalization, Culture, Consumer Dispositions, and Consumption: The Case of Iran

Mark Cleveland, University of Western Ontario, Canada
Michel Larocche, Concordia University, Canada
Parastoo Naghavi, Concordia University, Canada
Mohammad Ali Shafia, Iran University of Science and Technology, Iran

Barriers to Export and Export Performance for Canadian Firms

Fahri Karakaşâ, University of Massachusetts Dartmouth, USA
Peter Yannopoulos, Brock University, Canada

The Role of “Consumer Need for Uniqueness” and Product Typicality in Explaining Variation of Country of Origin Effects

Ting-Hsiang Tseng, Feng Chia University, Taiwan
George Balabanis, City University London, UK
Session 5.7: Consumer Vulnerability and Protection

Pharmaceutical Industry Compliance with Industry Guiding Principles for Direct-To-Consumer Advertising

Denis G. Arnold, University of North Carolina at Charlotte, USA
James L. Oakley, University of North Carolina at Charlotte, USA

There is Bad and There is Worse – A Comparison of Consumer Reactions to Product Harm Crises and Brand Crises

Ursula Haas-Kotzegger, WU Vienna, Austria
Bodo B. Schlegelmilch, WU Vienna, Austria

Ethical Appraisal of Credit-Card Marketing Strategy: Measure and Antecedent Exploration of Consumer Vulnerability to Credit-Card Debt

Sandra Awanis, University of Manchester, United Kingdom

Session 5.8: Importance of Branding

Place Branding: Sensing the Difference?

Luca Petruzzellis, University of Bari, Italy

Do Consumers’ Purchase Intentions Differ for Prototypical and Me-Too Brands in the Banking Industry?

Vanessa Quintal, Curtin University, Australia
Ian Phau, Curtin University, Australia

Branding Universities: An Updated View of Factors Underlying College Choice

Matthew Joseph, St. Mary’s University, USA
Deborah F. Spake, University of South Alabama, USA
Carmen-Maria Albrecht, University of Mannheim, Germany

Session 5.9: Customer Experience

Effects of Service Trial Offers on Customers’ Pre-Trial Attitude Toward the Service Provider

Pauline Revest, IAE Aix en Provence, France

How Other Customers Influence Customer Satisfaction During the Service Delivery

C. Camelis, IAE La Réunion - CEMOI, France
F. Dano, IAE Aix en Provence - CERGAM, France
V. Hamon, Consultante, France
S. Llosa, IAE Aix en Provence - CERGAM, France

Session 6.10: Customer Reactions

Delivering Linking Value Through Events: Investigating Communal and Experiential Drivers of Loyalty

Jan Drengner, Chemnitz University of Technology, Germany
Steffen Juhn, Chemnitz University of Technology, Germany
Hansjoerg Gaus, Saarland University, Germany
T. Bettina Cornwell, University of Oregon, USA

The Effects of Control in the Store Environment: A Motivational Approach

Renaud Lunardo, Troyes Champagne School of Management, France
Ababacar Mbengue, Reims Management School, France

When Consumer Likes to Engage in Self-Design Task and Shows Positive Evaluation for the Self-Design Product: The Effect of Regulatory Orientation

Huachao Gao, Nanjing University, China
Tiren Dong, Nanjing University, China
Yonggui Wang, The University of International Business and Economics, China
Session 6.2: Social Responsibility ................................................................. 397
Evidence of the Primary Role of Environmental Image in Consumer CSR Evaluations ......................................................... 398
Jeremy Wolter, Florida State University, United States
J. Joseph Cronin, Florida State University, United States
Jeffery Smith, Florida State University, United States
Understanding the Risk Mitigation Decision: Homeowners and Environmental Risks ................................................................. 402
Ingrid M. Martin, California State University, Long Beach, U.S.A
Wade E. Martin, California State University, Long Beach, U.S.A
Customer Orientation, Merchandising Competencies, and Financial Performance of Small Fashion Retailers in Bangkok ........................................................................ 406
Warin Chotekorakul, Assumption University, Thailand
James Nelson, Thammasat University, Thailand
Session 6.3: Advertising Execution .............................................................. 410
What are the Characteristics Defining Flyer-Prone Consumers? A Theoretical and Empirical Analysis ........................................ 411
Juan Carlos Gázquez-Abad, University of Almeria, Spain
Francisco J. Martínez-López, University of Granada and Open University of Catalonia, Spain
Manuel J. Sánchez-Franco, University of Seville, Spain
Children’s Ads: Do Cross-Cultural Differences Exist in Advertising Practices? ................................................................. 412
Aysen Bakir, Illinois State University, U.S.A
Kay M. Palan, Western Michigan University, U.S.A
Rickard H. Kolbe, Northern Kentucky University, U.S.A
Fresh Faces for Established Brands: The Role of Holistic Type and Sequence of Exposure in Consumers’ Formation of Trait Inferences ......................................................... 416
Yonca Limon, Christian-Albrechts-University Kiel, Germany
Martin Reimann, USC, U.S.A
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Antoine Bechara, USC, U.S.A
Session 6.4: Consumer is Not Always Right? .............................................. 417
Exploring the Boycott Phenomena from a Customer Value-Based Perspective: What are the Reasons for Consumers Non-Consumption? ......................................................... 418
Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Barbara Seegebarth, Leibniz University of Hanover, Germany
Nadine Hennigs, Leibniz University of Hanover, Germany
Lars Pankalla, Leibniz University of Hanover, Germany
Martin Kassubek, Leibniz University of Hanover, Germany
Session 6.5: The Self and Emotion ............................................................... 420
“The Possibility of an Island”: The Insula and its Role in Consumers’ Emotion ................................................................. 421
Bernard Roudlet, Université de Bretagne Sud, France
Olivier Droulers, Université de Rennes 1, France
Ingrid Poncin, SKEMA Business School, France
Enjoy Now or Later: An Explanation of Elderly Recipients’ Preferences Regarding Luxury Gifts ......................................................... 425
Azadeh Kazeminia, Luleå University of Technology, Sweden
Lars Bäckström, Luleå University of Technology, Sweden
Leyland Pitt, Simon Fraser University, Canada
The Good, the Bad and the Unitended: Negative Self-Conscious Emotions in Marketing

Kate Pounders, California State University San Bernardino, United States
Judith Anne Garretson Folse, Louisiana State University, United States

Session 6.6: Creating Innovation

The Good and Bad of Product Program Innovativeness: Evidence From Buyer And Seller Companies

Ruth Maria Stock, Technische Universität Darmstadt, Germany
Nicolas Andy Zacharias, Technische Universität Darmstadt, Germany

Idea Competitions in New Service Development: Co-Creation with a Certain Consumer Group

Monika C. Schuhmacher, University of Mannheim, Germany
Sabine Kuester, University of Mannheim, Germany
Dorothee Flötotto, University of Mannheim, Germany

How Eco-Oriented Firm Influences Innovators Intention to Purchase Biofuel

Mustika Sufiati Purwanegara, Institut Teknologi Bandung, Indonesia
Nita Garnida, Institut Teknologi Bandung, Indonesia

Session 6.7: Cultural Perspectives in Marketing Ethics

Does Management Education Produce Ethical Managers?

Walter Wymer, University of Lethbridge, Canada
Sharyn R. Rundle-Thiele, Griffith University, Australia


M. Mercedes Galan - Ladero, University of Extremadura, Spain
Clementina Galera - Casquet, University of Extremadura, Spain
Victor Valero - Amaro, University of Extremadura, Spain

Disaggregating Corporate Philanthropy: The Impact of Individual Dimensions on Customer-Based Corporate Reputation

Bodo B. Schlegelmilch, Vienna University of Economics and Business
Ilona Szöcs, Vienna University of Economics and Business

Exploring Cross-Cultural Differences in Ethical Predispositions and Behavior in a Selling Context

Jill S. Attaway, Illinois State University, USA
Jacques Boulay, ESSCA School of Management, France
Jeri M. Beggs, Illinois State University, USA

Session 6.8: Organizational Issues and Processes

Inter-Organizational Supply Chain Performance: How the Relationship Factors Influence the Australian Beef Industry?

Mohammad Nasir Uddin, Curtin University of Technology, Australia
Mohammed Quadus, Curtin University of Technology, Australia
Nazrul Islam, Department of Agriculture & Food WA and Curtin University of Technology, Australia

A Typology of Relational Processes in Egyptian Companies: An Exploratory Investigation

Omneya Mokhtar Yacout, Alexandria University, Egypt

Understanding the New, Negotiated Phase of Relationship Marketing: A Proposed Research Agenda

Don Schultz, Northwestern University, USA
Edward C Malthouse, Northwestern University, USA
Doreen Pick, Freie Universität Berlin, Germany
Session 6.9: Front Line Employees

The Customer is not Always Right, but are your Employees?

Gauthier Catherine, HEC Montréal, Canada
Chebat Jean-Charles, HEC Montréal, Canada
Vandenberghhe Christian, HEC Montréal, Canada

Modeling Customer-Employee Instant Rapport in the First Service Encounter

Jiun-Sheng Chris Lin, National Taiwan University, Taiwan
Cheng-Yu Lin, National Taiwan University, Taiwan
Wei-Lin Wang, McGill University, Canada

Session 7.1: You Can Show them the Risk. You Can’t Tell them it’s Risky.
So Why Don’t They Believe You?

You can show them the Risk. You can Tell them it’s Risky. So why don’t they Believe you

Ingrid M. Martin, California State University, Long Beach, U.S.A
Michael Kamins, State University of New York at Stony Brook, U.S.A

Supplement Usage Status and Risk Information

Ingrid M. Martin, California State University, Long Beach, U.S.A
Sayantani Mukherjee, California State University, Long Beach, U.S.A

Preteens’ Ascribed Motivations to Smoke (Not Smoke)

Paul M. Connell, State University of New York at Stony Brook, United States
Merrie Brucks, The University of Arizona, United States
Dan Freeman, University of Delaware, United States

An Attributional Basis for Evaluating the Concept of Free Will of Young Smokers

Aditi Grover, Plymouth State University, USA
Michael A. Kamins, SUNY-Stony Brook, USA
Ingrid M. Martin, California State University - Long Beach, USA

Session 7.3: Customer Reactions

Do Customers Care About Firms’ Motivations for Acting Socially Responsible?
A Multilevel Analysis

Isabelle Kes, Ruhr-Universität Bochum, Germany
David M. Woisetschläger, TU Braunschweig University, Germany

The Evaluative Attributes of Front Line Employees in Banking: The Customer Voice

Nathalie Lemaître, IAE Aix en Provence, France

Impacts of Price Transparency on Consumer Price Fairness Perceptions and Behavioral Intentions

Gopalkrishnan Iyer, Florida Atlantic University, USA
Dhruv Grewal, Babson College, USA
Sandra Rothenberger, University of Innsbruck, Austria

The Best Defense can be a Good Offense. Promoting Responsible Gambling Among Youth

Linda Lemaré, HEC Montréal, Canada
Jean-Charles Chebat, HEC Montréal, Canada

Session 7.4: Distribution and SCM

Estimating the Buyer’s Willingness to Pay Using Bayesian Belief Distribution with IFR

Xavier Brüssel, Center of expertise and research in Retailing, ESSCA School of Management, France
Roxane Cattan-Jallet, ESSCA School of Management, France

Cooperative Relationships Between Product Brands and Ingredient Brands

Akinori Ono, Keio University, Japan
Shingoh Iketani, Keio University, Japan

xxi
The Influences of Transaction Cost Factors and Capabilities Factors on the Degree of Channel Integration ................................................................. 515
Hidesuke Takata, Keio University, Japan

The Changing Japanese Retail Market Potential from 1997 to 2007 ................................................................. 516
Charles A. Ingene, The Hong Kong Polytechnic University
Ikuo Takahashi, Keio University, Japan

Session 7.5: Teaching and Innovation II ................................................................. 517
Reflective Learning in Business Education: A Replication in an Asian Context ................................................................. 518
Weiling Zhuang, Eastern Kentucky University, USA
Pinghui Zhu, Xiamen University, China
Maxwell K. Hsu, University of Wisconsin-Whitewater, USA
Qian Xiao, West Texas A&M University, USA

Consequences of Decisions and Choices with Respect to the Satisfaction of Individual Needs of Higher Education Consumer ................................................................. 519
Popescu Maria - Lavinia, "Babeș-Bolyai" University Cluj-Napoca, Romania

Session 7.6: Global Marketing III ................................................................. 524
Measuring the Influence of Corporate Image on Country of Origin Image. The Case of Spain ................................................................. 525
Carmen Lopez, Plymouth Business School, Plymouth University, UK
Manto Gotsi, Cardiff Business School, Cardiff University, UK
Constantine Andriopoulos, Cardiff Business School, Cardiff University, UK
George Balabanis, Cass Business School, City University, UK

Examining the Longitudinal Effects of an International Crises ................................................................. 526
Amro Maher, Qatar University, Qatar

Brand Positioning Strategies During Global Expansion: Managerial Perspectives from Emerging Market Firms ................................................................. 527
Dana L. Alden, University of Hawaii at Manoa, USA
Angeline Nariwari, University of Hawaii at Manoa, USA

Session 7.7: Marketing Research Tools & Techniques ................................................................. 531
Trajectory-Based Segmentation of Loyalty Program-Type Data ................................................................. 532
Arthur W. Allaway, University of Alabama, USA
Giles D'Souza, University of Alabama, USA
David Berkowitz, University of Alabama-Huntsville, USA
William Magnus Northington, University of Alabama, USA

Combining Mystery Shopping and Customer Satisfaction Surveys in Small-Area Estimation ................................................................. 533
Pablo Marshall, Pontificia Universidad Católica de Chile, Chile

Data Quality in Marketing Research – How to Determine Accuracy in Online Questionnaires ................................................................. 534
Boris Toma, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
Hans H. Bauer, University of Mannheim, Germany

Session 7.8: Relationship Marketing in Service Context ................................................................. 535
Commitment as a Mediator Variable used to Predict Future Service Purchase Intentions: An Empirical Study of Performing Arts Consumers in Spain ................................................................. 536
María José Quero, University of Málaga, Spain
Rafael Ventura Fernández, University of Málaga, Spain
Exploring the Formation Process of Brand Love: A Comparison Between Goods and Services
Rodoula H. Tsiotsou, University of Macedonia, Greece
Ronald E. Goldsmith, Florida State University, U.S.A

Impact of Service Recovery Fairness Perceptions of Customer Relationships
Anuj Paul Gosain, Indian Institute of Management Bangalore, India
G. Shainesh, Indian Institute of Management Bangalore, India

Session 8.15: Poster Presentations
When and Where to Prompt for an Online Promotional Code to Avoid Cart Abandonment
Fanny Reniou, Reims Management School, France
Ziad Malas, IUT Paul Sabatier, Université Toulouse III, France
Thierry Delecolle, ISC Paris School of Management, France
Pierre Desmet, Université Paris-Dauphine, France

New Challenges for the Internationalization of Firms. Italian Companies in China: Business Models and Market Policies
Elena Cedrola, University of Macerata, Italy
Loretta Battaglia, Catholic University of Milan, Italy
Chiara Cantù, Catholic University of Milan, Italy
Laura Gavinielli, University of Milan Bicocca, Italy
Alessandra Tzannis, Catholic University of Milan, Italy

Brand Architecture within the Pharmaceutical Industry
Christoph Burmann, University of Bremen, Germany
Christopher Kuntitz, University of Bremen, Germany

A Model of Integrated Marketing Communication Orientation: The Mexican Firms Case
Laura Esparza-Martinez, Universidad de Monterrey, México
Marco Vinicio Gómez-Meza, Universidad Autónoma de Nuevo León, México

Session 8.3: Cognitive Influences
What a Strange Bottle! Effects of Perceived Congruence of a Package Design
Nathalie Fleck, Université de Cergy-Pontoise, France
Virginie Maille, SKEMA Business School, France
Priya Raghuvar, New York University, U.S.A

The Influence of Servicescape on Counterfeit Purchasing: An Exploratory Study
Antje Cockrill, Swansea University, United Kingdom
Natalie Kate Rebecca Counsell, University of Central Lancashire, United Kingdom
Peter Stokes, University of Chester, United Kingdom

A Congruence Model of Person-Environment Interaction and Consumption Decisions as we Age
Susan Forquer Gupta, Monmouth University, U.S.A

Session 8.4: E-Shopping
Imitation Motives in Retailers’ Adoption of the Internet Channel
Ralitza Nikolova, ISCTE-Instituto Universitário de Lisboa, Portugal

Chinese Consumers’ Online Group Buying Behaviour Model
Matthew Tingchi Liu, University of Macau, Macao
James L. Brock, Pacific Lutheran University, USA
James Gui Cheng Shi, Macau University of Science and Technology, Macao
Christopher Rong Wei Chu, Fudan University, China
A Review of Online Consumer Behaviour Research: Main Themes and Insights ............................................................... 599
Inma Rodríguez-Ardura, University of Oxford, United Kingdom, and Internet Interdisciplinary Institute, Open University of Catalonia, Spain
Francisco J. Martínez-López, University of Granada and Open University of Catalonia, Spain
Juan C. Gázquez-Abad, University of Almeria, Spain
Gisela Ammetller, Internet Interdisciplinary Institute, Open University of Catalonia, Spain

Session 8.5: Emerging Market Issues ..................................................................................................................... 600
The Applicability of Market-Centered Strategies and Tactics to Nonprofit Organizations in Emerging Markets: An Exploration ...................................................... 601
Mary Conway Dato-on, Rollins College, USA
Eileen Weisenbach Keller, Northern Kentucky University, USA

The Importance of Measuring Control Mutuality in B2B Relationships in Developing Countries ..................... 606
Elsamari Botha, University of Cape Town, South Africa
Gert Human, University of Cape Town, South Africa

Being Socially Responsible in Russia: Does it Matter to Global or Local Firms? ................................................. 607
Yuliya Strizhakova, Rutgers University, USA
Robin Coulter, University of Connecticut, USA
Linda Price, University of Arizona, USA

Claude Chailan, International University of Monaco, Monaco

Session 8.6: Strategy for Innovation .................................................................................................................... 609
Antecedents and Consequences of Innovativeness ......................................................................................... 610
Ossi Pesämaa, Queensland University of Technology, Australia
Aviv Shoham, University of Haifa, Israel
Ayalla A. Ruvio, Temple University, USA

Alignment of Market Orientation and Innovation as a Success Factor a Five-Country Study ................. 611
Monika Oswald, RWTH University Aachen, Germany
Malte Brettel, RWTH University Aachen, Germany

Effects of Market Orientation on Cooperation Between R&D and Marketing ................................................. 612
Zeynep Gül Günbegi, Bahçeşehir University, Turkey
Elif Karaosmanoğlu, Istanbul Technical University, Turkey
Selime Sezgin, Bahçeşehir University, Turkey

Session 8.7: Marketing Research Tools & Techniques ..................................................................................... 617
Using a Judgemental Analysis System to Evaluate the International Mainframe and Computer Market ........ 618
Christopher P. Holland, University of Manchester, U.K
Peter Naude, University of Manchester, U.K
Barrie Heptonstall, IBM Systems and Technology Group, U.K

C’ Test Helps or Hinders? – Clarifying the Communication Fallacy of “Effect to be Mediated” in Marketing Research ................................................................................................. 631
Xinshu Zhao, Hong Kong Baptist University, P. R. China
Qimei Chen, University of Hawaii at Manoa, USA

Triangulation in Industrial Market Research - Development of a Mixed-Methods-Approach for Market Forecasts ........................................................................................................................................ 633
Marc M. Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany
Clemens W. Baumann, Baden-Württemberg Cooperative State University Stuttgart, Germany
Session 8.8: Relationship Strategy 1

Loyalty Programs and How They Can Benefit Retailers Through Customer Knowledge

Steve Worthington, Monash University, Australia

Determinants of Loyalty Card Usage Frequency – A Multi-Level Analysis

Marc Schnöring, Ruhr-Universität Bochum, Germany
David M. Woisetschläger, TU Braunschweig University, Germany

Effect of Relationship Marketing on Customer Retention: Evidence from Mobile Telecommunications Industry of a Large Emerging Economy

Sanjaya Singh Gaur, Auckland University of Technology (AUT University), New Zealand
Hanoku Bathula, AIS St Helens, New Zealand

Session 8.9: Service Failure & Recovery

Understanding Why Customers Choose to Abuse or Not to Abuse, Return Policies:

The Customer’s Return is Not Always Legitimate!

Mark S. Rosenbaum, Northern Illinois University, United States of America
Ronald Kunze, University of Tampa, United States of America
Barbara Ross-Wooldridge, University of Texas, Tyler, United States of America

Coping with Service Failures: The Role of Emotional Intelligence, Self-Efficacy and Intention to Complain

Yuliya Strizhakova, Rutgers University, USA
Yelena Tsarenko, Monash University, Australia

Service Recovery Strategies and Perceived Justice: The Moderating Role of Psychological Contract Violation

Rania Mostafa, University of Leeds, UK
Cristiana Raquel Lages, Loughborough University, UK

Session 9.1: Tweeting Birds: An Aviary Lifestyle Segmentation Strategy for Social Media

Tweeting Birds: An Aviary Lifestyle Segmentation Strategy for Social Media

Session Chair: Frederic Kropp, Monterey Institute of International Studies, USA

Aviary Segmentation: Theory and Method

Lynn R. Kahle, University of Oregon, USA
Eda Gurel-Atay, University of Oregon, USA
Jae Gu Yu, Hanyang University, Korea
Karen Ring, Universal McCann, USA

Sources of Health Information as a Function of Aviary Lifestyles and Product/Service Category

Elizabeth Stickel, University of Oregon, USA
Eda Gurel-Atay, University of Oregon, USA
Steven Andrews, University of Oregon, USA
Cat Armstrong Soule, University of Oregon, USA

Cardinals, Hawks, and Blue Jays: Sports, Media and Aviary Lifestyles for Brand Choice

Chris Lee, University of Oregon, USA
Jae Gu Yu, Hanyang University, Korea
Leslie Koppenhafer, University of Oregon, USA
Namika Sagara, Duke University, USA


New Technology for Education: Moodle

Christina Chung, Ramapo College of New Jersey, USA
Laurie A. Babin, University of Louisiana Monroe, USA
Factors Effecting Destination Loyalty: A Case of Cox’s Bazar, Bangladesh
Md. Enayet Hossain, Curtin University, Australia
Mohammed Quaddus, Curtin University, Australia
Tekle Shanka, Curtin University, Australia

The Role of Eco-Cultural Attractions in ‘Perception Engineering’: A Case Study Conducted in Goa, India
Tony L. Henthorne, University of Nevada Las Vegas, USA
Babu P. George, University of Southern Mississippi, USA

A Conceptual and Empirical Examination of Key Account Management Orientation and its Implications — The Role of Trust
Nektarios Tzempelikos, Athens University of Economics and Business, Greece
Spiros Gounaris, Athens University of Economics and Business, Greece

Using the Big Picture Approach to Integrate Sustainability in Business-to-Business Marketing
Tracy L. Gonzalez-Padron, University of Colorado Colorado Springs, USA
Jeffery Ferguson, University of Colorado Colorado Springs, USA
John Milliman, University of Colorado Colorado Springs, USA

An Empirical Examination of Causes and Consequences of Trustworthiness: A B2B Services Perspective
Ralitza Bell, Australian Catholic University, Australia

Promotion via SMS, Effective or Not? A Study of Consumers’ Attitude Toward Reception of Promotional Ads By SMS on Mobile Phone
Anik St-Onge, Université du Québec à Montréal
Émilie Anouk Mignot, Université du Québec à Montréal
Roy Toffoli, Université du Québec à Montréal

Virtual Sales Agents: The Reasons of Failure
Mohamed Slim Ben Mimoun, Skema-Univ Lille Nord de France, France
Ingrid Poncin, Skema-Univ Lille Nord de France, France
Marion Garnier, Skema-Univ Lille Nord de France, France

Consumer Expectations of Emerging E-Storefronts: An Empirical Study in Hong Kong
Ziqi Liao, Hong Kong Baptist University, Hong Kong, China

Toward an Understanding of Salesperson Deviance: A Structured Abstract
Mahmoud Darrat, Auburn University at Montgomery, USA
Barry Babin, Louisiana Tech University, USA

Self-Efficacy and Salesperson Job Involvement as Mediators of the Emotional Intelligence – Creativity Relationship
Felicia G. Lask, Northeastern University, USA
C. David Shepherd, Georgia Southern University, USA

Salespeople Quality of Life: Introducing COBE (Comprehensive Burnout and Engagement) Model
Sandrine Hollet-Haudebet, IRG University Paris-Est, France
A Motley Pattern of Sales-Marketing Integration
Avinash Malshe, University of St Thomas, MN, USA
Ravipreet Sohi, University of Nebraska-Lincoln, USA
Michael Krush, North Dakota State University, USA

Session 9.7: Psychology in Service Marketing & Marketing Orientation
Responding to Customers' "Gray" Requests: The Service Employee Dilemma
Mary P. Harrison, University of Alabama, USA
William M. Northington, University of Alabama, USA
Sharon E. Beatty, University of Alabama, USA
Betsy B. Holloway, Samford University, USA
Sijun Wang, Loyola Marymount University, USA

Effectiveness of Customer Referral Reward Programs: The Mediating Role of Metaperception
Dominik Georgi, Frankfurt School of Finance & Management, Germany
Jochen Wirtz, National University of Singapore, Singapore
Ping Xiao, National University of Singapore, Singapore
Christopher Tang, UCLA, USA

From Switching Intent to Behavior: A Construal Level Theory Perspective in the Context of Contractual Services
Jochen Wirtz, National University of Singapore, Singapore
Yuchen Hung, National University of Singapore, Singapore
Catherine Yeung, National University of Singapore, Singapore
Jeongwen Chiang, China Europe International Business School, P. R. China

Session 9.8: Relationship Strategy 2
The Impact of Customers' Direct and Indirect Experience on e-Trust
Joohyung Park, Purdue University, U.S.A
JungKun Park, University of Houston, U.S.A
Shirley Ezell, University of Houston, U.S.A

The Effect of Organizational and Cultural Antecedents on a Customer Prioritization Strategy in Times of Market Dynamism
Niels Becker, RWTH University of Aachen, Germany
Malte Brettel, RWTH University of Aachen, Germany

How Customer Equity Drivers Affect Behavioral Intentions and Behavior Over Time: An Empirical Assessment
Heiner Evanschitzky, Aston University, UK
Alexander Eiting, TU Dortmund University, Germany
David M. Woisetschläger, TU Braunschweig University, Germany
Verena Richelsen, Bayer Business Services, Germany

Session 9.9: Service Failure & Switching Behaviors
Intercultural Service Encounters: Exploring the Role of Cultural Attribution and Intercultural Competence
Jackie L. M. Tam, The Hong Kong Polytechnic University, Hong Kong
Piyush Sharma, The Hong Kong Polytechnic University, Hong Kong
Namwoon Kim, The Hong Kong Polytechnic University, Hong Kong
Session 10.3: Consumer Differences

Analyzing the Antecedents and Consequences of Consumer Ethnocentrism Among Russian Food Consumers

Kyösti Pennanen, VTT Technical Research Centre of Finland, Finland
Harri T. Luomala, University of Vaasa/Epanet, Finland
Julia Solovjova, St. Petersburg State University of Economics and Finance, Russian Federation

Peer Group Influence and Products Purchase Decisions of Young Saudi Adult Males

Robert A. Opoku, King Fahd University of Petroleum & Minerals, Saudi Arabia
Alhassan G. Abdul-Muhmin, King Fahd University of Petroleum & Minerals, Saudi Arabia

The Effects of Brand Familiarity and Consumer Value – Brand Symbolism (In)Congruity on Taste Perception

Rami Paasovaara, University of Vaasa, Finland
Harri Luomala, University of Vaasa, Finland

Session 10.4: Doctoral Colloquium

Core Corporate Strategic Capabilities: Role of Corporate Capabilities, Integrity, Institutions, and Implications Toward Sustainable Corporate Reputation and Performance

Emmanuel J. Chao, Agder University, Norway

From the Knowledge Creating Process to the Knowledge Creating Outcome: The Way to go for Multinational Corporations

Pamela Chidiogo Izunwanne, University of Agder, Norway

The Role of Entrepreneurial and Networking Orientations in Developing Marketing Capabilities of Born Global Firms

Burak Tunca, University of Agder, Norway

The New Frontier in Boundary-Spanning Roles- Improvisation as a Tool to Manage Role Stress

Jessica Vredenburg, University of Melbourne, Australia


Danae Manika, The University of Texas at Austin, USA

Session 10.5: Market Orientation: Antecedence and Consequences

A Five-Country Study on the Curvilinear Performance Consequences of Responsive and Proactive Market Orientation

Monika Oswald, RWTH University Aachen, Germany
Malte Brettel, RWTH University Aachen, Germany

Analyzing the Mediating Effect of Learning Orientation on the Relationship of Market Orientation and Company Performance in Times of Turbulence

Niels Becker, RWTH University of Aachen, Germany
Malte Brettel, RWTH University of Aachen, Germany

Interaction Orientation: Do Corporate Culture, Organizational Structure, and Leadership Style have an Impact on it?

Julia Thalmann, RWTH Aachen University, Germany

The Impact of Employees’ Workplace Interaction on Market-Oriented Behavior

Tao Zhu, University of Groningen, the Netherlands
Roger Leenders, University of Groningen, the Netherlands
Wilfred Dolsma, University of Groningen, the Netherlands
Session 10.6: Influencing Consumer Decision Making through Online Promotions and Reviews

How Online Consumer Reviews Influence Blog Users’ Product- and Brand Preferences: Differences Between Lurkers and Posters

Boris Bartikowski, Euromed Management, France
Gianfranco Walsh, University of Koblenz-Landau, Germany

Consumer Responses to Promotional Games in Social Media

Richard C. Hanna, Northeastern University, USA
Scott D. Swain, Northeastern University, USA
Jonathan Hibbard, Boston University, USA

Session 10.7: Marketing and Finance

The Relationships of Advertising, and Research and Development with Capital Market Risk: Do Firms with Higher Risk to have Different Relationship with these Risk?

Miao-Ling Chen, National Sun Yat-sen University, Kaohsiung, Taiwan
Chi-Lu Peng, National Sun Yat-sen University, Kaohsiung, Taiwan

Customer Involvement, Retail Mix Elements and Customer Loyalty in two Diverse Retail Environments

Nic S. Terblanche, University of Stellenbosch, South Africa

Session 10.8: Franchising, Internet and Loyalty

The Optimal Design of the Internet Common Retailer: A Game-Theoretic Analysis for Priceline

I-Huei Wu, National Taiwan Normal University, Taiwan, R.O.C
Chyi-Mei Chen, National Taiwan University, Taiwan, R.O.C
Shan-Yu Chou, National Taiwan University, Taiwan, R.O.C

Efficacy of Franchisee Autonomy: An Examination of Boundary Conditions

Heiner Evanschitzky, Aston University, UK
Christof Backhaus, University of Bochum, Germany
Markus Blut, University of Dortmund, Germany
David Woisetschläger, University Braunschweig, Germany

Shifting the Standardisation/Adaptation Debate to National Franchising: Empirical Evidence from Germany

Christof Backhaus, Ruhr-Universität Bochum, Germany
Markus Blut, TU Dortmund University, Germany
Tobias Heussler, Marketing Center Münster, Germany

Session 10.9: Behavior change in Social Marketing

Bystander Intervention in Domestic Violence: Evaluating Social Marketing Campaigns

Magdalena Cismaru, University of Regina, Canada
Gitte Jensen, University of Regina, Canada
Anne M. Lavack, Kwantlen Polytechnic University, Canada

Social Marketing: the Lifeblood of Blood Donation?

John Healy, Cork Institute of Technology, Ireland
Maurice Murphy, Cork Institute of Technology, Ireland

Session 11.1: Consumer Behavior VI

The Role of National Cultural Values Within the Theory of Planned Behaviour

Louise M. Hassan, Lancaster University, U.K
Edward Shiu, Bangor University, U.K
An Alternative Model of Schwartz’s Basic Human Values in Consumer Research ........................................... 814
Arien Strasheim, University of Pretoria, South Africa
Leona Ungerer, University of South Africa, South Africa

Exploring Consumer Motivation in Online Social Lending for Development .................................................. 815
Robert Mittelman, Carleton University, Canada
José I. Rojas-Méndez, Carleton University, Canada

Session 11.2: Writing, Teaching and Using Case Studies in Marketing ......................................................... 825
The Strategy and Tactics of Cases in Marketing Education ............................................................................. 826
Michael John Harker, University of Strathclyde, UK
Ross Bennan, Middlesex University, UK

Session 11.3: Organizational Learning, Pricing and Simulations ................................................................. 830
The Effects of Organizational Learning on Innovation and Performance in KIBs: An Empirical Examination .......................................................................................................................... 831
Maria Leticia Santos Vijande, University of Oviedo, Spain
José Ángel López Sánchez, University of Extremadura, Spain

Session 11.4: New Media, New Customers? Understanding What Works .................................................... 834
The Customer is not Always Right? A Study on the Trustworthiness of EWOM Senders .............................. 835
Andreas Munzel, Ludwig Maximilians University Munich, Germany
Anton Meyer, Ludwig Maximilians University Munich, Germany
Kathrin Feigl, Ludwig Maximilians University Munich, Germany

Website Interactivity and User Involvement: The Moderating Effects of Need for Cognition ................. 836
Ling-Ling Wu and Yu-Ying Li, National Taiwan University, Taiwan
Ming-Yih Yeh, National Taiwan University of Science and Technology, Taiwan

A Longitudinal Analysis of Trust in a Fast Growth Technology-Based Company ...................................... 845
Adrian Palmer, ESC Rennes School of Business, France
Qunying Huo, ESC Rennes School of Business, France

Session 11.5: Teaching and Innovation I ....................................................................................................... 849
Clickers are Dynamic Assessment Tools in Marketing Education ............................................................... 850
Pelin Bicen, Penn State University, Erie, USA
Mary Beth Pinto, Penn State University, Erie, USA

Western Marketing Education in the Arab World: Where are we in the ‘Adapt’ Versus ‘Standardize’ Debate? .................................................................................................................. 851
Nnamdi O. Madichie, University of Sharjah, UAE

A Process and Model of Business Sustainability: Case Study ........................................................................ 856
Göran Svensson, Oslo School of Management, Norway
Beverly Wagner, University of Strathclyde, UK

Session 11.6: Bank Marketing II .................................................................................................................. 857
The Quality of Customer Relationships in Different Clusters of Italian Banks: Evidence and Implications .............................................................................................................................. 858
Mauro Cavallone, University of Bergamo, Italy
Michele Modina, University of Molise, Italy

The Application of Market Orientation in Banking Industry ........................................................................... 863
Paloma Bernal Turnes, Rey Juan Carlos University, Spain
Carmelo Mercado Idoeta, Rey Juan Carlos University, Spain
Anne Julien, Reims Management School, France

xxx
Segmenting Pleasure-Seeking Tourists: A Research Agenda
David Horrigan, LRG University of Applied Sciences, and Glion Institute of Higher Education, Switzerland
Jamie Murphy, Murdoch Business School, Western Australia

The Paradoxes of Tourism
Philippe Callot, ESCEM Group, France

Session 12.3: Becoming Green
Predicting Consumer Intentions to Purchase Energy-Efficient Products
Hong-Youl Ha, Kangwon National University, South Korea
Swinder Janda, Kansas State University, USA
It’s Not Easy Being Green: Why Consumer Behaviors Don’t Match Their Attitudes
Colin B. Gabler, University of Alabama, United States
Timothy D. Butler, University of Alabama, United States

Session 12.4: BRIC Markets
The Determinants of the Quality of the Sales-Marketing Interface in a Multinational Customer Brand Focused Company: The Latin American Branches
Teresa Cometto, Universidad ORT Uruguay, Uruguay
Gaston J. Labadie, Universidad ORT Uruguay, Uruguay
Miguel Palacios, Universidad Politécnica de Madrid, Spain
Saikat Banerjee, Indian Institute of Foreign Trade-IIFT, India
Bibek Ray Chaudhuri, Indian Institute of Foreign Trade-IIFT, India
How Customer Involvement Influence Loyalty of Credit Card Holders in India
Matthew Tingchi Liu, University of Macau, Macao

Session 12.5: Understanding Social Marketing: Where are we now?
No Place to Hide: Is the Cigarette a Potential Cessation Tool?
Louise M. Hassan, Lancaster University, U.K
Edward Shiu, Bangor University, U.K
Is Social Marketing Just Smoke and Mirrors? Adolescent Female Smoking
Barry Griffin, Cork Institute of Technology, Ireland
Maurice Murphy, Cork Institute of Technology, Ireland
Implementing Sustainability: Are Universities Leading the Way?
Linda Brennan, RMIT University, Australia
Wayne Binney, Victoria University, Australia

Session 12.6: Reaching Consumers in the 21st Century through Advertising and Social Media
Time Lags and Synergies of Online Advertising
Ralph Breuer, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany
The Effects of Consumer Weight Level on Attitude towards Food and Advertisements
Yujie Wei, University of West Georgia, USA
Mimi Rickard, University of West Georgia, USA
Cheryl Brown, University of West Georgia, USA
Connecting Social Media and Traditional Media: Best & Worst Practices ................................................................. 919
Andy Rohm, Loyola Marymount University, USA
Richard Hanna, Northeastern University, USA
Victoria Crittenden, Boston College, USA

Session 12.7: Pricing Behavior and CRM.................................................................................................................. 920
To Punish or to Forgive: Examining the Effects of Monetary Penalties on Consumers’ Perceptions and Behavioral Intentions ................................................................. 921
Lan Xia, Bentley University, USA
Monika Kukar-Kinney, University of Richmond, USA

Price Discrimination, Consumer Trust and the Emergence of the Concept of Rule Familiarity in the Service Industries.......................................................................................... 925
Una McMahon-Beattie, University of Ulster, UK
Adrian Palmer, University of Wales Swansea, UK

Where to Search for Price Knowledge? The Influence of Lifestyle on Price Knowledge .............................................. 928
Marc Linzmajer, Zeppelin University, Germany
Tim Eberhardt, Zeppelin University, Germany
Peter Kenning, Zeppelin University, Germany

Session 12.8: Retailing and Consumer Behavior........................................................................................................ 929
The Role of Listening in E-Contact Center: Investigation for CRM Outcomes in Retailing Settings ....................... 930
JungKun Park, University of Houston, USA
Te-Lin Chung, Purdue University, USA
Brian Rutherford, Purdue University, USA

The Effects of Customer Evaluations of Channel Integration: Does an Integrated Multichannel Strategy Pay Off? ........................................................................................................... 931
Hanna Schramm-Klein, University of Siegen, Germany
Gerhard Wagner, University of Siegen, Germany
Sascha Steinmann, University of Siegen, Germany
Dirk Morschett, University of Fribourg, Switzerland

Reviewers ......................................................................................................................................................... 932
Participant Index ........................................................................................................................................... 936