

Paradigm Shifts & Interactions

43rd ANNUAL CONFERENCE

VALENCIA, JUNE 3-6

VNIVERSITAT [ò%]
DE VALÈNCIA

Facultat d' **Economia**



VNIVERSITAT DE VALÈNCIA

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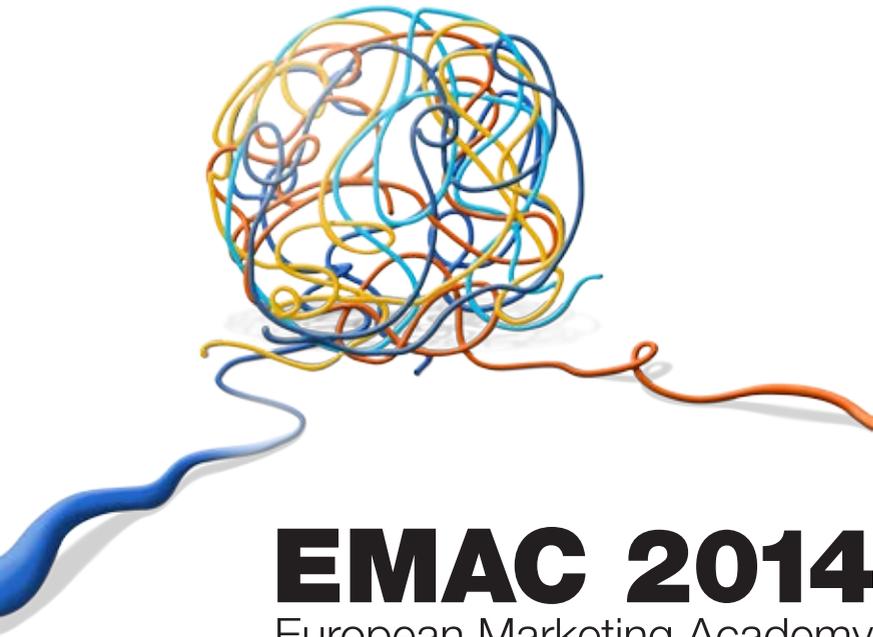
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EMAC 2014

European Marketing Academy

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CONFERENCE PROCEEDINGS

Editor: **Enrique Bigné**, EMAC 2014 Conference Chair

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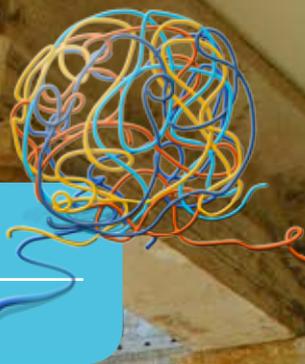
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01

CONFERENCE OVERVIEW

Valencia, June 3-6, 2014



Welcome

43rd Annual Conference

Paradigm Shifts & Interactions

Valencia, June 3-6, 2014

The Department of Marketing of the School of Economics at the University of Valencia is delighted to welcome you to Valencia, Spain, for the **43rd EMAC Conference** taking place in Valencia on June 3-6, 2014.

There aren't many cities like **Valencia** which can harmoniously combine the remnants of its most distant past, dating to the year 138 BC, with the most innovative and avant-garde buildings from the new millennium. Valencia is trade, culture, cinema, theatre, magic, museums and business. It is one of the most active cities in Europe for fairs and conferences.

Thanks to its location, Valencia has historically been Spain's Mediterranean port giving it a special charm, along with fine sand and pure water. The vastness of the sea and the closeness of the mountains make the Valencian coast uniquely attractive.

In this EMAC edition out of 999 papers submitted, 528 were accepted into 21 tracks, for an acceptance rate of 53% which proves the stiff competition and hence the higher standards of research that EMAC attendees demonstrate every year. The accepted papers are organised into 161 competitive track sessions. In order to balance the programme we have allocated no more than 14 parallel sessions per time and avoided parallel scheduling of the same track except Consumer Behaviour and Advertising, Promotion and Marketing Communication tracks which received a higher number of papers than the other tracks. Seven Special Interest Groups are also included in the programme in a total of 7 sessions. Additionally 115 posters will be presented during the Conference.



The Doctoral Colloquium (DC) received 154 submissions, 60 of which were selected for presentation in either the beginners or advanced group. Each group encompasses three tracks: "Consumer Behaviour", "Marketing Mix Instruments" and, "Strategy and Internet". The DC is chaired by Thomas Otter and involves 18 faculty members from Europe, USA and Australia.

This year we aim to retrieve a lost tradition of having an opening ceremony and a key note speaker. Michel Wedel from the University of Maryland will give the speech in a plenary session. The Conference has other sessions of great interest. Professor Hubert Gatignon of INSEAD is the winner of the EMAC Distinguished Marketing Scholar Award 2014. This annual award is designed to be the highest honor for a marketing educator with extensive connections with EMAC. In addition to the

daily sessions on state-of-the-art studies in marketing, there are also special events presenting prize-winning research with the IJRM Best Paper Award, The Jan-Benedict E.M. Steenkamp Award for Long Term Impact, EMAC Mc Kinsey Award, EMAC Best Paper Award Based on a Doctoral Dissertation, and ISMS-MSI Best Paper Award together with guest sessions chaired by Tülin Erden, NYU Stern and Klaus Wertenbroch, INSEAD.

The host of this Conference, the **University of Valencia**, was founded five centuries ago, being a European public University that is open to almost every branch of teaching, research and learning. The University of Valencia, today, is the outcome of more than five centuries of history that have led to the accumulation of knowledge and unique documentary treasures making it one of the top Spanish universities.

The **Faculty of Economics** has its origin in the former School of Commerce in the eighteenth century. Nowadays it offers six undergraduate studies in Business, Economics, and Tourism, and more than fifteen master degrees, including a Master's degree in Marketing and Market Research, an International MBA with a specialization in Marketing, and a professional Master's degree in Marketing and Communication. In terms of research and according to the 2013 Shanghai Ranking, the Faculty of Economics of the University of Valencia ties second in Spain in the field of Economics and Business with Carlos III University of Madrid, after Pompeu Fabra University.



The **Marketing Department** has a variety of research interests; mainly focused on Advertising-IMC, Consumer Behaviour, Distribution Channels, E-marketing, International Marketing, Strategic Marketing and Tourism Marketing. It has 29 full time research faculty members and 17 part-time members. It offers one PhD program in marketing and various courses for undergraduate and postgraduate students.

Welcome to the University of Valencia!

EMAC awaits you here

Enrique Bigné

Conference Chair of EMAC 2014

Professor of Marketing at University of Valencia

ACKNOWLEDGEMENTS

We would like to thank all the authors who submitted their best work to EMAC 2014. A warm thank you goes to all the reviewers who spared their valuable time and put their expertise into the reviewing process. A special thank you is addressed to track chairs and co-chairs who have shown great commitment to the coordination of review process and final programme design.

An appreciation goes to the EMAC Executive Committee, particularly to its President Udo Wagner, the VP for Conferences Andras Bauer, and the VP for Publications Sönke Albers. We also would like to thank Anne-Laure Marteaux, EMAC Executive Secretary and Cristina Setyar, EMAC Administrative Manager for their back office support.

Finally, we would like to express our gratitude to our sponsors: University of Valencia, Faculty of Economics, Department of Marketing, Sabadell, Coca Cola, Anecoop, Nestle and Iberia. Our gratitude also to Agència Valenciana del Turisme, Turismo Valencia, Damel, Valor, Mercader, Nesspreso and Apple for their support. A special thank you goes to administrative staff at the University of Valencia, and at the Faculty of Economics in particular, for their help and support.



The EMAC 2014 organising committee looks forward to welcoming you to Valencia this June! You can find details regarding the conference, university and the city on the following websites:

<http://www.emac2014.eu/>

<http://www.uv.es/>

<http://www.emac-online.org/>

<http://www.turisvalencia.es>



CONFERENCE THEME

Paradigm Shifts & Interactions

Research in the Marketing sector has been challenging almost since its initial steps. In this day and age, the digital world is changing consumer patterns, bringing new companies into existence and eventually eliciting a new society. This is not the only recent change; co-creation, sustainability, corporate social responsibility, intercultural relationships in a global world, new communications devices and platforms, big data, new ways of interaction between consumers, consumers and brands, and stakeholders are just the tip of the iceberg.

Are these disconnected examples part of a new scenario? Are we facing a paradigm shift? You can contribute with your academic knowledge to the field. Share with others, interact and be part of this evolving shift.

Rigor and Relevance tend to be a common scheme for academics. There has undoubtedly been much progress in recent years. Conceptual and theoretical constructs, new research designs and methodologies, analytical tools and data analysis, have all been emerging in the last few years. These developments have led us into cutting edge research in the social sciences; nevertheless, knowledge is created by mutual interactions. Let us promote face-to-face interaction; we can benefit a lot from diversity, the latest contributions and from a wide variety of cultural backgrounds. Therefore, come to EMAC Valencia to mix with your peers, present your research, ask, listen, and meet others.





ENRIQUE BIGNÉ
University of Valencia

ORGANISING COMMITTEE

Conference Chair and Programme Chair
Enrique Bigné, Professor of Marketing

Committee Members

Joaquín Aldás, Associate Professor of Marketing
Luisa Andreu, Associate Professor of Marketing
Pedro Canales, Assistant Professor of Marketing
Eva Caplliure, Associate Professor of Marketing
Antonio Cuenca, Associate Professor of Marketing
Rafael Currás, Associate Professor of Marketing
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Natalia Vila, Professor of Marketing



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Facultat d' **Economia**

Faculty of Economics
Av. Tarongers s/n
46022 Valencia
Spain

GENERAL INFORMATION

CONFERENCE VENUE

Faculty of Economics

Av. Tarongers s/n
46022 Valencia
Spain

TARONGERS CAMPUS

The Faculty of Economics is located on the Tarongers Campus. It is the most recent campus of the University, built around the Ramon Llull and Tarongers avenues in Valencia. The other two campuses are devoted to Sciences, Engineering, Humanities and Medicine.

It holds the Faculty of Economics, Law, Social Sciences and Education, as well as services such as the Centre for Education and Quality Sanchis Guarner, the Audiovisual Workshop, the Damià Bonet Hall of Residence, the Research Institutes, the Gregori Maians Social Science Libraries, the Education Sciences Library and the Tarongers Sports Campus.

It is on the north-west side of the city, and is well connected by public and private transport to the other areas of the town.

Opposite the faculty's main entrance there is a tram line 4 stop called "La Carrasca" which can take you to the beach in only three stops. It also connects the university to the city center. On Ramon Llull Street there are a wide number of bus routes that can take you to the city center, too.

There is also an entrance to a free public parking lot on Ramon Llull Street, next to the campus.

ENTRANCE TO THE CONFERENCE VENUE

The conference venue can be accessed by Av. dels Tarongers (route 1) if you reach the campus by tram but also from Ramón Llull Street (route 2) that is the usual way if you reach the campus from most of the hotels.



CONFERENCE VENUE FACILITIES

Lecture / Seminar and Meeting Rooms

The scientific programme sessions and the Poster Exhibition will take place on the first floor of the South Classroom Building (marked as 'S' on the map). Meetings and seminars will take place in the meeting rooms and auditoriums located in The Faculty of Economics Building (marked as 'E' on the map) as well as in the Gregori Maians Library Auditorium (marked as on the map). Please see the directional signage for the meeting rooms placed at strategic points on each floor. You can access the virtual tour here <http://xurl.es/i8guy>.

REGISTRATION AND INFORMATION DESK

The EMAC Registration and Information Desk is located in the South Classroom Building, on the first floor. Exceptionally, on June 3 the Desk will be located in the Hall of the Faculty of Economics Building.

Opening hours

EMAC Doctoral Colloquium

Sunday, 1 June 14:00 – 15:00

Monday, 2 June 08:30 – 09:30

EMAC Conference

Tuesday, 3 June 14:00 – 19:30

(Hall of the Faculty of Economics)

Wednesday, 4 June 08:30 – 17:30

Thursday, 5 June 08:30 – 17:30

Friday, 6 June 08:30 – 18:00

(South Classroom Building)

EMAC CONFERENCE

Tuesday, 3 June 18:30 – 20:30

(Faculty of Economics Hall, Welcome cocktail. Interaction Party)

Wednesday, 4 June 09:00 – 18:30

(Faculty of Economics, Conference Venue)

Wednesday, 4 June 19:30 – 21:30

(Aula Magna, Faculty of Medicine, Opening Ceremony and Cocktail)

Thursday, 5 June 09:00 – 18:30

(Faculty of Economics, Conference Venue)

Friday, 6 June 09:00 – 18:00

(Faculty of Economics, Conference Venue)

OFFICIAL LANGUAGE

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

NAME BADGE

All participants should wear their name badge visible at all times in order to guarantee access to the scientific programme sessions, lunch area and to the social events.

CONFERENCE CERTIFICATE

At the time of registration you will be given a personalized certificate of attendance at the Registration Desk.

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 conference rooms are equipped with a PC, microphones, integrated loudspeakers and video projectors. Conference staff will assist speakers with the uploading of presentations. Mac users should check in advance that their Powerpoint presentations are compatible for projection using a PC. Pdf conversion is recommended if this compatibility cannot be assured. You can access a panoramic view of the rooms here <http://goo.gl/JLyEhl>

COMPUTER ROOM

Participants will be able to access Internet and e-mails free of charge in the Internet Room located on the first floor of the South Classroom Building, room s102.

WI-FI

Participants carrying their own laptops will also have access to wi-fi free of charge. Web: Eduroam. You may use your own Eduroam user and password or alternatively this User: emac2014. The password will be given at the registration desk.

CONFERENCE PROCEEDINGS

Participants will receive collected Conference Proceedings on a USB stick.

POSTER SESSIONS

The Poster Exhibition will take place on the first floor of the South Classroom Building. In the corridor that provides access to the conference rooms specific displays will be prepared for the poster presentation.

MEETINGS & INTERACTIONS

Available space for meetings and interactions at tables are provided in 'Salas de Estudio' A to E on the first floor of the South Classroom Building.

EXHIBITION

The exhibition area is located in the main corridor of the South Classroom Building, on the first floor. The exhibition will be open from 09:00 to 15:30 on Wednesday 4 June and from 09:00 to 17:30 on Thursday 5 June and Friday 6 June.

LUNCH & COFFEE BREAKS

The Welcome Reception as well as Lunches will take place in the Faculty of Economics Hall. Coffee Breaks will be served on the first floor of the South Classroom Building.

GREGORI MAIANS LIBRARY

A separate building in the Tarongers Campus, just opposite the Faculty of Economics. Free access from Monday to Friday: 8:15 to 21:00 and 24 hours during exam periods including weekends. The library is specialized in Management Sciences and Law. The collection includes more than 280,000 books and 40,000 journals (hard copies and on-line) with free access.

At University level, the collection has 4,500,000 volumes.

WHEELCHAIRS ACCESS

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 are two ATM/Cash Machines available. One is located on the ground floor of the Faculty of Economics and the other one in the North Classroom Building. Ask at the Information Desk for details.

FIRST AID

On campus, there will be First Aid free service station served by a doctor in the North Classroom Building (marked as 'N' on the map). Contact with the doctor will be made via the Conference Registration Desk.

CURRENCY

The Euro is the official currency used in Spain.

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 offer substantial savings for visitors. Visitors who normally reside outside the European Union have a point for reclaiming the VAT on purchases made in establishments with the TAX FREE service. The Tourist Information Office at number 19 Plaza de la Reina offers the possibility of reclaiming VAT in cash over €90.16.

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.

Cash dispensing machines linked to international networks are also widely available.

BANKS

Most banks are open from Monday to Friday between 8:30 a.m. and 2:00 p.m. Only a few branches open on Saturday mornings. There are 24-hour automatic tellers around the city, and most (Servired, 4B and others) offer international services.

Disclaimer

The Local Organising Committee, the Conference Organisation and the Conference Venue (Faculty of Economics) 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.

SHOPPING

Souvenirs, food products, fashion designs, exclusive porcelain and shoes designed and manufactured in the region are amongst the wide range of possibilities for shopping in Valencia. Shopping areas of the city open every day of the week, including Sundays. There are different options: Plaza Redonda (handicrafts), Eixample district and Colon Street (shopping area for fashion, decor and jewellery), Poeta Querol (most exclusive national and international brands), Ruzafa district and various shopping centres.

POSTAL SERVICE

The central office for Post and Telegraphs, located in Plaza del Ayuntamiento, number 24, is open from 8:30am to 20:30 Monday to Friday. It is open on Saturdays from 9:30am to 14:00. There are also many other postal offices throughout the city. Telephone enquiries can be made to (0034) 963 102730. Stamps can be purchased from all newsagents throughout the city.

TOURIST INFORMATION OFFICES

Valencia's main tourist information office is located at 48 Paz street but there are another six tourist offices throughout the city, located at strategic points: the airport, the port, in front of the City Hall, in Reina street, in Joaquín Sorolla Station and at the Beach, near the Neptuno hotel.

TIME ZONE

Valencia is in the Central European Time (CET) zone which is one hour ahead of Greenwich Mean Time (GMT).

ELECTRICITY

The standard electricity supply is 220-240 V AC, 50 Hz. Plugs have two round pins (Continental Europe standard). Modern apparatus such as mobile telephones and digital camera chargers can be plugged in directly using an adaptor without a current transformer.

HEALTH SERVICE

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.

Clinics and hospitals provide 24-hour emergency services.

The national emergency phone number is 112. Hotels have a doctor on call through the reception. Reciprocal cover is available for EU nationals at out-patient departments, otherwise private consultation fees are charged. The University has its own hospital, Hospital Clínico Universitario, in Av. Blasco Ibáñez, 17.

SMOKING

Smoking is banned in all restaurants, bars, cafés and other enclosed public places, as well as on television broadcasts. Smoking outdoors is prohibited in places which provide access to hospitals and schools, and on all playgrounds.

WATER

Tap water is chlorinated and thus, safe to drink. However, bottled water is recommended which is easily and cheaply available.

INTERNATIONAL DIAL CODE

The country code for Spain is +34.

CLIMATE

Valencia has one of the mildest climates in Europe. It is characterized by a typically temperate Mediterranean climate with an average annual temperature of more than 17°C. The average day temperature in Valencia during the month of June is about 25 °C.

HOW TO GET TO THE TARONGERS CAMPUS



By Metro

At the airport station, take line 5 (in the direction to *Marítim*) and at the last stop, change to line 6 (in the direction of *Tossal del Rei*) and get off at Tarongers (stop at the university campus). It costs 4.9 euros.

A map of the underground is shown on the left.

By Bus

Valencia has a very extensive bus network. Several lines pass very near the Faculty of Economics (9, 17, 29, 30, 31, 40, 41, 71, 81, 82). To determine the most convenient one for you, please refer to the following website: www.emtvalencia.es. There you will find very helpful information on the timetables, routes, prices and on how to move around the city.

By Taxi

From the airport to the city centre is approximately 17 euros. You can take a taxi from everywhere in Valencia, from the city centre to the Faculty it may cost you around 10 euros.

VALENCIA INTERNATIONAL AIRPORT

The airport is situated 8 km. west of the city, in the city limits of Manises. There is a frequent bus-service from the terminal to the city centre, as well as metro line and taxi service. 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.

THE UNIVERSITY OF VALENCIA

The University of Valencia, founded five centuries ago, is a European public University. It is open to almost every branch of teaching, research and learning. The University of Valencia, today, is the outcome of more than five centuries of history that have led to the accumulation of knowledge and unique documentary treasures making it one of the top Spanish universities. Currently, it is one of the top four Spanish universities for research. Its eighteen schools and nineteen research institutes are intensely engaged in teaching undergraduates, master degree courses, and PhD programmes for over 55,000 students, as well as conducting advanced research in medicine and health care, basic sciences and technology, humanities and education, and social sciences.

In the thirteenth century, higher education was established in the city of Valencia thanks to King James I of Aragon who obtained a *Studium Generale* institution from Pope Innocent IV in 1245. However, it was not until 30 October 1499 that the Juries of Valencia drew up the Constitutions of what was to become the first University of Valencia: a university authorised by Papal Bull on 23 January 1501, signed by the Valencian Pope Alexander VI and by the royal privilege of Ferdinand II the Catholic. It was granted on 16 February 1502.

For more than 500 years, the development of the university has run parallel to the development of the city and has been an inextricable part of its urban development, creating spaces for teaching, research, creation and dissemination of culture and science as well as knowledge transfer.

The University of Valencia has become one of the main scientific centres in Spain due to the wide range of teaching and research activities offered in all areas of knowledge (basic sciences and engineering, health sciences, educational sciences, humanities, social sciences, economics, business, and law) and its commitment to excellence.



THE FACULTY OF ECONOMICS

The University of Valencia's Faculty of Economics has been contributing since 1850 to the development of learning and research in the field of economics and business. According to Shanghai 2013 Academic Ranking of World Universities, the School of Economics ranks second, behind Pompeu Fabra and tied with Carlos III, in the Business and Economics field among Spanish research centres.

With more than 400 teaching staff and 8000 students, 7 undergraduate degrees, 17 master degrees and 8 PhD programmes are taught. A high degree of internationalisation is a distinctive characteristic of the Faculty of Economics with more than 480 incoming students and 370 outgoing on exchange programmes. Double degree programmes are also offered both at a bachelor and master degree level thanks to agreements with universities all over the world.

These teaching tasks take place in a wonderful environment thanks not only to climate but also to high quality premises: Free Wi-Fi throughout the campus, 6,340 places in modern lecture rooms with 15 computer classrooms, 15 study areas, an open-access computer room with 109 computers, 1,244 study places in the Library with rooms for group work, a Library with over 280,000 books.



THE DEPARTMENT OF MARKETING

The University of Valencia's Department of Marketing was founded in 2003. It is part of the Faculty of Economics and is currently formed by forty-six members, twenty-nine of whom are full-time and thirty-two have PhDs. The department carries out research in different topics, mainly focused on Advertising-IMC, Consumer Behaviour, Distribution Channels, E-marketing, International Marketing, Strategic Marketing and Tourism Marketing.

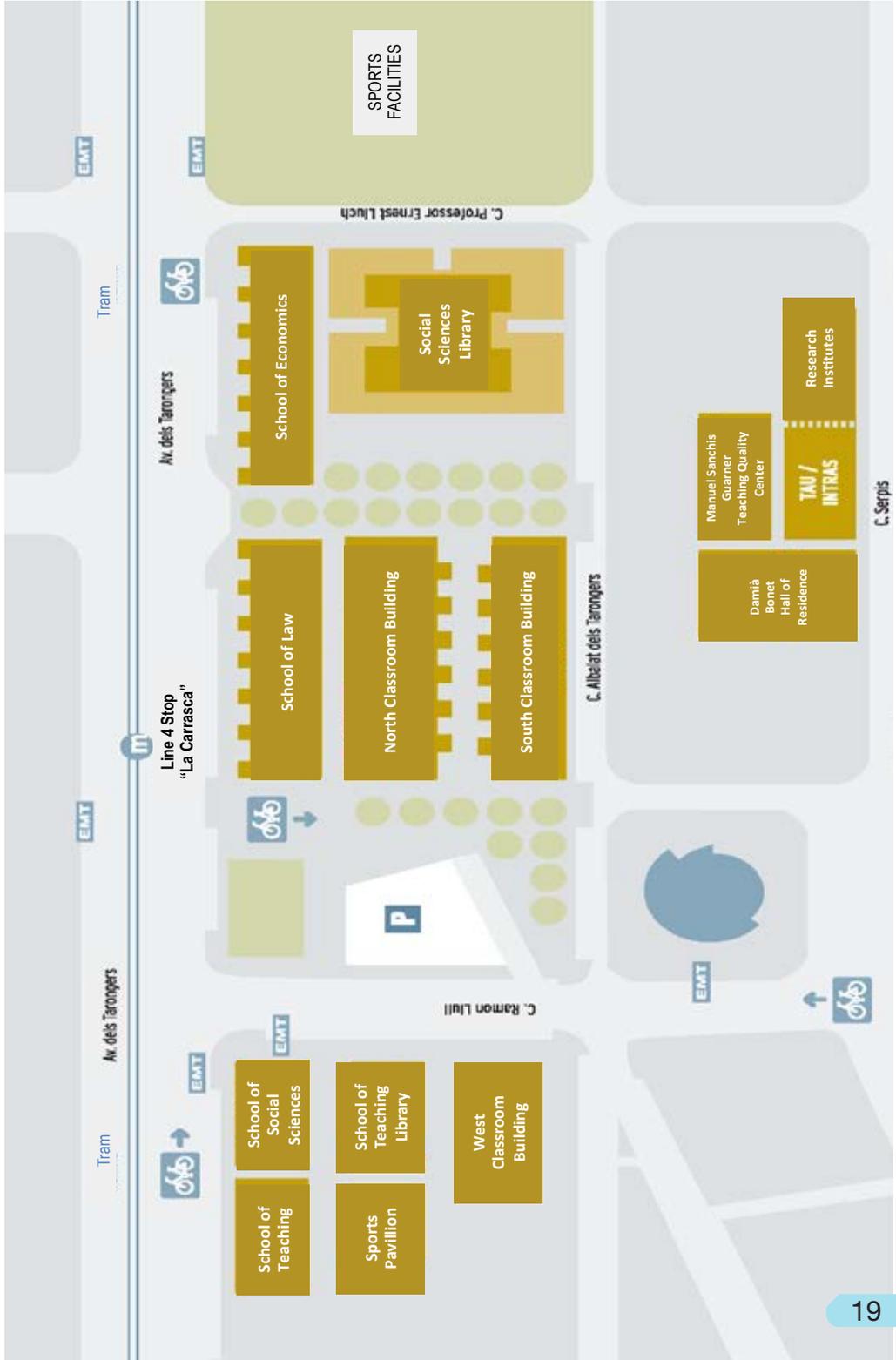
Its teaching activity focuses on undergraduate degrees in Business Administration, International Business Administration, Tourism, and Business and Law. At postgraduate level we offer a specific Master's degree programme in Marketing and an International MBA. A PhD Programme in Marketing has also been offered since 2003-04 which has received the only certificate of quality in the marketing field - granted by the National Agency for Quality Assessment and Accreditation. As well as this, the Department has offered an Executive Marketing Programme with the Valencia Chamber of Commerce for the past eleven years and seven editions of a Junior MBA with EDEM (a school for entrepreneurs).

Department members hold three endowed chairs: Air Nostrum Service Quality in Airlines (Enrique Bigne 2005-2010), Family Business (Enrique Bigne 2010-2012), and City of Valencia (Amparo Cervera 2012-2014). Their research is disseminated through papers, conferences and books. The department has hosted International conferences such as the 2002 Multicultural Marketing Conference of The Academy of Marketing Science, the 2007 Advances in Tourism Marketing Conference, the 9th International Conference on Arts and Cultural Management of the International Association of Arts and Cultural Management in 2007, 8th International Congress on Public and Nonprofit Marketing in 2009, the 25th European Academy of Management and Business Economics Conference in 2010, and the 17th International Conference on Research in the Distributive Trades of the European Association of Education and Research in Commercial Distribution (EAERCD).



VENUE MAPS

Conference Venue



CITY OF VALENCIA

Valencia, the third largest city in Spain, was founded by the Roman Empire in 138 B.C. Since ancient times, Valencia has been well-known for its radiant light, Mediterranean spirit, and fertile soil. Valencia is a dual city; where everything finds its contrast and complement, antiquity and modernity, past and future, throbbing life and serenity, classicism and innovation, culture and nature, urban atmosphere and sea breeze. With more than 2000 years of history, Valencia contains influences from Roman, Visigoth, Moorish and Medieval cultures. Over the last years, the city has shown its splendour as the host of major international events such as the America's Cup regattas or F1 European Grand Prix. These and many other factors have contributed to Valencia being the European city that has most grown in terms of tourist numbers over the last few years, according to the European Cities Marketing (ECM).

ESSENTIALS IN VALENCIA

- ☛ **The Cathedral and the Real Basilica of the Virgin (Plaza de la Virgen)** The Cathedral sits on a Roman temple which then became a mosque, and which dates back to the 13th century. Architecturally it ranges from different styles as can be seen at each of its three entrances: Puerta de los Hierros (Baroque), Puerta de los Apóstoles (Gothic) and Puerta del Palau (Romanesque). The Gothic Cathedral's bell tower, the Miguelete, is worthy of special mention. The Real Basilica de la Virgen de los Desamparados is the place of worship dedicated to the patron of the city.
- ☛ **The Silk Exchange Market.** The 16th century saw the construction of the Silk Exchange Market (Lonja de la Seda), considered the jewel of Gothic architecture both for its architectural beauty and for its commercial relevance at the time. The building was declared a World Heritage Site by UNESCO in 1996. Its name comes from the trade that was carried out in its interior, as Valencia was the industrial reference in the silk, weaving and maritime trade. Other examples of architecture from this period include the **Serranos and Quart Towers**, the two remaining gates that once formed part of the ancient city wall.
- ☛ **The City of Arts and Sciences.** The City of Arts and Sciences in Valencia is a unique complex devoted to scientific and cultural dissemination which is made up of five main elements: the Hemisfèric (IMAX cinema and digital projections), the Umbracle (a landscaped vantage point and car park), the Príncipe Felipe Science Museum (an innovative centre of interactive science), the Oceanogràfic (the largest aquarium in Europe with over 500 marine species) and the Palau de les Arts Reina Sofía (which takes care of the operatic programme). The Àgora gives the complex a multifunctional space.



• **Modern buildings.** Valencia is one of the Spanish cities with the greatest collection of modernist works. Various architectural gems have survived from this period, including the **Central Market**, with its metal structure and glass panels. It is the largest indoor market in Europe, selling products ranging from seafood to meats and fruit. The **Colon Market** is another attractive building; renovated in 2003, it has now become a leisure and cultural space.

• **Royal Marina and Valencia's beaches.** With the holding of the America's Cup in 2007 and 2010, Valencia recovered one of the city's most important tourist assets, the Marina Real Juan Carlos I, one of the Europe's most spectacular marinas. The Marina is an evolution of the historic Port of Valencia (which dates back to the 14th century) whose importance was strategic for the city's development. The popular beaches of Las Arenas, Malvarrosa and Patacona are only a few meters away, with their attractive promenade where you can enjoy an excellent range of Valencian cuisine restaurants.



• **Museums and monuments in Valencia.** Valencia and its wide culture form a tandem that has led to the creation of more than 35 museums in which to enjoy both art itself and other characteristics. The **Museum of Fine Arts** (Museo de Bellas Artes), the largest art gallery in Spain after the Prado, houses an important collection of Gothic altarpieces as well as a hall dedicated to the master Sorolla. The **IVAM**, on the other hand, exhibits permanent collections and temporary exhibitions of contemporary art, while the **González-Martí National Ceramics Museum** houses an extensive representation of Spanish and international ceramics.

• **Valencia, natural space.** Hiring a bicycle is highly recommended here as you can cycle ten kilometres along the riverbed which crosses the city and take a quick trip to the African plains with a visit to **Bioparc**, a new zoo-immersion concept. The Albufera Bus Turistic is nearby which takes you on a two-hour visit to the **Albufera National Park**. Here you can take a trip in an *albuferenc*, little boats used to go fishing in the lake, or visit a *barraca*, the old fisherman's homes.

• **Valencia cuisine.** Valencia is the **birthplace of paella**. The name of the dish comes from the container in which it is cooked. Valencia also offers countless and varied culinary offerings. Some examples are the more than forty varieties of rice, vegetables from the Huerta Valenciana and Mediterranean fish. Not to be forgotten are other dishes, such as buñuelos maded from pumpkin and figs, coca de llanda (a type of plumcake) and fartons (pasty sticks that go with the horchata drink). **Horchata** is one of the most popular drinks in Valencia, made from the chufa (tiger nut), and exclusively produced in the Huerta Valenciana. This tasty drink contains many healthy properties.



• **Valencia nightlife.** Throughout the year, the most popular areas are the **Barrio del Carmen**. The Calle Caballeros becomes its epicentre, with multiple bars, restaurants and pubs. In summer, the most interesting places are in the Marina Real Juan Carlos I and in the City of Arts and Sciences.

For tourist information please visit the following link:
<http://www.turisvalencia.es>

SOCIAL EVENTS

WELCOME RECEPTION AT THE FACULTY OF ECONOMICS

3 June, 2014 – Tuesday 18:30-20:30

Faculty of Economics Building (see location here: <https://goo.gl/maps/Bj8X6>)

Welcome Reception will take place at the Conference Venue, in the hall of the Faculty of Economics. The party will be an excellent opportunity to meet old acquaintances and make new ones. Taste Spanish food and wine while discussing Paradigm Shifts and Interactions.



EMAC OPENING CEREMONY AND COCKTAIL

4 June, 2014 – Wednesday 19:30-21:30

Faculty of Medicine (see location here <http://goo.gl/59nD45>)

The Faculty of Medicine is located in Blasco Ibañez Campus along with other faculties and schools of the University of Valencia and the Rectorat. It is located 2.5 kilometres from the Conference venue. The hotels offer easy access to buses and taxis. Bus service number 71 offers frequent service from the Conference Venue and number 79 from some of the hotels. Details of the location are shown on the map.

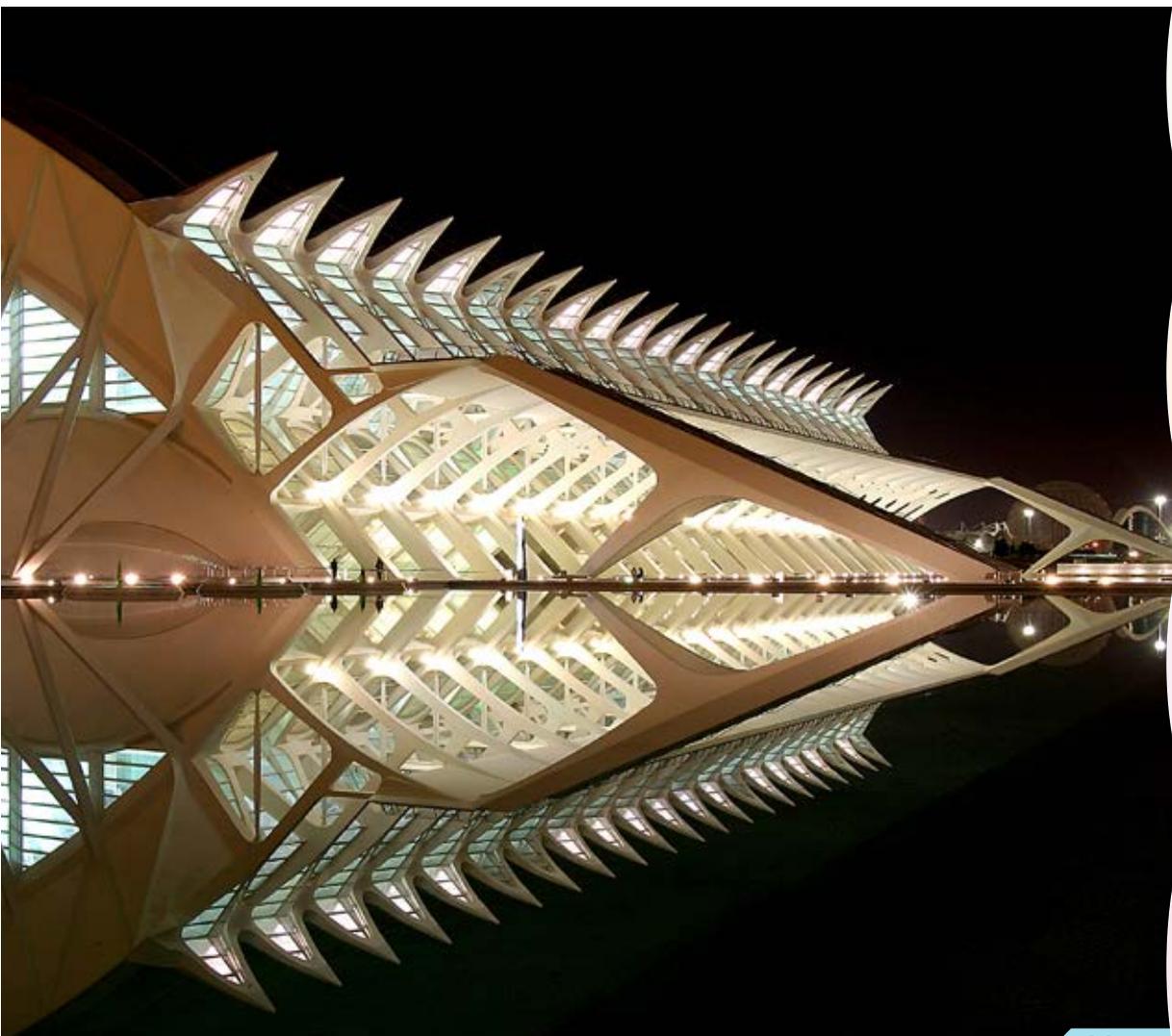




GALA DINNER

6 June, 2014 – Friday 20:00

Príncipe Felipe Museum (see location here <http://goo.gl/5li5SI>)



EXHIBITORS



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LAUNCH CASE SESSION

BRANDPRO:

Experience a New Impactful Simulation to Introduce Brand Strategy

Thursday, 5 June

Session 1: 9:00-10:30

Session 2: 11-12:30

Room: S110

How can you turn your marketing class into a live learning experience? BrandPRO gives the opportunity to master crucial targeting and positioning skills in just two to three hours. Participants guide a business through 5 simulated years and have to develop sound strategies for their brands to get ahead of virtual but fierce competitors.

Take the occasion at EMAC to discover what you and your participants will experience with BrandPRO, through a brief presentation followed by a live test coached by the StratX Simulations team.

02

TRACKS, CHAIRS AND REVIEWERS

Valencia, June 3-6, 2014



Tracks, Track Chairs and Co-Chairs

TRACK 1:

Advertising, Promotion and Marketing Communications

Sara Rosengren, Stockholm School of Economics

Rosellina Ferraro, University of Maryland

Peeter Verlegh, University of Amsterdam

TRACK 2:

Business-to-Business Marketing

Andreas Eggert, University of Paderborn

Thomas Ritter, Copenhagen Business School

TRACK 3:

Consumer Behaviour

Salvador Ruiz de Maya, Universidad de Murcia

Benjamin Scheibehenne, University of Basel

TRACK 4:

Innovation and New Product and Service Developments

Luigi de Luca, Cardiff University

José-Luis Munuera, Universidad de Murcia

TRACK 5:

International and Cross-Cultural Marketing

John Cadogan, Loughborough University

Juergen Gnoth, University of Otago

TRACK 6:

Marketing Education

Teodoro Luque, Universidad de Granada

Angela Paladino, Queensland University of Technology

TRACK 7:

Marketing in Emerging and Transition Economies

Jose A. Mazzon, Universidade de Sao Paulo

Nora Lado, Universidad Carlos III

TRACK 8:

Marketing of Public and Non-profit Organisations

Patrick De Pelsmacker, University of Antwerp

Miguel-Angel Moliner, Universitat Jaume I

TRACK 9:

Marketing Strategy

Christian Homburg, University of Mannheim

Francisco Mas, Universidad de Alicante

TRACK 10:

Marketing Theory and New Paradigms

Rod Brodie, University of Auckland

Luiz Moutinho, University of Glasgow

TRACK 11:

Modeling and Marketing Analytics

Tammo Bijmolt, University of Groningen

Wagner Kamakura, Rice University

TRACK 12:

New Technologies and E-Marketing

Shintaro Okazaki, Universidad Autónoma de Madrid

Charles R. Taylor, Villanova School of Business

TRACK 13:

Pricing and Financial Issues in Marketing

Skander Esseghaier, Koç University

Javier Cebollada, Universidad Pública de Navarra

TRACK 14:

Product and Brand Management

Claudia Simoes, Open University

Yolanda Polo, University of Zaragoza

TRACK 15:

Relationship Marketing

Manfred Krafft, University of Muenster

Rene Darmon, ESSEC Business School

TRACK 16:

Retailing, Channel Management and Logistics

Jie Zhang, University of Maryland

Rodolfo Vázquez-Casielles, Universidad de Oviedo

TRACK 17:

Sales Management and Personal Selling

Paolo Guenzi, SDA Bocconi School of Management

Bülent Mengüç, King's College London

TRACK 18:

Services Marketing

Gounaris Spiros, Strathclyde University

Tor Andreassen, NHH Norwegian School of Economics

TRACK 19:

Social Media

Bernd Skiera, Goethe-Universität Frankfurt am Main

Arvind Rangaswamy, Penn State University

TRACK 20:

Social Responsibility and Ethics

Minoo Fahrangmehr, University of Minho

Ruben Chumpitaz, IESEG School of Management

TRACK 21:

Tourism Marketing

Alain Decrop, University of Namur

Anna Mattila, Penn State University

TRACK 22:

Special Interest Group

Andras Bauer, Corvinus University of Budapest

Enrique Bigné, University of Valencia

Reviewers

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
Abbate, Tindara	University of Messina
Abbo, Marie H�el�ene	Groupe ESC pau
Abou Nabout, Nadia	Goethe University Frankfurt
Adiguzel, Feray	Erasmus University
Agapito, Dora	Centre for Spatial and Organizational Dynamics, Faculty of Economics, University of Algarve
Ahmadhusairi, Mariyani	Cardiff University
Aiello, Gaetano	University of Florence
�kestram, Nina	Stockholm School of Economics
Akpinar, Ezgi	Vrije University
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Alvarez, Maria D.	Bogazi�ci University
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Andreassen, Tor	Norwegian School of Economics
Andreu, Luisa	University of Valencia
Andriopoulos, Costas	Cardiff University
Andronikidis, Andreas	University of Macedonia
Angulo-Ruiz, Fernando	MacEwan University
Antonetti, Paolo	University of Warwick, Warwick Business School
Apaolaza , Vanessa	University of the Basque Country UPV/EHU
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Ari, Ela	�zyegin University
Arnone, Laurent	Universit� de Mons
Arslanagic, Maja	School of Economics and Business/University of Sarajevo
Ascarza, Eva	Columbia University
Ashill, Nicholas	American University of Sharjah

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
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Babic, Ana	HEC Paris
Babić-Hodović, Vesna	University of Sarajevo, School of Economics and Business
Bacelar De Vasconcelos Marques, Susanna	ISAG - Instituto Superior de Administração e Gestão - High Institute of Administration and Management
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Barnes, Brad	Sheffield University
Bartier, Anne-Laure	Catholic University of Louvain, Louvain School of Management
Bauer, András	Corvinus University of Budapest
Bauer-Krösbacher, Claudia	IMC University of Applied Sciences Krems
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Beckmann, Suzanne C.	Copenhagen Business School
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Ben Nasr, Imed	La Rochelle Business School
Bennett, Dag	London South Bank University
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Bertele, Kerrie	University of Hertfordshire
Bertini, Marco	London Business School
Beruchashvili, Mariam	California State University, Northridge
Besbes, Alia	University of Angers

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
Besson, Madeleine	Telecom Business School
Biedenbach, Galina	Umeå School of Business and Economics, Umeå University
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Bilgin, Baler	Koc University
Bilgin, Zeynep	Johannes Kepler University
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Cabooter, Elke	IESEG School of Management
Cacho-Elizondo, Silvia	IPADE Business School
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REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
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Gao, Yuhui	Dublin City University Business School
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Gijsbrechts, Els	Tilburg University
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Girard, Marc	Ludwig-Maximilians-University Munich, Institute for Marketing
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Gómez, Mónica	Universidad Autonoma de Madrid
Gomez, Pierrick	Reims Management School
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González Mieres, Celina	Universidad de Universidad de Oviedo
González, Santiago	Universidad de Universidad de Oviedo
Goodstein, Ronald	Georgetown University

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
Gottschalk, Sabrina	Freie Universität Berlin
Gounaris, Spiros	Strathclyde University
Graf, Raoul	ESG UQAM
Granleese, Jacqueline	University of East Anglia
Green, Todd	University of Stirling
Gretry, Anais	University of Liege, HEC Management School
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Grönroos, Christian	Hanken School of Economics
Grosso, Monica	EM Lyon Business School
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Guibert, Nathalie	University Paris 2 Pantheon-Sorbonne
Hakala, Ulla	Turku School of Economics
Halbheer, Daniel	University of St. Gallen
Halkoaho, Jenniina	University of Vaasa
Hamlin, Robert	University of Otago
Hamzaoui, Leila	University of Ottawa
Hand, Chris	Kingston University
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Haon, Christophe	Grenoble Ecole de Management
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Haron, Hazliza	Universiti Teknologi Mara Perak
Hartmann, Patrick	University of the Basque Country UPV/EHU
Hatzithomas, Leonidas	University of Macedonia
Hazée, Simon	University of Liege, HEC Management School
Hellwig, Katharina	University of Lausanne
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Herhausen, Dennis	University of St. Gallen
Hernández, Asunción	University of Valencia

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Hernández-Espallardo, Miguel	University of Murcia
Hernández-Mogollón, José Manuel	University of Extremadura
Herrmann, Jean-Luc	Univeristy of Lorraine - CEREFIGE
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Hess, Nicole	University of Passau
Hildebrand, Christian	University of St. Gallen
Hoegg, Joandrea	The University of British Columbia
Hofacker, Charles	Florida State University
Hoffmann, Arvid	Maastricht University
Hofmann, Julian	University of Southern Denmark
Hogreve, Jens	Catholic University of Eichstaett-Ingolstadt
Hollebeek, Linda	University of Waikato
Holmlund, Maria	Hanken School of Economics
Holmqvist, Jonas	Kedge Business School
Holweg, Christina	WU Vienna
Holzmueller, Hartmut	TU Dortmund University
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Horn, Christian	University of Bamberg
Horvat, Sandra	University of Zagreb, Faculty of Economics and Business
Houston, Rika	CSU-Los Angeles
Hudders, Liselot	Ghent University
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Hughes, Mat	Durham University
Hunneman, Auke	BI Norwegian Business School
Hüttel, Björn	University of Passau
Hyde, Kenneth	AUT University
Hyder, Antonio	Ceu Cardenal Herreraceu
Hyman, Michael	New Mexico State University
Iamratanakul, Supachart	Kasetsart University
Iglesias, Oriol	ESADE Business School
Insch, Andrea	University of Otago
Iosub, Daniela	University of Cologne
Ivens, Bjoern	Otto-Friedrich-University Bamberg
Jahanmir, Sara F.	Nova School of Business and Economics, Lisbon
Jalali, Marjan	ISCTE-IUL

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
Janssen, Catherine	IESEG School of Management
Janssens, Wim	Hasselt University
Javornik, Ana	Università della Svizzera italiana
Jean, Ruey-Jer ' Bryan'	National Chengchi University
Jerger, Christina	Catholic University of Eichstaett-Ingolstadt
Jiménez-Castillo, David	University of Almería
Jiménez-Zarco, Ana	Universitat Oberta de Catalunya
Jones, Rosalind	University of Birmingham
Jovic, Marija	Belgrade university, Faculty of organizational sciences
Kadić-Maglajlić, Selma	University of Sarajevo
Kaiser, Ulrike	WU Vienna
Kalafatis, Stavros	Kingston Business School
Kalamas, Maria	Marketing & Professional Sales, Michael J. Coles College of Business, Kennesaw State University
Kamleitner, Bernadette	WU Vienna
Kang, Yowei	Kainan University
Kapareliotis, Ilias	University of Abertay Dundee
Kapoor, Harish	Acadia University
Karantinou, Kalipso	Athens University of Economics and Business
Karaosmanoglu, Elif	ITU Management Engineering Dept
Kasper, Hans	Maastricht University
Kastanakis, Minas	ESCP Europe
Kattiyapornpong, Ping Uraiporn	University of Wollongong
Kazadi, Kande	University of Antwerp
Kenesei, Zsafia	Corvinus University of Budapest
Ketelaar, Paul	Radboud University
Kladou, Stella	Hellenic Open University
Klarmann, Martin	Karlsruhe Institute of Technology (KIT)
Kleinaltenkamp, Michael	Free University Berlin
Knöferle, Klemens	BI Norwegian Business School
Kocher, Bruno	University of Lausanne
Köcher, Sören	TU Dortmund University
Konus, Umut	University of Amsterdam
Koritos, Christos	ALBA Graduate Business School at The American College of Greece
Kostopoulos, Giannis	Leeds Metropolitan University
Kouropalatis, Yiannis	Cardiff University

REVIEWER FULL NAME	AFFILIATION/UNIVERSITY
Kozak, Metin	Dokuz Eylul University
Kreis, Henning	Freie Universität Berlin
Kristensen, Tore	Copenhagen Business School
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17	2.17.1	Michel Van der Borgh	Eindhoven University of Technology

TRACK	SESSION NUMBER	NAME	AFFILIATION
17	2.17.2	Sergio Román	Universidad de Murcia
17	2.17.3	Selime Sezgin	Istanbul Bilgi University
18	1.18.1	Francesca Dall'Olmo Riley	Kingston University
18	1.18.2	Cleopatra Veloutsou	University of Glasgow
18	1.18.3	Ana Casado-Díaz	University of Alicante
18	1.18.4	Sven Mikolon	Ruhr University Bochum
18	2.18.5	Kalliopi Chatzipanagioti	University of Glasgow
18	2.18.6	Lisa Scribner	University of North Carolina Wilmington
18	2.18.7	Martina G. Gallarza	University of Valencia
18	2.18.8	Jesús García-Madariaga	Universidad Complutense Madrid
18	3.18.9	Spiros Gounaris	University of Strathclyde
18	3.18.10	Tor Andreassen	Norwegian School of Economics
19	2.19.1	William Rand	University of Maryland
19	2.19.2	Gerard Tellis	University of Southern California
19	3.19.3	Peter S. H. Leeftang	University of Groningen
19	3.19.4	Torsten Ringberg	Copenhagen Business School
19	3.19.5	Carla Ruiz	University of Valencia
19	3.19.6	Catherine Demangeot	University of Strathclyde
20	1.20.1	Katja H. Brunk	ESMT European School of Management and Technology
20	1.20.2	Catherine Janssen	IESEG School of Management
20	1.20.3	Marjan Sara Jalali	Instituto Universitario de Lisboa
20	1.20.4	Sönke Albers	Kühne Logistics University
20	2.20.5	Angela Paladino	The University of Melbourne
20	2.20.6	Onur Bodur H.	Concordia University
20	2.20.7	Minoo Farhangmehr	University of Minho
20	2.20.8	Suzanne C.	Beckmann
20	3.20.9	Minoo Farhangmehr	University of Minho
20	3.20.10	Patrick Van Kenhove	Ghent University
20	3.20.11	Sarah Xiao	Durham University
20	3.20.12	Hayley Cocker	Lancaster University
21	2.21.1	Karin Teichmann	Innsbruck University
21	2.21.2	Alessandro De Nisco	University of Sannio
21	3.21.3	Rodney Runyan	Texas State University
21	3.21.4	Marina Sheresheva	Lomonosov Moscow State University
21	3.21.5	Antonio Ladrón de Guevara Martínez	Pompeu Fabra University
21	3.21.6	Anna De Visser-Amundson	Hotelschool The Hague

SPECIAL INTEREST GROUPS (SIG)

TRACK	SESSION NUMBER	NAME	AFFILIATION
SIG 1	Identity and the Self	Stefano Puntoni	Erasmus University
SIG 2	Consumption Culture in Europe. Consumer Behaviour Erasmus Network (Coberen)	Stephane Ganassali	Universtiy of Savoy
SIG 3	Non-Monetary Social and Network Value	Linda D. Hollebeek Roderick J. Brodie Antonio Hyder	University of Waikato University of Auckland CEU Cardenal Herrera
SIG 4	Communicating Sustainability to Consumers	Peter C. Verhoef Stephan Zielke Doreén Pick	University of Groningen Aarhus University Freie Universitaet Berlin
SIG 5	Biases in Marketing	Christoph Fuchs	Erasmus University Rotterdam
SIG 6	Psychophysiological Measures	Ingrid Poncin	Catholic University of Louvain
SIG 7	Integration of Design and Marketing	András Bauer	Corvinus University of Budapest

SPECIAL INVITED SESSIONS (SIS)

TRACK	SESSION NUMBER	NAME	AFFILIATION
SIS 1	The Journal of Marketing Behavior: Broadening the Scope of Behavioral Research in Marketing	Klaus Wertenbroch	INSEAD
SIS 2	Marketing Dynamics	Tülin Erdem	NYU

03

27th EMAC DOCTORAL COLLOQUIUM

Valencia, June 3-6, 2014



27th EMAC Doctoral Colloquium

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with the University of Valencia, are organising the 27th Doctoral Colloquium for doctoral students in marketing. The colloquium will be held in Valencia, Spain from Sunday, June 1 until Tuesday, June 3, 2014, immediately prior to the EMAC Conference 2014.

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

- ▶ **Thomas Otter**, Goethe University Frankfurt, Germany

CO-CHAIRS

- ▶ **Suzanne C. Beckmann**, Copenhagen Business School, Denmark (Beginners' track, Consumer Behaviour)
- ▶ **Jaap E. Wieringa**, Groningen University, Netherlands (Beginners' track, Marketing Mix Instruments)
- ▶ **Stefan Wuyts**, Tilburg University, Netherlands (Beginners' track, Strategy and Internet)
- ▶ **Stefano Puntoni**, Rotterdam School of Management, Erasmus University, Netherlands (Advanced track, Consumer Behaviour)
- ▶ **Arnaud De Bruyn**, ESSEC Business School, France (Advanced track, Marketing Mix Instruments)
- ▶ **Koen Pauwels**, Ozyegin University, Turkey (Advanced track, Strategy and Internet)

Faculty

BEGINNERS' TRACKS

Consumer Behaviour

- ▶ **Suzanne C. Beckmann**, Copenhagen Business School, Denmark (track chair)
- ▶ **Amna Kirmani**, University of Maryland, USA
- ▶ **Andrea Gröppel-Klein**, Universitaet des Saarlandes, Germany

Marketing Mix Instruments

- ▶ **Jaap E. Wieringa**, Groningen University, Netherlands (track chair)
- ▶ **Wagner Kamakura**, Rice University, USA
- ▶ **Peter Ebbes**, HEC Paris, France

Strategy and Internet

- ▶ **Stefan Wuyts**, Tilburg University, Netherlands (track chair)
- ▶ **Steven Seggie**, Ozyegin University, Turkey
- ▶ **Kenneth Wathne**, University of Stavanger, Norway

ADVANCED TRACKS

Consumer Behaviour

- ▶ **Stefano Puntoni**, Rotterdam School of Management, Erasmus University, Netherlands (track chair)
- ▶ **Vicki Morwitz**, New York University, USA
- ▶ **David Dubois**, INSEAD, France

Marketing Mix Instruments

- ▶ **Arnaud De Bruyn**, ESSEC Business School, France (track chair)
- ▶ **Ujwal Kayande**, The University of Melbourne, Australia
- ▶ **Arvind Rangaswamy**, Penn State University, USA

Strategy and Internet

- ▶ **Koen Pauwels**, Ozyegin University, Turkey (track chair)

- ▶ **Mirella Kleijnen**, Vrije Universiteit Amsterdam, Netherlands
- ▶ **Ajay Kohli**, Georgia Tech University, USA

Participants

BEGINNERS TRACK 1: CONSUMER BEHAVIOUR

Arévalo, Erika (Jönköping University, Sweden)
Empowerment and Place Attachment in Place Branding

Eberhardt, Wiebke (Maastricht University, The Netherlands)
Adapting Pension Communication to the Heterogeneous Characteristics and Needs of Participants

Haehnchen, Anjulie (University of Osnabrück, Germany)
Consumer Evaluations of Bundles and Bundle Components in Accordance to Odd and Even Price Endings

Harms, Bianca (University of Groningen, The Netherlands)
To Share or not to Share: The Role of Social Influence in Online Consumer Sharing Behavior

Hofmann, Verena (Innsbruck University, Austria)
The Role of Emotional Contagion in Service Interactions

Sipilä, Jenni Maria (Lappeenranta University of Technology, Finland)
Emotions in Consumer Behavioral Maintenance

Stephan, Julius (University of Strathclyde, UK)
Understanding Person-Brand Relationship Dynamics In Cases Of Consumers Transitioning into Poverty and Escaping from it. An Explorative Study of the Transitory Poor in Germany and their Brands

Truong, Van Thao Nguyen (Norwegian School of Economics and Business Administration, Norway)

From Services to Product: Freeriding on the Spillover Effects? A Study in the Telecommunication Context

Visentin, Matteo (London University, UK)

Communicating Customer Orientation: A Double-Edged Sword

Wies, Jana (University of Wuppertal, Germany)

Can Good News Become Bad News? Potential Negative Effects of Successful Service Recovery

BEGINNERS TRACK 2: MARKETING MIX INSTRUMENTS

Ceballos, Manuel (Carlos III University, Spain)

Brand Equity and Social Media: An Exploratory Analysis to Measure Customer-Based Brand Equity Using Twitter Data

Dahr, Karoline (Norwegian School of Economics and Business Administration, Norway)

The Product Myopia of Innovations

Fraccaro, Annalisa (ESCP - Europe, France)

Never too Rich to Care about Price

Haurum, Helle (Copenhagen Business School, Denmark)

Customer Engagement Behaviour in a Co-Creation of Value Perspective

Kindler, Markus (University of Paderborn, Germany)

Don't Waste your Money by Advertising for your Competitors-Unintended Consequences of Promotions

Klein, Jan F. (European Business School Reichartshausen, Germany)

Beyond the Website – Do Online Touchpoints Create Value for your Brand?

Moore, Helene (Ryerson University, Canada)

Sales Response Modeling for Plasma Derived Medications from the German Market. Contrasting Marketing Paradigms between the Biopharmaceutical and the Classic Pharmaceutical Industry

Ozcan, Basar (Özyegin University, Turkey)

Spillover Effect of New Brand to Other Brands under the same Umbrella

Pickford, Christopher (South Bank University, UK)

The After-Effects of Price-Related Consumer Promotions: The Importance of Light Buyers in Extended Continuous Reporting

Rehnen, Lena-Marie (Munich Ludwig-Maximilians University, Germany)

Exit Strategy of Loyalty Programs

Rigopoulos, Konstantinos (Nyenrode University, The Netherlands)

Improving Sales Efficiency through Information Technology Deployment in Business Markets

Sarantopoulos, Panagiotis (Athens University of Economics and Business, Greece)

Shopping Missions, Store Layouts and their Interplay on Unplanned Buying

BEGINNERS TRACK 3: STRATEGY AND INTERNET

Khusainova, Rushana (Aston University / Aston Business School, UK)

Unravelling Salesperson Motivation: The Impact of Rewards on Affective and Cognitive Dimensions of Intrinsic and Extrinsic Causes of Action

Koval, Mariia (BI Norwegian Business School, Norway)

Disconnecting Two Worlds

Küsgen, Sarah (Dortmund University, Germany)

Idea Competitions: Good Idea, Bad Idea?

Ng, Sylvia (The University of Adelaide, Australia)
The Perfect Match? Supporting Value Co-Creation through Service Delivery Styles: A Customer's Perspective

Oral, Cansu (University of St. Gallen, Switzerland)
Customer Orientation: A Middle Management Perspective

Pyper, Keith (University of Strathclyde, UK)
Export to Expand: The Advancement of Understanding into How Branding Can Increase Export Performance for UK SME's

Reypens, Charlotte (University of Antwerp, Belgium)
Value Co-Creation with Stakeholders in Health Care Innovation Networks

Sezen, Burcu (Özyegin University, Turkey)
Brand Rechoice Post-Product-Harm Crisis

Thürridl, Carina (Vienna University of Economics and Business, Austria)
Claiming Vs. Sharing the Intangible: The Role of Individual and Collective Psychological Ownership in Consumer-Empowered Online

Von Richthofen, Georg (Swiss Federal Institute of Technology Zurich, Switzerland)
B2C or P2P: What Is The Future of Collaborative Consumption?

ADVANCED TRACK 1: CONSUMER BEHAVIOUR

Athwal, Navdeep (Warwick University, UK)
The Influence of Materialism and Conspicuous Consumption on Positions of Power and Status in an Online Luxury-Watch-Collector Tribe

Badejo, Abi (Griffith University, Australia)
Understanding Human Trafficking as a Social Issue in Nigeria - A Formative Multi-Stream Social Marketing Approach

Evangelidis, Ioannis (Erasmus University Rotterdam, The Netherlands)
Prominence Versus Dominance: How Relationships between Alternatives Drive Decision Strategy and Choice

Henkel, Alexander Philipp (Maastricht University, The Netherlands)
Turn the Other Cheek, or Woe Betide You: How Employee Reactions to Customer Incivility and Social Power Determine a Witnessing

Huyghe, Elke (Ghent University, Belgium)
Towards a Better Understanding of (Un) Healthy Consumer Behavior

Labyt, Christophe (Ghent University, Belgium)
How Pain of Paying, Product Design and Sexy Women Govern our Decisions

Lenoir, Anne-Sophie I. (Erasmus University Rotterdam, The Netherlands)
What Shall I Call Thee? The Impact of Brand Positioning on Consumer Response to Formal and Informal Address in Advertising

Ramachandran Girija, Vishnu Menon (Reykjavík University, Iceland)
Consumer Behavior Analysis on Facebook – Conjoint and Eye-Tracking Experiments

Sokolova, Tatiana (HEC Paris, France)
Mental Arithmetic in Consumer Judgments: Mental Representations, Computational Strategies and Biases

ADVANCED TRACK 2: MARKETING MIX INSTRUMENTS

Artenyan, Kristina (Catholic University of Louvain, Belgium)
The Effectiveness of CRM Campaigns in a Global Environment

Bahani, Sofien (Koc University, Turkey)
Recommendation Systems

Becker, Maren (University of Cologne, Germany)
The Impact of Advertising Content on Product Brand Sales

Blanke, Hendrik (University of Osnabrück, Germany)
An Empirical Investigation of Data Preparation Strategies in Brand Choice Models

Chan, Kaye (The University of New South Wales, Australia)
In-Media Consumption Behaviour Patterns and Effects on Attention to Advertising

Meindl, Anja (Munich Ludwig-Maximilians University, Germany)
What Really Matters in Real Estate Services – An Analysis of Word-of-Mouth Message Content

Nierobisch, Tim (Goettingen University, Germany)
Customer-Based Brand Equity-Enhancing Marketing-Mix Instruments for Private Labels and National Brands: The Case of Naming Strategies, Co-Branding or Endorsements, and Flagship Stores!

Van Der Maelen, Sara (K.U. Leuven, Belgium)
The Clash of the Titans. Deducting Retailer and Manufacturer

ADVANCED TRACK 3: STRATEGY AND INTERNET

Georgiev, Nikolay (BI Norwegian Business School, Norway)
Variation in the Use of Basic Words Predicts Prominence Measures of Individuals in Online Social Networks

Hermans, Marleen (Maastricht University, The Netherlands)
The Effectiveness of Manufacturer and Retailer Actions During Conflict Delistings

Jia, Lin (VU University Amsterdam, The Netherlands)
Business Model: A Marketing Perspective

Keller, Kristopher (Tilburg University, The Netherlands)
Private Labels: The Brands of the Future?

Nohe, Max (Tilburg University, The Netherlands)
Essays on Retailer Power and its Impact on Supplier Performance

Ringel, Daniel (Goethe University, Germany)
Visualizing Asymmetric Competition among over 1,000 Products Using Big Search Data

Vana, Lakshmi (London University, UK)
Cashback Is Cash Forward?

Wolters, Heike (Hamburg University, Germany)
Customer Acquisition Incentives and Customer Value

04

CONFERENCE PROGRAMME

Valencia, June 3-6, 2014



OVERALL PROGRAMME AND SPECIAL EVENTS

TIME/SLOT	SESSIONS	SPECIAL SESSIONS	MEETINGS
MONDAY, 2 JUNE			
14:00-17:00			Steering Committee Meeting (E04)
TUESDAY, 3 JUNE			
09:00-14:00			EMAC Executive Committee Meeting. Ends at 17:00 (Juntas Room/1P06/3P18/5P07A/5P07B)
14:00-19:30	Job Market 1 (5P07A) / Job Market 2 (5P07B). Ends at 18:00	Registration at the Conference venue School of Economics	
18:30-20:30	Welcome Cocktail at the School of Economics Hall. Interaction Party.		
WEDNESDAY, 4 JUNE			
09:00-10:30	Competitive Papers Sessions (13) - SIG 1 Poster Session 1		
10:30-11:00	Poster Session 1	Participants' interactions and coffee	
11:00-12:30	Competitive Papers Sessions (13)	SIS 1: Consumer Behavior (S112)	
12:30-14:00	Lunch at the School of Economics Hall		Heads of Marketing Forum (Salón Grados)
14:00-15:30	Competitive Papers Sessions (12) - SIG 3 Poster Session 2 / Job Market 3 (5P07A)	Meet-the- Editor 1 (S112)	
15:30-16:00	Poster Session 2	Participants' interactions and coffee	
16:00-17:30	Competitive Papers Sessions (12) - SIG 4/5		
17:30-18:30			IJRM Board Meeting (Juntas Room)
19:15-21:30	Plenary session at Magna Room, School of Medicine: Opening Ceremony / EMAC Distinguished Scholar Award: Prof. Gatignon; Key note speaker: Prof. Wedel Interaction Cocktail		
THURSDAY, 5 JUNE			
09:00-10:30	Competitive Papers Sessions (12) Poster Session 3 / BrandPRO 1	ISMS-MSI Practice Prize Award Finalists (S112)	
10:30-11:00	Poster Session 3	Participants' interactions and coffee	
11:00-12:30	Competitive Papers Sessions (12) BrandPRO 2	Meet-the-Editor 2 (S112)	ISMS-MSI Practice Prize Jury (3P18)
12:30-14:00	Lunch at the School of Economics Hall		EMAC Fellows Meeting (Salón Grados)
14:00-15:30	Competitive Papers Sessions (13) Poster Session 4	EMAC Distinguished Scholar Award lecture by Prof. Gatignon (S112)	Climber Community 1 (Ayuso Room)
15:30-16:00	Poster Session 4	Participants' interactions and coffee Coffee with IJRM editors (Room SA)	
16:00-17:30	Competitive Papers Sessions (13) Job Market 4 (5P07A)	SIS 2: Marketing Dynamics (S112)	Climber Community 2 (Ayuso/1P06)
17:30 -18:30			General Assembly (Mayans Room)
19:15-21:30	City Interactions		

HOW TO READ THE PROGRAMME

Each session has a three-digit code. The first digit is for the day (1 to 3); the second for the track number (1 to 21) and the third is the number of session within that track.

TRACKS	OTHER SESSIONS
1 Advertising, Promotion and Marketing Communications	SIS – Special Invited Session
2 Business-to-Business Marketing	Heads of Mk – Heads of Marketing Forum
3 Consumer Behaviour	ME – Meet the Editor
4 Innovation and New Product and Service Developments	JM – Job Market
5 International and Cross-Cultural Marketing	IJRM – International Journal of Research in Marketing Board Meeting
6 Marketing Education	ISMS-MSI F – ISMS-MSI Practice Prize Award Finalists
7 Marketing in Emerging and Transition Economies	ISMS-MSI J – ISMS-MSI Practice Prize Award Jury
8 Marketing of Public and Non-profit Organisations	Emac Fellow – Emac Fellows Meeting
9 Marketing Strategy	MSA – EMAC Distinguished Marketing Scholar Award
10 Marketing Theory and New Paradigms	Climber Com. – Climber Community
11 Modeling and Marketing Analytics	IJRM Coffee – Coffe with the International Journal of Research in Marketing Editors
12 New Technologies and E-Marketing	MDA – EMAC McKinsey Marketing Dissertation Award
13 Pricing and Financial Issues in Marketing	MDJ – EMAC McKinsey Marketing Dissertation Award Jury
14 Product and Brand Management	EMAC 2015 – EMAC 2015 Track Chairs Meeting
15 Relationship Marketing	SIG – Special Interest Group
16 Retailing, Channel Management and Logistics	
17 Sales Management and Personal Selling	
18 Services Marketing	
19 Social Media	
20 Social Responsibility and Ethics	
21 Tourism Marketing	

ACADEMIC PROGRAMME OVERVIEW

June 1 Sunday												
14:00-18:15	Doctoral Colloquium at ADEIT											
June 2 Monday												
09:00-20:30	Doctoral Colloquium at ADEIT											
14:00-17:00	Steering Committee Room E04, Faculty of Economics											
June 3 Tuesday												
09:00-14:00	Doctoral Colloquium at ADEIT											
09:00-17:00	EMAC Executive Committee Meeting. (Juntas Room/1P06/3P18/5P07A/5P07B)											
14:00-18:00	Job Market Session 1 at 5P07A; Session 2 at 5P07B											
14:00-19:30	Registration at the Conference Venue, Faculty of Economics											
18:30-20:30	Welcome Cocktail at Faculty of Economics Hall											
June 4 Wednesday												
	101	103	104	105	106	107	108	109	110	111	112	113
09:00-10:30	1.3.1	1.6.1	1.14.1	1.18.1	1.2.1	1.1.1	1.12.1	1.16.1	1.15.1	1.20.1	SIG 1	1.11.1
11:00-12:30	1.3.2	1.6.2	1.14.2	1.18.2	1.2.2	1.1.2	1.12.2	1.16.2	1.15.2	1.20.2	SIS 1	1.11.2
12:30-14:00	Lunch interaction											
14:00-15:30	1.3.3A	1.3.3B	1.14.3	1.18.3	1.2.3	1.1.3	1.12.3	1.16.3	1.15.3	1.20.3	M E 1	1.11.3
16:00-17:30	1.3.4A	1.3.4B	1.14.4	1.18.4	1.2.4	1.1.4	1.12.4	1.16.4	1.15.4	1.20.4	SIG 5	1.11.4
17:30-18:30												
19:30-21:30	Plenary session at Aula Magna, School of Medicine: Opening ceremony, EMAC Distinguished Marketing Scholar											
June 5 Thursday												
	101	103	104	105	106	107	108	109	110	111	112	113
09:00-10:30	2.3.5A	2.3.5B	2.14.5	2.18.5	2.2.5	2.1.5	2.12.5	2.16.5	Brand PRO1	2.20.5	ISMS-MSI F	2.11.5
11:00-12:30	2.3.6A	2.3.6B	2.14.6	2.18.6	2.2.6	2.1.6	2.12.6	2.16.6	Brand PRO2	2.20.6	M E 2	2.17.1
12:30-14:00	Lunch interaction											
14:00-15:30	2.3.7A	2.3.7B	2.14.7	2.18.7	2.19.1	2.1.7	2.12.7	2.16.7	2.21.1	2.20.7	M S A	2.17.2
15:30-16:00												
16:00-17:30	2.3.8A	2.3.8B	2.14.8	2.18.8	2.19.2	2.1.8	2.10.1	2.16.8	2.21.2	2.20.8	SIS 2	2.17.3
17:30-18:30												
June 6 Friday												
	101	103	104	105	106	107	108	109	110	111	112	113
9:00-10:30	3.3.9A	3.3.9B	3.14.9	3.18.9	3.19.3	3.1.9	3.10.2	3.16.9	3.21.3	3.20.9	M D A	3.9.1
11:00-12:30	3.3.10A	3.3.10B	3.14.10	3.18.10	3.19.4	3.1.10	3.10.3	3.16.10	3.21.4	3.20.10	SIG 6	3.9.2
12:30-14:00	Lunch interaction											
14:00-15:00	Award Ceremony: IJRM Best Paper Award, The Jan-Benedict E.M. Steenkamp Award for Long Term Impact, EMAC Mc Kinsey Award, EMAC Best Paper Award Based on a Doctoral Dissertation (Mayans Room)											
15:30-17:00	3.3.11A	3.3.11B	3.14.11	3.1.11A	3.19.5	3.1.11B	3.10.4	SIG 7	3.21.5	3.20.11	SIG 2	3.9.3
17:00-18:00			3.14.12		3.19.6				3.21.6	3.20.12		
20:00	Gala Dinner at Prince Felipe Museum, City of Arts and Sciences											

* Poster sessions will be available during coffee breaks

COLORS OF THE ROOMS:

■ Black: South Classrooms Building

■ Orange: School of Economics

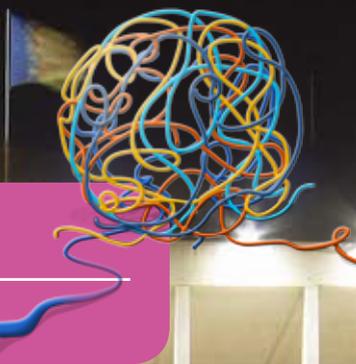
■ Purple: School of Medicine

■ Blue: Library building

05

AWARDS

Valencia, June 3-6, 2014



EMAC Distinguished Marketing Scholar Award 2014

Thursday, 5 June / 14:00-15:30 / Room: S112, South Classroom Building

EMAC is proud to present the EMAC Distinguished Marketing Scholar 2014

Professor Hubert Gatignon of INSEAD

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.

Professor Hubert Gatignon will present a lecture at a special session entitled "A Future for Marketing Strategy Research?"

A Future for Marketing Strategy Research?

Marketing strategy has contributed to building the foundations of the field of marketing with core concepts such as customer orientation, the product life cycle or the allocation of marketing mix resources. Yet nowadays both the practice and the science of marketing appear to be losing ground. Recent literature shows that the role of marketing in the boardroom may be declining, concurrently with the appearance of new technologies that require knowledge and education of a more technical nature. In academia, other disciplines have appropriated our marketing concepts and traditional domains of expertise (e.g., new product management), leading to - or perhaps resulting from - the balkanization of behavioral and quantitative research.

The editorial policies of major marketing journals may have contributed to this phenomenon by perhaps undervaluing managerially relevant research. In terms of theory building, marketing generalizations remain rare and few reviews of the literature that synthesize a research stream are published. These may be reasons to question whether the field can still grow into an impactful domain of scientific inquiry that is adapted to today's business environment.

In this presentation, Professor Gatignon will examine trends in several core areas of marketing strategy. Within each, he will identify key issues that may be preventing their development. He will also suggest directions for future research that could shift the focus towards a renewal of marketing strategy and a heightened impact within-and for-the field of marketing.

EMAC McKinsey Marketing Dissertation Awards

Friday, 6 June / 9:00-10:30 / Room: S112, South Classroom Building

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 2014 for the sixth 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:

“Valuable Virality”

Ezgi Akinar, Erasmus University, RSM

Given the rise of social media, many marketers now create funny and more engaging ads, where brands are less prominent part of their plot. While some campaigns indeed go viral, less is known about why certain content gets more shared than others. Further, marketers do not only want to design content that gets shared, but also improve brand related outcomes such as brand attitudes, recall and purchase likelihood. So, a key question is, how to create valuable virality, or content that is not only shared, but also benefits the brand? In this paper, drivers of valuable virality are examined. In particular, it is examined whether certain types of advertising appeals can bolster both ad and brand related outcomes. This paper shows that soft sell appeals (creative narratives that focus less on direct selling) that maintain the brand as the integral part of the plot is the best way to go, which both drive people to share the ads and help the brand.

“Pre-And Post- Launch Effects Of Publicity And Advertising On Sales Of Hedonic Goods”

Alexa Burmester, University of Hamburg

Recent management practices have tended to favor publicity over advertising for the purpose of marketing. This phenomenon is noteworthy because the body of scholarly research that addresses the relative effectiveness of publicity and advertising is not only inconsistent but also incomplete. Although existing studies provide a comprehensive overview of the fundamental processes underlying the impact of both formats, empirical evidence regarding the pre- and post-launch effects of publicity and advertising on behavioral outcomes (e.g., sales) is lacking. Based on a large-scale empirical study that assesses publicity and advertising campaigns for 3,319 hedonic products, the authors of this paper analyze the relative impact of both marketing instruments on sales over a period of 52 weeks that spans the life cycle of the examined products. This longitudinal research context allows for the relative changes in the effectiveness of publicity and advertising to be captured. The results of the study demonstrate that the effects of publicity and advertising differ substantially between the pre- and post-launch phases. This finding indicates that publicity and advertising should be used in different ways, depending on the life cycle of the product that is being marketed.

“Managing The Crowd: Prize Structure And Creativity In Online Idea Generation Contests”

Johanna Slot, Tilburg University

The essay deals with a nascent application of open innovation. Online idea generation contests enable the involvement of external parties without any relationship to the firm by disclosing an idea generation challenge as an open call to the ‘crowd’: an undefined group of individuals external to the firm. Those that compete in these crowdsourcing contests are motivated by the possibility of winning a prize. In the essay, we examine the effects of prize structure characteristics of online idea generation contests on idea creativity, a core element of innovation strategy.

We propose how a contest’s (i) total prize value, (ii) number of prizes, and (iii) prize spread affect the creativity of the submissions. Controlling for the endogeneity of the number of contestants, we test our hypotheses using a proprietary dataset on 106 online idea generation contests, complemented with data supplied by expert judges. We find that total prize value and number of prizes increase idea creativity, while prize spread decreases idea creativity. Furthermore, the effects of prize structure characteristics on idea creativity are interdependent. Contest sponsors who are unable to offer a high total prize value can increase idea creativity by having many prizes of low value. Contest sponsors should strive to set prizes of equal value as prize spread decreases idea creativity, especially for contests with few prizes. These results translate into concrete guidelines on managing crowdsourcing contests.

ISMS-MSI Practice Prize Award Finalists

Thursday, 5 June / 9:00-10:30 / Room: s112, South Classroom Building

Session Chair: **Sönke Albers**, The KLU

CO: ENTEGA'S Profitable New Customer Acquisition on Online Price Comparison Sites

Martin Natter, Goethe University

Ana-Marija Ozimec, ENTEGA GmbH & Co. KG

Ju-Young Kim, Goethe University

The market liberalization in the German household electricity market has led to the excessive number of 1,150 competitors. We describe a pricing approach that deals with this highly competitive market situation. The approach integrates different available data sources such as price comparison site data, regional transaction or cost data to optimize sales and profit targets. The developed tool, ECO (Electricity Contract Optimization) sets regionally varying one-time bonuses to attract new customers on price comparison sites. ECO considers the relationships among rankings, sales, margins, and regional demand- (market size and consumption levels) and supply-side (costs and competition) differences. ECO provides predictions for sales, profits and budget consequences for alternative market scenarios. We will present lessons that ENTEGA learned from a series of field experiments and scenario analysis with ECO, including

- profit impacts of previously used pricing heuristics versus the new optimization approach,
- the impact of customer life-time predictions on one-time bonuses to reach target ranks on price comparison sites,
- the advantage of considering regional differences in costs, competition and demand when setting prices, and
- costs that are associated with technical limitations and aggressive market behavior.

Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium

V. Kumar, Georgia State University

Amalesh Sharma, Georgia State University

Naveen Donthu, Georgia State University

Carey Rountree, Georgia Aquarium

Georgia Aquarium (GA) is among the top aquariums in the US but its attendance and revenues have been declining lately; and although this is an industry-wide occurrence, GA wants to proactively reverse the trend. However, their management team faces conflicting objectives on how they could:

- A. Increase revenues without increasing ticket prices?
- B. Increase attendance without compromising on satisfaction?
- C. Make media investments more effective, without actually spending more?
- D. Attract customers who are likely to return, and who will be valuable when nurtured in the long run?

In this talk, the audience will learn how such challenges were addressed through an integrated approach consisting of multiple marketing science models including Data Envelopment Analysis (DEA), Competitive Analysis, Zip code Analysis, Media optimization analysis and Pass holder Lifetime Net revenue (Customer Lifetime Value) analysis. The presenters will also elaborate on how GA succeeded in enhancing its bottom line and accelerating growth significantly by implementing their recommendations.

Repositioning Kmart: This Time with Feeling

Ken Roberts, Forethought Research

John Roberts, University of New South Wales and
the London Business School

Rohan Raghavan, Forethought Research

Peter Danaher, Monash University

Most mathematical models of sales response relate a firm's marketing instruments, like price and advertising, to sales. Further embellishments are the inclusion of consumer cognitive perceptions of quality, satisfaction and reputation. However, what is frequently overlooked in these models is the effect of consumer emotions. This study describes the use of a combined affective-cognitive model of choice to identify drivers of discount department store shopping. The model is used to design a communications and merchandising strategy intended to resonate with the target market with the aim of increasing market share and profit. This enhanced model provides managers with a method of designing and then assessing television commercial (TVC) content prior to campaign launch. In the case of Kmart Australia, the resulting correspondence between the TV spot message and the desired positioning, enabled it to grow earnings and capture increased market share, despite strong competitive response.



06

OPENING TALK AND SIS

Valencia, June 3-6, 2014

Opening Talk

What Makes Ads Effective? The Eyes Have It!

Wednesday, 4 June, 19:30

Faculty of Medicine (Magna room)

Keynote Speaker: **Michel Wedel**, Chair in Consumer Science, University of Maryland

Motivated from its increasing popularity in applied and academic marketing research, Michel Wedel reviews some of the basics of eye movement research and provides an overview of applications, focusing on ten key findings in advertising research. He concludes with an outlook on several exciting new developments.



Special Invited Sessions (SIS)

SIS 1: The Journal of Marketing Behavior: Broadening the Scope of Behavioral Research in Marketing

Wednesday, 4 June, 11:00-12:30

Room: S112

Chair: **Klaus Wertenbroch**, INSEAD

This special session will feature several illustrative examples of the types of research that EMAC's new *Journal of Marketing Behavior* is targeting: theoretically grounded, cross-disciplinary research into human behavior in the marketplace. JMB provides a forum to push the scope of behavioral research in marketing beyond prevailing publication tastes and to explore new questions and phenomena in the marketplace.

The Social Justice of Income (In)equality: Preferences for Redistribution and Conspicuous Consumption

Barbara Briers, Tilburg University

Klaus Wertenbroch, INSEAD

Breagin Riley, Syracuse University

Income inequality and redistribution have become hotly debated items on the political agenda in the wake of the financial crisis of 2008 and the European debt crisis, with somewhat different perspectives in different societies. We examine some antecedents and consequences of people's preferences for income inequality and redistribution, and we provide experimental evidence that consumer preferences for fiscal redistribution affect the value of conspicuous status consumption as a signal of perceived income deservingness. Consumers whose social justice beliefs are (in) consistent with the fiscal redistribution regime are more (less) inclined to perceive and display status consumption as a meaningful signal, because they (do not) consider differences in after-tax income as legitimate and deserved.

Power with its Pants down: Experiencing Power Increases Sensitivity to Desires

Mehrad Moeini-Jazani, BI - Norwegian School of Management

Ana Guinote, University College London

Luk Warlop, KU Leuven

Using different manipulations of power we show that in the presence (but not in the absence) of activated sexual desire, 'powerful' participants discount money more, increase their preference for hedonic products (but not nonhedonic products), drink more apple juice, increase the WTP for a cake, and more deeply underestimate the physical distance to a cake (but not to the cake pan). We also show that manipulations that focus attention on the self (versus the outside world) bring the behavior of the powerless in line with that of the powerful (but do not affect the behavior of the powerful). We develop a model explaining a broad range of power effects as mediated by a shift in attentional focus from the outside world to the self.

Accuracy of Morality Judgments

Joachim Vosgerau, Tilburg University

Sarah Kühn, Slippery Rock University

People presume (im)morality to be a personality trait which is stable across time (a person having lied to his spouse is more likely to do so again) and across domains (the same person is also more likely to embezzle public funds). Are these assumptions correct?

We test both assumptions with two different methodologies. In the first experiment, prisoners-on-parole and non-prisoners played a repeated deception game (Gneezy 2005). Deception rates did not differ between prisoners and non-prisoners—contrary to the predictions from an online sample that prisoners would deceive more than non-prisoners. In the second experiment, we asked participants to estimate recidivism likelihood ratios and compared these to actual recidivism likelihood ratios (calculated from a complete set of arrests records in New York State). The results show that respondents apply a “Once a criminal, always a criminal” rule, with little understanding that recidivism likelihood ratios decrease dramatically over time and display almost no cross-domain consistency.

Together, the results suggest that people overestimate the stability of (im)morality across time and domains.

The Bang for the Buck: Gain/Loss Ratio as a Driver of Judgment and Choice

Bart de Langhe, Leeds School of Business, University of Colorado at Boulder

Stefano Puntoni, Rotterdam School of Management, Erasmus University

Life often confronts people with situations that can lead to positive and negative outcomes. For example, consumers need to decide how to allocate resources across different investment options or which insurance to buy. The decision making literature refers to such situations as “mixed-domain gambles.” Prominent theories propose that individuals evaluate alternatives by combining outcomes in an additive way. In contrast, we suggest that individuals care about efficiency: They seek to maximize the rate of exchange between positive and negative outcomes and thus combine gains and losses in a multiplicative way. Sensitivity to gain/loss ratio provides an alternative account for several existing findings and implies a number of novel predictions. Maximizing gain/loss ratio leads to risk aversion (seeking) and greater sensitivity to losses (gains) when expected value is positive (negative). It also implies more extreme preferences when expected value is positive than when expected value is negative. An extensive research program provides converging evidence for these predictions.

SIS 2: Marketing Dynamics

Thursday, 5 June, 16:00-17:30

Room: S112

Chair: **Tülin Erdem**, NYU Stern

The Provision of Variety and Convenience by the Market

Bart Bronnenberg, Tilburg University

Consumers often face transaction costs, like travel, that are fixed to quantity but increase with variety. Such costs limit demand for variety like prices limit demand for quantity. When transaction costs are high enough, demand for variety is low. To attract customers, manufacturers lower transaction costs and prices. In the free-entry equilibrium, such activity increases the demand for variety to meet a supply reduced from its cost. In this equilibrium, consumers benefit from more variety, yet some firms exit. Surviving firms not only produce goods but generally also provide convenience. Implications for the size of the distribution sector are discussed.

Consumer Learning and Evolution of Consumer Brand Preferences

Tülin Erdem, NYU

Hai Che, Indiana University in Bloomington

Sabri Öncü, UNCTAD

We develop a structural dynamic demand model that examines how brand preferences evolve when consumers are new to a market and their needs change periodically. We allow for strategic sampling behavior of consumers under quality uncertainty. However, we differ from previous work on forward-looking consumer Bayesian learning by allowing for 1) spill-over learning effects across the sizes of each brand, 2) duration-dependence in utility for a brand-size and motivation for increased strategic sampling when consumers needs change, 3) evolution of consumer tastes (quality weights) and price sensitivities in markets where there is consumer quality uncertainty that diminishes over time as consumers get more experienced. We estimate our model using scanner data for the disposable diapers category and discuss the consumer behavior and managerial implications of our estimation and policy simulation results.

The Evolution of Advertising Agency Selection & Compensation

Sharon Horsky, Bar-Ilan University

Dan Horsky, University of Rochester

The selection process and compensation method of advertising agencies have undergone radical changes over time. To select an agency, most advertisers periodically hold a contest among several candidate agencies. The contest traditionally focused on selecting the agency with the best creative idea (Gross 1972). Nowadays the full-service agency contest solicits each agency's bid of a media price in addition to its creative idea. Moreover, advertisers often offer stipends to encourage more participation in the contest. The compensation of advertising agencies has evolved over the last hundred and fifty years, from a flat 15% of media billings to a "cost-plus" nature. A striking puzzle concerns the 15% commission rule – How and why did it appear? Why did it persist for over a

century? This paper examines the structural changes that have occurred in the advertising industry over time and sheds light onto these issues.

Asymmetries and Dynamics of Cost pass through in the US Milk Market

Vishal Singh, NYU

Romana Khan, Ozyegin University

Kanishka Misra, University of Michigan

Commodity products such as basic food supplies and gasoline display large variation in prices over a short period of time. In this paper we investigate how cost shocks in wholesale prices translate to final retail prices paid by the consumers. Our primary focus is on investigating the asymmetries associated with both the magnitude and timing of retail pass through rates. The application is based on fluid milk category for which we assemble a comprehensive data set comprising of a 10 year panel of retail and wholesale prices for approximately 2,000 supermarkets across the country. Results show that the cost pass through in the milk market is highly asymmetric. In particular, we find that the instantaneous pass through for a cost increase is 67% as opposed to only 27% for an equivalent cost decrease. One period later, we find a 100% pass through for cost increases, while the speed of adjustment to a negative shock is far slower. Furthermore, the long run equilibrium price-cost relationship is found to be non-linear indicating that the price-cost margin is increasing with cost and that the asymmetries in pass-through is likely to persist in the long run. We study the heterogeneity across retailers in their response to cost shocks as well as welfare consequences for consumers.

07

SPECIAL INTEREST GROUPS,
MEETINGS AND JOB MARKET

Valencia, June 3-6, 2014



Special Interest Groups (SIG)

SIG 1: Identity and the Self

Wednesday, 4 June, 9:00-10:30

Room: S112

Chair: **Stefano Puntoni**, Rotterdam School of Management, Erasmus University

This Special Interest Group brings together four papers in the area of identity and the self to illuminate different aspects of identity-based consumer behavior. The importance of consumers' self-identity has long been acknowledged in marketing and consumer research but many interesting research questions remain unexplored. The papers span a variety of topics, paradigms, and theoretical perspectives and exemplify various streams of research on identity and the self. In particular, the papers highlight the relevance of identity and the self for as diverse a set of topics as brand repositioning, work motivation, affective forecasting, and targeting strategies.

The Perils of Self-Brand Connections: Consumer Response to Changes in Brand Image

Tarje Gaustad, Oslo School of Management

Bendik M. Samuelsen, BI Norwegian Business School

Luk Warlop, KU Leuven / BI Norwegian Business School

Gavan J. Fitzsimons, The Fuqua School of Business, Duke University

Companies commit considerable resources to build brand associations that resonate with consumers' identities and facilitate strong consumer-brand bonds. The current research investigates a potential disadvantage of this popular strategy. We argue that consumers who have incorporated a brand into their self-concept, perceive changes in brand image (e.g., due to brand acquisitions or brand repositioning) as a decrease in the brand's ability to express the consumer's identity. In studies 1-3, we find support for the hypothesis that those consumers who use the brand to construct and/or signal their identity, respond negatively to changes in brand image and withdraw from the brand relationship as a result.

Further, we argue that all changes away from an existing brand image, even when they intensify current brand associations (i.e., brand becomes "more of what it already is"), can decrease the felt self-brand fit. In studies 4-6, we demonstrate that the motivation underlying brand connection moderates response to changes that reinforce the existing brand image. When the brand connection is based on perceived actual self-brand congruity (i.e., self-enhancement motives), reinforcement of existing associations increases the brand's ability to signal an ideal identity, and, thus, the brand's efficacy as an instrument for self-enhancement increases. Thus counter intuitively, when brand connections are based on consumers' self-verification (versus self-enhancement) motives, brand identification deteriorates when the brand becomes "more of what it already is". Our results encourage managers to be proactive in understanding how the brand is used in consumers' identity projects, before implementing marketing actions that could alter the brand positioning.

Working through One's Identity: The Effect of Income Tax on the Motivation to Work

Scott Rick, University of Michigan

Gabriele Paolacci, Rotterdam School of Management, Erasmus University

Katherine Burson, University of Michigan

When income is based on effort and performance, daily decisions about how much and how hard to work can add up to influence consumers' financial well-being. Because incomes often incorporate income taxes, it is important to understand how taxation affects decisions to work.

Research on the psychology of taxation has found mixed results, highlighting exceptions to the intuitive finding that taxes might be perceived as aversive. We propose that an important source of the mixed results is heterogeneity in the degree to which the defining characteristics of a tax (redistribution and government intervention) correspond with consumers' world view.

We hypothesized that individuals who do not support these measures might perceive taxes as threatening their very identity, and be demotivated to work. In contrast, supporters of both redistribution and paternalism might find in taxes an opportunity to enhance their identities and work more in presence of taxes.

To examine whether cultural philosophies influence reactions to income tax, we conducted a multi-round, incentive-compatible labor experiment in which we controlled for net wages. From a normative perspective, the presence of taxation that does not affect net wages should not influence productivity (persistence and accuracy). Psychologically, however, taxes may be irritating enough to forgo income unless people favor both redistribution and paternalism. Overall, we found that taxed participants earned significantly less than non-taxed participants. However, contrary to this general tendency, taxes induced more effort among participants who supported both redistribution and paternalism.

Our results highlight the need for policy makers to take people's cultural identities into account. We suggest that income tax may generally reduce productivity, but only if the population enduring the tax is averse to its defining features. When people support both redistribution and paternalism, working in presence of a tax can enhance their identity and increase their productivity.

You Call it Self-Exuberance, I Call it Bragging: Miscalibration in the Use of Self-Promotion

Irene Scopelliti, Cass Business School, City University London

George Loewenstein, Carnegie Mellon University

Joachim Vosgerau, Tilburg University

Self-promotion (e.g., highlighting one's accomplishments) is a common impression management strategy that individuals use to market themselves and generate a positive impression in others. However, there are several downsides to such self-promotional strategies (e.g., decreased likability). Are consumers aware of the potential downsides of self-promotion? In general, people tend to see themselves in a more favorable light than others perceive them. As a consequence, they may underestimate the extent to which their self-promotional activities are perceived by others as bragging.

Study 1 tested whether consumers are aware of their propensity to engage in self-promotion compared to others. Participants rated themselves as significantly less prone to bragging than other people. Consumers may engage in self-promotion because they genuinely believe that others will be happy for their accomplishments, not realizing that their self-promotion can also induce annoyance

or jealousy in the recipient. Studies 2 and 3 thus investigated whether people are subject to a forecasting error when assessing the emotional impact of their self-promotional activities on others. Study 4 tested whether this self-promotional forecasting error would translate into actual behavior. A group of participants (“writers”) was asked to create a personal profile, either to simply describe themselves or to maximize others’ interest in meeting them. A separate sample of participants (“judges”) evaluated the profiles on the same rating scales. Profile writers believed they would be evaluated more favorably when they tried to maximize others’ interest in meeting them, while judges did not show any increase in liking of them.

In sum, consumers suffer from a self-promotion blind spot, as they are unaware of the extent to which others perceive them as braggers. They are also subject to a self-promotion forecasting error, as they overestimate the extent to which others feel happy for their accomplishments, while underestimating the annoyance caused by their self-promotion.

Identity Marketing and Ethnic Minorities

Anne-Sophie Lenoir, Rotterdam School of Management, Erasmus University

Stefano Puntoni, Rotterdam School of Management, Erasmus University

Americus Reed II, Wharton School, University of Pennsylvania

Peeter W.J. Verlegh, University of Amsterdam

In recent decades, many countries have witnessed a rapid increase of ethnic and cultural diversity within their population and understanding minority consumers has become a priority for marketers. A few standard approaches have emerged in the area of so-called ethnic marketing. For instance, advertisers have attempted to reach consumers when their ethnic identity is most salient: through increased identity salience, ethnic identity primes have been shown to affect responses to targeted advertisements. In another example, targeted ads typically feature spokespeople or models with the same ethnic background as the target. Spokespeople who are ethnically similar to the distinctive target group are thought to have a positive impact on advertisement, and indeed several studies have highlighted the impact of spokespeople of the same ethnicity on distinctive consumers’ attitudes towards the brand and ad. Beyond the advertising context, companies may select salespeople and customer service employees with ethnic backgrounds to serve ethnic minority consumers.

These strategies typically assume that ethnic groups are to some extent homogeneous. Yet, not all minority consumers identify with their host and heritage cultures to the same degree. We argue that identification processes are among the most important factors that determine the effectiveness of minority targeting approaches. In this research, we demonstrate the importance of taking into account consumers’ identification processes for the effectiveness of minority targeting practices. We focus in particular on second-generation minority consumers, who are much more likely than their parents to identify as biculturals. For the bicultural, ethnic identity is situational: the salience of a particular identity is affected by the situation in which choices are made. Through three studies, we show that generational status constitutes an important boundary condition for some of the standard paradigms described in the targeted advertising literature, and extend our findings to service interactions.

SIG 2: Consumption Culture in Europe – Selected Analyzes Conducted by COBEREN (CONSUMER BEHAVIOUR ERASMUS NETWORK)

Friday, 6 June, 15:30-17:00

Room: S112

Chair: Stephane Ganassali, Universtiy of Savoy

COConsumer BEhaviouR Erasmus Network (COBEREN) (recognized by the European Commission), is a network developed to investigate consumption culture and consumer behaviour in Europe. It is composed by 38 research teams of experts from 30 countries, allowing relevant cross-cultural studies. In the first three years, we have analysed the behaviour of the consumers in the drinking sector in-depth. The aim of the network is to continuously extend the field of analysis and periodically analyse consumer behaviour in a different sector. From a sustainability perspective, it is the purpose of this network to develop an INSTITUTE OF CONSUMER BEHAVIOUR.

Introduction into Coberen and presentation of secondary data

Maria Carmen Rodríguez Santos, University of Leon

In this presentation we will provide a view about How COBEREN can contribute in studying consumer behavior and consumer culture. Moreover as an example of our first results we will provide a descriptive profile of European countries, answering to the question: What do we know about European countries?

Literature Review with Reference to Culture

Klaus Peter Wiedmann, Leibniz University of Hannover

Stefan Behrens, Leibniz University of Hanover

With this discussion we will provide a pool of knowledge about the state of the art in consumer behavior studies. We will define consumer culture and present a meta analytic literature review concentrating on consumer culture in the food and beverage sector.

Triangulating Qualitative and Quantitative Results for Consumption Studies

Stephane Ganassali, Universtiy of Savoy

We will provide the perspective of combining qualitative and quantitative research. Moreover we will present the COBEREN Wall of pictures as “new” research approach.

Discussion and Project Outlook

Natalia Vila, University of Valencia

Inés Küster, University of Valencia

In this open discussion we will present the main results obtaining from our three year research using quantitative and qualitative tools in 30 countries in Europe. We try to open the knowledge and the opportunity to enlarge the network if the participants could consider interesting for them.

A pan-European analysis of drinking motives

Tino Bech-Larsen, Aarhus University

Klaus Grunert, Aarhus University

As part of the Coberen online survey data collection, respondents were asked for their favourite alcoholic and non-alcoholic drinks. For both types of drinks, they then had to rate agreement with 17 motive statements. The statements were developed with inspiration especially from the Schwartz (1992) value domains and the Sproles and Kendall (1986) decision-making styles dimensions. Respondents rated these items on a 4-point scale with labels I totally disagree/I rather disagree/I rather agree/I totally agree. Effective sample size was 5258 cases for non-alcoholic drinks, and 4423 cases for alcoholic drinks.

SIG 3: Non-Monetary Social and Network Value: Understanding the Effects of Non-Paying Customers in New Media

Wednesday, 4 June, 14:00-15:30

Room: S114

Chair: **Linda Hollebeek**, University of Waikato, **Roderick J. Brodie**, University of Auckland & **Antonio Hyder**, CEU Cardenal Herrera

An influential shift is being observed from a conventional one-way (i.e. 'market to') paradigm, in which customers are viewed as relatively passive recipients of incoming marketing cues, to an increasingly two-way, interactive (i.e. 'market with') perspective, which recognises customers' proactive, co-creative behaviours in crafting their personal experiences within broader networks. Within this evolving environment, firms are increasingly focusing on facilitating interactions between key stakeholder groups (e.g. customers, consumer communities). However, while such interactive experiences may represent indirect revenue-generating opportunities they, typically, do not generate monetary value directly. Hence this session examines the nature and dynamics typifying consumers' non-monetary/social network-based value.

There is No Free Lunch: Non-Monetary Customer Value Contributions in Free e-Services

Eva Anderl, Universität Passau

Armin März, Universität Passau

Jan H. Schumann, Universität Passau

Offering services for free, which is becoming one of the prevalent business models in the online industry, brings about new challenges for service providers: How valuable are non-paying customers? How do customers contribute value without paying? Since most approaches for calculating CLV focus on actual transaction behavior and direct revenues from the customer, free e-service providers need to find other metrics to effectively manage their non-paying customer base.

Using a literature review and depth interviews with senior executives of free e-service providers, we provide valuable insights to various research streams, including research on CLV, customer

engagement, customer relationship management, and e-services. First, we identify three major dimensions, namely WOM, co-production and network effects that have been previously discussed in the literature, and gain support for their importance in the free e-service context, where they often are core constituents of the business model. Second, we identify attention and data as two additional non-monetary value dimensions, so far disregarded in CLV and customer engagement research.

By conceptualising attention and data, which seem to be situated on the edge of motivational behaviour, as discrete dimensions of non-monetary value contributions, we contribute to a better understanding of the value creation process in the free e-service industry. Third, we provide useful insights into the complex system of non-monetary value contributions that providers of free e-services need to manage by analysing the interplay and interdependence between different value dimensions. Especially in the free e-service industry, which strongly depends on translating non-monetary value contributions into monetary revenues, understanding potential conflicts and trade-offs between monetisation options is essential to ensure long-term success. Fourth, we identify managerial challenges regarding non-monetary customer value contributions and derive promising questions for further research that will not only advance knowledge on the emerging free e-service sector, but also marketing research in general.

Social Media Brand Engagement: Scale Development & Validation

Linda D. Hollebeck, University of Waikato

Roderick J. Brodie, University of Auckland

The importance of focal co-creative consumer/brand interactions and relationships, and the ensuing effect on consumers' perceived value, and consequently generated organizational value, is receiving increasing attention in the contemporary marketing literature. Specific theoretical perspectives formalising these interactively generated, value-creating dynamics are summarised in the theoretical perspectives of relationship marketing and the service-dominant (S-D) logic. Specifically, under these perspectives, focal consumer/brand relationships are predicted to generate specific levels of consumer-perceived value arising from individuals' specific experiences and engagement observed in specific brand interactions.

Employing Brodie et al.'s (2013) model, which the authors developed in the context of paying customers' engagement with a specific virtual brand community, this paper examines the relevance of the proposed model in the under-explored context of non-paying social networking consumers of specific social media sites (e.g. Facebook). Specifically, we apply

Brodie et al.'s five proposed consumer engagement sub-processes, including learning, sharing, co-developing, socialising and advocating, to focal non-paying social network consumer contexts, and examine their relevance within this context. Further, we highlight consumers' perceived- and ensuing organisational, value as focal consumer engagement consequences. Specifically, based on the non-direct monetary implications of consumers' engagement with focal social networking sites, we underscore the key role of social and network-based value within this research context.

A Web Site Engagement Model to Examine Customer Value, Virtual Brand Potential and Purchase Intention

Antonio Hyder, CEU Cardenal Herrera

Enrique Bigné, University of Valencia

Engagement with consumer-oriented technologies is an important concept in understanding the specific interactive, value co-creative dynamics and behaviours in focal consumer/brand relationships and within broader service networks. In our study we construct a model based on the 'web site engagement' construct. The model was assessed using a web methodology that integrates aspects of both ICT and consumer perception; in particular, elementary information processes for remotely tracking eye movement, clickstream data for assessing web navigation, and online surveys for assessing consumers' psychological perception. The model examines web engagement with web perceived value, which in turn influences virtual branding potential and consumer purchase intention. Thus, this study offers insight into the behaviours of both paying and non-paying customers.

The study tracked 336 subjects who navigated an integrative web site that resembled an online travel agency. The navigation experiences were remotely tracked in real time. Integrating aspects of both ICT and consumer perception, the web methodology employed elementary information processes for remotely tracking eye movement, clickstream data for assessing web navigation, and online surveys for assessing consumer psychological perception.

The analysis confirms web perceived value as a mediator between web engagement with virtual branding potential and purchase intention. Furthermore, we demonstrate that web site engagement is not influenced by ICT data, therefore revealing that it is a psychological construct that should be measured with surveys. This finding questions the current approach utilised by the online industry. Our contribution opens new ways of understanding of online consumer behaviour for non-paying customers and what leads them to become paying customers.

SIG 4: Communicating Sustainability to Consumers

Wednesday, 4 June, 16:00-17:30

Room: S114

Chair: **Peter C. Verhoef**, University of Groningen, **Stephan Zielke**, Aarhus University & **Doreén Pick**, Free University of Berlin

This Special Interest Group provides insights into strategies of communicating sustainability to consumers and the effects of different communication means, such as message framing, on consumers' intentions and behaviours. The articles span a broad area of diverse facets of firm communications on sustainability aspects in stages of product introduction and adoption and customer retention. Further, our studies cover different industries and products, where sustainability issues are highly relevant and purchase barriers for sustainable products need to be addressed by communication means (FMCGs, vehicles, fuels and energy). The papers provide important research and managerial implications for sustainability marketing programs.

Do Sustainable Claims Improve or Deteriorate the Performance of New Product Introductions?

Peter C. Verhoef, University of Groningen

Jenny van Doorn, University of Groningen

Remco Prins, VU University of Amsterdam

Many companies increasingly focus on sustainability, with for instance Paul Polman (CEO of Unilever) emphasizing the importance of sustainability in their marketing strategy. Thus, brand manufacturers have started to introduce new products with sustainable claims, such as organic (i.e. organic soup of Unilever brand Unox) or lower energy usage (Henkel detergents). While literature on new product introductions has identified important factors driving their success or failure, it has mainly focused on factors such as product uniqueness and marketing support. The role of sustainability for the success or failure of new products has so far been neglected. Research on sustainable consumption behavior has mainly focused on drivers of sustainable consumption behavior and has also studied willingness to pay for organic brands. Recently, another study investigated the effect of promotions on the sales performance of organic brands. Studies in this stream of research have, however, not considered sustainable new product introductions.

The first aim of this study is therefore to investigate whether assigning sustainable claims to new products improves their market performance. Given that previous literature has found that the effectiveness of sustainable claims can differ depending on category characteristics, such as vice vs. virtue categories or the type of sustainability claim, the second aim of this study is to identify potential moderators of the effect of sustainable claims on new product performance. We use a dataset containing sales data of around 900 new product introductions² in the Dutch FMCG market in the years 2008-2011. We find that a sustainability (organic or fair trade) label as such does not increase the success of a new product in its first year after introduction. However, a label does improve sales for product introductions in categories with fewer choice alternatives and in high volume categories.

Convincing Consumers for Sustainable Mobility – Who will Use Electric Vehicles?

Hanna Schramm-Klein, University of Siegen

Markus Welzel, University of Siegen

Transportation industry contributes about 14% of global greenhouse gas emissions. Further, it is forecasted to increase to 50% in 2030. Therefore, the diffusion of battery electric vehicles (BEV) and adoption of electric vehicles, as a mode of energy-sustainable transport innovation, is an important factor in times of climate change caused by CO₂ emissions and discussions about energy security because of decreasing fossil energy recourses. However, BEV's societal benefits come at high cost such as the high purchase price to its individual user. Although consumers increasingly care about ethical components of products and consider themselves as environmentalists, for example, only 0.02% of all registered vehicles in Germany are powered by a battery. Even though considerable literature on responsible consumer behaviour exists, one elementary question remains open: Who will use Battery Electric Vehicles and how can firms effectively communicate to catch these customer groups? We base our analysis on Innovation Diffusion Theory and the Theory of Planned Behavior.

Using a stated-preference survey, we identify BEV's user profiles. Considering subject's mobility and environmental behaviour, a cluster analysis of N=585 respondents results in three groups.

Results indicate an overall low purchase intention for BEV but also a positive attitude towards BEV. Thus, we identify an attitude-behavior gap. Furthermore, a significant difference between clusters regarding environmental attitude and behavior exists. However, our results also show a general lack of knowledge on BEV even for potential BEV users. Comparing clusters' perception of BEV characteristics, it is crucial to point out that even potential BEV users rate BEV's relative advantage as relatively low. BEV's objective advantages like environmental benefits seem to be irrelevant for consumers because of high individual costs. The results reveal implications for communication means targeted to the specific clusters.

The Effect of Goal Framing on the Adoption of Biofuels

Geertje Schuitema, Aarhus University

Athanasios Krystallis, Aarhus University

Goal framing – i.e., framing the consequence of a specific behaviour positively or negatively – is a tool that is generally used to influence the public opinion. Knowledge and need for information are known to moderate the influence of goal framing on attitudes and behaviours. In addition, we hypothesise that need for information is influenced by values, as values steer consumers' search for and processing of information. We focus on a controversial sustainability issue that is topic of a heavily polarised debate: the adoption of bio fuels. Particularly in a polarised debate the need for information may be high and perceived knowledge may be diverse. In this study, the effect of message framing is compared in two countries where the debate has taken a different tone and the public opinion differs: Denmark and Canada. In Denmark, the public opinion is more ambivalent than in Canada.

An online survey was held in both countries (N=175 in Canada; N=245 in Denmark) whereby respondents were presented with either a positive (listing three benefits of biofuels) or negative message frame (listing three drawbacks of biofuels). Results confirm that in the negative frame condition attitudes are more negative and adoption intentions lower compared to the positive frame condition. Moreover, the effect of message framing on attitudes is mediated by knowledge in Denmark (but not in Canada): lower perceived knowledge results in a stronger attitude change in the direction of the message frame. The effect of message framing on attitudes is mediated by need for information in Canada (but not in Denmark): a high need for information and a positive message lead to the most positive attitude. Egoistic and biospheric values are stronger predictors of knowledge and need for information in the Danish sample compared to the Canadian sample, which reflects the ambivalence in the public opinion.

Framing and Communicating Higher Prices for Green Energy Consumption

Doreén Pick, Freie Universitaet Berlin

Stephan Zielke, Aarhus University

Wayne D. Hoyer, University of Texas

Scarcity of oil and gas and increased skepticism about nuclear energy caused an increasing attention towards greener energy. Usually, governments decide about the energy-mix in a country with consequences on energy prices. In Germany, for example, energy suppliers have increased prices because of the transition from nuclear power to renewable energies. When energy suppliers communicate these price increases, previous research suggest that they should emphasize

increased costs, so that the price increase is perceived as external and uncontrollable and therefore fairer from a customers' perspective. However, our content analysis of energy suppliers' price increase letters shows that in practice communication means are much more differentiated. Energy suppliers can justify the price increase by government regulations, which are a high burden for each citizen (negative framing) or by addressing the positive impact for the environment, for which it is worth to pay a bit more (positive framing). Furthermore, firms can communicate own efforts to prevent the price increase and they can express regret.

Based on several theories (dual entitlement principle, attribution theory, equity theory), we develop hypotheses about effects of these communication means on perceived price fairness and customers' switching intentions. Results of a large scale experimental study (N>500) show that for the negative framing condition, communicating no regret and no effort is perceived as most fair and results in the lowest switching intentions. In the positive framing condition, communicating regret has a positive effect on perceived price fairness, but it does not reduce switching intentions. Hence, communicating effort and regret have opposing effects in the different framing conditions and contrary to common wisdom, a negative framing can be more beneficial for the energy supplier than the positive one. Theoretically, the paper extends prior research on cost-based price increases by a more differentiated approach.

SIG 5: Biases in Marketing: Uncovering and Reducing Important Biases in Managerial and Consumer Decision Making

Wednesday, 4 June, 16:00-17:30

Room: S112

Chair: Christoph Fuchs, Erasmus University Rotterdam

This Special Interest Group explores judgment and decision biases in the field of marketing. Biases are simply referred to as systematic deviations from rationality or sound judgment. For example, research exploring consumer biases has documented that consumers systematically underestimate the size of food portions which contributes to overeating. On the one hand, identifying such biases might help consumers to make more informed judgments and decisions. At the same time, understanding these biases might help managers devise better tools to foresee and potentially prevent their negative consequences.

Biased Forecasts: Why Consumers Overweight Outcome Probabilities in Affective Forecasts

Eva C. Buechel, University of Miami

Jiao Zhang, University of Miami

Carey K. Morewedge, Carnegie Mellon University

Joachim Vosgerau, Tilburg University

Consumers believe that the hedonic response to an outcome not only depends on the desirability of the outcome, but also on the probability of its occurrence. An unexpected loss is believed to be especially painful. Conversely, an unexpected win appears particularly elating. Can affective

forecasters accurately predict the extent to which their hedonic response to an outcome is influenced by the likelihood of its occurrence? We propose that affective forecasters overestimate the extent to which experienced hedonic responses to an outcome are influenced by the probability of its occurrence. The experience of an outcome (e.g., winning a lottery) is typically more affectively intense than the simulation of that outcome (e.g., imagining winning a lottery) upon which the affective forecast for it is based. We suggest that as a result, experiencers allocate a larger share of their attention toward the outcome (e.g., winning the lottery) and less to its probability than do affective forecasters. Consequently, hedonic responses to an outcome are less sensitive to its probability than are affective forecasts for that outcome, leading to biases in affective forecasts. The results of six experiments provide support for our theory. Affective forecasters overestimated how sensitive experiencers would be to the probability of positive and negative outcomes. Consistent with our attentional account, differences in sensitivity to probability disappeared when the attention of forecasters was diverted away from outcome probabilities or when the attention of experiencers was drawn toward outcome probabilities. Finally, differences in sensitivity to outcome probabilities between forecasters and experiencers were diminished when the forecasted outcome was more affectively intense. Probabilistic consumer promotions, such as entering a lottery with the purchase of a product, can thus be as disappointing when not winning as being told that one would have no chance of winning in the first place.

The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Portion Size Changes

Nailya Ordabayeva, Erasmus University Rotterdam

Yann Cornil, INSEAD

Ulrike Kaiser, Research Institute of Child Nutrition Dortmund

Bernd Weber, University of Bonn

Pierre Chandon, INSEAD

Food portions have grown dramatically over recent decades and now frequently exceed the serving sizes recommended by dieticians and policy makers. Consumers underestimate the sizes of increasing food portions. This underestimation bias (i.e. consumers' inability to realize just how large supersized portions really are) has been found to be one of the prime drivers of the obesity epidemic. In view of these developments, it has become crucial to understand and to reduce biases in consumers' portion size perceptions. Drawing on research on motivated perception, we propose that attitude ambivalence (conflict between desiring a food and perceiving it as unhealthy) can enhance consumers' visual sensitivity to increasing portion sizes and thereby reduce biases in consumers' portion size perceptions. We propose that these effects are driven not simply by desire for a food item but by the coexistence of desire and perceived unhealthiness of the food. We find support for our hypotheses in three studies conducted among children and adult consumers. In Study 1, we measure attitude ambivalence of eight-year-old children and find that children who feel most ambivalent towards hedonic foods have the most accurate (i.e. least biased) perceptions of food portion sizes. In Study 2, we find similar results among adult consumers who are induced to feel ambivalent in the lab after sampling food items that are labeled to be hedonic. In Study 3, we corroborate our findings among restrained eaters who feel naturally ambivalent towards hedonic foods. Our findings suggest that attitude ambivalence towards food (whether inherently held or externally induced through food

sampling and food labeling strategies) can reduce biases in consumers' portion size judgments and help consumers make more informed consumption decisions.

Exploring Biases in Predicting the Value of Self-Generated Ideas

Christoph Fuchs, Erasmus University Rotterdam

Fabian Sting, Erasmus University Rotterdam

Maik Schlicke, WHU - Otto Beisheim School of Management

Process innovations are an often neglected yet important source of competitive advantage. Ideas for process innovations are typically generated by organizational members across hierarchical levels and functions. While many of these ideas might be predicted to be financially by their creators, they might turn out to be financially ineffective in later stages of scrutiny, or even after implementation. In order to reduce this uncertainty, managers require better tools to assess up-front to what extent the initial estimate of an idea is prone to overestimation and underestimation. This paper empirically explores biases in the evaluation of self-generated ideas in financial terms using a real company setting. Specifically, our research objective is to identify factors— characteristics of the idea and its creator- that a priori predict the degree of overestimation of innovation ideas in terms of their financial contribution. Toward this research objective, we draw from a unique dataset comprising process innovation ideas of a global automotive manufacturer; in addition to information on the creator and the idea itself, the data set includes the predicted and the actual financial contribution of each idea. Our empirical analyses reveal that process innovations are more likely to be overestimated; we find that hierarchy level, team collaboration, as well past idea implementation success are important factors for the extent of overestimation. Specifically, we first find that the extent of overestimation is stronger for ideas that were created by higher- versus lower-ranked individuals. Second, we find that the extent of overestimation is stronger for ideas that were developed collectively versus individually. Third, we find that the degree of overestimation estimation is stronger for ideas created by individuals with low idea implementation success. These findings help firms to reduce uncertainty in the management of innovations and also contribute to a better understanding of behavioral factors in complex organizational settings.

SIG 6: Psychophysiological Measures: Last Developments in Marketing Research

Friday, 6 June, 11:00-12:30

Room: S112

Chair: Ingrid Poncin, Catholic University of Louvain

Last developments in the psychophysiological measures make it possible to observe new insights in marketing research. The first paper examines the contributions of psychophysiological measures, such as facial electromyography (EMG) and Electrodermal Reaction measurement (EDR) to predict advertising efficiency both in terms of Aad and recall. The second paper describe the use of analysis of electrodermal activity (EDR) to measure arousal at the point-of-sale and in advertising. The third paper illustrates some applications of electrical neuroimaging, using of electroencephalography (EEG) and intensive signal processing techniques, for the evaluation of marketing stimuli. Finally, the

last paper is devoted to the managerial interests of these tools and stress some of the ethical and methodological recommendations for use in business.

Psychophysiological Measures as a New Method to Measure Advertising Effectiveness

Olivier Droulers, University of Rennes 1

Mathieu Lajante, University of Rennes 1

Christian Derbaix, Louvain school of Management

Ingrid Poncin, Catholic University of Louvain

Bernard Roulet, University of South Brittany

Emotions triggered by TV commercials has been considered as important since it has been found that they could predict advertising effectiveness. Indeed, many studies in consumer research have linked emotions and Attitude toward the ad (Aad) by means of self-report method. Hence, affective reactions might predict cognitive measures of advertising effectiveness such as ad and brand recall. However, self-report methods have obvious limitations such as the failure to report emotions because consumers are not aware of how they exactly feel, or they are not willing to report emotions because of social desirability problems. Simultaneously, more sophisticated psychophysiological methods have been developed to monitor and evaluate emotional reactions induced by marketing stimuli, such as skin conductance responses (EDR) and facial electromyography (EMG). In this research, the complementary contributions of self-report measures and psychophysiological measures of emotional reactions to Aad and recall are examined. An experimental design was implemented in which participants watched different commercials (within subject design) while emotional reactions were assessed by facial EMG from the cheek and brow regions and by EDR. Emotional reactions were also recorded after each condition with iconic and verbal self-report scale. The results show the subjective relationship between self-report measurement of emotions and Aad in comparison with the objective relationship between psychophysiological measurement of emotion and Aad. Moreover, psychophysiological measure of emotion predicts advertising effectiveness in term of ad recall. Finally, some limits of the research are discussed. In conclusion, managerial implications and priorities for future research are outlined.

Biometrics. The Use of EDR in Advertising and Point-of-Sale-Research

Andrea Gröppel-Klein, Saarland University

More and more researchers are becoming aware that the preferential use of verbal scales to measure psychophysiological responses (such as stimulation reactions) is problematic. The validity of verbal stimulation measurement can be questioned: on the one hand, traditional interviews are mostly carried out after a specific event (such as watching an advertising campaign or making a shopping trip) so that customers have to remember their perceived stimulation (arousal) and emotions. Thus, self-reporting methods only allow a time-lagged measurement. On the other hand, unconscious reactions cannot be measured and socially requested answering tendencies cannot be excluded. By contrast, electrodermal reaction (EDR) is considered to be a valid and also very sensitive indicator that responds clearly to the smallest variation in arousal. The analysis of electrodermal activity gives valuable insights into consumer behaviour. It shows cognitively unfiltered responses and also detects unconscious reactions. In contrast to brain scans (fmRI), large sample sizes not only in a lab but also at the point of sale are accomplishable (also because of the relatively small costs). The present paper

delivers insights on arousal theory. The relevance of this topic will be illustrated by several empirical studies that have been conducted to investigate advertising effects and shopper behaviour. EDR is a suitable method to analyse “true” and also unconscious reactions to advertising. With EDR data and by comparing the results to explicit and implicit attitude measures, we can detect socially requested answering tendencies. We can also discover “halo effects”, indicating that under specific conditions, attitude towards the brand (especially when the brand strength is high) influences attitude towards the advert (not the other way round). Such a halo effect deteriorates the control of advertising efficiency. In addition, by studying different “patterns” of EDR we can also find out whether commercials should evoke arousal at the beginning or at the end of an advertising campaign.

As reported in different empirical studies based on insights from theories of consumer decision making and on insights from environmental psychology, store atmosphere should also evoke phasic arousal reactions to attract consumers. EDR can be recorded at the POS simultaneously while shopping. The empirical findings establish a significant relationship between in-store stimuli and arousal and its relevance to buying behaviour. In addition, experiments reveal when products on promotion evoke (unconsciously) high stimulation and demand effects. A “mixed method” approach is also reported that combines EDR with observation data (via eye-tracking), sales data and verbally measured subjective experiences, giving detailed explanations for in-store-behaviour.

In summary, via biometric responses, researchers obtain valid, unbiased and cost-efficient information with regard to conscious and unconscious reactions to different marketing stimuli.

Time-Varying Cerebral and Emotional Indexes of the Appreciation of Commercials

Fabio Babiloni, University of Rome “La Sapienza”

Giovanni Vecchiato, University of Rome “La Sapienza”

Patrizia Cherubino, IULM University – Milan and BrainSigns srl

Arianna Trettel, BrainSigns srl

Neuroimaging tools are a possible way to evaluate the efficacy of commercials. We illustrate some applications of electrical neuroimaging, a discipline that using electroencephalography (EEG) and intensive signal processing techniques, for the evaluation of marketing stimuli. We will show which kind of information is possible to gather with these methodologies while persons are watching marketing relevant stimuli. Such information will be related to the memorization and attention of such commercial advertisements. We noted that temporal and frequency patterns of EEG signals are able to provide possible descriptors conveying information about cognitive process in subjects observing commercial advertisements. Such information could be unobtainable through common tools used in standard marketing research. EEG methodologies could be then employed both to better design new products as well as to analyse the global impact on the consumers of video commercials already broadcasted.

Did Neuromarketing Overclaimed its Business Power?

Etienne Bressoud, BVA

Neuromarketing claims its ability to overcome declarative measures by using neurosciences tools. It made the buzz in the market research industry over last years. Then it led marketers to improve their knowledge on Neurosciences. This presentation will discuss the tools that are used by market research

agencies. It presents central and peripheral measures, pro and cons for business use. It also points out the learning of several years of practical use for business: insights as well as ethical concerns.

Then, it presents recommendations of practitioners associations such as ESOMAR and Neuromarketing Science & Business Association (NMSBA). Moreover, this presentation will expose how Neurosciences also inspire and validate other sciences, such as Behavioral Economics. A rising way of thinking that is becoming more and more popular among marketing practitioners, especially thanks to insightful learning on consumer decision process.

SIG 7: How Better Integration of Design and Marketing May Influence how Messages Come through a Market

Friday, 6 June, 15:30-17:00

Room: S109

Chair: András Bauer, Corvinus University of Budapest

Design and marketing have always been strongly connected, although less well integrated.

The purpose of this SIG is to show examples of how better integration will improve transparency in market, the ability to identify competent and often critical and better paying customers. In simple terms, design provides the environments to marketing that gives problem-solving and meaning creation in one integral approach. Problem-solving in general enables customers and user a higher level of satisfaction and meaning creation is a mental construct that is facilitating information, build emotional bonding and sense-making. Also good design enables marketers better to penetrate markets and reach their customers-also when heterogeneity is profound.

Does Visual Communication Get through to its Audiences

Tore Kristensen, Copenhagen Business School

Gorm Gabrielsen, Copenhagen Business School

Visual communication is often directed towards an assumed homogenous target group, a market- or segment. However, this study shows that such constructs as typical, average consumer, modal or blue or red segment can be misleading. Individuals and markets represent distinct levels of analysis. The logo is a prime each individual to receive the next message in a positive mood. In this paper, a distinction is made between how the message is received by the single individual and how the message is received by the market that is how it is received by the “average respondent”. The distinction is made between individual vs. market variation. A variation seen by the individual means that the message is received with its complexity and meaningfulness, while a big market variation means people understand different things and a Babylonian confusion is the outcome. Also differences between cultures are investigated but found to be limited compared to the between subject- or market variation.

The present study aims at explaining which elements of a logo that enables it to be seen, understood and accepted based on the visual elements. The measurements conducted are various forms of variation. Individual variation is desired because it means a thorough deep understanding, but

between people variation means that the reception resembles a Babylonian confusion. We find that various visual elements are able to explain how these variations occur. When the market does not work well as a mass market, it should be addressed in a different manner, either as a network of homogenous users or the visual elements should be changed.

Design Drivers for Effective Communication to Women in the Automotive Industry

Isa Moll, ESADE Business School

Jordi Montaña, ESADE Business School

Kathrin Herrmann, ESADE Business School

Despite women's greater importance in the purchasing process, there is evidence of the gender bias in Europe car communication. Historically, the inclusion of the female needs has been seen rather as a threat of alienating the core target group. Nevertheless, considering that emotional advertising is becoming increasingly appealing to both target groups, by including female insights in a new and more suited approach might be achieved.

The purpose of this paper is to analyze how design can help to refine the approach of advertisement in the automotive industry in order to address both segments efficiently. At last, it will be a way to promote Marketing to Women in this typical masculine context.

Design as a Strategic Source for Market Success

Dora Horváth, Corvinus University of Budapest

Andras Bauer, Corvinus University of Budapest

Design is important; it is a distinctive tool that might create extraordinary consumer value, therefore competitive advantage. However its management and its general corporate acceptance incorporate conflicts and difficulties as marketing and design would require different managerial skills in the operations.

We make a historical analysis of the 5-year-old Hungarian Design Management Award. We use a case study approach where we study the practice of the award-winning companies, whose approach to design, the role of design in their organisation differ substantially, but all approach and use design as a strategic tool in their operation. The cases vary from one creating a socially responsible design solution giving work for disabled people (non-profit local SME), one using a minimalist approach to design, therefore presenting the true value of their products without visual brand building (for profit local enterprise), one actively incorporating young, even beginner designers in their operation (for profit traditional international company) and one having a very flexible corporate identity allowing all member organisations to keep their previous logo designs, symbols and slogans still remaining integrative (non profit cultural institute). By explaining this great diversity in their operation we seek to identify common value creation mechanisms and their role in market success.

Meetings

Meet the Editor

Meet-the-Editor 1

Wednesday, 4 June, 14:00-15:30

Room: S112

Chair: Sönke Albers, Kühne Logistics University – THE KLU

- ▶ International Journal of Research in Marketing, IJRM: co-editors **Jacob Goldenberg**, The Interdisciplinary Center (IDC) Herzliya, Israel and Columbia University, and **Eitan Muller**, The Interdisciplinary Center (IDC) Herzliya, Israel and Columbia University.
- ▶ Journal of Marketing, JM: incoming editor **VK Kumar**, Georgia State University.
- ▶ Journal of Marketing Behavior: editor, **Klaus Wertenbroch**, INSEAD
- ▶ Journal of Marketing Research, JMR: past editor **Tülin Erdem**, NYU Stern.
- ▶ Marketing Science: Senior editor **Russ Winer**, NYU Stern.

Meet-the-Editor 2

Thursday, 5 June, 11:00-12:30

Room: S112

Chair: Sönke Albers, Kühne Logistics University – THE KLU

- ▶ European Journal of Marketing: editor **Nick Lee**, Loughborough University.
- ▶ Journal of Advertising, JA: editor **Shintaro Okazaki**, Univesidad Autónoma de Madrid.
- ▶ Journal of Interactive Marketing: editor **Charles Hofacker**, Florida State University.
- ▶ Journal of International Marketing: editor **Constantine S. Katsikeas**, Leeds University.
- ▶ Journal of Product Innovation Management: associate editor **Helen Perks**, Nottingham University.
- ▶ Journal of Service Research, JSR: founded editor **Roland Rust**, University of Maryland.

Climber Community

An International Platform for Young Academics in Marketing

Thursday, 5 June

Session 1: 14:00-15:30

Break: 15:30-16:00

Session 2: 16:00-17:30

Room: Ayuso (Faculty of Economics)

Chair: **Sylvia von Wallpach**, Copenhagen Business School

Aim:

The fourth EMAC Climber Community (CC) targets young academics in Marketing at an early stage of their career (e.g., assistant professor, research fellow, etc.). The EMAC 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 fourth EMAC CC meeting will cover the following topics:

- ▶ Welcoming words by EMAC’s president *Professor Udo Wagner*
- ▶ Keynote presentation followed by an open discussion: *Professor Judy Zaichkowsky* (<http://beedie.sfu.ca/profiles/JudyZaichkowsky>) from Beedie School of Business at Simon Fraser University (Vancouver, CA), recognized for her seminal article “Measuring the Involvement Construct” published in the *Journal of Consumer Research* (December 1985), will participate as keynote-speaker and mentor in this fourth EMAC CC meeting. In her presentation on “My Life as an Academic” Professor Zaichkowsky will give insights into her own career path, successes and challenges on her way, and suggestions for successful academic career development. Additionally, she will provide some insights into how to publish in highly ranked marketing journals. After the keynote speech, Professor Zaichkowsky will be available for an extended open discussion and questions from EMAC’s CC participants.
- ▶ Coffee break exclusively for EMAC CC participants: 15:30-16:00
- ▶ 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 EMAC CC and EMAC in general Informal evening gathering (not included in the EMAC fee):

Thursday, June 5, 2014 from 20:30 (open end) at the bar “Vivir sin Dormir”

<http://www.vivirsindormir.com/> at Paseo Neptuno 42 in Valencia’s

Other Meetings

IJRM Board Meeting

Wednesday, 4 June 17:30-18:30

Room: Juntas Room (Faculty of Economics)

EMAC Fellows Meeting

Thursday, 5 June 12:30-14:00

Room: Salón Grados (Faculty of Economics)

General Assembly

Thursday, 5 June 17:30-18:30

Room: Mayans Room (Library)

EMAC 2015 Tracks

Friday, 6 June 13:15-14:00

Room: Villalonga Room (Faculty of Economics)

Job Market

The EMAC is pleased to announce its 8th job market at the EMAC Conference 2014 in Valencia, for researchers (PhDs and PhD candidates, assistant professors, associate and full professors), whose research is concerned with the field of marketing. The main goal is to manage and diffuse the relevant information concerning higher education and research institutions and young researchers in order to lower the cost of creating a good match.

Interested Institutions (universities, research institutions, private companies,...) have the opportunity to post on this web site a brief description of their foreseen opening positions.

Candidates are supposed either to hold a PhD or to be close to defend their PhD dissertation. In order to register candidates should specify the name of their institution, the date of expected graduation, their fields of interest, and a downloadable CV (PDF format), which should include names and addresses of at least three references. Candidates are also expected to post their job market papers and strongly encouraged to build a personal web page.

Demands and applications can be in any area of the business academic community.

The Job market sessions, where institutions may choose to interview candidates, will be held as follows:

- ▶ Session 1: Tuesday, 3 June, 14:00-18:00, Room 5P07A (Faculty of Economics)
- ▶ Session 2: Tuesday, 3 June, 14:00-18:00, Room 5P07B (Faculty of Economics)
- ▶ Session 3: Wednesday, 4 June, 14:00-15:30, Room 5P07A (Faculty of Economics)
- ▶ Session 4: Thursday, 5 June, 16:00-17:30, Room 5P07A (Faculty of Economics)
- ▶ Session 5: Friday, 6 June, 15:30-18:00, Room 3P18 (Faculty of Economics)

Session 1.1.1 Room: S107

Advertising, Promotion and Marketing Communications

Emotions

Chair: **Sara Rosengren**, Stockholm School of Economics

The Smile Appeal: Emotional Contagion from Smiling Models Affects Consumer Attitudes for Advertisements and Product Packaging Positively

Hanna Berg, Stockholm School of Economics
Magnus Söderlund, Stockholm School of Economics
Annika Lindström, Stockholm School of Economics

Smiling faces appear frequently in marketing communications, but so far they have received scant attention from marketing researchers. This study assesses the effects of including pictures of smiling faces in visual marketing in terms of emotional contagion and attitudes for the marketing stimuli. Two experiments were conducted, one with advertisement stimuli and one with product packaging stimuli. One main finding is that images with smiling human models produced more positive attitudes toward the marketing stimuli than images with non-smiling models. Mediation analysis also indicated that emotional contagion mediated the effects on attitudes.

Keywords: Emotional Contagion, Advertising, Product Packaging Design

Message Strategies of Award-Winning Marketing Communications in Europe

Christos Livas, University of Piraeus
Markos Marios Tsogas, University of Piraeus
Ioannis Lionis, University of Piraeus

This paper aims to contribute to existing knowledge regarding characteristics of successful marketing communications and assess the relationship between message strategy and marketing communication type. A content analysis of 161 award-winning campaign briefs submitted to the Integrated Marketing Communications European Awards from 2006 to 2009, indicated the prevalence of transformational message strategies. Results also show that depending on the marketing communication type employed, award-winning campaigns utilized diverse message strategies. Overall, the findings contribute to a better understanding of the nature of successful communication messages in Europe and provide valuable directions for practitioners, as regards the design and coordination of effective integrated marketing communication programs.

Keywords: Communications, Message, Effectiveness

Scanning Customers' Emotions While Watching Advertising: Application of Real-Time Automated Facial Recognition in Market Research.

Niels Neudecker, GfK SE
Martin Einhorn, Porsche AG
Sven Henkel, University St. Gallen
Harald Schuster, GfK SE
Julia Sauermann, Porsche AG, Germany
Michael Loeffler, Porsche AG, Germany

Measuring a person's emotional state is one of the most challenging undertakings in marketing. Using automated systems for scanning respondent's facial expressions is a novel approach to this challenge. Based on a short overview of existing measures we introduce a new approach for real-time automated facial recognition, which is tested in two studies. Study 1 validates our measurement system under laboratory conditions. Study 2 was applied within an international TV commercial pretest in China, US and Germany. Our results underline the validity and functionality of our approach and show that the level of valence is critical to analysis quality.

Keywords: Facial Coding, Emotions, Tv Commercials

Political Advertising in the Shadow of the Financial Crisis: The Use of Emotional Appeals in the Greek 2012 Election Campaign

Eirini Tschila, Aristotle University of Thessaloniki
Lia-Paschalia Spyridou, University of Cyprus
Christina Boutsouki, Aristotle University of Thessaloniki

As an illustrative example of a country facing the financial crisis, the study employs Greece as a case in point for the examination of emotional advertising messages aired during the 2012 election campaign. A sample of 88 television advertisements was content analysed, highlighting the widespread use of emotional advertising and the elicitation of negative emotions in particular, in an effort of the political parties to get the limelight of media and to attract the electorates' attention. Variations of the emotional strategies employed were also recorded. In particular, pro memorandum parties were likely to instill fear while anti-memorandum parties preferred to evoke hope, warm heartedness and anger. Similarly, conservative parties glamorized the use of fear and pride appeals as opposed to liberal parties that promoted warm-heartedness appeals.

Keywords: Political Advertising, Emotion, Political Marketing

Session 1.2.1 Room: S106

Business-to-Business Marketing

Value

Chair: **Andreas Eggert**, University of Paderborn

Creating Value-In-Use in B2b Markets: The Role of Customer Resource Integration Readiness

Ilias Danatzis, Free University of Berlin

Michael Kleinaltenkamp, Free University of Berlin

This study explores the role of customer employees' cognitive and motivational conditions - summarized as customer resource integration readiness - that are required for value-in-use creation in business markets. In addition, customer development efforts are investigated as means on how suppliers can support their customers' resource integration process. Drawing from Service (Dominant) Logic, buying center and customer socialization literature, we propose a conceptual model aiming at explaining the relationship between customer development efforts, customer resource integration readiness and value-in-use creation on an individual and collective level. Accordingly, two research areas are identified and subsequent suggestions made for future empirical investigation.

Keywords: Value-In-Use, Resource Integration, Customer Readiness

Value Co-Creation with Strategic Customers

Sylvie Lacoste, Neoma Business School

Our research tries to bridge the gap between the Service Dominant Logic (SDL) paradigm and strategic account management (SAM) research to answer the question: how is value "co-created" within a supplier and strategic customer networks? We develop the theory through an interpretative approach and our findings help to better understand how the SDL program of value co-creation translates into supplier and strategic customer networks: the customer network is first used by the supplier to create some understanding of end users' behaviours and to act upon them whereas the supplier network creates then the "fit" with the strategic customer's or its end user's expectations by delivering a service offering targeting at performance or supply chain integration.

Keywords: Service Dominant Logic, Value Co-Creation, Strategic Customer

The Effects of Value Creation and Relationship Quality Co-Alignment on a Firm'S Performance in Business Markets

Jose Angel Lopez Sánchez, University of Extremadura

Maria Leticia Santos Vijande, University of Oviedo

Primitiva Pascual Fernández, University of Oviedo

This study intends to contribute to a better understanding of how value creation co-aligns with relationship quality, and how this co-alignment affects a firm's performance. To examine this question a theoretical framework is developed following a configuration theory approach. The unit of analysis is the dyadic relationship between manufacturers and their main distributor. The empirical results reveal that: (i) not all the manufacturers have the same orientation towards their creation of value for the main distributor; and (ii) that the co-alignment between their creation of value for the main distributor and the dimensions of relationship quality yields stronger distributor loyalty. This was not the case, however, with manufacturer's business performance for which no such relationship was found.

Keywords: Value, Quality, Co-Alignment

Searching for Value Drivers in the Business-To-Business Marketing: the Perception of Health Care Professionals

Ivan Russo, University of Verona

Ilenia Confente, University of Verona

Nicola Cobelli, University of Verona

The research provides a better understanding of business relationships between suppliers and industrial buyers. Based on previous research models, we particularly explored the value drivers that interviewed health care professionals, as buyers, perceive as relevant in the hearing aids distribution industry. Respondents identified new key-drivers in the relationship between them and the suppliers of hearing aids, enriching previous research. As the boundaries between final customers, industrial buyers, and suppliers become uncertain, understanding the health care professionals' role and their perspective may not only provide new models to improve business relationships, but also require a fundamental rethinking about how to deliver value and manage marketing strategy today.

Keywords: Customer Value, Intermediaries, Business To Business Relationship

Session 1.3.1 Room: S101

Consumer Behaviour

Consumers and Culture

Chair: **Manuel Cuadrado Garcia**, University of Valencia

Consumers' Self-Connection to Group-Referent Brands Across Consumption Situations: A Cross-Cultural Study

Burak Tunca, University of Agder

Individuals self-enhance using brands that are associated with reference groups. The current study extends research on this phenomenon by examining the influence of consumption situations and cross-cultural differences. The study was conducted across two distinct cultural settings, namely, Norway and Zambia. In accordance with the theories of self-concept malleability, we find that Zambians have a higher inclination to construct and communicate their identities with group-referent brands in a public consumption situation compared to a private one. On the other hand, we find that Norwegians' self-brand connections were consistent across consumption situations. Findings indicate that self-concept stability is imperative in integration of brands into the self-concept.

Keywords: Self-Brand Connection, Reference Groups, Self-Brand Connection

Factors Affecting the Switching Behaviour for Mobile Service Users in Egypt: A Proposed Conceptual Framework

Esraa Karam Moharram, Cairo University

Wael Kortam, Cairo University

Mohamed Sobhy Temerak, Cairo University

The rapid growth of services has arguably changed the conditions of business in terms of customer attraction and retention. Slow or rapid market growth makes markets more competitive, thus, firms are more likely to attempt to maintain their market share by focusing on the customer retention and aiming to block switching behaviour. This conceptual study aims at exploring and identifying the main factors that lead to customer switching behaviour in the telecommunications industry for mobile users in Egypt. This study is planned to be followed by another paper on empirical testing of propositions to determine the significant effect of each factor on the customer switching behaviour and find out the differential effects among different factor groups.

Keywords: Switching, Telecommunications, Egypt

Acknowledgements: The sincere efforts of the conference management in making such platform available for marketing researches.

The Impetus of Ancient Tribal Systems for Modern-Day Consumer Tribes

Joerg Finsterwalder, University of Canterbury

Alastair Tombs, University of Queensland

This paper investigates the phenomena of consumer tribes by reflecting on a traditional tribal system, the New Zealand Māori, to uncover tribal structures, ways of interacting and how resources are utilised within a community. We map contemporary conceptualisations of the consumer tribe against that of a traditional tribe. We focus on the traditional tribal structure and its concept of place to explain the creation, retention and distribution of resources in contemporary consumption communities. We propose that tribalism is an appropriate metaphor to explain the integration of people and structure of groups within contemporary societies. As such, it is also possible that the way a tribe's resources are developed, enhanced, maintained and used by its constituents may explain the similar mechanisms within consumption communities.

Keywords: Tribes, Māori, Consumer

Movie theatres and Barriers of Attendance: An Exploratory Study of the Spanish Cinemagoers' Segments

Nela Filimon, University of Girona

Manuel Cuadrado-García, University of Valencia

Nela Filimon, University of Girona

Finola Kerrigan, Birmingham University

Juan Montoro-Pons, University of Valencia

The sharp decrease of cinema attendance and the emergence of new ways of watching movies invites to a deeper insight into the behaviour of films' consumers. We analyse the Spanish filmgoers with a special focus on the type of movie theatre and the barriers of cinema attendance. The exploratory latent class methodology suggests four segments of film goers: the commercial cinema audience; the elitist film goers who prefer movie theatres and films in original version (V.O. art film audience.); the omnivore cinemagoers, who prefer both multiplexes in the centre of the city and movie theatres; and the film goers who prefer films in V.O. in multiplexes (V.O. multiplex audience). Findings on probabilistic patterns of film consumption barriers and socioeconomic covariates are consistent with the existing research evidence on film audiences.

Keywords: Cinema Audiences, Barriers Of Attendance, Latent Classes

Acknowledgements: The authors wish to thank participants in the 12th International Colloquium on Nonprofit, Arts, Heritage, and Social Marketing, Edinburgh (UK), and the 5th Workshop on Cultural Economics and Management, Cádiz (Spain) for helpful comments on a previous version of this research.

Session 1.4.1 Room: S115

Innovation and New Product and Service Developments

Organizational and Team Knowledge

Chair: **Luigi De Luca**, University of Cardiff

Cannibalize and Combine? Antecedents and Outcomes of Two Key Organizational Innovation Attitudes

Nukhet Harmancioglu, Koc University
Maria Sääksjärvi, Delft University
Erik Jan Hultink, Delft University

How can a firm ensure its survival and success in the pursuit of both radical and incremental new products? We propose that the answer to this question lies in the establishment of two important organizational innovation attitudes: willingness to cannibalize and product knowledge integration. Using multiple respondent data from 199 Chinese firms, we develop and test a model on the environmental antecedents as well as outcomes of these two organizational innovation attitudes. Our findings indicate that: (1) uncertain, turbulent and competitive environments make willingness to cannibalize as well as product knowledge integration necessary; (2) ambidextrous innovations require both willingness to cannibalize and product knowledge integration; and (3) firms must develop a balanced portfolio of new products for higher performance.

Keywords: Ambidextrous Innovation, Willingness To Cannibalize, Chinese Market

Acknowledgements: This study was funded by grants from the Academy of Finland. The authors would like to thank Abbie Griffin, Kwaku Atuahene-Gima, Saeed Samiee, Luigi DeLuca, Serge Rijdsijk and Gerda Gemser for their comments on prior versions of this manuscript.

Organizational Antecedents of Responsive and Proactive Customer Orientation

Cansu Oral, University of St. Gallen
Carla Thaper, University of St. Gallen
Dennis Herhausen, University of St. Gallen
Marcus Schögel, University of St. Gallen

Firms gain a competitive advantage by innovating and creating superior value for their customers. Prior studies revealed that customer orientation affects innovativeness and customer value positively. Customer orientation can either be responsive (RCO) or proactive (PCO). Until now, studies have neglected differences between the antecedents of RCO and PCO. Thus, this paper investigates potential antecedents and their relative impact on PCO and RCO. Results of a survey among 365 managers illustrate that firms should focus on strategy communication, decentralization, customer-oriented leadership, and a customer interaction culture to improve their RCO. By contrast, data intelligence and new customer knowledge lever PCO. Firms might either invest in the levers of PCO to foster their innovativeness or in those of RCO to strengthen customer value.

Keywords: Responsive Customer Orientation, Proactive Customer Orientation, Innovativeness

Organizational Factors as Antecedents to Innovation Capability in the Hotel Industry

Maria Leticia Santos Vijande, University of Oviedo
Primitiva Pascual Fernández, University of Oviedo
José Ángel López Sánchez, University of Extremadura

This paper analyses the interactions existing among innovativeness, market orientation and internal marketing in hotels, and the effect that these factors exert on innovation capability. The proposed conceptual model has been assessed using a system of structural equations based on a sample taken from 256 hotels. The results show that: (1) innovativeness and internal marketing constitute the organizational antecedents to market orientation, (2) market orientation promotes the innovation capability within the hotel industry, (3) innovativeness and internal marketing in themselves do not exert a significant influence on the development of innovative activity of the hotels, and (4) innovation capability within hotel companies leads to the acquisition of positive organizational performance.

Keywords: Innovation, Performance, Hotels

Improvisation for Fast-Paced Product Innovation: the Moderating Role of Team Expertise

Kyriakos Kyriakopoulos, Alba Graduate Business School at the American College of Greece
Marcel Van Birgelen, Radboud University Nijmegen / Nijmegen School of Management

Fast new product development (NPD) is a top priority in rapidly changing markets. Improvisation, a form of unplanned action in which composition and execution converge in time, has emerged as a competence for accelerating NPD in face of uncertainty. Yet, research has failed to explore this potential. To fill in this void, we seek to explore how various types of team expertise shape the speed outcomes of improvisation in NPD. Specifically, we explore the moderating role of expertise diversity, declarative expertise, and transactive expertise. The results of a survey of NPD projects from 118 manufacturing firms show that expertise diversity and declarative expertise weaken while transactive memory strengthens the impact of improvisation on new product speed.

Keywords: Improvisation, Expertise, Speed

Session 1.6.1 Room: S103

Marketing Education

Learning Process

Chair: **David Arnott**, University of Warwick

What do Students Really Think? Understanding Postgraduate Students' Perceptions of Service Quality

Anna Ackfeldt, Aston University

Benjamin Klitzke, WHU – Otto Beisheim School of Management

Laura M Chamberlain, Aston University

Anna-Lena Ackfeldt, Aston University

This paper explores the components of Service Quality in HE from the Business School Postgraduate student perspective. A six-dimensional scale measuring Service Quality is developed based on focus group and survey data. Our findings highlight that postgraduate students are highly outcome oriented; the award of a reputable degree to gain employment is more important than learning for life. Whilst developing employable graduates, Business Schools must not neglect the core service; teaching & learning. In the long-term this contributes to employability rates and the reputation of institutions. However, as student satisfaction is an increasingly paramount objective, balancing the core service and factors perceived as important by postgraduate students is key.

Keywords: Service Quality, Higher Education, Postgraduate Students

Time of Submission: An Indicator of Procrastination and a Correlate of Performance on Undergraduate Marketing Assignments

David Arnott, University of Warwick

Scott Dacko, University of Warwick

Research that relates academic procrastination to student performance relies on self-completed questionnaires. This study seeks to identify an immediate, non-intrusive indicator (based on actual behavior) of procrastination. The three hypotheses exploring time of submission versus marks awarded are supported, thus demonstrating a significant relationship between time of submission and academic performance. The study further contributes by demonstrating that delayed but still pre-deadline submission due to procrastination has serious and detrimental effects on performance. Our conclusions suggest that if this poor study habit can be eradicated in the students' first year, it may aid their degree classifications and employability.

Keywords: Procrastination, Performance, Timeliness

Formation of Expectations for Online MBA Units and its Impact on Satisfaction

Lars Groeger, Macquarie Graduate School of Management

Lara Moroko, Macquarie Graduate School of Management

Interest in online MBAs has grown rapidly over the past decade. We seek to explore student expectations as a driver of student satisfaction, in the context of online MBA learning. Following expectation-confirmation theory (ECT) we set out a two stage research agenda to explore how MBA students undertaking online courses form their expectations, and subsequently, how online learning environments should be designed to respond to better address these expectations.

Keywords: Online Mba, Expectations, Satisfaction

Session 1.8.1 Room: S114

Marketing of Public and Non-Profit Organisations

 Emotions and Decision Making in Public and NPO

 Chair: **Luisa Andreu**, University of Valencia

Negative Emotions and Pro-Social Persuasion: The Role of Anxiety Toward Death in Charities' Campaigns Success

Jeanne Albouy, ESC - Pau Groupe Ecole Supérieure de Commerce de Pau

This paper is intended to enlighten one of the mechanisms which underlie the efficiency of shocking charities' campaigns. Through the "death anxiety" concept, we especially focus on the relationship that the benefactor (and not the beneficiary) has with his own death. Based on the Terror Management Theory, we develop a set of hypothesis which are tested by a quantitative experiment (n=600). The results show that death anxiety has not a conditional role but operates as an antecedent of the negative emotions elicited by the charitable appeal. Negative emotions then mediate the effect of death anxiety on charitable attitudes and intention to give. This particular perspective of the emotion-based prosocial persuasion is discussed.

Keywords: Negative Emotions, Prosocial Persuasion, Death Anxiety

Multiple Charity Support Behaviour over Six Months

Philip Stern, University of Exeter

Margaret Faulkner, Ehrenberg-Bass Institute, University of South Australia

Jenni Romanuik, Ehrenberg-Bass Institute, University of South Australia

Charitable organisations play an important role in providing services for communities, with most reliant on the support of individuals. Recessions internationally have increased the challenge of attracting and retaining supporters. The support behaviour shown toward charities is considered different to that displayed in for-profit markets, thus requiring specific models to explain behaviour. We check this assumption with online data of a broad range of support activities to charities over six months. We find supporters are polygamous rather than solely loyal, with around 5 charities supported. This challenges assumptions held by charity marketers and suggests the model can help marketers to inform their decisions to optimise precious marketing resources in the charity sector.

Keywords: Charity, Support, Portfolio

The Moderating Role of Service Failure Magnitude Perceptions in Influencing the Impact of Caregiver Dissatisfaction on their Desire for Revenge and Negative WOM

Luisa Andreu, University of Valencia

Enrique Bigné, University of Valencia

Vicente Martínez-Tur, IDOCAL-University of Valencia

Anna S. Mattila, Pennsylvania State University

Carolina Moliner, IDOCAL-University of Valencia

This research examines managers', employees' and caregivers' perceptions of the magnitude of the service failure in a context of non-profit organizations catering to people with mental disabilities. Building upon the social exchange, equity and prospect theory, we hypothesize that the gaps in the magnitude of the service failure play a moderating role on the negative effects of caregiver dissatisfaction and their desire for revenge and negative WOM behaviour. A group of 118 managers, 937 contact employees and 876 caregivers were surveyed. Hierarchical regression analyses support our hypotheses. Theoretical and managerial implications of the results are discussed.

Keywords: Service Failure, Dissatisfaction, Word-Of-Mouth

Acknowledgements: The authors are grateful for the financial support of the Spanish Agency of Science and Innovation (PSI2010-21891) and FEDER. The authors want to thank FEAPS and associated centres for their participation in the study.

Session 1.11.1 Room: S113

Modelling and Marketing Analytics

CRM and Services

Chair: **Nadine Schröder**, Regensburg University

Latent Growth Curve Analysis and Growth Mixture Models Applied to Automobile Consumers' Satisfaction

Cristina López Caro, University of the Basque Country UPV/EHU**Petr Mariel**, University of the Basque Country UPV/EHU

Companies are very interested in obtaining reliable indicators about Consumer Satisfaction once a product has been purchased and used. This study analyzes consumer satisfaction with 130 models of cars (individuals) observed across three consecutive periods of time and established as a global evaluation made after consumption experience with a product. The aim of this study is to observe the cumulative satisfaction trend over time by employing two different but related methodologies: Latent Growth Curve Analysis and Growth Mixture Models. These methodologies allow for different classes of cars that vary according to the growth means in a different way. The identification of these trends and classes might allow companies enhance product's attributes and develop new marketing strategies.

Keywords: Cumulative Consumer Satisfaction, Latent Growth Curve Analysis, Growth Mixture Models

Determinants of Contract Plan Choice

Christian Schlereth, Frankfurt University**Siham El Kihal**, Goethe University Frankfurt

Service providers frequently offer contract plans and bind consumers for the time of the contract length in return for a price discount. These contract plans differentiate between consumers who wish to stay flexible and those who are willing to commit to the service provider for the time of the contract length. For the right implementation of contract plans, knowledge about the determinants of consumers' choice of contract plans is crucial. In an empirical study, we identify these determinants and use a discrete choice experiment to analyse their influence on contract plans' choice. While factors such as convenience or expectations about future changes on the market do not have an impact at all, we find that interest, flexibility, and price discounts strongly impact consumers' choice of contract plans and should be considered when implementing contract plans.

Keywords: Pricing, Contract Plans, Discrete Choice Experiment

Investigating The Effects Of Mailing Variables And Endogeneity On Mailing Decisions

Nadine Schröder, Regensburg University**Harald Hruschka**, Regensburg University

Determining the optimal amount of mailings being sent to customers is crucial and requires the specification of relevant mailing variables. Therefore we distinguish different mailing types and sizes as contribution over the extant literature. From a modeling viewpoint we use a mixture of Dirichlet processes to deal with unobserved heterogeneity and policy functions to treat endogeneity. For a data set from a mail order company we demonstrate the occurrence of (super-) saturation effects. Finally, we investigate whether and how consideration of endogeneity leads to different managerial implications. To this end we apply dynamic optimization to determine optimal mailing strategies.

Keywords: Mailings, Saturation, Optimization

Session 1.12.1 Room: S108

New Technologies and E-Marketing

Online consumer review

Chair: **Andreas Munzel**, Toulouse 1 Capitole University

Cutting Through the Online Review Jungle – Exploring Strategic Patterns of E-WOM Handling

Sabrina Gottschalk, Freie Universität Berlin

Alexander Mafael, Freie Universität Berlin

Consumers frequently consult online reviews before making purchase decisions. In today's online environment, however, we find an abundance of online reviews for most products and services. In turn, the quantity of online reviews available often exceeds consumers' processing capacity. We examine how consumers work their way through the large amount of available reviews on product review sites in a pre-purchase situation. Study 1 (n=13) uses a qualitative approach with verbal protocols to gain first insights of consumer strategies when using online reviews. The results serve as basis for Study 2 (n=105) in which a measurement instrument is developed to enable identification of different eWOM handling types. Results indicate that twelve dimensions of eWOM handling play a role and that individuals employ various combinations of these dimensions to process eWOM information.

Keywords: Ewom, Online Consumer Reviews, Ewom Handling Strategies

Consumption of E-WOM: do Acquaintance and Prior Usage Experience Make the Message Fonder?

Alexander Rossmann, Reutlingen University of Applied Sciences

Kumar Rakesh Ranjan, Indian Institute of Management Bangalore

Praveen S., Indian Institute of Management Bangalore

Word of Mouth communication has gained renewed prominence with the proliferation of electronic Word of Mouth (eWoM). Both types are customer generated sources of information, which are considered more credible, empathetic, and relevant than a marketer's communication efforts. While the generation of eWoM has received significant attention in existing research, the nomology of what causes engagement with eWoM is less developed. This research complements our current understanding by investigating the consumer-to-consumer context of two different online communities on Facebook. We examine the simultaneous effect of senders' prior experience of products and services and the extent of their acquaintance with other members on user engagement. The results offer significant insights into community strategies in order to foster user engagement and optimize eWoM communication.

Keywords: Word-Of-Mouth, Engagement, Consumption

Customers, Watch Out! Experimental Insights Into The Detection of Fake Online Reviews

Andreas Munzel, Toulouse 1 Capitole University

Consumers rely on experiences from other individuals expressed online when forming an attitude about a product and making purchase decisions. However, the trustworthiness of consumers' online opinions is jeopardized through the deceptive behavior of firms in the form of fake reviews. In their interactions with strangers, the readers of online reviews derive the trustworthiness of the reviews from available cues. This research investigates consumers' ability to identify fake reviews. Three experimental studies were conducted and included different potential detection support mechanisms. The results show that priming self-protection, as well as two of the three tested detection support mechanisms, affect the source's trustworthiness. This research contributes to the field of online interactions by highlighting the dark sides of the rising practice of fake reviews.

Keywords: Online Reviews, Deceptive Opinion Spam, Trustworthiness

Does Engaging With a Web Site Lead to Telling Other Users About It?

Antonio Hyder, CEU Cardenal Herrera University

Antonio C. Cuenca, University of Valencia

Enrique Bigné, University of Valencia

We propose a model that analyses the relationship between Web site engagement and electronic word of mouth (e-WoM). Three further consequences to engagement relevant for online marketers -return intention, switching intention and purchase intention- are also taken into account in the model. Data were obtained with an online data acquisition Web site specifically developed for this study, and were analysed with partial least square path modelling. Results confirm a direct positive relationship between Web engagement and e-WoM. Engagement also leads to purchase intention and non-switch behaviour when mediated with return intention. Academic and managerial implications are discussed.

Keywords: Engagement, Ewom, Website

Session 1.14.1 Room: S104

Product and Brand Management

Brand Identity and Management

Chair: **Joana César Machado**, Catholic University of Portugal

How do Brand Managers Conceptualise Brands as Complex Phenomena?

Bjoern Asmussen, Oxford Brookes University

The purpose of this research is to investigate how brand managers conceptualise brands as complex phenomena based on in-depth interviews with 20 brand managers across a range of industries and types of organisation. The results show that managers use elements of up to four interrelated key categories when conceptualising brands: meanings, manifestations, internal stakeholders, and external stakeholders. By identifying these categories and the interplay between them the paper makes an empirical contribution to improving the critical issue of concept clarity in brand management research and practice. The findings suggest that brand stakeholders, as well as the meaning and manifestation-related co-creation processes between them, need to be integrated in future brand research to be able to capture and address the full diversity and complexity of brand conceptualisations in management practice.

Keywords: Brand, Management, Co-Creation

Exploring the Relevance of Brand Identity Within a Context of Co-Creation

Catherine Da Silveira, Open University Business School

Cláudia Simões, The Open University Business School

Carmen Lages, Nova School of Business & Economics

Sally Dibb, The Open University Business School

The co-creation perspective has led to the apparent convergence of the notions of brand and brand identity (BI), both increasingly conceptualized as process-based and consumer-driven. Such a development raises questions regarding the relevance of BI within a context of co-creation. Applying seminal theory on organizational identity formation, this theoretical paper suggests that BI encompasses both a socially constructed perspective and a social actor perspective. Under the first view, brand and BI tend to intermingle while, under the second view, BI is a distinct concept that contributes to define the brand and is recursively implicated in generating the brand process. The social actor perspective therefore gives BI continuing relevance.

Keywords: Brand, Brand Identity, Co-Creation

Brand Identity Management Effects on Employees' Attitudes and Behaviours

Isabel Buil Carrasco, University of Zaragoza

Eva Martínez, University of Zaragoza

Leslie De Chernatony, Aston Business School

It is widely recognised that employees play a crucial role in services brand management. To date, empirical studies testing the relevance of brand identity management from the employees' perspective are, however, limited. The purpose of this paper is to explore the influence of brand identity management on employees' attitudes and behaviours. The model is tested using a sample of 297 employees in the UK financial banking sector. Results indicate that effective brand identity management can increase employees' identification with their organisations, which in turn positively influences brand citizenship behaviours, job satisfaction and positive word-of-mouth. Further, employee satisfaction enhances word-of-mouth.

Keywords: Identity, Employees, Banks

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The Brand Management System: Scale Development, Reliability and Validation Across Five Business Sectors

Mathieu Dunes, Paris Dauphine University

Bernard Pras, Université Paris Dauphine UMR CNRS n°7088 and ESSEC Business School

Brand management contributions to performance are regularly questioned by CEOs. A few studies tried to assess the impact of brand management systems (BMSs) upon brand performance while there are still issues about the reliability and validity of the scale across business sectors. This study develops and tests the reliability and validity of a "grounded-in-practice" BMS scale across five business sectors: cosmetics, convenience goods, industry, bank/industry, media sectors. In particular, it shows the importance of the hierarchical dimension, largely ignored in previous research. The other key dimensions being the implementation and the brand identity and values dimension.

Keywords: Brand Implementation, Brand Identity, Hierarchical Relationships

Session 1.15.1 Room: S110

Relationship Marketing

Customer and Brand Loyalty

Chair: **Till Haumann**, Ruhr University Bochum

What Drives Customers' Loyalty and Willingness to Pay Over Time: A Comparative Study of the Long-Term Effects of Customer Satisfaction and Customer-Company Identification

Till Haumann, Ruhr University Bochum**Benjamin Quaiser**, FOM Hochschule für Oekonomie & Management Berlin**Jan Wieseke**, Ruhr University Bochum**Mario Reese**, Ruhr University Bochum & ESMT Berlin

Previous research has identified customer satisfaction (CS) and customer-company identification (CCI) as two of the most important concepts in relationship marketing. Despite their proclaimed importance, comparative research on their long-term effectiveness is surprisingly scarce. This study makes a first attempt to address this research void and offers a comparative analysis of the effectiveness of CS and CCI in driving important customer outcomes over time. Latent growth analyses of rich longitudinal data from customers over nine measurement points spanning 43 weeks ($n = 6930$) show that CS and CCI have positive initial effects on customers' loyalty and willingness to pay (WTP), but differ in their ability to maintain these positive effects over time. While the positive effects of CS decrease more rapidly, the effects of CCI are significantly more persistent.

Keywords: Customer Satisfaction, Customer-company Identification, Longitudinal Analysis

Brand Love: A Unitary or Multiplex Phenomenon?

Jochen Kühn, University of Wuppertal**Tobias Langner**, University of Wuppertal**Alexander Fischer**, University of Wuppertal

Brand love can be considered as the most intensive consumer brand relationship. It has become a hot topic in research as well as in marketing practice. Surprisingly, the fundamental question whether brand love is a unitary or multiplex phenomenon has not been answered yet. To address this question, we conducted one qualitative and two quantitative studies. Building on Schwartz's universal value theory, we developed a typology of different brand love relationships. Six distinct brand love types were identified: self-esteem enhancing brand love, hedonic brand love, inner-harmony-creating brand love, self-determined brand love, performance-boosting brand love, and preserving brand love.

Keywords: Brand Love, Typology, Values

Is Brand Loyalty Decline a Buzz-Word or an Empirical Fact? A Longitudinal Analysis of Repeat Purchase Behavior in the UK and the USA

Lars Meyer-Waarden, EM Strasbourg Business School (HuManiS) & IAE

School of Management Toulouse (CRM), Capitole University

John Dawes, Ehrenberg-Bass Institute University of South-Australia**Carl Driesener**, Ehrenberg-Bass Institute University of South-Australia

This research examines long-term loyalty change in a wide variety of packaged good categories in the UK and USA, over time periods between six to thirteen years. The study uses ϕ , expressed as S , the Dirichlet category switching parameter as the loyalty indicator. The findings provide mixed evidence. Only in 7 out of 15 UK categories and 2 of 6 US categories loyalty is slightly declining. Overall, the correlation between ϕ and the repertoire size is highly negative indicating that when the number of brands bought increases loyalty decreases. Loyalty decline appears to be product category-specific, rather than a universal phenomenon, and furthermore appears to be a very slight and slow process. The more the number of products (SKU) increases, the less loyal consumers become as the repertoire size rises.

Keywords: Longitudinal Evolution Of Brand Loyalty, Dirichlet Model, Consumer Panel Data

The authors wish to thank Kantar UK and Nielsen US for granting access to the data used in this study.

Why do Customer Attitudes towards Loyalty Programs Matter a lot?

Virginie Bruneau, Louvain School of Management**Pietro Zidda**, Université de Namur

Recent figures show that, unless rising number of enrollments, consumers become less active and engaged with their loyalty programs (LPs). Firms tend to spend more time and money in enrollment campaigns than in managing relations with program members. As a result, customers are unaware of LP features, do not perceive the benefits and become or stay non-active. In order to build real relationships, firms should first foster favorable attitude towards their LPs. This paper aims to understand how attitudes towards LPs are formed and how they impact behaviors. The results of our qualitative study show that LP attitudes are built up from the associations consumers make about LPs and that they are likely to drive their behavior with the program and the store. By understanding the formation of attitudes towards LPs, firms might create favorable attitudes, increase active memberships and subsequently build long lasting relationships.

Keywords: Loyalty, Attitudes, Qualitative

Session 1.16.1 Room: S109

Retailing, Channel Management and Logistics

Channel Management

Chair: **Arnaud De Bruyn**, ESSEC Business School Paris

Playing Isolation Doesn't Pay Off! - A Network Theoretical Approach to Intermediary Performance

Tobias Schlager, University of St. Gallen

Matthias Rüfenacht, University of St. Gallen / Institute of Insurance Economics

The increasing competition and the high connectivity among companies have resulted in a focus on networks, rather than on a single company. Accordingly, literature has emphasized network value as a focal construct. No studies have yet examined the value of network theory on performance outcomes. In this paper, we investigate the importance of applying a network perspective on channel members, namely on the relationship between companies and their intermediaries. We do this by means of a global survey in the financial service industry (n=538). Doing so, we enhance the understanding of the intermediaries performance.

Keywords: Networks, Intermediaries, Distribution

Understanding the Normative Role of Industry Standards in Channel Negotiations

Arnaud De Bruyn, ESSEC Business School Paris

Gary Bolton, University of Texas - Dallas

Bill Ross, University of Connecticut

Regarding pricing policies and negotiation outcomes, industry standards play a significant role in practice, but often appear arbitrary, and are most likely suboptimal from a profit-maximizing perspective. Regardless of their shortcomings, we argue in this paper that such standards play the role of social norms, which are essential to help negotiating parties reach a profitable and sustainable agreement. Absent of social norms, the uncertainty surrounding what the other players will do are such that defensive strategies are favored, to the expense of cooperative strategies. We develop and experimentally test a game in which a manufacturer and a reseller try to reach an agreement, where we manipulate the nature of their relationship and the presence and nature of industry norms. We show that both industry norms and a stable business relationship are required to reach a cooperative solution.

Keywords: Game Theory, Channel, Negotiation

Innovation, Internationalization, Value Chain Position, and Export Orientation in the Petroleum Subsea Industry

Jarle Aarstad, Bergen University College

Inger Beate Pettersen, Bergen University College

Stig-Erik Jakobsen, Bergen University College

We study possible drivers for export orientation in the petroleum maritime subsea industry in the Hordaland region of Western Norway. Consistent with previous research, survey data reveal that product innovation and a majority of international ownership increase the export rate. The use of instrumental variables indicates that both product innovation and international ownership are causes – and not effects – of an export orientation. Our data furthermore show that subcontractors have a lower rate of direct export than system providers. However, international ownership in particular boosts subcontractors' export rate, probably by decreasing their market dependency on regional system providers. We address the findings' implications for channel management.

Keywords: Export, Innovation, Value Chain Position

Franchise Fairs: A Relevant Signal in Franchise Choice

Pilar Huerta Zavala, University of Burgos

Esther Calderon Monge, Universidad de Burgos

This study addresses how potential franchisees who are embarking on their first start-up venture choose which franchise chains they wish to enter into business with. Working within the framework of signalling theory, the study's aim is to analyse the relationship between franchise choice, and brand, price and participation in franchise fairs. By applying panel data methodology, the analysis yields results that imply that potential franchisees prefer to garner information directly from franchise fairs, as opposed to heeding the other signals under study.

Keywords: Franchising, Signals, Fairs

Session 1.18.1 Room: S105

Services Marketing

 Service Quality and Customer Value

 Chair: **Francesca Dall'Olmo Riley**, Kingston University

Re-Examining the Influence of Service Delivery System Effectiveness on Perceived Service Quality

Giannis Kostopoulos, Leeds Metropolitan University
George Lodorfos, Leeds Metropolitan University
Achilleas Boukis, University of Sussex

This article focuses on the effectiveness of the Service Delivery System (SDS) and re-examines its influence on customers' perceived service quality. In this study, the influence of SDS effectiveness' most important dimensions (front line employees' role performance, their adaptability to individual customer needs, the effectiveness of the coordination and the effectiveness of the process' control) on perceived service quality is tested, following a hierarchical approach. The results confirm the positive influence of three variables on perceived service quality (role performance, effectiveness of coordination and effectiveness of process' control). On the contrary, the influence of employees' adaptability was not found significant.

Keywords: Service, System, Quality

Exploring Effects of Personal Values on Consumer Evaluation of Service Quality: An Empirical Study

Angelos Pantouvakis, University of Piraeus
Spiros Gounaris, University of Strathclyde
Kalliopi Chatzipanagiotou, University of Glasgow

This research examines the effects of personal values measured by Schwartz Value System on the five dimensions of service quality as introduced by SERVQUAL in an attempt to provide a deeper understanding of how and why customers judge service quality. Data from 1500 mobile phone users provide evidence that customers may be grouped in 4 clusters according to their values and that those clusters clearly moderate the importance of SERVQUAL dimensions on assessing overall service experience. Service firms have to move beyond service attributes and incorporate their customers' values to form an excellent experience.

Keywords: Servqual, Schwartz, Values

Helping Adolescents when Time is of the Essence

Willemijn Van Dolen, University of Amsterdam
Charles Weinberg, Sauder School of Business
Leiming Ma, University of Amsterdam Business School

The authors investigate how duration of a chat conversation impact adolescents' perceptions of service quality of a child helpline and test whether this impact varies depending upon the seriousness of the issues discussed. The study reveals that duration of the chat positively influences the perceived service quality, but only for adolescents chatting about very serious topics. Furthermore, the study shows that satisfaction with a service encounter can positively influence the well-being of adolescents and their willingness to recommend the service to peers.

Keywords: Child Helpline, Duration, Well-Being

Session 1.20.1 Room: S111

Social Responsibility and Ethics

Cause Involvement, Brand and Company Image

Chair: **Katja H. Brunk**, European School of Management and Technology

Cause Involvement and Brand-Cause Fit as Determinants of Consumer Responses to CRM Campaigns

Zoi Anagnostidou, Business College of Athens

Solon Magrizos, Athens University of Economics and Business

The present research contributes to the CRM literature by examining the interactive effects of brand-cause fit and cause involvement on consumer attitudes and participation intentions towards CRM campaigns. Despite extensive research, the results regarding the role of fit are mixed. The authors take a new perspective in this relationship and postulate that cause involvement should be examined as a determining factor in the relationship between brand-cause fit and campaign attitudes and participation intentions. An experiment was designed and implemented to test the research hypotheses. Findings suggest that brand-cause fit is an important evaluating factor for CRM alliances only for high involved consumers. Implications for the study are discussed.

Keywords: Cause-Brand Fit, Cause Involvement, Crm

Is Good + Bad = Neutral? How Consumers Integrate Information to Form Ethical Brand Perceptions

Katja H. Brunk, European School of Management and Technology

Cara De Boer, European School of Management and Technology

Companies are increasingly concerned about their ethical image and that of their brands. This research builds on the recently emerging literature on consumer perceived ethicality (CPE) and quantitatively explores how consumers form moral impressions of brands. Our analysis suggests that the process is consistent with the configural model of impression formation rather than following an algebraic information integration approach. We furthermore provide empirical evidence for the presence of a negativity bias by showing that unethical information is highly diagnostic in CPE formation.

Keywords: Brand Perceptions, Impression Formation, Consumer Perceived Ethicality (cpe)

Acknowledgements: This research has been funded by the ERC's Seventh Framework Programme: Marie Curie Actions, Support for training and career development of researcher, Intra-European Fellowships (IEF).

The Magnitude of Company Image Improvement through Cause Related Marketing

Tutku Eker Iscioglu, Istanbul Kemerburgaz University

This study investigates to what extent the company image would improve for a company after applying a cause related marketing (CRM) campaign. It is suggested that the magnitude of company image improvement would be influenced by: (1) company trustworthiness; (2) the type of CRM campaign (being either a strategic or a tactical campaign). To test the hypotheses, repeated measures MANCOVA was used with a sample of 600 respondents in Istanbul, Turkey. The results show that, only the type of CRM campaign improves the company image and surprisingly tactical CRM campaign results in more image improvement than does strategic CRM campaign.

Keywords: Cause Related Marketing, Company Image, Company Trustworthiness

Session 1.1.2 Room: S107

Advertising, Promotion and Marketing Communications

Visual Aspects

Chair: **Lampros Gkiouzepas**, Technological Ed. Inst. Thessaloniki

The Influence of "Attitude Toward the Typography" in a Print Advertising Context

Jennifer Amar, University of Bretagne-Sud
Olivier Droulers, Université de Rennes 1 - IGR UMR 6211 CREM

Although the place of writing in communication remains important, surprisingly, little research has been done on the role of typography in an advertising context, especially on attitude toward the ad (Aad). Yet, the interest for research on the relation between typography and attitude toward the ad was highlighted by Childers and Jass in 2002. Our experiment conducted on a print advertisement shows that typeface characteristics influence advertising responses. This work highlights the importance of typography in advertising and enriches it with a new variable: attitude toward the typography.

Keywords: Typography, Attitude Toward The Typography, Attitude Toward The Ad

Icons as Tools of Visual Persuasion in Advertising

Lampros Gkiouzepas, Technological Education Institute of Thessaloniki
Margaret Hogg, Lancaster University / Management School

Although visual rhetoric offered a promising theoretical framework for understanding how visual communication works in advertising, it has not yet provided a systematic understanding of how visual persuasion operates. One of the assumptions which might inhibit the further development of visual rhetoric is the argument that images do not imitate reality. Our counter-argument is that resemblance between visual signs and reality is essential for leveraging consumers' experiences. The findings of two experiments suggest that individuals not only incorporate their knowledge of the physical world into their interpretation of ad images, but also that the principles of categorisation of physical objects can be used to understand how persuasion works in visual communication.

Keywords: Advertising, Visuals, Metaphors

Acknowledgements: This research was supported by the European Social Fund (ESF) - European Union and by Greek State National Resources in the form of a research grant awarded to the first author.

Evolutionary versus Revolutionary Brand Logo Change: Higher Degrees of Brand Logo Change Hurt Brand Recognition for Highly Brand Conscious Consumers

Bo Van Grinsven, VU University of Amsterdam
Enny Das, Radboud University of Nijmegen

Two experiments tested the effects of different degrees of brand logo change on brand recognition. Experiment 1 (N=120) tested effects of degree of logo change (original vs. small vs. substantial change). Experiment 2 (N = 148) used a 3 (degree of change: original vs. small vs. substantial change) x 2 (Exposure: 1 vs. 3) between subjects design with brand consciousness as continuous moderator. Results showed that decreases in brand recognition following substantial logo changes were restored after three exposures. Highly brand conscious consumers may need special attention because logo change hurts brand recognition in particular among this group.

Keywords: Brand Logos, Exposure, Brand Consciousness

Could Face Presence in Print Ads Influence Memorization?

Safaa Adil, University of Rennes 1, University of François Rabelais Tours
Olivier Droulers, Université de Rennes 1 - IGR UMR 6211 CREM

A large amount of literature in psychology and neurosciences demonstrates that attention is preferentially and automatically oriented toward faces. This stimulus is fixed longer and processed faster compared to other classes of visual stimuli (objects). This article investigates if and how face presence in print ads affects the memorization of ads content. A folder test procedure was used where ads, with or without faces, were inserted. Findings suggest that face presence in ads image positively influences ads memorization. Implications for advertising conception and promotion campaigns are discussed.

Keywords: Face, Ads, Memorization

Session 1.2.2 Room: S106

Business-to-Business Marketing

Organizational Issues

Chair: **Thomas Ritter**, Copenhagen Business School

Business Development: A New Organizational Anchorage of Strategic Marketing in B2b Companies?

Jana Poelzl, University of Hohenheim

Anne Theresa Eidhoff, University of Hohenheim

Markus Voeth, University of Hohenheim

Marketing is an established discipline in B2B companies. However, during the last years marketing has experienced a shift from strategic to operational tasks. Since B2B companies still have a need for market-orientation as well as for departments to be in charge of this, the question arises in which departments strategic marketing tasks are performed. One possibility is given by the newly established business development units. So far scarcely any prior research analyzes the scope of tasks of business development in practice. Hence the purpose of this paper is to analyze on the basis of a preliminary qualitative study what tasks, instruments and methods are found in business development with regard to the question if and how business development departments take over typical tasks of strategic marketing.

Keywords: Business Development, Strategic Marketing, Business-To-Business

Conceptualization and Validation of Organizational Networking as a Second-Order Formative Construct

Sabrina Thornton, University of Huddersfield

Stephan Henneberg, Queen Mary, University of London

Peter Naudé, Manchester Business School

This study operationalizes the construct of organizational networking through a rigorous two-stage scale construction and validation process. The measurement model is conceptualized as a second-order formative construct with four first-order reflective constructs based on a four-dimensional view of organizational networking. The scale was evaluated at the first- and second-order levels. A MIMIC (multiple indicators and multiple causes) model was employed to assess the validity of the formative measurement model. The results suggest that all four components significantly contribute to the overarching second-order construct. Thus, our operationalization confirms the uniqueness of the different dimensions of organizational networking that should be configured by managers as a strategy of sensing and seizing the network.

Keywords: Organizational Networking, Network Management, Scale Development

Implementing Key Account Management: Key Dimensions and Outcomes

Spiros Gounaris, University of Strathclyde

Nektarios Tzempelikos, Anglia Ruskin University

Michael Macdermott, Northern Kentucky University

Key Account Management (KAM) has emerged as an important concept in business-to-business (B2B) marketing, yet academic research lags in this area. This study based on a review of KAM literature and related research areas, identifies organizational and relational dimensions of KAM implementation, and reports on empirical data from 304 suppliers. It examines the impact of each of the dimensions on KAM effectiveness. The results show that relational mediators positively relate to KA performance and dyadic outcomes from KAM relationships. The findings provide insights into the role of customers in the implementation of KAM. Implications and future research are discussed.

Keywords: Relationship, Kam, Implementation

Drivers of Sales Innovation in Business-To-Business Firms

Thomas Ritter, Copenhagen Business School

Jens Geersbro, Copenhagen Business School

This paper defines the term sales innovation, offers an operationalization of the concept, and discusses antecedents of sales innovation in terms of important internal and external drivers. An empirical analysis of 409 B2B firms identifies the internal drivers of sales innovation as increased top management focus and increased resource allocation as well as increasing customer and competitor dynamics as external drivers. Despite the suggested positive impact of the degree of competitive pressure on sales innovation, the empirical results suggest a significant negative impact, i.e. competitive pressure leads to less innovation in sales. Finally the paper suggests managerial implications as well as avenues of further research in this area.

Keywords: Sales, Innovation, Dynamics

Session 1.3.2 Room: S101

Consumer Behaviour

Consumer's ethics

Chair: **Yvetta Simonyan**, University of Birmingham

Focusing on Details Results in Tolerance: How Construal Level theory Relates to Consumer Ethical Beliefs

Begum Yetiser, Ghent University
Maggie Geuens, Ghent University
Tine Faseur, Leuven University

To get a better idea of when consumer misconduct is most likely, we relate construal level (CL) to consumers' tolerance towards ethically questionable consumer practices. Prior research on CL and more severe moral transgressions (outside a consumer context) shows inconsistent findings, possibly because of the use of specific manipulations and scenarios. To avoid such idiosyncratic effects, we measure respondents' chronic construal level by means of a general scale and we use a consumer beliefs scale designed to cover a wide variety of ethical consumer behaviors. A US study shows that the lower consumers' chronic level of construal, the more tolerant they are towards ethically questionable acts. This result was replicated in a Turkish sample. Inducing abstract processing could thus be a way to inhibit consumer misbehavior.

Keywords: Consumer Misbehavior, Construal Level, Consumer Ethics

Reward Alleviates Moral Licensing Effect

Liyuan Wei, City University of Hong Kong
Xiaohua Zeng, City University of Hong Kong
Na Wen, City University of Hong Kong

Past psychology research has found an increased tendency to act unethically after people have already behaved in an ethical way, known as moral licensing effect. In this research, we propose that rewarding the initial ethical behavior is a viable device to reduce the licensing effect. Supporting this hypothesis, three experiments demonstrate that people who received an external reward for a first ethical behavior acted significantly more ethically in their subsequent choice than those who did not, because receiving the reward reduces the moral credentials earned from the first good deed, threatening people's moral self-regard, thus motivating them to make ethical choice at the next opportunity.

Keywords: Reward, Moral Licensing Effect, Ethical Consumer Choice

Small Urban Retailers: A Motivational Approach to the Spanish Case

Sandra Tena Monferrer, James I University
Juan Carlos Fandos Roig, James I University
Javier Sánchez García, James I University

The word "motivation" comes from the Latin word "movere" meaning "to move". On that basis, this paper proposes a scale of measurement of the motives that move a consumer to shop in small urban retailers. Considering the impact of this type of retailers on cities' growth, economy and wellbeing, it's necessary to develop more appropriate strategies to continue attracting consumers and fight the crisis situation. With the results obtained we can ratify the working hypothesis that consumers' motivation to shop in small urban retailers has a multidimensional character, formed by three dimensions and how the underlying economic situation in Spain influenced the emergence of the moral approach.

Keywords: Motivation, Consumer Behaviour, Retail

Worse Than Bad: Predicting inferences about Product Quality from Memory

Yvetta Simonyan, University of Birmingham
Daniel Goldstein, Microsoft Research

Could brands associated with mostly negative information—those with poor reputations—be perceived as superior to unrecognized brands? A reasonable consumer should value reputation; however, it is also sensible to put a heavy weight on brand recognition. To investigate this question, the authors study consumers' inferences about brand quality in five domains. Results suggest that brands associated with predominantly negative information are indeed perceived as of higher quality than unrecognized brands. In addition, when consumer inferences are predicted based on different memory cues, the frequency of encountering a brand dominates what people profess to know about it. The authors explore the ecological rationality of this strategy by studying the relationship between expert-judged quality and consumer knowledge.

Keywords: Inferences, Communications, Branding

Session 1.4.2 Room: S115

Innovation and New Product and Service Developments

Market & Entrepreneurial Orientation

Chair: **Hans Eibe Soerensen**, University of Southern Denmark

Alliance Market Orientation and New Product Performance in High-Tech Industries

Pelin Bicen, Pennsylvania State University

Market orientation has traditionally been examined as an intra-firm concept. However, as firms often collaborate with other firms to create offerings that have superior value to customers, there is a burgeoning need to explore market orientation as an inter-firm phenomenon. Consequently, this paper conceptualizes alliance market orientation (AMO) as a relational capability that enables an alliance to (1) jointly and systematically gather market intelligence, (2) inter-organizationally coordinate and disseminate the knowledge gleaned from the market intelligence gathered, and (3) efficiently and effectively respond to the knowledge that is coordinated and disseminated. Using data from 246 dyadic new product alliances in high-tech industries, the authors find that AMO has a significant positive effect on the new product creativity of alliances and that it completely mediates the effects of its antecedents on new product creativity and performance.

Keywords: Alliance Market Orientation, Idiosyncratic Resources, New Product Performance

Entrepreneurial Orientation and New Product Performance: the Moderating Role of Formal Control Systems

Civilai Leckie, Swinburne University of Technology

Heath McDonald, Swinburne University of Technology

An organisation with a strong Entrepreneurial Orientation (EO) is characterised by risk-taking, innovativeness and pro-active behaviour. Prior studies have substantiated the importance of EO in improving organisational performance, particularly in developing new products. This is somewhat at odds, however, with another stream of research that has argued the importance of two formal control mechanisms to effective product development: Stage-Gate system (SGS) and Product Management (PM). This paper examines whether an organisation that adopts an entrepreneurial orientation can still benefit from using formal control mechanisms in their new product development processes. We examine the impact of EO, SGS and PM on both decision-making comprehensiveness (DMC) and new product performance. Results suggest that SGS strengthens the relationship between EO and decision-making comprehensiveness (DMC) while PM weakens such a relationship. However, the implementation of both SGS and PM strengthens the relationship between EO and DMC.

Keywords: New Product Performance, Entrepreneurial Orientation, Stage-Gate System

Business Development: Measurement and Performance

Hans Eibe Soerensen, University of Southern Denmark

Business development tasks and processes span a growth opportunity's planning phase and implementation phase. This exploratory study aims at clarifying and empirically verifying the business development construct and addressing its unique organizational design and performance implications. On the basis of 198 CEO responses from growth enterprises and growth entrepreneurs, the results indicate that business development and its two components – business planning sophistication and developer support – have differential effects on firm performance. The research and managerial implications are discussed.

Keywords: Business Development, Measurement, Performance

11:00-12:30

Session 1.6.2 Room: S103

Marketing Education

Educational tools

Chair: **Angela Paladino**, University of Melbourne

Clickers: Educational Applications in University Teaching

Lidya Jareño Macías, University of Granada
Myriam Martínez Fiestas, ESAN University
Francisco Liébana Cabanillas, University of Granada

The use of information and communication technologies (ICTs) by students has been broadly studied over time. Until now, many innovations have been introduced on a continuous basis, including among others, multimedia tools, wikis and even microblogging networks. Using clickers as a new teaching tool will improve the quality of education, favor involving students in classroom activities, and, consequently, improve their performance. However, there are not sufficient studies that examine the factors that influence and determine student's intention to use or not this system in their classes. This paper examines this issue based on a survey applied (N=297). Our findings show usefulness is the main consideration mentioned by students for using the Q-Click software, followed by subjective considerations and the device's user-friendliness.

Keywords: Educational Technology, Interactive Learning, University Education

Acknowledgements: The authors acknowledge the financial support of the Excellence Research Project P10.SEJ.6768 from Andalusian Regional Government, in Spain.

The CMGS (Case Method With Guest Speakers) Project: Developing Experienced Learning in Sales Management Education

José Luis Ruíz de Alba, University of Málaga
Estefanía Almenta López, University of Malaga
Maria L. Vallespin Aran, University of Malaga

The implementation of the CMGS (Case Method with Guest Speakers) Project in Sales Management courses provides Marketing undergraduate students with first-hand practical knowledge about how a sales manager can deal with a wide variety of professional scenarios. In order to apply this methodology, eight sales managers were invited to a Sales Management Course as guest speakers. Students were required to prepare the sessions, gathering information about the sector and identifying areas of special interest to be discussed. This provided an opportunity for interaction between students and sales professionals. Findings suggest the desirability of employing this methodology in other courses.

Keywords: Innovative Teaching, Case Method, Experienced Learning

Using the Rasch Model for the Development and Assessment of Multiple-Choice Tests in Marketing: Some Practical Guidelines

Udo Wagner, Vienna University
Marion Garaus, University of Vienna

Recent developments in university education lead to marketing courses of hundreds of students. To cope with the challenge of efficient and fair test assessment, lecturers have switched to easily processable multiple-choice exams. In order to overcome the criticism of unfair and superficial multiple-choice tests, this paper suggests continuously evaluating such tests by the use of the Rasch model. Practical guidelines about the estimation and the interpretation of the Rasch model are outlined. Implications for marketing education research and possible explanations for different item functioning among two scrambling groups are discussed.

Keywords: Multiple Choice Tests, Test Development, Rasch Model

Session 1.8.2 Room: S114

Marketing of Public and Non-Profit Organisations

Understanding Audiences and how to Persuade them in Public and NPO

Chair: **Sigrid Bekmeier-Feuerhahn**, Leuphana University of Lüneburg

Social Desirability and its Impact on Audience Research

Sigrid Bekmeier-Feuerhahn, Leuphana University of Lüneburg

Paula Maria Bögel, Leuphana University of Lüneburg

Andreas Heinen, Leuphana University of Lüneburg

Social desirability bias (SD bias) describes research participants' tendency to adapt response behavior to perceived social norms. SD bias can affect the validity of studies. However, as of yet, researchers have barely addressed SD bias by studying fine and performing arts as part of cultural sector research. This study provides the first empirical evidence for high trait desirability (TD) in the cultural sector and the existence of a resulting SD bias. In addition, it shows that SD bias affected audience inclination to positive response in the cultural sector.

Keywords: Social Desirability Bias, Trait Desirability, Audience Research

Eliciting Consumer Decision-Making in Health Care - A Qualitative Study on Hospital Choice Behavior

Sophia Fischer, Dresden University of Technology

Sebastian Gurtner, Dresden University of Technology

Ines Weinhold, Dresden University of Technology

During the last decade, the traditional paternalistic approach to decisions in the realm of health care has been progressively replaced by the understanding of patients as sovereign consumers of medical services. However, patients' decision strategies with regard to hospital choice are barely explored. This study fills this gap by developing a comprehensive, behavior-oriented hospital choice model. Based on an exploratory, qualitative approach, the model links relevant situational and patient-related factors with key strategies in the hospital choice process. Finally, the derived propositions complete the framework and highlight further research potential.

Keywords: Decision-Making, Health Care, Hospital Choice

Acknowledgements: The authors gratefully acknowledge the provided funding by the European Social Fund and the Free State of Saxony to support this research.

"No Goal Conflict!" Using Experience Design in Museums to Achieve Marketing Objectives in Combination with their Institutional Objectives

Nadine Ober-Heilig, Lueneburg University

Sigrid Bekmeier-Feuerhahn, Lueneburg University

The survival of museums in the leisure market is challenged by a growing experience economy. However, many still refrain from strategic experiential marketing strategies because they fear to contradict their objectives as educational institutions. In our study we analyse the effects of an experiential museum design on both marketing objectives and non-profit objectives of museums. In an experiment we tested the effects of an experiential versus a non-experiential museum design on visitors and non-visitors using computer simulations. The results of this study show a positive impact of the experiential design on both types of museum objectives. As a conclusion museums can use strategic experiential design to improve both their market and societal position.

Keywords: Experiential Marketing, Museum Marketing, Audience Development

An S-D Logic Based Communication Strategy to Inform New Zealand Women of Zero Alcohol in Pregnancy

Mathew Parackal, University of Otago

Sherly Parackal, School of Population Health, The University of Auckland

Effective communication of messages is integral to achieve social changes. Commonly used tools are mass media but they are expensive. Within the marketing literature there is movement towards service as the dominant logic popularly referred to as S-D Logic. In this paper the results of a study that aimed to identify network partners to communicate "zero alcohol in pregnancy" is presented and discussed in the light of the S-D Logic context. Thirteen information sources specific to the target audience were subjected to factor analysis, which produced four categories (health care providers, electronic media, conventional media and public services). The paper suggests the network partners to be employed to communicate messages to the target audience, in the context of S-D Logic.

Keywords: S-Dlogic, Communication, Alcohol

Acknowledgements: The authors wish to thank the Alcohol Advisory Council of New Zealand and the Ministry of Health, New Zealand for funding the research.

Session 1.11.2 Room: S113

Modelling and Marketing Analytics

Marketing Research Methods

Chair: Bert Weijters, Ghent University

Stimuli Ordering Effects in Survey Research

Sarah Forbes, University of Birmingham
Mark Avis, Massey University

Although the order of survey questions as a bias on survey results has gained considerable attention, there appears to have been little interest in the effects of the order of stimuli presentation. However, in a recent project, a brand personality scale was used for the evaluation of photographs of three rocks, and the presentation order of the rocks was rotated for different participants. This revealed a surprising finding, which was that there were ordering effects for the rating of the rocks and a main effect of personification on the ratings. Using participant comments on the survey process in addition to analysis findings, the paper considers some explanations for the effects, and also the implications of the research findings.

Keywords: Ordering, Personification, Priming

Analysis The Compositional Data in Marketing Research

Adam Sagan, Cracow University of Economics

Abstract: The paper is devoted to the usage of constant sum scale in marketing research. These scales are popular in attitude and preference modeling. They belong to the broader group of ipsative and compositional data. However, the use of inappropriate statistical model may provide the strongly biased estimates and misleading interpretation of the results. Constant sum scale of means-end preferences among consumption, savings and investments are used in Dirichlet regression models based individual and clustered data.

Keywords: Compositional_data, Constant_sum, Dirichlet_regression

Discriminant Validity Where There Should Be None: Positioning Same-Scale Items in Separated Blocks of a Questionnaire

Bert Weijters, Ghent University
Alain De Beuckelaer, Renmin University of China; Ghent University;
 Radboud University Nijmegen

Hans Baumgartner, Smeal College of Business, The Pennsylvania State University

In questionnaires, items can be presented in a randomized format (items from one scale are mixed with items from other scales) or in a grouped format (same-scale items are presented in the same block, which enhances discriminant validity). We demonstrate that positioning items in separate blocks of a questionnaire may indeed lead to increased discriminant validity, but this can happen even when discriminant validity should not be present. Splitting an established unidimensional scale into two arbitrary blocks of items separated by unrelated buffer items results in the emergence of two clearly identifiable but artificial factors that show discriminant validity.

Keywords: Survey Methods, Confirmatory Factor Analysis, Grouping Survey Items

Session 1.12.2 Room: S108

New Technologies and E-Marketing

Advances in mobile marketing

Chair: **Andre Marchand**, Muenster University

Collecting Data Via Smartphones - Exploring Ways How to Reach Respondents

Marie Schulte, Braunschweig University of Technology

The advent and increasing popularity of smartphones open up new approaches to study people and collect primary data. While market researchers are working to develop appropriate methods for collecting data via these mobile devices, research on factors that influence the willingness to participate in such surveys as well as about ways how to increase response rates is still in its infancy. In order to start filling this research gap, qualitative interviews with market research experts have been conducted. The data analysis reveals various influence factors which refer to mobile technology aspects, the survey design as well as to the potential respondent. Based on these findings, practical starting points for increasing smartphone users' willingness to participate in mobile data collection are highlighted.

Keywords: Data Collection, Smartphones, Participation

Shopping Via Smartphones – An Investigation on Selected Drivers and Consequents of Customers' Perceived Enjoyment

Stefanie Sohn, Braunschweig University of Technology

Online shops accessible through smartphones present retailers with the challenge to create a shopping environment that effectively complements the conventional online shop. So far, research focuses consumer's global willingness to shop mobile while neglecting customer's mobile shopping experience and its determinants. Hence, this study, conducted among mobile smartphone shoppers, attempts to clarify how instrumental aspects of store appearance impact consumer's enjoyment. The findings highlight the vital role of perceived aesthetics and confirm the impact of ease of use on enjoyment. Accordingly, enjoyment strengthens reuse and purchase intention while prior online shop contact does not moderate the investigated interrelationships.

Keywords: Mobile Shopping, Smartphones, Perceived Enjoyment

What Makes a Video Game Hit? An Empirical Investigation of Three Console Platforms

Andre Marchand, Muenster University

Thorsten Hennig-Thurau, University of Muenster

The video game industry is a branch of the entertainment sector that is of growing cultural and economic relevance. Some video games these days are now produced and marketed with budgets of more than 200m US\$ and earn more than a billion US\$. Nevertheless, little is known about the factors that make a video game a hit. Building on previous findings in adjacent industries such as the movie industry, the authors develop hypotheses about success factors and test them empirically with a large data set (2,429 cases from 2005 to 2011) of the video game industry.

Keywords: Prediction, Entertainment, Industry

Session 1.14.2 Room: S104

Product and Brand Management

Perspectives on Brand Equity

Chair: **Cláudia Simões**, Open University Business School

Examining the Impact of Brand Equity on Customer Equity

Abas Mirzaei, Macquarie University

David Gray, Macquarie University

Chris Baumann, Macquarie University

Steven D'Alessandro, Charles Sturt University

Lester W Johnson, Melbourne Business School

In this study applying two new macro measures of brand equity and customer equity which are objective, and based on publicly available data, we study the impact of brand equity on customer equity quantitatively. Additionally we capture the impact of advertising spending as a main marketing action on customer equity directly and indirectly via brand equity. As a longitudinal study, we estimate and examine the model parameters over a period of 11 years from 2002 to 2012 to capture the pre and post GFC. We apply our model into four industries in service and product industries including airline, banking, fast food, and department store in the US market. The result show that brand equity is positively associated to customer equity and on average one unit change in brand equity can be resulted in up to 0.40 unit change in customer equity. Moreover brand equity can improve the advertising impact on customer equity. Finally it was found that brand equity can considerably explain the variation in brand value from %8 in fast food industry to %20 in banking and department store.

Keywords: Brand Equity, Customer Equity, Adstock

Examining the Relationships Between Integrated Marketing Communications and Brand Equity Dimensions. The Effect of Culture in the Italian Hotel Context

Alejandro Molla, University of Valencia

Seric Maja, University of Valencia

Irene Gil-Saura, University of Valencia

Integration of marketing communications has taken on a new imperative and urgency in recent years. One of the most important goals of Integrated Marketing Communications (IMC) is to effectively generate and maintain brand equity through encouragement of brand relationships with the customers. In addition, culture is another aspect that should not remain neglected when creating marketing strategies. This work addresses all these issues by providing empirical evidence in a specific context, i.e. Italian hotel industry. While positive and significant relationships between IMC and brand equity dimensions are found, customer national

culture does not exert a significant impact on these relationships.

Keywords: Imc, Brand, Culture

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Does Brand Loyalty Decline? Investigating Brand Loyalty Evolution and the Role of Product Category Characteristics

Polymeros Chrysochou, Aarhus University

Gauthier Castéran, Centre de Recherche en Management (CRM-EAC CNRS 5032), IAE Toulouse

Lars Meyer-Waarden, EM Strasbourg Business School (HuManiS) & IAE School of Management Toulouse (CRM), Capitole University

The ultimate goal of marketers is to achieve high loyalty toward their brands. However, there is a common belief that brand loyalty declines over time. In this paper we offer insight into this area by examining the evolution of brand loyalty and the reasons that lead to this (possible) decrease. We use purchase data from the GfK panel in Denmark and analyze loyalty evolution for 55 packaged good product categories over a period of six years (2006-2011). We show that on an aggregate level, brand loyalty has not evolved. However, we observe that evolution is product category specific with some product categories showing an increase as well. We further explore the role of certain product category characteristics, such as number of brands and SKUs, private labels, and consumers' repertoire size on influencing brand loyalty evolution.

Keywords: Brand Loyalty, Private Label And National Brands, Dirichlet Model

Acknowledgements: The authors wish to thank GfK Denmark for granting access to the data used in this study and support of the "HEALTHCOG" project funded by the Danish Council for Strategic Research.

Session 1.15.2 Room: S110

Relationship Marketing

Social Media and e-Relationship

Chair: Hans Haans, Tilburg University

Multichannel versus Pure E-securities Brokers: Impact of Customers' Assessment of Website Attributes on E-relationship

Elissar Toufaily, Laval University

Frank Pons, Université Laval

This study compared customers of multichannel securities brokers with customers of pure e-brokers in their evaluations of online website attributes and the attributes' impacts on e-trust and e-loyalty. An online survey of 339 securities investors on the Internet was conducted. Variance analysis as well as multigroup analysis showed that online trust as well as six features of the website were evaluated more highly for multichannel broker than for pure e-brokers. Findings also showed that Website security/privacy as well as quality support contribute to online trust for both type of brokers, however quality support is the only attribute whose impact is higher for the e-broker. Interactivity, personalization and social presence contribute to online trust only among multichannel brokers. Managerial implications of the findings are discussed.

Keywords: Online Relationship, Multichannel Retailer, Website Attributes

Social Networking Sites as means to create Customer Loyalty

Noelia Sánchez-Casado, Polytechnic University of Cartagena

Eva Tomaseti-Solano, Polytechnic University of Cartagena

Juan-Gabriel Cegarra-Navarro, Polytechnic University of Cartagena

In the last few years, Social Networking Sites (SNS) have become very useful for firms, allowing them to attract new customers and to manage the customer-brand relationships. In this context, we consider SNS as a new relationship marketing tool that can potentially improve engagement by helping the user to make his/her personal decision in an increasing range of domains. Then, as other relationship marketing tools accomplish (e.g. loyalty programs), brand pages at SNS provide relational benefits to its customers with the aim to create customer loyalty. In this study we analyze how relational benefits (utilitarian, symbolic and hedonic) perceived by customers engaged in brand pages, affect brand knowledge, brand equity and, ultimately, customer loyalty. The results of the study help managers to design their marketing strategies at SNS.

Keywords: Relational Benefits, Customer Loyalty, Social Networking Sites

Service Adoption and Defection Decisions: Understanding the Effects of Social Influences in Consumers' Social Networks

Irit Nitzan, Tel Aviv University

Vardit Landsman, Tel Aviv University and Erasmus University

The processes of products' adoption and defection are closely related and are likely to influence each other. We utilize social network information and information regarding customers' adoption and defection decisions of a cellular add-on, to analyze the social interplay between the two decisions. We estimate a multi-event hazard model and find that the likelihood of adoption (defection) decreases with exposure to the defection (adoption) of network neighbors. We term these effects cross-process social effects. Correspondingly, we refer to the influence of exposure to adoption (defection) on the likelihood of adoption (defection) as within-process social effects. We find that adoption decisions are influenced by cross-process social effects and by within-process social effects to a similar extent, whereas defection decisions are substantially more affected by within-process social effects than by cross-process social effects. The social effects discussed were also affected by tie strength and homophily with adopting (defecting) neighbors.

Keywords: Adoption, Defection, Social Influence / Social Networks

The influence of the Net Promoter Score (NPS) on Actual Online Word-of-Mouth

Hans Haans, Tilburg University

Néomie Raassens, Eindhoven University of Technology

The Net Promoter Score (NPS) is a widely used measurement tool for customer loyalty. While common practice for many companies across multiple industries, academics are not convinced about the NPS method. The major concern is whether the NPS method predicts firm profitability. Against this backdrop, this research aims to provide more insights into the relationship between customers' NPS and online word-of-mouth behavior. Results from an ordered logit model indicate that there is a significant relationship between the Net Promoter score and social media sentiment (online word-of-mouth). Based on this finding, firms are recommended to invest in better service to increase the NPS score, and in turn its profitability.

Keywords: Net Promoter Score, Word-Of-Mouth, Loyalty

Session 1.16.2 Room: S109

Retailing, Channel Management and Logistics

Private Labels

Chair: **Juan Carlos Gázquez-Abad**, University of Almería

Private Label Alone? Consequences of 'Only-PL' Assortments on Store Switching Intentions

Juan Carlos Gázquez-Abad, University of Almería

Francisco J. Martínez-López, University of Granada and Open University of Catalonia (Spain)

Irene Esteban-Millat, Open University of Catalonia (Spain)

Juan Antonio Mondéjar-Jiménez, University of Castille-La Mancha

Francisco Rejón-Guardia, University of Granada (Spain)

Brand delisting refers to the removal of all items of a single brand, leading to the unavailability of the brand within a store. Recent professional publications indicate that national brand (NB) delistings are not uncommon in food retailing. However, retail boycotts of individual brands might have negative consequences, such as reduced customer satisfaction or increased store switching behavior. This paper analyzes the consequences of a retailer delisting all or a significant number of NBs for the sake of its own brand. To do so, we have designed a controlled online experiment on a large existing consumer panel in the Spanish market owned by IRI Worldwide. Our findings suggest that offering 'only-PL' assortments has negative consequences because consumers are more likely to switch to another store to purchase the category. Nevertheless, retailers focused on offering 'only-PL' assortments should own a PL with a high-equity positioning as this will reduce the probability of consumers switching to another store

Keywords: Assortment, Private Label, Delisting

Acknowledgements: The authors would like to acknowledge the financial support from the Fundación Ramón Areces (Spain)

Buying Private Label Durable Products: Influence of Perceived Risk and Anticipated Satisfaction

Maria-Jose Miquel, University of Valencia

Eva Caplliure, University of Valencia

Carmen Perez, University of Valencia

Rafael Curras, University of Valencia

Based on the purchase of a plasma television, this present study analyses the influence of general satisfaction with private labels, perceived similarity, in terms of quality between the private label brand and the manufacturer brand, perceived risk associated to the purchase, and anticipated satisfaction with the purchase, on intention to purchase private label brand durables. Anticipated satisfaction with the purchase and perceived risk are not usually contemplated in the literature. Study of a sample of 434 individuals shows the influence of general satisfaction with the private label brand and perceived similarity of quality on risk dimensions and the strong influence of risk and anticipated satisfaction with the purchase on the private label brand purchase intention.

Keywords: Private Label, Perceived Risk, Anticipated Satisfaction

Adopting a Relationship Marketing Approach in Retailing Services Context in Order to Explain Consumers' Intention to Re-purchase PLBs: A Fuzzy Set Qualitative Comparative Analysis Approach

Kalliopi Chatzipanagiotou, Glasgow University / Business School

Spiros Gounaris, University of Strathclyde Business School

Angelos Pantouvakis, University of Piraeus, Department of Maritime Studies

The present study aims to extend our knowledge regarding consumers' future behaviour towards Private Label Brands (PLBs) by putting together traditionally price-related factors such as price consciousness and deal-proneness and new explanatory factors such as store image, customers' satisfaction with PLBs, consumers' trust in the retailer and retailer's PLBs. In order to do so, the present study leverages the advantages of the novel Fuzzy Set Qualitative Comparative Analysis (fsQCA) in order to overcome the methodological limitations of the conventional analyses and draw inferences regarding the causal 'recipes' underlying consumers' future intentions towards PLBs. The results of the study provide retailers and manufacturers with insights into effective ways to strategically respond to PLBs growth and performance.

Keywords: Branding, Relationship Marketing, Fuzzy Set Qualitative Comparative Analysis

Session 1.18.2 Room: S105

Services Marketing

Service Branding

Chair: **Cleopatra Veloutsou**, University of Glasgow

Towards a Re-Conceptualisation and Measurement of Services Brand Identity

Vandana Pareek, The University of Edinburgh
Tina Harrison, The University of Edinburgh
Dahlia El-Manstrly, The University of Edinburgh

The paper focuses on conceptualizing and measuring brand identity in services. We develop a valid and reliable scale to measure services brand identity. The lack of a consumer-based conceptualisation and measure of brand identity is concerning, especially in the context of a new service-dominant logic that regards consumers as "co-creators of value". We explore and critically examine customers' understandings of brand identity and refine brand identity as a co-created construct. We then outline the procedures used to develop and test an initial scale that measures this construct. The scale has the potential to be of use in assessing the relationship between brand identity and other branding and consumer behaviour constructs (such as brand loyalty and trust), thus enabling the impact of brand identity to be established.

Keywords: Brand, Identity, Services

Brands as Socialising Agents

Cleopatra Veloutsou, Glasgow University / Business School
Mariza Arvaniti, University of Glasgow

The paper focuses on the growing aspect of consumer-brand communities in the online context and the manner that the engagement of individuals in brand communities can actually support the broadening of the social interaction of individuals outside the online brand community and the brand related context. In the context an on line service, on line strategy games, and using data collected from 384 gamers, it suggests that the relationship that consumers have with the brand and their need to socialise can predict their participation in the online community (community engagement and community identification), while their participation in the on line community, and in particular community identification, can predict their willingness to develop social ties with the other members of the on line community outside the on line environment and the brand related context.

Keywords: On Line Games, Brand Communities, Brand Community Participation

Experiential Marketing in an Entertainment Service: Event-Brand Transfer

Natalia Vila, University of Valencia
Ines Kuster-Boluda, University of Valencia
M^a Carmen Rodriguez-Molina, University of Valencia
Asunción Hernandez-Fernández, University of Valencia
Lisa Scribner, University of North Carolina Wilmington

The main aim of this research is to evaluate the effects that experiencing an event has on experience with the promoting brand. The study analysed the musical event MTV Winter Festival, considering the opinion of 127 attendees to discover the impact of experiencing the MTV entertainment television channel event in three areas: improved brand experience, improved brand personality and increased brand reputation. Regarding event experience's antecedents, "immersion" has been identified as the most important one, and "brand experience" as the most important effect. In addition, it has been found that brand experience has a positive impact on exciting brand personality and exciting brand personality in turn on brand reputation.

Keywords: Experience, Brand, Event

Session 1.20.2 Room: S111

Social Responsibility and Ethics

Greenwashing and Green Marketing

Chair: **Catherine Janssen**, IESEG School of Management

Consumer Perceptions of Greenwashing: The Role of Third-Party Labels, Brand Positioning, and Type of Ad Appeal

Barbara Dupont, Catholic University of Louvain
Catherine Janssen, IESEG School of Management, France
Valérie Swaen, Université Catholique de Louvain, LSM, Belgium & IESEG School of Management, France

Numerous companies today engage in greenwashing, which tends to create confusion for consumers and leads to negative consumer responses. Yet, current literature seldom investigates how consumers' perceptions of greenwashing emerge. This research seeks to address this gap. Through two experiments, we show that the positioning of the company with respect to CSR and the type of appeal (emotional versus rational) used appear to play key roles in determining consumers' perceptions of greenwashing, whereas the use of third-party labels has no main significant effect on consumers' greenwashing perceptions, and can even lead to negative consumer responses.

Keywords: Greenwashing, Perceptions, Credibility

Green Marketing Orientation: Introducing a New Construct

Karolos - Konstantinos Papadas, Athens University of Economics and Business

George J. Avlonitis, Athens University of Economics and Business
Kalipso Karantinou, Athens University of Economics and Business

The literature reflects little effort to develop a framework that embodies all organizational prerequisites that companies should satisfy in order to build a green marketing strategy. The authors synthesize knowledge on the subject and provide a foundation for future research by introducing the construct of Green Marketing Orientation, the organizational perspective of green marketing, and delineating its basic dimensions. The paper draws on the occasional writings on the subject over the last 20 years, work in related disciplines, and 22 in-depth interviews with key informants in diverse organizations, aiming to provide a foundation for the systematic development of a theory of green marketing orientation.

Keywords: Green Marketing, Green Marketing Orientation, Environmental Orientation

Can Evoking Nature In Advertising Mislead Consumers? The Power of 'executional Greenwashing'

Beatrice Parguel, Paris Dauphine University, CNRS
Florence Benoit-Moreau, Université Paris-Dauphine
Cristel Russell, Kogod School of Business, American University

'Executional greenwashing' refers to the use of nature-evoking elements in advertisements to artificially enhance a brand's ecological image. Based on classic models of persuasion, a first experiment reveals that evoking nature does mislead consumers, especially if they have low knowledge of environmental issues in the product category. Two complimentary experiments, based on current international policies, show that whereas a raw figure featuring the product objective environmental performance is not sufficient to help non-expert consumers revise their judgment, accompanying the figure with a traffic-light label eliminates the 'executional greenwashing' effect amongst both experts and non-experts. Theoretical and regulatory implications are discussed.

Keywords: Greenwashing, Advertising Execution, Environmental Labeling

Acknowledgements: This research received support from the Chair Performance des Organisations financed by the AFNOR group and from the program MOVIDA – Consommation et Modes de Vie Durables financed by the French Ministry of Ecology, Sustainable Development and Energy.

Session 1.1.3 Room: S107

Advertising, Promotion and Marketing Communications

Word of Mouth

Chair: **Dan Alex Petrovici**, University of Kent

On the Persuasiveness of Opinions versus Advice: An Information Diagnosticity Perspective

Matteo De Angelis, Luiss University
Andrea Bonezzi, New York University
Derek D. Rucker, Northwestern University
Alessandro M. Peluso, University of Salento

Consumers can share information about products in the form of either opinions—whereby they merely communicate whether they like or dislike a product—or advice—whereby they also provide explicit suggestions as to how others should behave. Whether opinions are more influential on consumer behavior than advice or vice versa appears unknown. In three experiments, the authors investigate the role of the perceived diagnosticity of the information as a factor explaining when advice is more or less influential than opinions by exploring the effect of two variables, product category and communicator-receiver relationship closeness, that affect how diagnostic information is perceived.

Keywords: Advice, Opinion, Information Diagnosticity

The Effect of Blurbs on Consumers' Response

Marco Visentin, University of Bologna
Chiara Orsingher, University of Bologna

Blurbs on books have become a common advertising practice in bookstores, but their effectiveness is still questioned by the practice and no evidence can be found in the literature. As an advertisement stimulus, it is expected to affect cognitive and affective responses. Nevertheless, the blurb is aimed at capturing the attention of consumers when they visit a bookstore, so it is also supposed to foster sales. Based on these premises, our study presents an experiment aimed at evaluating the causal relationship between the presence of a blurb on books and the cognitive, affective and behavioral response of consumers.

Keywords: Blurbs, Consumer's Response, Experiment

Positive and Negative e-Wom of Hedonic and Utilitarian Consumption

Hung-Pin Shih, Hsuan Chuang University
Liang-Chih Yang, Hsuan Chuang University
Jian-Shiun Hu, Hsuan Chuang University
Cheng-Hsiung Chiang, Hsuan Chuang University

Positive (negative) electronic word-of-mouth (eWOM) is likely (unlikely) to motivate consumers' purchase decisions. Negative information cues are stronger than positive information cues to affect consumers' judgments and purchase decisions. However, the literature has not addressed whether the negativity bias can apply to predict the positive-to-negative eWOM of hedonic and utilitarian consumption. We use big data tool (OpView) to analyze e-WOM of hedonic (flight travelling) and utilitarian (Carrefour mall) consumption that posted on forums, blogs, twitter, and facebook. From the survey results, we conclude that a positivity bias is better to explain the review of hedonic consumption, whereas a negativity bias is appropriate to explain the review of utilitarian consumption.

Keywords: Electronic Word-of-Mouth, Hedonic, Utilitarian

14:00-15:30

Session 1.2.3 Room: S106

Business-to-Business Marketing

Negotiation

Chair: **Robert Wilken**, ESCP - Europe Business School Berlin

Pattern Your Concessions? An Analysis of Concession Behavior in Buyer-Seller Negotiations

Birte Kemmerling, Potsdam University
Uta Herbst, Potsdam University
Tatjana Becker, University of Hohenheim
Markus Voeth, University of Hohenheim

Concessions are critical in buyer-seller negotiations, since they influence the (non-)achievement of a contractual agreement. Existing research has extensively studied concession behavior in negotiations. However, to date, no study has examined the continuous exchange process of offers and counteroffers between the negotiation parties (e.g., concession patterns) in realistic buyer-seller negotiations. Our study primarily analyzes whether different concession patterns exist, and if so, how they impact the negotiation outcome, especially concerning the opponent's concession behavior. We identified four different concession patterns and found, among others, that following a specific concession pattern achieves better negotiation outcomes than not applying a specific concession pattern.

Keywords: Buyer-Seller Negotiation, Concession Behavior, Negotiation Performance

The Influence of Negotiators' Individualism on Disaggregated Outcomes in Multi-Issue Business Negotiations

Tayfun Aykac, ESCP- Europe Business School Berlin
Robert Wilken, ESCP - Europe Business School Berlin

We investigate bargaining teams' level of individualism as an antecedent of disaggregated outcomes on high- and middle-priority issues (HPIs and MPIs, respectively). French vs. German-French vs. German teams are employed to represent increased levels of individualism. We find that increased individualism increases performance on high-priority issues (HPIs) and decreases relative performance on middle-priority issues (MPIs). More specifically, highly individualistic teams favor the high-priority approach, whereas low-level individualistic teams follow a more balanced approach. The culturally mixed teams combine both approaches and perform best on an aggregated outcome dimension. Thus, we can generally recommend a "multifocal" approach to multi-issue negotiations. To promote such an approach, negotiation teams composed of members with different levels of individualism should be employed.

Keywords: Individualism, Multi-Issue Negotiation, Team Negotiation

Renegotiations in Business-To-Business Practice: A Qualitative Status Quo Analysis

Aline Kugler, University of Hohenheim
Markus Voeth, University of Hohenheim, Institute of Marketing and Management
Melanie Hein, University of Hohenheim

In recent years, renegotiations have become more prevalent in business-to-business transactions. Although renegotiations have a strong impact on business efficiency and relationships, marketing science has not adequately addressed this topic. Research on renegotiations in business-to-business marketing is thus urgently needed. To address this research gap, we present a qualitative study in which we conducted 17 in-depth interviews with negotiation experts to gain insights into renegotiations in business-to-business practice. In these interviews, we analyzed the appearance, drivers and motives, acceptance and handling, as well as the consequences of renegotiations. We derived several insights that may serve as a valuable basis for further research.

Keywords: Negotiations, Renegotiations, Business-To-Business Marketing

Is There a Better Style to Negotiate? An Analysis of Negotiation Styles and their Impacts on Buyer-Seller Negotiations

Melanie Katrin Preuss, Potsdam University
Uta Herbst, Potsdam University

Given the importance of negotiation outcomes on profits, companies are increasingly investing in negotiation training to optimally prepare their sales and procurement teams and to improve their negotiation performance. In this context, the analysis of different negotiation styles (e.g., dominating, integrating, etc.) has received much attention in the literature. Interestingly, however, to date, there are few insights on which negotiation style is the best to choose, especially concerning the counterpart's style. This paper analyzes this question by applying an extensive coding system to a realistic buyer-seller negotiation experiment. Among others, our results indicate that applying the dominating negotiation style yields the worst negotiation outcomes – irrespective of the counterparty's style.

Keywords: Negotiation Styles, Negotiation Performance, Coding System

Session 1.3.3A Room: S101

Consumer Behaviour

Food: product and experience

Chair: Harri Luomala, University of Vaasa

Predicting the intention to Buy Locally Produced Food: the Role of Attitudes and Store Atmosphere

Elisa Martinelli, University of Modena and Reggio Emilia

Jeffrey M. Campbell, The University of South Carolina/Department of Retailing

Ann Fairhurst, The University of Tennessee/Department of Retail, Hospitality, and Tourism Management

The research aims to investigate the predictive role of attitudes and perceptions of store atmosphere in explaining consumers' intentions to purchase locally produced food. Survey methodology and structural equation modeling using AMOS 22.0 was used to test the measurements and hypotheses. Results evidence that the model presented is supported and that positive attitudes towards locally produced food can directly affect purchase intentions and the perception of store atmosphere, while the latter also exerts an impact on the intention to buy locally produced food. Managerial implications for retailers as well as future research directions for academics are outlined.

Keywords: Locally Produced Food, Attitudes, Store Atmosphere

"You Feel Like My Blood, So I Buy Your Food" Can Consumers' Experience of Kinship Account for Preferring Local Foods?

Harri Luomala, University of Vaasa

Hanna Leipämaa-Leskinen, University of Vaasa

Henna Syrjälä, University of Vaasa

Sami Kurki, University of Helsinki

In this study, local food consumption is viewed for the first time from the perspective of kin selection theory. Two large surveys were conducted to explore the links between consumers' experience of kinship (genetic vs. psychological) and preferring local food products. First, the grocery shop intercept study (n=501) revealed that consumers' kinship experience is associated with preferring local cheese, cereal, tinned meat and biscuit brands to non-local ones. Second, a web-survey (n=828) produced further evidence suggesting that consumers' psychological kinship experience is more strongly related to preferring local foods than their genetic kinship experience. These novel results spur several theoretical and managerial implications and lay down a rich avenue for future research.

Keywords: Food, Kinship, Responsibility

Fact Or Fiction? the Impact of Framing Product information on Consumer's Attitude towards A Food Supplement

Jessica Aschemann-Witzel, Aarhus University

Klaus G Grunert, Aarhus University, MAPP

Lisa E Bolton, The Pennsylvania State University

Food marketers have to decide whether scientifically sound, but cumbersome health claims are to be preferred over claims triggering health-related associations in a non-scientific, storytelling fashion. Both types of claims were assessed by US and Danish respondents on a food supplement in an online survey. Attitudes were measured and repeated after respondents had been presented with information contradicting the claims. The results show that story-related claims favourably influence attitudes. Contradictory information has a negative effect on attitudes. However, in the presence of a scientific claim, the contradictory information made respondents reduce favourable attitudes to a lesser extent.

Keywords: Framing, Health, Food

The Moderator Role of Self-Efficacy in the intention-Behavior Gap.

Julio D. Vecino Gravel, University of Seville

María A. Ramón-Jerónimo, Pablo de Olavide University

Social psychologists and marketing researchers have found great success in using Ajzen's (1991) behavioral intention model. However, few studies have found significant support for the moderator role of self-efficacy (Bandura, 1977) in the intention-behavior gap (Fishbein and Ajzen, 2010). In this study the moderator effect is supported. We apply Latent Moderated Structural Equations (LMS) in a sample of 500 fish's consumers to show how for consumers with lower intentions higher levels of self-efficacy favor the apparition of higher levels of real consumption. In consequence, self-efficacy appears as a key factor for fish consumption and those interested in develop this behavior must drive their efforts not only to the creation of an intention, but also giving consumers the necessaries tools to perceive that they are able to evaluate the quality of the fish.

Keywords: Intention-Behavior Gap, Fish Consumption, Latent Moderated Structural Equations (Lms)

Acknowledgements: The initiative Andalusia Projects of Excellence has financed this research through the project 2010-SEJ-06658

14:00-15:30

Session 1.3.3B Room: S103

Consumer Behaviour

The dimension of consumers' decisions

Chair: **Loes Janssen**, Radboud University

Dimensions and Effects of Consumer Subjective Financial Deprivation

Laurent Bertrandias, University of Toulouse
Manu Carricano, EADA, Barcelona
Alexandre Lapeyre, University of Toulouse III

Subjective financial deprivation (SFD) is a psychological discomfort emerging from social ascendant comparison and/or from the perception of a loss of buying power in comparison with a salient period in the past. Existing literature studies the effects of SFD without making the distinction between these two different origins. The objective of this paper is to go beyond this conceptualization. Through two studies, we show first that the two-dimension model of financial deprivation is more relevant than the one-dimension model. Second, we demonstrate that SFD prompt distinct effects on consumer behavior depending on the social or temporal origin of deprivation.

Keywords: Financial Deprivation, Social Comparison, Buying Power

When the Need for Affiliation Heightens Consumers' Susceptibility to Persuasion Tactics

Loes Janssen, Radboud University
Ilija Van Beest, Tilburg University
Nicole Mead, Erasmus University Rotterdam

Two experiments tested whether social exclusion increases consumers' susceptibility to advertising strategies that appeal to the need to belong. Socially excluded (vs. socially accepted) participants appeared to be more vulnerable to social proof tactics, arguably because those consumers were on the hunt for social connection. Indeed, tactics that did not connote social connection (e.g., expert endorsement) were moot. The present work reveals how one of humans' most fundamental motivations, the need to affiliate, influences consumers' vulnerability to marketing tactics, thereby contributing to a growing body of knowledge on social motivations driving consumer behavior.

Keywords: Social Exclusion, Persuasion, Social Proof

Acknowledgements: The authors would like to thank Rutger Mutsaerts and Ilse Elslor for their assistance in data collection

All Charity Is Not Created Equally: the Role of Target Affect and Agentic (vs. Communal) Orientation on Consumer Willingness to Contribute Time (vs. Money)

Rhiannon Macdonnell, City University London

Across 4 studies, we assess both what (time vs. money) and to whom (a sad/empathetic target vs. a happy/less empathy-provoking target) consumers are asked to give, showing communal (vs. agentic) orientation moderates helping. Social approach, the preference for close (vs. distant) helping, is proposed as a mediator.

Keywords: Donation, Volunteer, Prosocial Behavior

Originality: Perception and Preference

Shibiao Ding, Ghent University
Mario Pandelaere, Ghent University

Originality appeals are ubiquitously applied in marketing campaigns. However, the effect of originality on preference is still not well understood. In a series of 3 studies, the authors examine the effect of entry order and of non-uniqueness on originality perception and preference. The results demonstrate that entry order affects originality perception, but preference only accrues to the very first entrant from relative originality advantage. Moreover, the perception of non-uniqueness affects preference. Specifically, self-generated non-uniqueness lowers evaluation, but other-generated non-uniqueness does not. Originality perception underlies the process of preference formation. The results also reveal that the effect of originality on preference is weakened when goal of identity-expression is attenuated.

Keywords: Order Effect, Social Categorization, Originality Perception

Session 1.4.3 Room: S115

Innovation and New Product and Service Developments

User-Involvement and Open Innovation

Chair: **Kande Kazadi**, University of Antwerp

Building an Innovation Community: An Empirical Analysis of How to Encourage External Stakeholders to Participate in the Firm's NPD Process

Johanna Brunneder, Geneva University/HEC Geneva
Marcel Paulssen, HEC Geneva

The integration of external stakeholders in firms' NPD process has found increasing interest in business research and practice. Central to this topic are virtual innovation communities managed by firms in order to facilitate the exchange with external stakeholders and in order to involve them in the different stages of the NPD process. To date empirical research on the drivers of participation of these external stakeholders in virtual innovation communities is lacking. The authors test a comprehensive model of how perceived benefits, individual member characteristics and relational characteristics influence members' participation behavior in virtual innovation communities. The results indicate that hedonic benefits, competence and affective commitment to the virtual network play a crucial role in determining participation behavior in innovation communities.

Keywords: Innovation Community, Stakeholder Participation, Community Commitment

Should I introduce My Partner?: Exploring the Effects of Stakeholder Cocreation on Consumers' New Product Valuations

Kande Kazadi, University of Antwerp
Annouk Lievens, University of Antwerp
Dominik Mahr, Maastricht University

An emerging stream of research explores the effects of involving consumers during new product development. Yet, in recent years firms have started to cocreate products with multiple types of stakeholders, not just consumers. This paper examines the effects of stakeholder cocreation on consumers' valuations of new products in two studies. Contrary to extant research, the results show that in the context of complex products, consumers value cocreation with multiple stakeholders, rather than cocreation with only consumers. Furthermore, the results reveal the underlying process that explains this relationship. Consumers perceive firms, that cocreate with a highly diverse group of stakeholders, as more capable in creating innovative products and are subsequently willing to pay more for those products.

Keywords: Stakeholder Cocreation, Consumer Cocreation, New Product Valuation

Open Innovation: A Double-Edged Sword?

Sören Köcher, TU Dortmund University
Stefanie Paluch, TU Dortmund University
Sarah Küsgen, TU Dortmund University

Innovation contests have become a widely-used open innovation instrument to gather new product ideas. This research examines positive and potential negative effects of this open innovation technique by analyzing the impact of a successful and unsuccessful participation in idea competitions on three key performance figures, namely purchase, word-of-mouth, and loyalty intentions. Experimental results demonstrate that – besides positive effects of a successful participation – unsuccessful participation entails adverse side effects triggered by negative emotions.

Keywords: Open Innovation, Emotions, Negative Effects

If You Are Attractive and Fair, I'll Do it Myself! Assessing Mass Customization Processes in the Light of Product Aesthetics and Perceived Fairness.

Ursula Scholl-Grissemann, Innsbruck University
Karin Teichmann, Innsbruck University
Nicola E. Stokburger-Sauer, Innsbruck University
Benedikt Schnurr, Innsbruck University

This research analyzes the impact of different mass customization toolkits (i.e. functional, aesthetic, and supreme toolkits) and mass customization toolkit options (many vs. few) on customers' process enjoyment and satisfaction with the company. It further analyzes whether customers' evaluation of the mass customization process differs in a fair vs. unfair scenario. Product category involvement and product category expertise and their moderating effects are assessed. Results from three experimental studies demonstrate that process enjoyment with an aesthetic toolkit is higher than with a functional toolkit, and that a supreme toolkit does not increase process enjoyment further. Moreover, the paper reveals that perceived fairness plays a significant role in customers' satisfaction with the company. Important implications for managers are discussed.

Keywords: Mass Customization, Product Aesthetics, Perceived Fairness

Session 1.11.3 Room: S113

Modelling and Marketing Analytics

Consumer Preference and Choice

Chair: Peter Stüttgen, Carnegie Mellon University Qatar

Does Out-Of-Home Snacking Lead to Rational Addiction?

Nicolas Glady, ESSEC Business School Paris

Shantanu Mullick, ESSEC Business School

The rise in obesity is caused by a greater frequency of snacks consumed out-of-home and in-home. Out-of-home snacking assumes importance as our food rich environment lead us to indulge. We want to test if addiction to out-of-home snacking can explain the increase in consumption of snacks. Rational addiction theory implies that past purchase quantities can increase current purchases. Using reduced form models to test for addiction to food can yield spurious evidence; hence we use a dynamic structural model with addiction and inventory. We adapt Gordon and Sun (2013)'s model of addiction with endogenous consumption and stockpiling on individual-level consumption data. Our novel dataset reporting out-of-home consumption and total purchase of 18000 households for 196 weeks will allow us to conduct unique analyses.

Keywords: Addiction, Dynamic Structural Model, Obesity

A Finite Mixture Multinomial Probit Model for Choice Based Conjoint Analysis: A Simulation Study

Friederike Paetz, Clausthal University of Technology

Winfried J Steiner, Clausthal University of Technology

In the context of conjoint choice models the use of finite mixture models to estimate and analyze segment-specific consumer preferences is well-established. However, finite mixture models usually do not account for different pairwise similarities of alternatives, which could lead to biased estimates and predictions. In this contribution, we develop a Finite Mixture MNP model that is able to account for such dependencies, and assess its performance in terms of model fit, parameter recovery and forecasting accuracy. As a benchmark for comparison, we use the Finite Mixture IP model which belongs to the same model class but instead assumes independence between alternatives. Our results indicate a significantly better performance of the new Finite Mixture MNP model with respect to (unpenalized) model fit and parameter recovery.

Keywords: Finite Mixture Models, Heterogeneity, Covariances

It's Up to You! - Pay for Performance Incentive Mechanisms in Conjoint Studies

Philip Sipos, University of Hohenheim

Markus Voeth, University of Hohenheim

Incentive-aligned conjoint analysis is one of the core topics in recent preference measurement literature. Even though empirical evidence shows that incentives enhance predictive validity, incentive alignment cannot be applied to every research context, for example, new products that are not yet available. However, as conjoint analysis is often used in that context, we develop a performance-dependent incentive mechanism that is applicable regardless of the availability of real versions of the research object. The mechanism is tested for improvement in predictive validity, compared to a non-performance-based setting. The conjoint experiment is viewed as a hidden action problem that our proposed mechanism can solve. In line with theory, the results show that respondents' reimbursement should be at least partly performance-dependent.

Keywords: Conjoint-Analysis, Incentive-Alignment, Market-Research

Acknowledgements: We want to thank the GfK-Nürnberg for the generous support of our research project.

Maximizing vs. Satisficing: How Do Consumers Choose?

Peter Stüttgen, Carnegie Mellon University Qatar

Peter Boatwright, Carnegie Mellon University

This paper adds to the debate on whether consumers are in fact utility maximizers or satisficers by estimating two structurally comparable models on the same data set. Based on Stüttgen et al.'s (2012) satisficing model, we develop a structurally comparable model based on the utility maximizing framework. Both models not only model final choice, but also the information acquisition process. We find that (in the category studied) less than 10% of the participants seem to be utility maximizers. This has important implications for how effectively marketers can affect consumer choice through visual aspects of the product.

Keywords: Utility-Maximization, Satisficing, Eye-Tracking

Acknowledgements: The first author would like to thank Qatar Foundation for financial support.

Session 1.12.3 Room: S108

New Technologies and E-Marketing

Online payment, loyalty and trust

Chair: **Benjamin Lowe**, Kent Business School, University of Kent

The Impact of Recommendation Agents' Type of Voice on Perceived Social Presence, Trust and Consumers Intentions

Emna Cherif, University of Paris 1 Pantheon-Sorbonne

Jean-François Lemoine, University of Paris 1 Panthéon Sorbonne - ESSCA School of Management

This paper aims to demonstrate the influence that recommendation agent type voice may have on consumers reactions. Through experimentation, we compare the effects of human and synthetic voice on perceived social presence, recommendation agent trust and website trust. The findings suggest that the human voice is likely to provide a higher level of social presence and recommendation agent trust. The structural equation model shows that social presence has a positive effect both on recommendation agent trust and behavioral intentions. In turn, recommendation agent trust influences website trust and behavioral intentions. Finally, results show that website trust positively impacts behavioral intentions.

Keywords: Recommendationagent, Voice, Trust

Conveying Customized Nutritional Information: Willingness-To-Pay and Consumer Segments

Benjamin Lowe, University of Kent

Diogo De Souza-Monteiro, Kent Business School, University of Kent

Iain Fraser, School of Economics, University of Kent

Nutritional labels on the food we purchase are designed to combat an increase in food related diseases. However, despite being shown to offer consumers some benefits, their influence is moderated by factors such as consumer heterogeneity. Recent advances in technology might assist retailers and policy makers by providing consumers with the option to examine more customized and targeted information of greater relevance to their needs, and to assist them making better decisions. Using a Discrete Choice Experiment (DCE) this paper develops a model to predict consumer willingness-to-pay (WTP) for different attributes of customization and accounts for consumer heterogeneity by identifying key consumer segments.

Keywords: Customization, Nutritional Information, Segments

What Effect do Competitors' Prices Have on Demand in Fashion E-Commerce?

David Heuer, RWTH Aachen University

Malte Brettel, RWTH Aachen University/WIN Chair - Center for Entrepreneurship

We empirically estimate price elasticities in the online fashion retailing industry and quantify individual components stemming from both the own-price as well as competitive effects. In contrast to extant literature, we examine an environment that is not as dependent on price comparison sites. We use a novel data set provided by a leading European e-commerce company and supplement it with competitors' prices for regression analysis. We find an unexpectedly small influence of the price ranking relative to competition accounting for about 32% of the overall price elasticity. Furthermore, we discuss implications for academics and practitioners.

Keywords: E-Commerce, Pricing, Competition

Session 1.14.3 Room: S104

Product and Brand Management

Brand Visuals

Chair: **Henrik Sattler**, University of Hamburg

Children's Brand Logo Preference: A Phonetic Symbolism Perspective

Stacey Baxter, The University of Newcastle
Tina Lowrey, HEC Paris

Brand logos play a particularly important role for child consumers. This study investigates children's preference for inventive brand logos manipulated using phonetic symbolism principles. Using an experimental design, we demonstrate that children prefer brand logos that connote physical product attributes (e.g., size). Age differences were also observed which could be attributable to developmental stages. This research shows that when selecting an inventive brand logo, consideration could be given to the relation between the shape of the image and product characteristics. We believe that our findings are of importance to marketers as they consider different approaches to designing brand logos.

Keywords: Phonetic Symbolism, Children, Logo

Logo Design: Examining Consumer Response to Figurativeness Across Cultures

Joana César Machado, Catholic University of Portugal
Leonor Vacas-De-Carvalho, Evora University
Anna Torres, Universitat Pompeu Fabra
Michel Van De Velden, Erasmus University
Patrício Costa, School of Health Science, Minho University

Literature concerned with logo strategy suggests that the aesthetic appeal of brand logo significantly influences consumer reactions. The main purpose of this research is to study the influence of the different categories of figurative logo designs on consumer response. Through two studies in three countries, this research sheds light on consumer logo preferences, by investigating the psychological properties of the figurativeness of logo design. Results showed that figurativeness is an essential design element that significantly influences affective responses. Moreover, results suggest that natural designs are clearly preferred, and that the appeal of the different categories of figurative designs seems to be universal.

Keywords: Brand Logo Design, Consumer Response, National Cultures

Multidimensional Scaling of Visual Design: An Objective Approach of Determining Similarities

Jan Landwehr, Goethe University
Daniel Wentzel, RWTH Aachen University

Multidimensional scaling (MDS) is a popular technique for the purpose of positioning a product/brand in the competitive space. While MDS has the advantage of transforming complex data into a two-dimensional space, it also has several shortcomings. In the present research, these shortcomings are addressed in one particular field of application, namely product design. In particular, we develop a novel way of measuring the similarities between different product designs. Moreover, this approach is based on a theoretically grounded approach that allows us to make specific predictions about the perceptual space and is validated through an empirical study in the automotive sector.

Keywords: Mds, Aesthetics, Design

Session 1.15.3 Room: S110

Relationship Marketing

Customer Engagement and Product Search

Chair: **Lars Meyer-Waarden**, EM Strasbourg Business School (HuManiS), CRM/CNRS Toulouse, Capitole University

Conversion Backlash? Decision Support and Hasty Action in Consumer Product Search

Radoslaw Karpienko, Vienna University of economics and business
Thomas Reutterer, Vienna University of Economics and Business

Recent studies have shown that product recommendations substantially change the consumer decision process, regardless of the quality of recommendations. Specifically, consumers inspect less alternatives, and make their stopping decision earlier than in unassisted search. In the present Study we investigate in how far such behavioral influences can affect post-purchase evaluation. We use a real-world commercial recommendation agent in an experimental study with three conditions: A baseline condition with no recommendations, a condition with 'fake' recommendations, and a condition with 'real' recommendations. Our initial findings indicate that product recommendations may bias consumer choice, and thus potentially lead to negative effects in the long run.

Keywords: Recommendations, Decision, E-Commerce

Effect of Co-production Process and Outcome on Customer Evaluative Judgments

Anne Merken, Hasselt University
Sandra Streukens, Hasselt University
Sara Leroi-Werelds, Hasselt University

Co-production has increased substantially over the years. Nonetheless, how co-production influences customer evaluations remains vague. As co-production entails customers' active participation in the production process, the influence of the co-production process should be considered in addition to the evaluation of the outcome. Therefore, we simultaneously examine the effect of co-production process quality and outcome quality on customer evaluations. The present study shows that both process and outcome quality significantly impact satisfaction and repurchase intention, however, we fail to find an interaction effect. Thus, firms should not only focus on designing effective co-production outcomes, but also on creating an enjoyable process.

Keywords: Co-Production, Process Quality, Outcome Quality

How Trust affects the Use of Information obtained through Intra- and Extraorganizational Relationships?

Tamara Keszezy, Corvinus University of Budapest

We have limited knowledge on the potential pattern similarities/differences of trust's role that may exist in information use obtained through intra- and extra-organizational relationships. This study addresses this question by investigating how trust leads to information use. Data from 338 intra-organizational and a sub-sample of 158 interorganizational dyadic information exchange-relationships showed that trust is an important driver of the utilization of market information in both cases. Trust has no direct relationship to information use, instead has a strong indirect effect through a mediator, perceived quality of information. The effects of trust on the use of information obtained through inter- and extra-organizational dyadic relationships proved to be similar.

Keywords: Trust, Managerial Use Of Market Information, Relationships

Acknowledgements: The research has been conducted within the framework of the post-doctoral research project by the Hungarian Scientific Research Fund (OTKA), project nr. PD77726. The author is grateful for the support of János Bolyai Research Program by the Hungarian Academy of Sciences.

True or False Customer Engagement Behaviour: What can we learn from Customers' Touch point Histories?

Helle Haurum, Copenhagen Business School
Suzanne C. Beckmann, Copenhagen Business School/Department of Marketing

Customers' engagement behaviours are considered an important source of value to the company. So far, the discussion has mainly been conceptual and focused on the company's perspective. By adopting the customer's perspective we investigated how customers perceive their service relationship encounters with a company, using in-depth interviews. We found the following key factors driving and explaining customers' engagement behaviours: (1) transactions matter and inconsistent engagement behaviours are a reality, (2) mundane products and services are still highly relevant for customers, and (3) different degrees of customer experience alignment with services and products exist. Moreover, the distinction between true and false engagement behaviours we suggest indeed is relevant and we could establish their mediating capabilities.

Keywords: Customer Engagement Behaviours, Customer Dominant Logic, Loyalty Discrepancy

Session 1.16.3 Room: S109

Retailing, Channel Management and Logistics

Online Stores

Chair: Frank Hälsig, HTW Saarland

How Online Stores Confuse Shoppers: Conceptual Framework and Empirical Investigation

Marion Garaus, Vienna University

The current research theoretically develops and empirically tests a framework of the antecedents and consequences of electronic Retail Shopper Confusion. Study one uses a projective technique to investigate confusion drivers in online store environments. The identification of nine confusing online store elements provides input for an online experiment employing a writing scenario technique. Online consumers react in a confusing shopping situation with avoidance behavior (e.g., shopping cart abandonment, low repeat visiting intentions). The findings advance the understanding of the elicitation of negative feelings by online store environments and provide an explanation why shoppers react with avoidance behavior in specific online shopping situations.

Keywords: Online Shopping, Confusion, Online Store Environment

The influence of Web Design and Buyer Characteristics on Browsing Behaviour

Prithwiraj Nath, University of East Anglia
Sally Mckechnie, Nottingham University Business School

Although the effects of interactivity and personalisation tools on browsing experience has been the subject of previous research, the impact of variable levels of such features on buyers' evaluations of trust, attitudes towards websites and feelings of decision satisfaction has received relatively little attention. To address this gap, this study conducts an experiment with 273 subjects to examine these relationships in the context of complex, high risk purchase situations where the seller is new to the market and buyers demonstrate variable risk preference. Findings identify a positive association between website design features and browsing outcomes, and the effectiveness of such features higher for buyers with lower risk preference.

Keywords: Trust, Decision Satisfaction, Web Design

Active Return Management for Online Retailer

Siham El Kihal, Goethe University
Christian Schulze, Frankfurt School of Finance & Management
Bernd Skiera, Goethe University Frankfurt/ Electronic Commerce

High product return rates and their associated costs pose major challenges to online retailers. We investigate whether online retailers always benefit from active return management by analysing the potential for profit improvements in diverse product categories, then comparing the suitability of nine return management strategies for realizing that potential. The analyses rely on an extensive data set from a large online retailer, including purchases by of over 166,000 customers over a five-year period. The authors confirm that retailers should focus their return management activities on managing customers, rather than products or some combination. Even the best return management strategy will not benefit every online retailer though: Some product categories stand to experience profit improvements of up to 330% from good active return management, but others will hardly benefit.

Keywords: Online Retailing, Product Returns, Return Management

Is the Decision of SMEs to Establish an Online Shop Influenced by Institutional Pressure?

Matthias Schu, University of Fribourg
Dirk Morschett, University of Fribourg/Chair for International Management
Frank Haelsig, HTW Saarland
Bernhard Swoboda, University of Trier, Chair for Marketing and Retailing

The aim of this paper is to investigate factors that influence the intention of an SME to launch an online shop. A PLS model is used based on the Technology Acceptance Model and is extended with neo-institutionalist elements. Drawing on a sample of 864 SMEs from different sectors of retail and wholesale trade, 52.8 % of the variance of the intention to launch an online shop is explained with the proposed model. The results indicate that the perceived usefulness and mimetic and coercive isomorphism influence the intention to establish an online channel.

Keywords: E-Commerce, Sme, Tam

Session 1.18.3 Room: S105

Services Marketing

Service Delivery and Recovery Strategies

Chair: **Ana Casado-Díaz**, University of Alicante

Do Organizational Policies Matter? The Impact of Service Guarantee on Customer Perceptions of Recovery Fairness

Benedetta Crisafulli, Kingston University / Kingston Business School
Jaywant Singh, Kingston University
Francesca Dall'Olmo Riley, Kingston University

Delivering fair service recovery is crucial to restoring customer satisfaction and repatronage. This study contends that organizational policies impact recovery fairness perceptions. Underpinned by signaling and justice theories, the study examines the influence of service guarantees on customer perceptions of recovery fairness. Given that businesses extensively use service guarantees, knowledge on perceptions of fairness towards such policies is relevant to designing effective guarantees. Employing a scenario-based experiment, this study shows that fairness varies according to the type of guarantee payout. The pledge for monetary compensation has differential impact on fairness perceptions, discount offers lower fairness and increase negative motive attributions. Theoretical and managerial implications are discussed.

Keywords: Market Signaling, Service Failure And Recovery, Perceived Justice

Do Mystery Callers really Represent Customers?

Janny C. Hoekstra, University of Groningen
Annette Ammeraal, University of Groningen, Faculty of Economics and Business, Dept of Marketing
Peter S.H. Leeflang, University of Groningen, Faculty of Economics and Business, Dept of Marketing; Aston Business School

Mystery calling is a specific form of mystery shopping that is often applied for evaluating customer contact services. Using data from both customers and mystery callers (MCs), we study the validity of MC data for evaluating customer-related performance measures. Controlling for characteristics of the call, we find no bias in MC's evaluations of satisfaction and gratitude, and less positive word of mouth. Furthermore, we find that MC's evaluations are more positive if s/he is a customer and in case of longer calls. More experienced MCs evaluate less positive. We recommend regular refreshment of the composition of the group of MCs.

Keywords: Mystery Calling, Data Validity, Customer Contact Center

What Goes around Comes around: The Impact of Employee Empathy on Service Recovery Performances

Christina Jergler, Catholic University of Eichstätt-Ingolstadt
Jens Hogreve, Catholic University of Eichstätt-Ingolstadt

This research compares the impact of employee service recovery strategies with focus on affective (i.e., empathic concern) and cognitive empathy (i.e., perspective-taking) on customers' emotional and behavioral recovery responses over three studies. Multiple regression analyses show employee empathic concern as unique predictor of customer recovery responses, independent from strategies based on cognitive empathy. We confirm empathic concern to strongly affect service recovery performances, thereafter we suggest service firms to develop an emotional path of recovering additional to their behavioral one which can reduce customer negative responses to service failures. The importance of affective recovering and further research issues are discussed.

Keywords: Service Recovery, Affective Empathy, Cognitive Empathy

Session 1.20.3 Room: S111

Social Responsibility and Ethics

Marketing and Sustainability

Chair: **Marjan Sara Jalali**, Instituto Universitario de Lisboa

Developing a Portfolio of Sustainable Labels: Consumer Perceived Ethicality and Patronage Benefits for Retailers

Valéry Bezençon, University of Neuchâtel
Reza Etamad-Sajadi, Ecole Hôtelière de Lausanne (EHL)

Retailers increasingly distribute products with a label guaranteeing that certain environmental or social criteria are met. These sustainable labels contribute directly to the creation of product value. This research investigates how they contribute indirectly to develop the retailer's overall perception of ethicality. Anchored in the branding literature, this research shows through a consumer survey that the scope of the portfolios of collective and retailer-owned sustainable labels affects the consumer perceived ethicality of the retailer. Also, a greater perceived ethicality of the retailer leads to more consumer patronage. Implications for theory and retailers are discussed.

Keywords: Label, Sustainability, Portfolio

We are thankful to Mrs Magdalena Joksimovic for her helpful participation in the data collection process.

Understanding The Motives For The Adoption of Sustainable Practices: The Role of Expected Rewards, Risk Perception, and Risk Tolerance

Dianne Hofenk, Wageningen University
Joost Pennings, Wageningen University
Andrés Trujillo-Barrera, Wageningen University

The purpose of this study is to examine firms' motives underlying the adoption of sustainable practices. In particular, we focus on expected economic, social, and personal rewards. In addition, we examine the roles of owner-managers' risk perception and risk tolerance. We find that the adoption of sustainable practices is affected by expected economic rewards, but not by social and personal rewards. The results also show that perceived risk is a major barrier to the adoption of sustainable practices and that risk tolerance strengthens the effect of expected economic rewards on the probability to adopt sustainable practices.

Keywords: Motives, Sustainability, Rewards

Commitment to Sustainability In Small and Medium-Sized Enterprises: The Influence of Market and Entrepreneurial Orientations

Johan Jansson, Umea University / Umea School of Business and Economics
Jonas Nilsson, University of Gothenburg, School of Business, Economics and Law, Business Administration
Frida Modig, Research institute for Sustainability and Ethics in Business, Umeå School of Business and Economics
Gabriella Hed Vall, Research institute for Sustainability and Ethics in Business, Umeå School of Business and Economics

During the last few decades, ecosystem degradation has grown to become a major topic among several actors in society. While larger companies are generally incorporating environmental practices to varying degrees, small and medium-sized enterprises (SMEs) are often argued to be lagging. Given this development, this study examines the role of two important strategic orientations, market orientation (MO) and entrepreneurial orientation (EO), and their contribution to commitment to sustainability. Questionnaire responses from 450 SMEs were analyzed showing that both MO as well as EO significantly impacts commitment to sustainability, but in different ways. Theoretical and practical implications of findings are discussed.

Keywords: Strategic Orientation, Commitment To Sustainability, Market Orientation

"Walk the Talk!" Building Corporate Sustainable Brand Strength through a Sustainable Supply Chain

Darlene Farina Whitaker, Saarland University, Institute for Commerce & International Marketing
Victoria Lonnes, Institute for Commerce & International Marketing, Saarland University
Joachim Zentes, Institute for Commerce & International Marketing, Saarland University

Accusations made against green-washing within the corporate branding context have steadily increased. Few studies have investigated the integration of social and environmental aspects in the corporate brand substance, yet. Based on a qualitative pre-study as well as a quantitative business survey, this paper investigates the extent in which the supply chain and its contribution leads to a corporate sustainable brand strength (CSBS). We show that transparency within the supply chain, as well as cooperations with supply chain members are able to enhance sustainable performance, and finally lead to higher CSBS. We further demonstrate that the form of organisation significantly influences the factors which were examined in our model.

Keywords: Corporate Social Responsibility (csr), Sustainable Brand Management, Sustainable Supply Chain Management

Session 1.1.4 Room: S107

Advertising, Promotion and Marketing Communications

Persuasion Knowledge/Suspicion

Chair: **Tina Tessitore**, IESEG School of Management

The Effects of Perceived Health Claim Certainty, Manipulation Inferences and Issue Involvement on Food-Related Purchase Intentions

Fanny Dobrenova, Klagenfurt University

Ralf Terlutter, Alpen-Adria University of Klagenfurt

Sonja Grabner-Kräuter, Alpen-Adria University of Klagenfurt

This paper examines the effects of consumer perceptions about the level of health claim support, inferences of advertisers' manipulative intent (IMI) and consumer health issue involvement on purchase intentions related to foods bearing health claims. Findings suggest that higher perceived levels of claim support positively affect purchase intentions. IMI has a negative effect on purchase intention ratings. Issue involvement has a significant interaction term with perceived level of claim support, which negatively affects purchase intentions. If issue involvement is high, higher perceived levels of claim support negatively affect purchase intention ratings.

Keywords: Health Claims On Food, Perceived Level Of Health Claim Support, Purchase Intentions

Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts

Tina Tessitore, IESEG School of Management

Maggie Geuens, Ghent University

Mario Pandelaere, Ghent University

Elizabeth Cowley, University of Sydney

By conceptualizing suspicion as a mindset, this research investigates the carryover effects of suspicion on the processing of subsequent unrelated persuasion attempts. The first two studies provide evidence for this mindset account by demonstrating its carryover effects on subsequent unrelated judgments and advertisements. A third study shows that unresolved suspicion limits cognitive capacity in subsequent unrelated situations. A fourth study draws on these previous results to demonstrate counterintuitive consequences of suspicion for product placements. This research has practical implications for advertisements or product placements appearing after suspicious television/movie scenes.

Keywords: Suspicion, Persuasion, Advertising

Time Pressure and Time Planning in Explaining Advertising Avoidance Behavior

Jose I. Rojas-Mendez, Carleton University

Gary Davies, Manchester Business School

In this study two factors, central to time allocation theory, are identified as relevant to an understanding of television advertising avoidance behaviour: time pressure and time planning. Drawing from Reactance theory, their significance in predicting two different types of avoidance, mechanical and behavioural, are examined empirically. As attitudes to time allocation are culturally and contextually dependent, two studies are reported, one in the United Kingdom, the other in Chile. In the former, time planning is a significant predictor of mechanical avoidance, and time pressure significantly impacts behavioural avoidance. In the latter behavioural avoidance is predicted by time planning.

Keywords: Advertising Avoidance, Time Pressure, Time Planning

The Impact of the '100% Natural Origin' Claim on Consumers' Perception of Fragrances

Vanessa Apaolaza, University of the Basque Country UPV/EHU

Patrick Hartmann, University of the Basque Country UPV/EHU

Cristina López, University of the Basque Country UPV/EHU

Jose M. Barrutia, University of the Basque Country UPV/EHU

Carmen Echebarria, University of the Basque Country UPV/EHU

Can consumer knowledge that a scent is 100% composed of natural ingredients influence sensory perception of the fragrance? In the present study, 112 participants were asked to test and evaluate a citric fragrance. Prior to the test and the evaluation of the scent, half of the consumers were informed of the 100% natural origin of its components, while the other half were not provided with that information, even though the individuals were exposed to exactly the same perfume made from totally natural essential vegetable oils. Results found that participants gave a higher mark to the scent when they had been informed that it was completely natural in origin. This study demonstrates that information proclaiming the natural origin of substances comprising a scent may change consumers' sensory perception of the fragrance. This finding is of great relevance for scent manufacturers and cosmetics companies, enabling them to manage such claims as tools to market their products.

Keywords: Halo Effect, Claims, Perfumes

Acknowledgements: The study received financial support from research grants EHU10/13, GIU11/17, SAIOTEK S-PE10UN29, ECO 2010-20792, GIC 10/54-IT 473-10, and FESIDE Foundation.

Session 1.2.4 Room: S106

Business-to-Business Marketing

Buying Decision/Buying Center

Chair: **Elina Jaakkola**, Turku School of Economics

Are Influential Buying Center Members Really Important for Industrial Purchase Decisions? Further Insights into Buying Center Decision-Making

Uta Herbst, Potsdam University**Timo Andreas Knöpfle**, Potsdam University**Markus Voeth**, University of Hohenheim

Existing explanatory models and related measurement methods on buying center decision-making do not suggest a differentiated consideration of the influence construct. In this paper we specify the current view of a member's influence in group decision-making by applying the Social Power Theory. Specifically, we investigate whether an integration of the individual's motivation to exert influence (e.g. preference intensity) into existing measuring methods is able to improve the estimation accuracy of buying center decisions. The results of two extensive validation studies in different industrial sectors yield improved predictive validities.

Keywords: Buying Center Decision-Making, Multi-Step Limit Conjoint Analysis, Influence

Where Should Fairness Judgment Be Anchored? Fairness as a Decision Heuristic for Achieving Inter-Firm Compliance

Miaomiao Zhu, Free University of Berlin**Michael Kleinaltenkamp**, Freie Universität Berlin**Ingmar Geiger**, Freie Universität Berlin

Achieving compliance from business partners is considered to be important for firms, yet the use of influence strategies to elicit compliance is one-sided and sometimes aggressive. Previous channel research suggests that a distributor's fair judgment on supplier's initiated project will lead to a compliance with it. This work extends the existing research by exploring the role of fairness judgment regarding overall business relationship in affecting compliance with general requests. A cross-cultural survey was conducted in Germany and China, and the results reveal that distributive fairness judgment, dependence and social bond have positive impacts on compliance. Furthermore, this work also investigates on the sources of inter-firm fairness judgment. General discussion and limitations are provided.

Keywords: Fairness Judgment, Compliance, Inter-Cultural Study

A Reliance-Centered Perspective on Competitive Advantages – Which Promises Matter Most in a Pre-Purchase Setting?

Philipp Johannes Nolte, Düsseldorf University**Bernd Guenter**, Düsseldorf University

The article proposes a new taxonomy and managerial approach to competitive advantages. Two central suggestions are made. First, the list of competitive advantages understood as customer advantages and therefore: advantages carried out, i.e. observable value added for customers – should be extended to time-related differences. Second, implemented competitive advantages should to be regarded as evoked and ongoing expectations of fulfilled promises. Reliance understood as the fulfilment of promises consequently acts as a premise for the constitution of a competitive advantage and might even be regarded as an advantage itself. The paper provides empirical insights from a large sample study conducted in a B-to-B pre-purchase setting asking for decision criteria of organizational buyers. The results of this study indicate support for both suggestions.

Keywords: Reliance, Competitive Advantage, Supplier Selection

How Do Organizational Buyers Use Customer-To-Customer Information Sharing in Complex Buying?

Elina Jaakkola, Turku School of Economics**Leena Aarikka-Stenroos**, Turku School of Economics

Business focus is shifting away from tangibles towards intangibles such as skills and knowledge which makes buying difficult by complicating buyers' information search. This paper analyzes how organizational buyers use customer-to-customer (C2C) information gained through e.g. word-of-mouth and references in complex buying. By drawing on extensive qualitative interview research among 46 buyers of knowledge-intensive services, we develop a model that present how buyers use C2C information throughout the process of complex buying, e.g. to formulate their actual needs and evaluate suppliers' capabilities to generate value. This paper contributes to b-to-b and industrial marketing literature. Insights from this research are broadly applicable to the contexts of knowledge intensive, innovation and solutions business.

Keywords: Organizational Buying, Customer-To-Customer Information, Complex Offerings

Session 1.3.4A Room: S101

Consumer Behaviour

Sustainable consumption

Chair: **Svetlana Bialkova**, University of Twente

From Sustainable Consumption to Sustainable Practices

Maud Daniel, Lille II University**Maud Daniel**, IMMD Université Lille 2**Lucie Sirieix**, Supagro Montpellier

This study examines the sustainable practices adopted by private individuals. Ten households observation, twenty-two face-to-face interviews and three hundreds questionnaires highlight a number of daily practices combining sustainability-oriented and individualistic motivations. Three spheres of sustainable practices (purchases, habits and share/transmission) three patterns (occasional adoption, integration and compensation) and different consumer clusters appear. Recommendations for sustainable marketing are provided.

Keywords: Sustainable Practices, Sustainable Consumption, Practice Theory

Eco-Consciousness of Celebrities: A theoretical Exploration into how Celebrities Affect Sustainable Consumption

Outi Lundahl, University of Vaasa

Celebrities have become spokespeople for the environment. They have raised people's interest and awareness of sustainability. However, this has also depoliticised and individualised sustainability. Celebritisation has also deradicalised the cries for anti-materialism and together these developments have led to an emphasis on various eco-products. These commodified solutions are the antithesis of what many commentators argue is the real answer to environmental problems. Theoretical contributions include bringing celebrity influence, status and the symbolic meanings of celebrities into the realm of sustainable consumption research. This means directing the discussion of celebritisation of global issues to sustainable consumption and exploring what are the processes by which celebrities affect sustainable consumption behaviour.

Keywords: Sustainability, Celebrities, Commodification

Paradoxes of Sustainable Food and Consumer Coping Strategies

Romina Moruzzi, Catholic University of the Sacred Heart, Montpellier

SUPRAGRO-URM SUPAGRO - UMR 1110 MOISA

Lucie Sirieix, Montpellier SUPAGRO - UMR 1110 MOISA

This study aims to approach consumers' behaviours towards the paradoxes of Sustainable Food. A qualitative research was carried out with non engaged individuals in France and Italy and, in a second step, with consumers who have already engaged in the local purchase network. Results show different coping strategies among non engaged French and Italian consumers in compliance with the environmental and cultural conditions; on the contrary engaged participants evocate a supranational culture, as well as the same practices and representations.

Keywords: Sustainable Food, Paradoxes, Coping Strategies

This study was supported by the Doctoral School on the Agro-Food System (Agrisystem) of the Università Cattolica del Sacro Cuore (Italy)

Turning Shopping Habits of Young Consumers into Green

Svetlana Bialkova, University of Twente**Sanne Van 'T Erve**, University of Twente**Joris Van Hoof**, University of Twente**Ad Pruijn**, University of Twente

Consumers have strong shopping habits, and although being aware of sustainable issues, they hardly do green shopping. Therefore, a challenging question is: how to break the old shopping habits and turn those into green? The current study addresses this question looking at barriers and potential stimulators for green purchase. Respondents (N=267) participated in a multi-component survey. The results show that barriers in purchasing green are availability (e.g., money, time, green products), while receiving benefits (e.g., health, personal, local community) are among the stimulators. These outcomes are base to build-up efficient communication tools in encouraging green shopping.

Keywords: Shopping Habits, Green Purchase, Marketing Communication Tools

16:00-17:30

Session 1.3.4B Room: S103

Consumer Behaviour

Impulse buying and self regulationChair: **Oliver Büttner**, Vienna University

Shopping Situations Elicit Arousal in Excessive Shoppers

Benjamin Serfas, Vienna University
Oliver Büttner, Vienna University
Arnd Florack, Vienna University

The present study is the first that contrasts the effect of buying impulsiveness on arousal in non-shopping and shopping contexts. In a laboratory experiment we measured pupil dilation while participants rated pictures of shopping scenes and non-shopping scenes. The results demonstrated that excessive shoppers, get more aroused in shopping situations than prudent shoppers. This is true for hedonic shopping situations as well as for utilitarian shopping situations. Importantly, this effect did not emerge in non-shopping contexts. Hence excessive and prudent shoppers are similar aroused in non-shopping contexts.

Keywords: Impulse, Shopping, Arousal

Does one Step forward Seem Larger Than one Step Back? Evidence of a Progress Illusion in Goal Monitoring

Caleb Warren, Texas A&M University
Margaret C. Campbell, University of Colorado, Boulder

While many theories emphasize goal monitoring as a critical step in successfully pursuing goals like saving money or losing weight, surprisingly little research investigates whether consumers accurately monitor their progress. We contribute to the literature by identifying a tendency for consumers to show a progress illusion in goal monitoring. Consumers perceive that goal-consistent behaviors, like saving \$30 or resisting an unhealthy snack, help their progress more than equivalent goal-inconsistent behaviors, like spending \$30 or eating an unhealthy snack, hurt it. Four experiments show this progress illusion in goal monitoring across a variety of goal domains including finance, exercise, healthy eating, and gambling.

Keywords: Goals, Self Regulation, Biases

Reminders of Friendship Enhance the Self-Control of Compulsive Buyers: An Fmri Study

Eline De Vries, Carlos III University
Debra Trampe, University of Groningen
Bob Fennis, University of Groningen
Tammo Bijmolt, University of Groningen
Jan-Bernard Marsman, University of Groningen

We identify the beneficial influence of friendship reminders on the self-control of compulsive buyers. In doing so, we focus on two processes that constitute self-control: consumers' capacity to identify conflict and their capacity to implement control. Dependent on whether reminders of friendship improve conflict identification and/or control implementation, we expected enhanced activation in the ACC and/or DLPFC when consumers are reminded of friendship. Using functional magnetic resonance imaging (fMRI), our findings suggest that reminders of friendship increase activation in both brain areas. The effect is particularly pronounced for compulsive compared to non-compulsive buyers and renders important insights for consumer welfare.

Keywords: Compulsive Buying, Friendship, Fmri

Acknowledgements: The fMRI study reported in this paper was supported by research grant 10.18 from the Gratama Foundation and a contribution from the SOM Research and Graduate School of the University of Groningen provided to the first author.

Can Take My Eyes off - Making a Shopping List Reduces Visual Distraction in Shopping Situations

Oliver Büttner, Vienna University
Markus Kempinski, Vienna University
Benjamin Serfas, Vienna University
Arnd Florack, Vienna University

This research examines how shopping lists influence consumers' susceptibility to impulsive purchases. It is argued that making a shopping list activates an implemental mindset, which reduces the distraction by task-irrelevant products already at the level of visual attention. Results from an experiment using eye-tracking support this hypothesis. In a simulated shopping task, participants who made a shopping list allocated more attention toward a focal product and less attention toward task-irrelevant distractor products compared to participants who did not make a list. The effect occurred independent of whether the shopping list was relevant for the shopping task or not.

Keywords: Impulsive-Buying, Shopping-List, Attention

Acknowledgements: This research was supported by a Marie Curie FP7 Integration Grant within the 7th European Union Framework Programme to Oliver Büttner (FP7-PEOPLE-2011-CIG 293577).

Session 1.4.4 Room: S115

Innovation and New Product and Service Developments

Preannouncement and Timing

Chair: **Max Philipp Backhaus**, University of Cologne

Diminishing Returns to New Product Announcements: How the Past Shapes Investors' Expectations of Firms' Innovative Output

Nooshin Lotfi, Texas A&M University

Alina Sorescu, Texas A&M University

As firms' innovation activity increases, investors' expectations of firms' future innovative output also increase. How do these expectations form and what is their impact on investor reactions to firms' new product announcements? Using a comprehensive sample of new product announcements we show that the magnitude of the stock market reaction to a new product announcement is negatively related to a set of firm and market characteristics. Furthermore, we verify that firms' past history of new product announcements is incorporated in their market value measured prior to each new announcement. Our research can help managers select and time new product announcements in a manner that increases the impact that these announcements have on the value of their firms.

Keywords: New Product Announcement, Event Study, Stock Market

Come and See What We've Found: Reconsidering Uncertainty in Preannouncements

Roland Schroll, Innsbruck University

Reinhard Grohs, Innsbruck University

Before a firm undertakes a particular action, such as a product launch, information asymmetry and uncertainty exist about the exact details. While existing preannouncement literature views uncertainty as generally negative and, thus, suggests to avoid uncertainty at all times, this paper argues for a more nuanced understanding of uncertainty in preannouncements. Findings demonstrate that uncertain preannouncements lead to higher market anticipation (curiosity, excitement, and interest) than certain preannouncements. Therefore, instead of always avoiding uncertainty, firms should strategically manage uncertainty in preannouncements, but need to take into consideration the level of uncertainty they communicate in their preannouncements.

Keywords: Preannouncements, Uncertainty, Product Launch

Accelerating Innovations: When Do they Pay off?

Max Philipp Backhaus, University of Cologne

Kai Luegger, University of Muenster

Robert Wilken, ESCP Europe

Accelerated innovations occur frequently, as (a) time to introduction of subsequent generations decreases; or (b) innovations diffuse faster. Although generally viewed as a chance rather than a threat, accelerated innovations are not necessarily beneficial, because decreased time to introduction does not always accompany accelerated diffusion. In this light, we investigate the effects of accelerated innovations on the profitability of a first-generation innovation (G1) replaced by G2. A case study on the DRAM industry provides the basis for a Monte Carlo simulation, which considers combinations of diffusion, cost, and price parameters. Costs and diffusion of G1 influence its profitability most. Interestingly, G2 diffusion parameters are much less influential; the mere early introduction is more decisive on the profitability of G1.

Keywords: Accelerated Innovation, Norton/bass Model, Monte Carlo Simulation

Session 1.11.4 Room: S113

Modelling and Marketing Analytics

 Models for Decision Support

 Chair: **Mihai Calciu**, Lille 1 University / IAE Graduate Management School

Multicategory Purchase Incidence with Cross Effects and Co-Incidences

Harald Hruschka, Regensburg University

We investigate cross effects of marketing variables and cross category dependences in 25 categories using data on shopping visits of a random sample of 1500 households. We focus on differences between a full model which includes both cross category dependences and cross effects, and a restricted model which ignores cross effects. Estimation gives evidence to several high significant differences of these two models with respect to cross category dependences. A manager using the restricted model would erroneously expect an increase of average basket value due to features (display) in about 28 % (36 %) of the categories.

Keywords: Marketing Cross Effects, Cross Category Dependences, Multivariate Probit

Introducing Differential Evolution to Product Assortment Planning: Optimizing Variety and Service Levels of Private Labels in Retail Product Portfolios

Charalampos Saridakis, University of Leeds

Stelios Tsafarakis, Technical University of Crete, Department of Production Engineering and Management

George Baltas, Athens University of Economics & Business, Department of Marketing & Communication

Despite the longstanding recognition of the importance of product assortment planning (PAP), existing literature has failed to provide satisfactory solutions to a great deal of problems that reside in this area of research. This article introduces Differential Evolution (DE) in order to facilitate simultaneously, strategic PAP decisions, related to a) optimal variety of private label (PL) product categories, b) optimal service level of PL merchandise within a product category, and hence, c) optimal balance between PLs and National Brands (NBs) in a retailer's product portfolio. The interrelated issue of assortment adaptation across different store formats is also considered. The proposed mechanism is illustrated through an implementation to an empirical dataset derived from a random sample of 1,928 consumers who participated in a large-scale computer assisted telephone survey.

Keywords: Product Assortment Planning, Differential Evolution Algorithm, Private Label

Words Fly, Documents Rest. Restfull Decision Supportive Documents For Marketing Managers. Towards a Paradigmatic Change in the Interaction Between Managers and Marketing Scientists.

Mihai Calciu, Lille 1 University / IAE Graduate Management School

Andrea Micheaux, University Lille 1

In this paper we argue that browser based web technologies and statistical calculation webs-services have attained a degree of maturity that makes it possible to embed powerful Marketing Decision Support Systems (MDSS) into static web pages. We call such pages Decision Supportive Documents (DSD). Besides solving managerial problems, DSD can be highly illustrative and play an important role in the coproduction, pedagogy and adoption of marketing models. By paraphrasing the latin proverb "Verba volant, scripta manent" in English "words fly, writings remain", we conjecture that, as documents, MDSS tend to remain or "rest" with managers and prolong interactions with marketing scientists in a paradigmatic shift towards MDSS coproduction. This coproduction is substantially facilitated and becomes literally "restfull" due to a very recent initiative to open up statistical calculations as RESTfull web services, REST meaning here REpresentational State Transfer. An application to retail chain CRM is presented.

Keywords: Models, Web-Services, Decisionsupport

Session 1.12.4 Room: S108

New Technologies and E-Marketing

New perspectives in e-marketing

Chair: **Vishnu Menon Ramachandran Girija**, Reykjavik University

The Loop Model: Modeling Consumer Interactivity and Trust in Campaigns Coupling Simultaneous Media

Robert Davis, UNITEC Institute of Technology
Bodo Lang, University of Auckland

Based on the responses of 498 consumers, this research simulates the LOOP Model: the consumer's experience of interactivity and trust when interacting with campaigns simultaneously coupling ubiquitous channels (e.g., smartphone) with other channels of response (e.g., internet, magazines). A CFA and SEM modeling procedure showed excellent discriminant and convergent validity and goodness of fit. All hypothesized relationships were significant. The interactive experience and purchase is optimized because reciprocity and contingency are amplified. Synchronicity and control also play a significant role. The interactive experience is significantly affected by system and vendor trust. The research implications are discussed.

Keywords: Loop Model, Interactivity, Trust

Manukau Institute of Technology for research funding.

Assessing Effects on Preference for Collaborative Learning of Millennials in the Context of Massively Multiplayer Online Games

Laura Salciuviene, Lancaster University / Management School
Kelvin Lee, National University of Singapore
Veronica Erika C. Buenaventura, Momentum Worldwide

This study explores the relationship between three independent variables (amount, social context of massively multiplayer online game play [MMOG] and motivation) and the dependent variable, preference for collaborative learning. An online survey was conducted with 492 Millennials playing World of Warcraft. The findings suggest that players who are motivated by achievement and immersion and who participate in highly social in-game activities (i.e. raids), have the highest preference for collaborative learning, while the amount of MMOG play was not linked to preference for collaborative learning. Implications for better meeting needs of future employers in a global work environment are offered.

Keywords: Mmog Play, Motivation, Collaborative Learning

Conjoint and Eye-Tracking Experiments in Digital Marketing

Vishnu Menon Ramachandran Girija, Reykjavik University
Valdimar Sigurdsson, Reykjavik University
Hildur Einarsdottir, Reykjavik University
Gordon Foxall, Cardiff University

A conjoint and a subsequent eye-tracking experiment was conducted to understand how different attributes, presented in the online environment affect consumer behavior. The first study involved assessing the motivating impact of antecedent stimuli such as price, ordering type, shipping, etc. The second study was an eye-tracking experiment where we examined both direct and indirect manipulations on total time spent on a particular social media page and monitored the fixation time on the price label. Results from the conjoint study showed that the price had the highest impact on the participant's likelihood of an online purchase. Results from the eye-tracking experiment revealed that fixation on price was not based on the price itself but on other direct as well as indirect manipulations of the price such as the size and positioning of the label and type of model.

Keywords: Digital Marketing, Eye-Tracking, Consumer Behavior Analysis

Acknowledgements: MMR (Market and Media Ltd), Mania, Dotturfelagid

Influence of Facebook Advertising on Brand Recall, Recognition and Attention

Francisco Rejón-Guardia, University of Granada
Francisco J. Martínez-López, University of Granada and Open University of Catalonia (UOC)
Irene Esteban-Millat, Open University of Catalonia (UOC)
Juan Carlos Gázquez-Abad, University of Almería (UAL)

Online advertising is based on direct-response models, and there is considerable debate over the precise way in which brands are constructed via direct-response mechanisms. Consequently, there is a need for studies that examine advertising effectiveness in terms of impact on consumer memory. In this paper we present an experiment for analysing the influence of exposure to different advertising formats and evaluating the effect of advertising pressure on brand recall in social media advertising. We conclude that the video-only format has a greater impact on brand recall than the banner-only format or the combined use of video and banner formats.

Keywords: Brand Recall, Attention, Sns

Session 1.14.4 Room: S104

Product and Brand Management

Brand Image

Chair: **Rafael Bravo**, University of Zaragoza

Choice-Based, Brand-Anchored Conjoint (CBAC): A New Method for Measuring Brand Image

Henrik Sattler, Hamburg University
Oliver Schnittka, University of Southern Denmark
Mario Farsky, University of Hamburg

The article introduces choice-based, brand-anchored conjoint (CBAC) analysis as a new measurement technique to assess brand image, based on an approach introduced by Louviere and Johnson (1990), in which brands serve as the levels for any attribute. An empirical study tests the validity of the new method compared with (1) Louviere and Johnson's approach and (2) a method commonly used for commercial applications of brand image measurement (i. e., a direct attribute ratings method). The results indicate superior validity scores for CBAC.

Keywords: Brand Image Measurement, Brand Anchored Conjoint, Choice-Based Conjoint

Branding in Interactive Media: Engagement Platforms and Their Influence on Customer Engagement and Brand Image

Lorena Blasco-Arcas, University of Zaragoza
Blanca Hernandez-Ortega, University of Zaragoza
Julio Jimenez-Martinez, University of Zaragoza

Branding in digital worlds has become a critical issue and has shifted from a firm-focused management to a customer-focused one. This is especially relevant in virtual engagement platforms, which are designed to promote customers' value-creating activities. This research aims to explore whether the active role of customers in engagement platforms (EPs) influences brand image and customers' purchase behavior through their engagement. Building on the stimulus-organism-response (S-O-R) framework, we also explore the role of emotions as the drivers of the customer perceptions in these platforms. SEM analyses are used to test the hypothesized relationships. Our results corroborate that, during the interaction with the platform, customers experience emotions that influence their engagement. Brand image mediates the effects of emotions and customer engagement on his/her purchase behavior.

Keywords: Brand Image, Customer Engagement, Emotions

Acknowledgements: The authors thank the economic support of Cátedra Telefónica de la Universidad de Zaragoza. I+D+I project (Ref: ECO2011-23027) from the Government of Spain and the project "GENERES" (Ref: S-09) from the Government of Aragon.

The Impact of Selected Image Dimensions of Flagship Stores on Consumer's Brand Associations

Daniel Keßler, Saarland University
Benjamin Ney, Saarland University
Joachim Zentes, Saarland University

As a part of a company's marketing-mix, flagship stores play a major role in attracting consumers emotionally and strengthening their brand loyalty. However, few studies have investigated the direct influence of flagship store image dimension on brand equity. Drawing on data from flagship store visitors ($n = 110$) of a German domestic appliances manufacturer, we analyze the antecedent and consequences of brand equity within the context of a multisensory brand experience. We show that the "infotainment" aspect, as well as the location and the visual appearance of a flagship store, lead to higher brand loyalty.

Keywords: Flagship, Store Image, Brand Equity

Session 1.15.4 Room: S110

Relationship Marketing

Fair and Profitable Customer Relationships

Chair: **Sonja Bidmon**, Klagenfurt University

A Contingency approach for a Profitable Complaint Management

Iguácel Melero Polo, University of Saragossa
Jesús Cambra, University of Pablo de Olavide
Iguácel Melero, University of Zaragoza
F. Javier Sesé, University of Zaragoza

This study aims to understand whether organizational responses to customer complaints improve customer profitability. To do so, the authors propose a contingency framework in which the effectiveness of organizational responses to complaints and direct marketing in improving customer profitability is contingent upon: relationship strength and type of failure. The framework is empirically tested applying latent class techniques to longitudinal data for a sample of complaining customers. The results reveal that: (1) different complaint-handling strategies have differential effects on profitability; (2) direct marketing can both hinder and enhance the effectiveness of complaint-handling strategies; and (3) there is significant heterogeneity –four customer segments–; the effectiveness of complaint handling and direct marketing is contingent upon the strength of the relationship and the type of failure.

Keywords: Customer Profitability, Complaint Handling, Relationship Strength

Fairness Quality (FQ): A Multiple-Item Scale for Assessing Firms' Fairness

Bang Nguyen, East China University of Science and Technology
Steve Chen, Oxford Brookes University
Lyndon Simkin, Henley Business School

To encounter firms' perceived unfair behavior, we develop a measure of fairness quality (FQ) to assess firms' fairness. Using the means-end framework, we conceptualize, construct, and test the FQ scale over multiple stages of data collection. The final scale contains 21 items in four dimensions: transparency, associations, moderations, and process. The scale demonstrates good psychometric properties, passing all reliability and validity tests. The study extends existing research on fairness and provides marketers with a reliable instrument so that unfairness may be detected and managed systematically. To the best of our knowledge, we are first to create an FQ scale.

Keywords: Fairness, Ethics, Quality

Agreeableness and Customer Satisfaction: Effects of Customer Personality on the Relationship Between Factor Level and Overall Satisfaction With Banking Services

Sonja Bidmon, Klagenfurt University

Highly satisfied, delighted customers of banking services have higher loyalty, less intention to change the bank and a higher intention to recommend it. It is well established that not all of the banking service attributes have the potential to delight customers. In fact, according to the three-factor theory of customer satisfaction, there are three factors that each affect overall customer satisfaction differently: basic, performance and excitement factors. This paper investigates how personality, especially agreeableness (high vs. low), can influence the relationship between attribute respectively factor level and overall satisfaction with banking services. The results clearly show that factor classification differs between customers high vs. low in agreeableness. The findings have implications for theory and practice.

Keywords: Customer Satisfaction, Agreeableness, Three-Factor Theory

Relational Effects of Athlete Transgressions

Kate Westberg, Rmit University
Constantino Stavros, Rmit University
Bradley Wilson, Rmit University
Aaron Smith, Rmit University

Many professional sports have been challenged by incidents of inappropriate or illegal behavior perpetrated by athletes. These transgressions, and subsequent media scrutiny, can impact on the relationship between the consumer and the sport organization. This study explores consumer expectations of athletes, response to transgressions and the potential impact on the relationship quality with the sport organization. Our work adds to the relational transgression literature by examining incidents involving employees with whom consumers have an indirect relationship. Our findings indicate that depending on the dispositional and situational attributions made by consumers, these transgressions can create conflict and have negative relational consequences.

Keywords: Transgressions, Sport, Relationship Marketing

Session 1.16.4 Room: S109

Retailing, Channel Management and Logistics

Multichannel Retailing

Chair: Sara Leroi-Werelds, Hasselt University

A Comparison of the Antecedents of Offline, Online, and Mobile Channel Usage

Sebastian Tillmanns, Muenster University
 Marcel Stafflage, Muenster University
 Carolyn Hall, Muenster University

Little is known about the perception of mobile channel attributes. In this study, a comparison of channel attributes among the online, mobile, and offline channel is conducted. Channel attributes comprise the consumers' perception of assortment quality, service quality, product price, effort, and risk across channels. Furthermore, this research controls for different product categories (search vs. experience goods). The authors find significant differences across channels with regard to the examined attributes. Products categories only reveal a significant difference across channels with regard to effort. All channel attributes prove to significantly impact consumers' buying intention. The study provides important implications about how the different attributes should be treated across channels.

Keywords: Multichannel, Mobile Marketing, Retailing

Online Channel Usage: Does it Create Opportunities for Share-of-Wallet Expansion or Entail a Risk of Offline Cannibalization?

Kristina Melis, KULeuven
 Katia Campo, KULeuven
 Els Breugelmans, KULeuven
 Lien Lamey, KULeuven

Does a shift from single to multi-channel shopping affect the allocation of grocery spending across retail chains? Given the increase in operational costs associated with a multi-channel strategy, it is important for retailers to know whether consumers who start buying online will spend a larger share at the chain (expansion) or will merely shift part of their spending at the chain from offline to online (cannibalization). We model the effect of online channel usage on a consumer's share-of-wallet and explore the underlying drivers of this effect. Preliminary results confirm that online shoppers tend to expand the chain's share-of-wallet.

Keywords: Multi-Channel, Grocery, Expansion

The Value of the Supermarket: a Cross-Retail Format Study of Holbrook's Typology

Kim Willems, Vrije Universiteit Brussel
 Sara Leroi-Werelds, Hasselt University
 Gilbert Swinnen, Hasselt University

This study addresses the following two research questions: (1) Are different retail formats typically associated with different customer value types?; (2) What is the strategic role of different value types in driving customer satisfaction, repurchase intentions and word of mouth? To address these research questions, Holbrook's (1999) value typology is used. The results demonstrate that store formats are indeed associated with characteristic value types. Furthermore, this study provides an insight into the relative importance of Holbrook's value types in generating key evaluative judgments. The managerial relevance of these findings is mainly situated in store format specific positioning strategy advice.

Keywords: Supermarkets, Customer Value, Retail Formats

Should Retailers Integrate Assortments Across Channels to Drive Customer Loyalty? Insights From Mediating Mechanisms and Moderating Conditions

Oliver Emrich, University of St. Gallen
 Michael Paul, University of Augsburg
 Thomas Rudolph, University of St. Gallen

Building on the concept of diagnosticity, this study investigates through which mechanisms and in which conditions channel assortment integration influences customer loyalty. Results of a 3 (channel structure: full, asymmetrical, none) x 3 (assortment structure: substitutive, complementary, independent) experimental study with 959 participants show that structures are regarded as diagnostic by customers, in that they infer potential benefits from these cues, which mediate the link between structures and loyalty. Whereas full integration enhances loyalty across all assortment structures, asymmetrical integration can have detrimental effects, in particular, for substitutive relations and for customers' high on personal need for structure. Researchers and managers can use our findings to understand the effectiveness of the diverse approaches of channel integration.

Keywords: Multichannel Management, Channel Assortment Integration, Diagnosticity Theory

Session 1.18.4 Room: S105

Services Marketing

Service Failures and Customer Satisfaction

Chair: **Sven Mikolon**, Ruhr University Bochum

Don't Try Harder: Using Customer Inoculation to Build Resistance against Service Failures

Sven Mikolon, Ruhr University Bochum

Jan Wieseke, Ruhr University Bochum

Benjamin Quaiser, FOM Hochschule für Oekonomie & Management Berlin

Capitalizing on a large-scale field experimental data set involving 1254 airline customers, this study introduces customer inoculation as a proactive strategy for mitigating negative consequences of service failures on customer satisfaction. By contrast, traditional strategies focus on addressing service failures after they have occurred. This study shows that customer inoculation eases the decrease in satisfaction when customers experience a service failure. Additional analyses indicate that customer inoculation has no harmful effects on customer satisfaction if no service failure occurs. This finding sets inoculation apart from expectation management and underscores the potential inoculation has for marketing practice.

Keywords: Customer Satisfaction, Customer Inoculation, Service Failure

Why Dissatisfied Customers Buy Again? The Role of Self-Attribution

Stefanie Paluch, TU Dortmund University

Soeren Koecher, TU Dortmund University

Andreas Kessenbrock, TU Dortmund University

This paper examines the influence of service dissatisfaction on repurchase intentions and the moderating effect of self-attribution. First, we examine the influence of service performance on service satisfaction, repurchase intentions, and the moderating effect of self-attribution in a self-service setting. In a second step, we investigate the effect of ease of use and usefulness on the self-attribution. We use an experimental approach with 287 undergraduate students. Analysis indicates the link between service satisfaction and repurchase intentions is diminished with an increasing self-attribution. The experiments confirm that perceived ease of use and usefulness generally lead to higher self-attribution of service outcomes.

Keywords: Self-Attribution, Self-Service-Technology, Service-Failure

Antecedent and Consequences of Positive Word of Mouth From WOM Sender's Perspective: A Conceptual Framework in the Services Context

Rahul Chawdhary, Kingston University / Kingston Business School

Francesca Dall'Olmo Riley, Kingston University Business School

This paper outlines a conceptual framework of the antecedent and consequences of offline positive word of mouth (P-WOM) from the WOM sender's perspective, as the effect of WOM on WOM's sender is not well understood. Customer satisfaction (CS) is examined as an antecedent of P-WOM and continuance commitment is purported as a potential moderator of the CS-PWOM relationship. WOM sender's loyalty & affective commitment are examined as consequences of P-WOM. The tie strength between the WOM participants is proposed as a potential moderator of the P-WOM-service loyalty & P-WOM-affective commitment link. Scenario based experimental research design will be used to test the model. Pre-tests are currently being conducted to validate the scenarios and results of hypotheses testing will be presented at the conference.

Keywords: Word Of Mouth, Services, Experiments

Breathing Down Your Neck - The Impact of Queues on Customers Using a Service

Martin Dahm, RWTH Aachen University

Daniel Wentzel, RWTH Aachen University

Walter Herzog, WHU - Otto Beisheim School of Management

Queues are ubiquitous phenomena in many service industries. While a rich body of research in this field focuses on queues from a waiting perspective, the purpose of this paper is to investigate what happens once a consumer reaches the front of the queue and starts using the service. Drawing on social impact theory (SIT) and social pressure literature, this research indicates that the service experience will be less positive as the number of people waiting behind a customer who is currently using a service increases. It is further shown that social pressure is an important issue in this process.

Keywords: Queuing, Service Encounter, Social Pressure

16:00-17:30

Session 1.20.4 Room: S111

Social Responsibility and Ethics

Corporate Social Responsibility

Chair: **Sönke Albers**, Kühne Logistics University

Do CSR Enhance Premium Customer Preference and Loyalty? An Empirical Study

Matthew Liu, University of Macau

Ipkin Wong, Institute for Tourism Studies, Macau

Rongwei Chu, Fudan University

Ting-Hsiang Tseng, Feng Chia University

This study investigates how perceptions associated with corporate social responsibility (CSR) initiatives influence customers' preference and loyalty in a controversial consumer market. We use of questionnaire surveys delivered to a convenience sample in the city of Macau. A total of 616 valid samples were collected among casino players in a high bet limit area in six major casinos. Regression analysis was used to test the hypotheses formulated for carrying the study forward. The findings indicated that customers' brand preference can be enhanced by their perceptions on CSR. Two CSR initiatives (stakeholders and society) significantly increase loyalty intention, although to varying degrees. The impact of CSR on stakeholders has the stronger influence on customers' brand preference. In addition, the study also found brand preference is a partial mediator of perceived CSR initiatives and customer loyalty.

Keywords: Csr Initiatives, Customer Loyalty, Brand Preference

SME CSR and Performance: The Moderating Role of Stakeholder Salience

Solon Magrizos, Athens University of Economics and Business

Eleni Apospori, Athens University of Economics and Business

This paper focuses on the relationship between Corporate Social Responsibility (CSR) actions and firm performance investigating the moderation effect of the salience each stakeholder who benefits from CSR has for the firm. The study focuses on Small and Medium Enterprises (SMEs) due to their collective importance for the economy and their unique CSR characteristics. Based on the data collected from 140 SMEs, the study identifies a positive effect between social and financial performance which becomes more intense as the salience of each stakeholder increases. Implications provide a useful instrument for practitioners seeking to successfully manage their CSR strategy

Keywords: Csr, Smes, Stakeholders

The Good, the Bad and the Ugly Truth - How Corporate Social Responsibility (CSR) Violations Affect Marketing Effectiveness

Michael Riechert, Kühne Logistics University

Raoul Kübler, Özyegin University

Sönke Albers, Kühne Logistics University

Although that managers may not intend to act unethically, situations can arise in which consumers interpret ordinary business decisions as a CSR violation. Research so far only focused on the direct negative outcomes of CSR violations like i.e. image and sales losses. However, a violation could also hurt the effectiveness of a company's marketing instruments like the price- or the product performance elasticity. The present study is based on the answers of 600 participants in four Best/Worst-Scaling experiments. The study investigates the impact of two CSR violation scenarios for hedonic and functional products. The results show a significant decrease in price and product performance sensitivity for the violating company. Contrary, the non-violating company benefits from a positive price elasticity but also suffers from a decrease of the product performance elasticity.

Keywords: Corporate Social Responsibility Violations, Marketing Effectiveness, Best/worstscaling

The Hierarchy of Effects Model to Understand Customer Responses to CSR in a Recession

Andrea Pérez, University of Cantabria

Ignacio Rodríguez del Bosque, University of Cantabria

The authors of this paper propose a hierarchy of effects model to study how corporate social responsibility associations impact customer affective and conative responses in the crisis context of the Spanish banking industry. A Structural Equation Model is tested using information collected from 476 customers. The findings demonstrate that corporate social responsibility associations impact customer identification with the banking company and satisfaction positively. Identification, emotions and satisfaction also influence recommendation behaviour positively although only satisfaction determines repurchase behaviour. These results suggest that banking managers facing an economic recession should especially care about corporate social responsibility associations and customer satisfaction in order to benefit from high-involvement customer behaviours such as repurchase behaviour.

Keywords: Csr Associations, Loyalty, Banking Industry

COMPETITIVE PAPERS

Thursday, 5 June 2014



Jueves
Fimmtudagur
Jeudi गुरुवार Csütörtök Torsdag Πέμπτη سميخلا
Donnerstag Perşembe Jeudi Giovedì
गुरुवार Quinta ימימ Donderdag Πέμπτη
THURSDAY
Jueves Giovedì
Joi Πέμπτη Csütörtök Četvrtak
Torsdag Fimmtudagur 週四
ימימ Четверг سميخلا Jueves 週四
Četvrtak Donderdag Torsdag Πέμπτη ימימ
Quinta Dijous Torsdag Fimmtudagur Thursday
Donnerstag Torsdag Torsdag Fimmtudagur
週四
Πέμπτη Torsdag Donnerstags
Joi गुरुवार Fimmtudagur सميخला
Четверг Perşembe गुरुवार Csütörtök

Session 2.1.5 Room: S107

Advertising, Promotion and Marketing Communications

Promotion

Chair: **Peeter Verlegh**, Univeristy of Amsterdam

Under Which Mood and Deal Proneness Conditions Do Price Promotions Really Lead to High Purchase Intentions?

Laura Massera, University of Fribourg

Silke Bambauer-Sachse, University of Fribourg

This study examines effects of consumers' mood and deal proneness on purchase intentions for price promotions with different saving formats. For less deal prone consumers, positive mood and "% off" elicit higher purchase intentions. For highly deal prone consumers, positive mood produces higher purchase intentions independently of the saving format.

Keywords: Promotion, Mood, Purchase

Collectible Free Gifts Programs as Promotional Measures in Retailing

Sascha Daniel Sohn, Kaiserslautern Technical University

Stephan Roth, Kaiserslautern Technical University

Promotional program effectiveness relies on its design. We examine the design of a new promotional program observed in the retail industry, called a collectible free gift program, in which collectible reward points are replaced by uncertain non-economic incentives. The main objective is to examine its characteristics, impact on consumer behavior, and retailers' objectives. Specifically, we examine the empirical findings on design elements, building a conceptual framework and provide guidelines for further research on the design of promotional programs.

Keywords: Promotions, Collecting, Retail

The Long-Term Impact of Sales Promotions on Customer Equity

Herbert Casteran, EM Strasbourg Business School

Polymeros Chrysochou, Aarhus University

Lars Meyer-Waarden, EM Strasbourg Business School (HuManiS) & IAE School of Management Toulouse (CRM), Capitole University

Sales promotions' effectiveness for short-term sales is proven. However, for long-term sales, possible adverse effects have been suggested. To bridge this gap, we apply stochastic models (BG/NBD model) in 74 packaged good categories of a Danish consumer panel and measure the cumulated long-term effects of promotions at the customer portfolio level by computing purchase frequencies, attrition and customer equity. Promotions have a mitigated impact: while the effect on purchase frequencies is overall positive, the impact on retention and lifetime duration is only positive in half of the categories. Finally, the effect on customer equity is positive in 62% and negative in 38% of the product categories analyzed.

Keywords: Customer Equity, Promotions, Customer Lifetime Value

If "Advertising Attracts Dummies", Could It Be Bad to Advertise? Exploring How the Third-Person Effect Impacts Consumer Reactions to Information That a Brand Will Advertise

John Karsberg, Stockholm School of Economics

Micael Dahlén, Stockholm School of Economics

Nina Åkestam, Stockholm School of Economics

This paper builds on the third-person effect (TPE) to test whether consumers expect that advertising will attract "others" that are less smart and sophisticated than them, and thus react negatively to information that a brand advertises. Testing this notion in an experiment, we find that information about a brands' intentions to advertise indeed has a negative effect on the image of the consumer of the brand, which in turn has a negative impact on brand evaluations. We hereby extend the research on TPE to include also the effects of non-controversial advertising.

Keywords: Third-Person Effect, Advertising, Advertising Effects

Session 2.2.5 Room: S106

Business-to-Business Marketing

Relationships and Performance

Chair: **Javier Sesé**, University of Zaragoza

How Relationship Conditions Affect Suppliers' Resource Inputs

Roger Baxter, Auckland University of Technology
Michael Kleinaltenkamp, Freie Universität Berlin

For buyer-seller relationships to allow for effective transmission and integration of resources, and for value creation, each partner needs to invest in the relationship and needs to make it easy for the other partner to access their resources. However, every investment is risky and it is not sure whether investment objectives will be achieved, so this paper addresses the question of which factors drive intention to invest into a customer relationship from a supplier's perspective. We propose and test three factors as positive investment drivers: the relationship quality; the suppliers' expectation of future access to the important intangible resources in their customers; and the relationship value perceived by the supplier. By analyzing interview and survey data from managers, the study finds support for the propositions. Relationship value and expectation of future access to the customers' resources have direct effects on suppliers' intentions to invest. Relationship quality also has a strong effect, mediated by the other two drivers.

Keywords: Performance, Relationship, Resources

Stock Market Reactions to Technology Licensing Contracts

Erik A. Mooi, Aston University / Aston Business School
Stefan Wuyts, Koç University, College of Administrative Sciences and Economics

Technology licensing consists of licensees buying technology usage rights from licensors, often in the form of patents, copyrights, and trademarks. This market amounted to about US\$173.4 billion in 2009. Governance decisions determine if licensees can use licenses productively. Drawing on contract and governance theories, we propose that monitoring and termination clauses have financial performance implications. While licensing is an important phenomenon, surprisingly few studies addressed the impact of governance in a technology licensing context. Using a rich dataset of stock market returns, formal licensing contracts, and firm descriptors, we provide first insight into the drivers of financial returns for licensees.

Keywords: Licensing, Governance, Event Study

The Antecedents and Effects of Information Technology Usage on Trade Show Performance

Jaywant Singh, Kingston University
Paurav Shukla, Glasgow Caledonian University
Charles Blankson, University of North Texas

The advancements in information technology have raised concerns about the future of trade shows as a marketing tool. Whilst these advancements present threats and opportunities, research examining the integration of information technology into trade show activities is sparse. This is despite the vital role of information technology in initializing and developing international b2b relationships. Employing a questionnaire-based survey with aviation industry professionals, this study examines the antecedents and effects of web integration into trade shows. The data were analysed using partial least squares structural equation modeling. The findings demonstrate significant impact of IT usage on the performance of trade shows, at different stages. The results have managerial implications for adopting internet-based tools during trade shows.

Keywords: Tradeshow, Internet, PIs-Sem

Understanding the Adoption Timing of a Loyalty Program among Business Customers: The Role of Marketing and Social Influence

F. Javier Sesé, University of Zaragoza
Manfred Krafft, University of Münster
Kalyan Raman, Northwestern University
Vijay Viswanathan, Northwestern University

Loyalty programs (LPs) are a popular instrument to build profitable relationships, and achieving a successful LP launch critically depends on a firm's ability to obtain the deepest penetration and fastest spread into the business market. In this study, we propose an integrated conceptual framework to understand the simultaneous effect of marketing activities, social influence, and business customer characteristics on the time to adopt a LP. The framework is tested in a B2B setting using Bayesian spatial techniques, and the results show that (1) sales efforts shorten LP adoption time, (2) social effects are present both at the internal (same zip) and external (adjacent zips) levels, and (3) business customers show different predispositions to adopt a LP (individual heterogeneity).

Keywords: Loyalty Program Adoption Timing, Targeted Marketing Activities, Social Influence

Session 2.3.5A Room: S101

Consumer Behaviour

Experiential consumption

Chair: **Salvador Ruiz De Maya**, University of Murcia

Sharing Sensations: Effect on Product Evaluation

Inés López, Murcia University

Salvador Ruiz De Maya, Murcia University

Sarah Moore, University of Alberta

Humans, as social beings, are motivated to create a shared reality with others in terms of beliefs, emotions, or inner states. This desire is related to the “saying-is-believing” effect, which occurs when individuals tailor their messages to particular audiences in order to achieve a shared reality. In this working paper, we demonstrate that the saying-is-believing effect plays a role in product evaluation so that consumers tailor their product attitude in the direction of the audience’s opinion. This effect is stronger for less preferred products when no additional information is available. These findings provide important directions for marketing new products in dynamic today’s markets where category ambiguity is very frequent.

Keywords: Saying Is Believing Effect, Sharing Sensations, Product Preference

Acknowledgements: The authors thank the editor and the two reviewers for their helpful comments. This research was supported by the grant ECO2012-35766 from the Spanish Ministry of Economics and Competitiveness and by the Fundación Séneca-Agencia de Ciencia y Tecnología de la Región de Murcia (Spain), under the II PCTRM 2007-2010. Authors also thank the support provided by Fundación Cajamurcia.

“Good” versus “Popular Taste” Appeals and their Importance in Driving Consumer’s Product Evaluations

Karin Teichmann, Innsbruck University

Nicola E. Stokburger-Sauer, University of Innsbruck

Despite the fact that expert judgments play a critical role in aesthetic consumption decisions, no final answer has been given to the question if knowing what experts consider regarding meeting good taste is more persuasive than knowing what is actually preferred by consumers (i.e., popular taste). An experimental study among fashion consumers and professionals working in the fashion industry reveals that experts evaluate a product more positive if good taste is emphasized. In contrast, popular taste appeals result in more positive product evaluations of non-experts than of experts. Marketers should be aware that the influence of expert judgments is limited to experts’ product evaluations only; they are advised to communicate a product’s popularity to other consumers in marketing campaigns to increase the company’s success.

Keywords: Taste, Expertise, Aesthetics

Acknowledgements: The authors acknowledge the support in data collection by Stefanie Markt.

I Want you to Open my Letter: Effects of Uncommon Envelope Formats and Materials

Verena Huettl, University of Hohenheim

Jana Daume, University of Hohenheim

Heribert Gierl, University of Augsburg

The challenge for direct mailings is to get opened by the receiver since a huge number of direct mail ends up in the trash bin without being read. Uncommon envelope formats and materials might be able to enhance the opening intention by stimulating consumers’ curiosity. We conducted an experiment to investigate three levels of format and material uncommonness on the opening rate of the envelopes and the degree of evoked curiosity. Moreover, we examined the effect of curiosity on the evaluation of the offer which was contained in the direct mail envelope. Our results show that uncommon formats and materials evoke curiosity and increase the opening rate of direct mail envelopes. Furthermore, curiosity turned out to act as an amplifier which makes the offer evaluations more extreme, i.e. evaluations even improved for attractive offers and deteriorated for rather unattractive offers.

Keywords: Directmail, Envelope, Curiosity

Acknowledgements: The authors wish to thank Barbara Keller and Tina Berti for helping us collecting the data.

Stereotypes, Cognitive Performance, and Implicit Discrimination of Elderly Consumers

Andrea Gröppel-Klein, Saarland University

Thomas Linden, Saarland University

Christian Weins, Saarland University

Anja Spilski, Saarland University

Population aging will have a fundamental impact on the economy and society over the coming decades. But how are elderly people viewed by society? Age stereotypes can work as primes, having a significant influence on physical and cognitive outcomes, and can lead to discrimination. We carried out two experiments to investigate the effects of age stereotypes on consumers’ cognitive performance in typical consumer behaviour contexts.

Keywords: Aging Stereotypes, Performance Of Elderly, Patronizing Communication

Session 2.3.5B Room: S103

Consumer Behaviour

Values drive consumer decisions

Chair: Spiros Gounaris, Strathclyde Business school

The Safety of (status) Objects: An Investigation of how Status Consumption Buffers Existential Insecurity in Materialistic Consumers

Christian Martin, University of Lausanne

This project contributes to the literature on the consequences of materialism. In particular, two studies are reported that suggest that materialistic consumers buffer their existential insecurity through the consumption of status goods. However, only few people are able to afford status consumption on a day-to-day basis. Moreover, Study 2 suggests that consumption of low-status goods could elevate existential concerns in materialists. In turn, consumption of status goods can elevate existential concerns in low-materialism consumers. These findings advance our understanding of the impact of consumption on psychological well-being and have thus implications for social marketers and policy makers.

Keywords: Status Consumption, Materialism, Terror Management Theory

Psychological Distance of Consumers' Selves: Reality Vs. Ideals

Daniela, Herzog, University of Bern

Lucia, Malär, University of Bern

Bettina, Nyffenegger, University of Bern

Lisa, Schürmann, University of Bern

Harley, Krohmer, University of Bern

Consumers' ideal self-concepts are rather hypothetical and related to the future as compared to actual self-concepts which are experienced in the here and now. Thus, the ideal self-concept may be perceived as more psychologically distant. Based on construal level theory, the authors empirically examine this association and find that consumers construe their ideal self-concept on a more abstract level than their actual self-concept. The level of abstractness decreases if consumers perceive their ideal self-concept as likely attainable. Furthermore, the psychological distance associated with the ideal self is characterized by several dimensions (mainly temporal, hypothetical, and spatial) which have managerial implications for the design of marketing activities. Additionally, the findings extend construal level theory into the domain of consumers' self-concepts.

Keywords: Construal Level Theory, Ideal Self, Actual Self

Social Values and Bandwagon Motivations in the Context of Luxury Consumption

Kostas Kaminakis, Athens University of Economics and Business

Spiros Gounaris, Strathclyde Business School

Kalipso Karantinou, Athens University of Economics and Business

Boukis Achilleas, University of Sussex

The global luxury market has seen an incredible increase in value during the last decades. Notwithstanding its volume, the marketing of luxury products has only attracted limited attention from academics and practitioners and still the specificities of this lucrative market and the nuances of luxury consumer behavior remain underexplored. This study aims to redress this gap and investigates the motive of bandwagon, highlighted as an important motivation of luxury consumption in extant literature; looks into the antecedent role of social values; and examines the mediating role of ideal self-concept as well as the moderating role of consumers' susceptibility to interpersonal influence and consciousness. The study provides a complete luxury consumption framework explaining the bandwagon motivation.

Keywords: Luxury Consumption, Values, Bandwagon

Valuing Organic Food-Differences Between Virtue and Vice Categories of Organic Food Products

Vassiliki, Grougiou, International Hellenic University

Foivos, Anastasiadis, International Hellenic University

Stefanos, Giannikis, International Hellenic University

Drawing on the theoretical frameworks of expected utility, religious and institutional perspectives, we try to understand whether differences exist in consumers' evaluation of relative vice and virtue categories of organic food products in terms of their food quality and trust. Based on a sample of 428 respondents drawn from diverse market settings, we find that while consumers hold a positive stance towards the quality of relative virtue organic food this is not the case for the relative vice products. However, no differences in consumers' trust over the organic food labelling of relative virtue and vice organic food products are found. The findings have significant theoretical and managerial implications.

Keywords: Virtue, Vice, Consumers

Session 2.4.5 Room: S115

Innovation and New Product and Service Developments

Creativity

Chair: **Stéphane Salgado**, Aix-Marseille III / IAE Graduate Management School

The Dual Role of Prior Ideas in Driving Creative Performance in Open Ideation Contests

Suleiman Aryobsei, University of St. Gallen
Reto Hofstetter, Università della Svizzera italiana
Andreas Herrmann, University of St. Gallen
Darren Dahl, Sauder School of Business, University of British Columbia

We investigate the influence of prior ideas on solvers' creative performance in online open ideation contests. In three lab studies and an empirical analysis of a large-scale dataset from a European ideation platform, we find evidence for two opposing effects of prior ideas. First, more prior ideas stimulate memory more broadly leading to greater creative performance. Second, more prior ideas signal greater competition hereby reducing creative performance. We show that the latter negative effect of prior ideas can be reduced if prior ideas are displayed in an aggregated way, which keeps their informational value but reduces the visibility of competition.

Keywords: Ideation Contests, Prior Ideas, Search For Ideas In Associative Memory

What is the Appropriate Reward For Product Creativity During an Idea Generation Contest: Monetary, Reputational or Brand Feedback?

Stéphane Salgado, Aix-Marseille III / IAE Graduate Management School
Virginie Debarnier, IAE Aix-en-Provence
Anne-Marie Guerrin, IAE Aix-en-Provence

Idea generation contests are widespread when firms are looking for new ideas of products or services. Integrating the consumer into the New Product Development process is critical and community managers need to tackle the issue of community participation to idea contests. Many incentives are at stake such as monetary, reputational and brand feedback. In an experimentation we found evidence that the best ideas were delivered through the interaction of reputational reward and brand feedbacks. Finally theoretical and managerial implications are presented

Keywords: Idea Generation, Reward, Reputation

The Role of Employee Creativity and Attention-To-Detail in Product Innovation

Phyra Sok, Charles Sturt University
Aron O'Cass, University of Tasmania

Product innovation has been identified as the key to firms' marketplace success. Yet, the failure rate for new product is high. Because of the high costs associated with new product development, there is considerable theoretical and managerial interest in how to minimize the high failure rates of new products and what separates new product winners from losers. This study focuses on employee capacity to engage in creativity and attention-to-detail simultaneously, skills/tasks that are seen as involving different centers of attention, and rely on somewhat incompatible behaviors and processes. The results show that employees need to engage at high levels creativity and attention-to-detail in their pursuit to enhancing product innovation to achieve superior financial performance.

Keywords: Product Innovation, Employee Attention To Detail, Employee Creativity

Session 2.5.1 Room: S114

International and Cross-Cultural Marketing

Internationalization

Chair: **Julio Cerviño**, University Carlos III

European Franchise Expansion into Latin America. Evidences from the Spanish Franchise System

Verónica Baena, European University of Madrid
Julio Cerviño, University Carlos III of Madrid

Although the body on international marketing focuses on emerging markets is growing, the attention paid to the Latin American context continues to be very limited. In an attempt to enhance the knowledge that managers and scholars have on franchising expansion, the present study examines how a number of market conditions may drive diffusion of franchising into those nations. Results obtained in this study are useful for understanding and predicting the demand for franchising in Latin American countries. Moreover, the present work explores how market conditions may drive international diffusion of franchising into Latin American markets.

Keywords: Country Choice, Internationalization, Franchising

A Meta-Analysis as a Tool for Improving Models of Export Promotion Programs

Dafnis Coudounaris, University of Vaasa

A meta-analysis is a strategic tool to be used in developing new models based on existing ones found in the literature. The implementation of a meta-analysis on the current models of export promotion programs revealed that there are ten important relationships that should be considered in future attempts of developing models in the area. This study also determined that the export promotion programs (EPPs) explain three per cent of the variance of export orientation which means that export managers should be encouraged to use EPPs as well as governmental officials in Ministries of Trade should enhance the development of new EPPs as the benefits for the economies will be far greater than the actual expenditure on these new EPPs, resulting in the growth of exports and the possible exit from the economic depression. Future research on export promotion should exploit these findings.

Keywords: Models Of Export Promotion Programs, Meta-Analysis, Important Relationships

Similarities and Differences in the Internationalization Patterns

Benoit Anthony Lopez, University of Seville
Rosario García Cruz, University of Seville

In this paper we are going to conduct an exploratory research about the similarities and differences of the Uppsala, Born Global and Born Again Global models. We propose a pattern to explain these similarities and differences and we try to delimit the behavior of these models of internationalization by comparing these models from a time-based view. For this, we have based our investigation in the analysis and revision of a wide range of research that investigate the internationalization process from a time-based view.

Keywords: Internationalization, Uppsala, Bornglobal

Session 2.11.5 Room: S113

Modelling and Marketing Analytics

Mining Big Databases

Chair: Paul Marx, University of Siegen

Visualizing Asymmetric Competition Among Over 1,000 Products Using Big Search Data

Daniel Ringel, Goethe University

Bernd Skiera, Goethe University Frankfurt

Understanding competition is essential for every firm. Unfortunately, information on who competes with whom is scarce. Traditional research approaches such as surveys and panels are time consuming, expensive, and not applicable to markets with large numbers of consumer durables. Big search data from websites, however, reveal which products consumers consider to be “competing” alternatives. We propose a new model that uses big search data and combines methods of multiple research disciplines to analyze and visualize asymmetric competition in durable categories containing more than a thousand products. We demonstrate our method by analyzing and visualizing asymmetric competition among 1,124 LED-TVs. We externally validate our findings with actual market shares and find that product- and price comparison site data provide higher external validity than data from Google and Amazon.

Keywords: Competition, Big Data, Mapping

Eliciting Attribute-Based Preferences From Scarce Big Datasets

Paul Marx, University of Siegen

Andre Marchand, University of Muenster

The ability to estimate attribute-based preferences of individual customers is crucial for a wide variety of marketing tasks. However, the scarcity of Big Data arrays prohibits such estimation in many cases. In this paper, we present a novel method that allows eliciting individuals' part-worths towards large number of product attributes from scarce big datasets by means of statistical techniques. Empirical tests on two real-world big data sets provide evidence that our estimates are reasonably accurate for predictions of future customer preferences.

Keywords: Consumer Preferences, Big Data, Recommender Systems

Acknowledgements: The authors thank Denis Rechkin for intellectual support, Tobias Bauckhage for providing the data for our tests, and the German Research Foundation for their financial support of this project.

Experiments with Crossed Effects in Marketing-Communication Research: What Do the Experimental Settings Tell Us?

Jose Tummers, Leuven University College

Kim Janssens, Leuven University College

Experimental designs often are analyzed using a Repeated Measures ANOVA. Yet, this method does not suffice to describe all variance in a crossed effects experiment. Responses are generated from the same subjects and simultaneously those responses will be collected for the same stimuli, exposing the independence of the observations and the generalizability of the results. The current study contributes to this methodological concern by reanalyzing data from previous research with a mixed-effects model with ‘subject’ and ‘stimulus’ as random effects. That model realizes a significantly improved descriptive and predictive power, unveiling a substantial effect of stimuli on the experimental outcome.

Keywords: Experiment, Marketing-Communication, Mixed-Effects

Session 2.12.5 Room: S108

New Technologies and E-Marketing

Online branding and electronic word-of-mouth

Chair: **Guda Van Noort**, University of Amsterdam

The Moderating Role of Perceived Relationship Investment on the Dynamics of Identification, Satisfaction and Loyalty Towards Facebook Brand Pages

Chris Horbel, University of Southern Denmark

Brad Wilson, Rmit University / School of Media and Communication

Bastian Popp, University of Bayreuth/Department of Service Management

The recent expansion of new technologies offers many opportunities for brand building. This paper adds to the extant literature by investigating the determinants of the success of brand social network websites (BSN) indicated by the user's loyalty towards the BSN. Using an online survey for sports fans and Facebook users we demonstrate that consumer-identification with BSN users, consumer-BSN identification, and satisfaction with a BSN significantly influences loyalty towards the BSN. It is confirmed that these relationships are moderated by the perceived level of a brand's investment into the relationship.

Keywords: Perceived Relationship Investment, Brand Social Network Website Loyalty, New Technologies

The Influence of E-WOM Characteristics on Online Repurchase Intention: the Mediating Role of Trust and Perceived Usefulness

Ana Utrillas, University of Zaragoza

Jorge Matute, University of Zaragoza

Yolanda Polo, University of Zaragoza

With the expansion of Internet as a tool for exchanging information, companies include in their websites a virtual space to share information among users. This study explores the characteristics of consumers' reviews (electronic word-of-mouth quantity, credibility and quality) as antecedents of customers' online repurchase intentions. Specially, it proposes a model where trust on an online seller and perceived usefulness of a website mediate the influence of EWOM characteristics on repurchase intentions. To test this model, structural equation modeling is employed on a sample of 252 online customers. Results show that only EWOM quality has a positive direct effect on consumers' repurchase intention while quantity has a negative influence. Perceived usefulness mediates the influence of all EWOM characteristics on online repurchase intention. EWOM credibility and quality also indirectly influence repurchase intentions through trust on the online vendor

Keywords: Electronic Word-Of-Mouth, Online Repurchase Intentions, Electronic Commerce

Acknowledgements: The authors wish to express their gratitude for the financial support received from the Spanish Government (ECO 2011/23027), the research group "Generés" (Government of Aragón) and the European Social Fund.

Branded Apps: Explaining the Effects of App Use on Brand Equity

Guda Van Noort, University of Amsterdam

Eva A. Van Reijmersdal, University of Amsterdam

Susan Hoogendoorn, University of Amsterdam

The aim was to examine a) whether interacting (vs not interacting) with branded apps influences consumer's cognitive and affective brand equity, (b) which type of branded app (i.e., informational vs. entertainment) is more effective in doing so, and c) to what extend engagement and elaboration explain these effects. An experiment demonstrated that 1) interacting with a branded app enhances affective brand equity, 2) an entertainment app evoked higher levels of engagement, which in turn enhanced affective brand equity, and 3) an informational app evoked higher levels of elaboration, enhancing cognitive brand equity.

Keywords: Branded Mobile Phone Apps, Brand Equity, Engagement

Evoking Imagery Through Advertising on a Smartphone

Diana Gavilan, Complutense University of Madrid

Maria Avello, Complutense University of Madrid

Carmen Abril, Complutense University of Madrid

The present research examines mental imagery elicited by advertising in the mobile medium. Using a factorial experimental design, we examine the influence of the type of message –SMS vs. MMS– and orientation strategy –informational vs. transformational– on mental imagery by means of its three dimensions: vividness, quantity and elaboration. Results show a greater impact of visual and transformational ads on vividness and elaboration, while SMS exerts a greater effect on the quantity dimension of mental imagery.

Keywords: Mental Imagery, Sms And Mms, Informational And Transformational Ads

Session 2.14.5 Room: S104

Product and Brand Management

Employees and Brands

Chair: **Bjoern Asmussen**, Oxford Brookes University

Three Consequential Aspects of Internal Branding: Exploratory Research

Katja Terglav, University of Ljubljana

Robert Kase, University of Ljubljana, Faculty of Economics

Maja Konecnik Ruzzier, University of Ljubljana, Faculty of Economics

The purpose of the paper is to unify three consequential aspects of internal branding and provide research propositions by using exploratory research. Defined as a process that enables to deliver desired brand promise, internal branding is found to impact three employee-related consequences: cognitive, attitudinal and behavioural. The paper significantly contributes to the field since previous research mainly explored one or two aspects at once. Customer-interface employees are invited to participate in the study. Results imply that internal branding influences employee brand knowledge, employee brand commitment and their brand-building behaviour, therefore further empirical verification is recommended.

Keywords: Internal Branding, Employees, Consequences

Cognitive and Affective Antecedents of Brand Citizenship Behavior

Rico Piehler, Bremen University

Ceridwyn King, Temple University

Christoph Burmann, Bremen University

With brand consistent employee behavior like brand citizenship behavior (BCB) being the coveted outcome of internal brand management (IBM) mostly affective antecedents like brand commitment and brand identification have been promoted in literature. Brand understanding as cognitive antecedent has only been rarely considered. Therefore, the authors develop a conceptual IBM model which contains affective and cognitive antecedents of BCB and empirically validate it in a cross sectional study in the service sector. The study indicates that BCB of employees is not only a result of commonly investigated affective antecedents but also a result of rarely considered brand understanding as cognitive antecedent.

Keywords: Internal Brand Management, Brand Citizenship Behavior, Brand Understanding

Carried Away by the Underdog Brand: Source Advantages in Brand Biographies

Ali Tezer, Concordia University

Onur Bodur, Concordia University

Bianca Grohmann, Concordia University

This research examines underdog brand biographies—narratives on brands' passion and determination leading to success despite the lack of resources (Paharia et al., 2011)—and shows positive effects of underdog biographies when the brand is the source of the narrative, but not when an independent third-party is the source of the narrative. Further, this research finds evidence for a mediating role of narrative transportation: Exposed to an underdog brand biography from a brand source, consumers are carried away by the narrative and experience narrative persuasion, resulting in higher purchase intentions. Theoretical and practical implications of these findings are discussed.

Keywords: Branding, Underdog Brand Biographies, Narrative Transportation

Acknowledgements: The authors acknowledge the support of the Centre for Multidisciplinary Behavioural Business Research at Concordia University

Session 2.16.5 Room: S109

Retailing, Channel Management and Logistics

Impact of Digital Technologies

Chair: **Hanna Schramm-Klein**, University of Siegen

Multiplicity of Electronic Distribution Channels: a Consumer-Based Overview and Categorisation

Gerhard Wagner, University of Siegen / Chair of Marketing
Julian Kellner, University of Göttingen / Chair of Retailing
Hanna Schramm-Klein, University of Siegen / Chair of Marketing
Sascha Steinmann, University of Siegen / Chair of Marketing
Bernhard Swoboda, Trier University / Chair for Marketing and Retailing

The range of Internet-enabled devices that shoppers use to search for product information or to purchase online expands. Based on the findings of a first qualitative study, we provide an overview of devices which are predominantly used for online shopping. By conducting an additional online-survey (N = 502) we verify our findings and investigate which devices are perceived as similar or different to uncover relevant e-channel categories. For our analysis, we perform two complementary approaches: (1) a visual mapping of consumers' perception space using MDS and (2) an analysis of consumer's evaluation using Property Fitting. The results indicate that consumer use in particular 12 types of devices to shop online. In the consumers' perception these devices constitute four categories of electronic distribution channels (e-channels) which comprise relevant implications for research and marketing practice.

Keywords: Online Retailing, E-Commerce, E-Channels

The More the Merrier? The Effects of Additional Information Through the Use of Mobile Apps on Purchase Decisions

Gunnar Mau, University of Siegen
Sascha Steinmann, University of Siegen
Gerhard Wagner, University of Siegen
Hanna Schramm-Klein, University of Siegen

We investigate the impact of additional product information generated by the use of mobile apps on purchase decisions. We propose that additional product information provided by mobile apps influences the objective and subjective quality of consumers' purchase decision positively and reduces consumer confusion while it negatively influences decision efficiency. The results of four experimental studies show that the use of mobile apps positively influences the subjective quality of the decision only under specific conditions, but negatively impacts decision efficiency and also increases consumer confusion. These effects are not only triggered by the use of mobile apps in general, but also depend on several environmental conditions and on the amount of additional product information provided by mobile apps.

Keywords: Mobile Devices, Decision Efficiency, Consumer Confusion

Is Technology Moderating the Influence of Store Equity on Behavioral Intentions? Evidence from Spanish Retailing

Gloria Berenguer-Contri, University of Valencia
Irene Gil-Saura, University of Valencia
M^a Eugenia Ruiz-Molina, University of Valencia

In today's competitive environment in which retailers operate, store equity is seen as a key differentiating factor. However, to date there is little research on the dimensionality of the store equity and its influence on consumer behavioral intentions. Additionally, one might consider the way in which the technology implemented by the retailer can influence store equity and its relations with other constructs. Therefore, this paper aims to analyze the relationship between store equity and behavioral intentions, and the influence of information and communication technology on this relation. From a survey of 820 customers of store chains, we find evidence in favor of the positive influence of store equity on consumer behavioral intentions towards the retailer and the role of technology as a moderator in this relationship.

Keywords: Brand-Equity, Behavioral-Intentions, Ict

Acknowledgements: The authors are very grateful for the support of the project ECO2010/17475 of the Spanish Ministry of Economy and Competitiveness.

Do Retailers Benefit from Deploying Customer Analytics?

Frank Germann, University of Notre Dame
Gary Lilien, Pennsylvania State University
Lars Fiedler, Mc Kinsey & Company, INC.

Prior research has documented a general positive relationship between the deployment of customer analytics and firm performance. In this research we focus on the retailing industry, an industry characterized by tight margins, a situation that results in careful scrutiny of all business investments. Using survey data from 418 top managers based in the Americas, Europe Middle East and Africa (EMEA) and Asia, we show that of the 8 industries in the study, firms in the retail industry have the most to gain from deploying customer analytics. However, we also find that not only do retailers not perceive this potential gain, they also do not invest in customer analytics at an economically appropriate level. Thus there is a gap between perception and reality concerning the potential for customer analytics in the retail industry that has both theoretical and practical implications.

Keywords: Customer Analytics, Marketing Roi, Retailing

Session 2.18.5 Room: S105

Services Marketing

Emotions and Customer (Dis) Satisfaction
Chair: Kalliopi Chatzipanagioti, University of Glasgow

The Role of Emotional Contagion in Service Encounters

Verena Hofmann, University of Innsbruck

Nicola Stokburger-Sauer, University of Innsbruck

Although the role of emotions receives increasing attention in service research, hitherto literature has not focused on the construct of emotional contagion, which is understood as a customer's catching and mimicking of a service employee's display of emotions. Drawing on interaction theories, this study examines the construction and relevance of emotional contagion in service interactions. To test the hypotheses, a field-study in the retail industry was conducted. The results show that emotional contagion positively influences customer satisfaction. The study thus helps to broaden our understanding of emotional contagion in service encounters. Implications for marketing management and research are discussed.

Keywords: Emotional Contagion, Service Interactions, Facial Action Coding System (facs)

Tell It in the Newspaper: Sharing Critical Incidents through WOM

Jenniina Halkoaho, University of Vaasa

This study takes a look at critical incidents occurred in service encounters as experienced by the customers. This is done by analyzing word-of-mouth communications on a forum for public opinion sharing in a newspaper. Majority of the messages sent for the discussion forum concern single events that consumers have experienced in local stores, hospitals or other service scapes. Therefore, it is fruitful to investigate the writings in detail as they represent critical incidents that have exceeded the customers' zone of tolerance one way or the other. The findings show that in the light of triggering WOM, personal touch of service people become more critical than other elements of service encounters (product, process, and physical evidence).

Keywords: Word-Of-Mouth, Critical Incident, Service Encounter

Supporting Customers at Success and Failure: Does It Make Difference for Novice and More Experienced Customers?

Mohamed Sobhy Temerak, Cairo University

This research differentiates between social support received by experienced and novice service users at success and failure times of the service experience and examines their differential effects on goal attainment, satisfaction and citizenship behaviors. A total of 308 valid responses were collected by the means of a snowball sample and analyzed by the means of multi-group analysis. The findings demonstrate the importance of social support provided at success time, especially for novices compared to experienced users in developing their perceptions of goal attainment. Goal attainment was found to be a stronger driver of customer satisfaction for experienced than novices. Also, customers' satisfaction was the key driver of the citizenship behaviors for novices, whereas goal attainment was the main driver of citizenship behaviors for experienced customers.

Keywords: Social Support, Customer Citizenship Behavior, Goal Attainment

Asymmetric Effects of Causal Attribution in Service Encounters

Carmen Maria Albrecht, University of Mannheim

Stefan Hattula, University of Stuttgart

Torsten Bornemann, University of Stuttgart

Wayne Hoyer, University of Texas

Recent service research has paid increasing attention to the effect that emotions displayed by service employees have on customer hedonic well-being. However, fairly little is known about contextual factors determining such emotional contagion. Relying on attribution theory, this research proposes that customers' attributions for the causes of emotions displayed by employees affect the extent of emotional contagion. Results of an online-experiment ($n = 172$) in a typical customer service interaction show that attribution effects differ between negative and positive emotional displays of employees. With regard to negative emotional display, emotional contagion is less likely when customers can attribute an employee's negative affect to uncontrollable causes. In contrast, positive emotional contagion effects are stronger when customers can attribute positive affect of the frontline employee to uncontrollable causes.

Keywords: Emotional Contagion, Attribution Theory, Experimental Design

Session 2.20.5 Room: S111

Social Responsibility and Ethics

Green Consumption

Chair: **Angela Paladino**, The University of Melbourne

Pay For Clean and Green? Assessing the Willingness to Pay More for Green Power

Angela Paladino, The University of Melbourne
Ameet Pandit, University of Newcastle

Green marketing is largely concerned with resources conservation and the development of environmentally friendly strategies (Oyewole 2001). Past research has examined the attitudes and behaviours towards green tangible products (e.g. Paladino 2005), there is limited research that examines the motivations behind the purchase of green electricity. This paper will attempt to increase the understanding of consumer attitudes, and knowledge towards the purchase of green electricity employing exploratory research. Focus groups were conducted across each state of Australia. The findings indicate that education, knowledge, budgets and price were the most important indicators of green electricity purchase. However, consumers perceive green electricity to be unreliable and costly compared to a traditional form of electricity. Consumers were likely to switch to green electricity only if there was a clear error made by the service provider.

Keywords: Green Electricity, Attitudes, Pricing

Green Consumption: The Roles of Green Value, Perceived Utilities and Purchase Intention

Ruizhi Yuan, University of Nottingham Ningbo
Martin J. Liu, Nottingham University Business School China
Alain Yee-Loong Chong, Nottingham University Business School China
Jun Luo, Nottingham University Business School China

This research conceptualizes three dimensions of consumer's perceived green value and investigates its direct relationship with purchase intentions. The research also investigates the mediating roles of acquisition and transaction utilities in this green value-intention relationship. Findings confirm that the effect of green value on purchase intentions is significantly mediated by consumer's perceived net gains from acquiring the green product (acquisition utility). In contrast, functional values are negatively associated with consumers' perceptions of gaining a good price deal (transaction utility). Additional results indicate that in green consumption context, acquisition utility is a stronger driver of purchase intention compared to transaction utility.

Keywords: Green Value, Utility Theory, Green Consumption

The Impact of Value Orientations on Consumer Attitudes towards CRM

Grzegorz Zasuwa, The John Paul II Catholic University of Lublin

Taking the Schwartz's theory of human values as a conceptual framework, this paper investigates the impact of values on consumer attitudes towards cause-related marketing (CRM). The study is based on a random, non-student sample. Statistical exploration relies not only on multiple regression but also includes fuzzy-set qualitative comparative analysis. Regression results show that consumers attaching a lot of weight to conservative and self-transcendence values are more likely to express favourable attitudes towards CRM campaigns. Fuzzy-set analysis replicates regression findings and suggests that other values can be linked to CRM attitudes as well. Specifically, the analysis finds asymmetric links among self-enhancement, openness and CRM attitudes. This sheds a new light on the impact of human values on consumer responses towards marketing activities with a social dimension.

Keywords: Human Values, Cause-Related Marketing, Consumer Attitudes

Acknowledgements: The author would like to thank Carmen Valor for her valuable comments on earlier versions of the manuscript. This paper is based on a project 2011/01/D/HS4/05661 funded by the Polish National Science Centre.

Corporate Social Responsibility as a Catalyst for Sentimental Stock Price Corrections

Robert Merrin, Universidad de Cantabria
Guillermo Maraver Tarifa, Universidad de Granada

Abstract: Extant research finds that firms can buffer the effects of sentimental stock price corrections when bubbles burst by increasing their customer satisfaction. Research also shows that corporate social responsibility (CSR) is an antecedent of customer satisfaction and is related to market value. This study bridges the gap between these two findings by examining the cross-section of stock returns by CSR activity, and conditional on investor sentiment. Surprisingly, results show that CSR activities have the opposite effect of customer satisfaction: they catalyze firms' reactions to investor sentiment, increasing volatility and returns. Implications for managing market-based assets are that CSR policies should be undertaken during periods of low investor sentiment, and alternatives to CSR should be undertaken to increase customer satisfaction during periods of high investor sentiment.

Keywords: Sentiment, CSR, Firm-Value

Session 2.1.6 Room: S107

Advertising, Promotion and Marketing Communications

Sponsorship

Chair: **Claudiu Dimofte**, San Diego State University

Memory Effects of Past Sponsorships

Alexander Edeling, University of Cologne

Stefan Hattula, University of Stuttgart

Torsten Bornemann, University of Stuttgart

Despite considerable interest in the long-term effects of sponsorship, few studies examine the ongoing effects when sponsorships have expired. This article fills this research gap by developing and empirically testing a conceptual model that shows (1) the time-lagged attitudinal benefits of the recall of a past sponsorship and (2) the antecedents determining this recall. Using primary (survey; $n = 271$) and secondary data from German professional soccer, the analysis shows that the present recall of a past sponsorship has a positive impact on the attitude toward the sponsor's brand—an important precursor of actual buying behavior. In addition, this research finds that management (e.g., duration of the engagement), individual and group (e.g., perceived fit between the past sponsor's brand and the sponsored object), and market factors (e.g., number of follow-up sponsors) determine the present recall of a past sponsorship.

Keywords: Sponsorship, Recall, Attitude

Sponsorship and Ambush Marketing Effectiveness: A Field-Experimental Analysis of Print and Online Advertisements

Regina Viola Frey, German Graduate School of Management & Law, University of Hohenheim

With rising sponsorship expenditures every year, marketing practice has an essential need for information of sponsorship effectiveness. Traditional sponsorship is becoming increasingly threatened by creative ambush marketers seeking to position themselves as official sponsors, however, without paying license fees. We analyze print and online campaign effectiveness in the surroundings of the FIFA Women's Soccer World Championship and the UEFA European Championship in two field-experimental studies. Applying MANOVA and regression analyses, our findings yield heterogeneous findings in terms of brand attitude, sponsorship awareness, word-of-mouth and brand equity for print and online advertisements; suggesting that sponsors not necessarily outperform ambush marketers.

Keywords: Sponsorship, Ambush Marketing, Marketing Effectiveness

Acknowledgements

The Development of an Integrated Corporate Communication Scale: Validation and Reliability Assessment

Lucia Porcu, University of Granada

Salvador Del Barrio Garcia, University of Granada

Philip J. Kitchen, ESC Rennes School of Business

This paper aims to conceptualise Integrated Corporate Communication (ICC) as a multidimensional concept and to develop and validate a scale for its measurement. Based on an extensive literature review and a Delphi study, ICC is defined, four dimensions are identified (namely, tactical consistency, interactivity, stakeholder-centred strategic focus and organisational alignment) and a 25-item scale is developed. To test the proposed scale, data were collected via an online questionnaire survey to top managers in the Spanish tourism industry. The findings proved the reliability and validity of the proposed ICC scale, providing a valuable instrument for future research.

Keywords: Integrated Corporate Communication, Delphi Method, Scale Validation

Acknowledgements: The authors appreciate the financial help provided via ADEMAR research group (University of Granada) under the auspices of the Campus of International Excellence for R&D, Number 20F12/43.

How Employees' Distance to Headquarter Affects the Influence of Internal Vs. External Communication on Employee Behavior

Sven Henkel, University of St. Gallen

Dennis Herhausen, University of St.Gallen/Institute of Marketing

Philipp Scharfenberger, University of St.Gallen/Center for Customer Insight

This study examines the effect of internal and external communication on commitment and brand behavior of employees. The authors propose that distance to headquarter moderates the impact of internal and external communications, so that the positive relationship for internal (external) communication is stronger for employees in roles that are more (less) proximal to the headquarter. Results from an empirical study of 1,291 employees from 6 subsidiaries of a large industrial organization support this notion. The findings of this study suggest that external communication is important to increase employees' commitment and their willingness to behave on brand.

Keywords: Employee Communication, Distance To Headquarter, Construal-Level Theory

Session 2.2.6 Room: S106

Business-to-Business Marketing

Solution & Service

Chair: **Eva Muenkhoff**, University of Paderborn

The Role of Buying Center Members' Individual Motivations for the Adoption of Innovative Hybrid Offerings - The Case of Battery Electric Vehicles in Corporate Fleets

Lukas Burs, Hochschule Ruhr West
Ellen Roemer, Hochschule Ruhr West

This paper investigates the adoption of innovative hybrid offerings in the case of battery electric vehicles (BEVs) in corporate fleets. In an exploratory research using depth interviews with 16 experts for BEVs, different buying center roles as well as their individual motivations for the adoption of BEVs could be identified. We develop a two-tier typology of buying center members' individual motivations relating to both personal interests (such as environmental concern) and role-based motivations (such as the promotion of the corporate image). These motivations either foster or hinder the adoption of BEVs in corporate fleets. Based on the typology, implications for theory, for management practice and for government can be developed to enhance the adoption of BEVs in corporate fleets.

Keywords: Hybrid Offerings, Individual Motivations, Organisational Buying Behavior

B-To-B Solution Provision: An Empirical Investigation of Performance-Related Outcomes

Mariachiara Restuccia, HEC Montreal
Renaud Legoux, HEC Montréal
Ulrike de Brentani, John Molson School of Business, Concordia University

Offering B-to-B 'customer solutions' has been associated with positive outcomes for suppliers. Yet, empirical evidence documenting such claims has not been established. The literature is also unclear on whether gains are superior when solutions target established as opposed to new customers. We use the 'process-centric' view of solutions, together with 'relationship lifecycle' theory to develop two competing mechanisms—'solution as leverage' and 'solution as accelerator'—by which to explain the link between outcome and solution provision for established versus new customers. The analysis of longitudinal sales data from a North American solution provider: (1) empirically confirms the positive impact of solution provision on outcomes; and (2) supports the 'solution as accelerator' explanation suggesting that suppliers achieve equal or superior outcomes when efforts are directed at new customers.

Keywords: Solution Provision, Customer Relationship Lifecycle, Customer Retention

Acknowledgements: The authors would like to thank the management of LabelCo for the support in conducting this research.

The Role of Certification in Seller-Reseller Relationships: A Critical Evaluation Through the Lens of Embeddedness

Chris Storey, Cass Business School, City University London
Canan Kocabasoglu-Hillmer, Cass Business School, City University London

Sinead Roden, Cass Business School, City University London
Ko de Ruyter, Maastricht University, School of Business and Economics

The certification of resellers is prevalent in the information and communication technology (ICT) sector. Certification is a mechanism employed by suppliers to provide credibility and ensure consistent quality of service by reseller. Despite their widespread use there is limited research on certification. The objective of this study is to understand how structural and relational embeddedness affect the role certification has in driving relationship bonds and relationship economic satisfaction. We use network planning and online communities as proxies for structural and relational embeddedness. Based on a sample of 151 ICT resellers, our results suggest that certification does not work when considered alone. Certification and structural embeddedness act as substitutes in promoting relational performance. However relational embeddedness in the form of partner communities significantly increase in the roles of both certification and network planning on relationship bonds and economic satisfaction. The study highlights the importance of partner communities in balancing the tension between certification and network planning. It also suggests.

Keywords: Embeddedness, Certification, Relationship

Service Transition: A Viable Option for Manufacturing Companies with Declining Financial Performance?

Andreas Eggert, University of Paderborn

Eva Muenkhoff, University of Paderborn

Christoph Thiesbrummel, University of Paderborn

Manufacturers place increasing emphasis on services. While many firms have started their service maneuver in reaction to declining financial performance, theory argues that strategic change processes such as service transitions require a healthy financial outset to succeed. To shed light on the preconditions of successful service transitions, this study draws on configuration theory and empirically demonstrates that firms with healthy and declining financial situations can venture into services and realize future revenue growth. Our findings reveal, however, that firms need to tap different knowledge sources: healthy companies should focus on customers as the primary knowledge source; struggling companies need strong links with their suppliers instead.

Keywords: Service Transition, Configuration Theory, Qualitative Comparative Analysis

Session 2.3.6A Room: S101

Consumer Behaviour

Consumer-product duality

Chair: **Ana Valenzuela**, Baruch College

A Meaningful Embrace: Contingent Effects of Embodied Cues of Affection

Ana Valenzuela, Baruch College, Universitat Pompeu Fabra
Rhonda Hadi, Oxford University

Can a mere gesture lead to intimate product bonding? In this research, we find that affectionate gestures (e.g. hugging, stroking) can serve as routes to object attachment. We suggest that the mere execution of an affectionate gesture can generate emotional attachment, which translates into enhanced product attitudes. However, this effect is contingent on the existence of facilitating conditions via the presence of human-like characteristics in the target object of the affectionate gesture.

Keywords: Embodiment, Contextual Implication Model, Product Attitudes

On investigating the Role of Network Effects as Moderating Enabler in Product-Harm Crises

Ioannis Tsiamis, Athens University of Economics and Business, Hellenic Telecommunications and Post Commission
George Siomkos, Athens University of Economics and Business

There is a growing interest in research regarding the antecedents that impact consumer responses in times of product-harm crises. Still, most of the existing studies seem to, either, focus on products where no network externalities are present, or, neglect the role of network effects in influencing consumer intentions. In this study, we reveal the positive impact of network effects along corporate reputation in reducing negative implications after a product-harm crisis in conjunction to other widely recognized factors that influence consumer responses. Our focus lies in the mobile communications industry and extends from the affected company to all competitors

Keywords: Network-Effects, Crises, Product-Harm

Exposure to Mastery and Perceived Self-Efficacy

Irene Scopelliti, Cass Business School - City University London
Simona Botti, London Business School
Carmen Donato, University of Groningen

We hypothesize and test that observing masterful performances of experts at difficult activities increases one's perceptions of self-efficacy at those same activities. The exertion of control apparent in the masterful performance is vicariously experienced by the observers, and raises their expectations on their own ability to perform the same activity. The effect is moderated by the similarity between the observer and the performer. These results provide useful insight on the conditions under which exposure to expert performance may enhance or not the intentions to perform a certain activity or purchase products that require a high level of skills and practice.

Keywords: Mastery, Self-Efficacy, Product Demonstration

Can FMCG Producers Get Away with Deceptive Packaging and Slack Filling? An investigation of Consumer Attitudes and Behaviours

Stephen Wilkins, Plymouth University
Carina Beckenuyte, Fontys University of Applied Sciences, The Netherlands

Although the practice of deceptive packaging is neither new nor unknown, the literature on this issue is very scarce. The aims of this research are to discover the extent to which consumers are aware of air filling in food packaging (i.e., where there is a discrepancy between packaging size and actual content), the extent to which slack filling leads to cognitive dissonance, and the extent to which feelings of cognitive dissonance and being deceived lead to negative post purchase behaviours for producers. The sample consisted of 219 customers of FMCG products in Germany. Our findings suggest that the practices of deceptive packaging and slack filling risk creating consumer dissatisfaction, brand boycotting and negative word of mouth. We argue therefore that FMCG producers cannot assume they will get away with deceptive packaging and slack filling.

Keywords: Packaging, Dissonance, Behaviour

Session 2.3.6B Room: S103

Consumer Behaviour

Consumer orientation and behavior

Chair: **Utpal Dholakia**, Rice University

Study of the Concert Experience Lived by Consumers. Interpretive Analysis of Quantitative Data

Charlotte Massa, Toulouse 1 Capitole University**Jean-Philippe Galan**, IAE - Université de Valenciennes

The purpose of this paper is to define and enhance the understanding of the lived consumption experience of the concert by means of a particular theoretical approach and a methodological approach still little-used in consumer behaviour. Through a consumer value approach which takes key elements of experiential perspective into account and through an application of an interpretative analysis of quantitative data, this paper advocates that mixing qualitative and quantitative approaches in a single study seems to be an efficient and "pragmatic" methodology in order to consider the cultural consumption experience more effectively and to manage to broaden its theory.

Keywords: Experience, Methodology, Epistemology

An Added Value of Neuroscientific Tools to Understand Consumers' in-Store Behaviour

Dalia, Bagdziunaite, Copenhagen Business School**Khalid, Nassri**, Center for Decision Neuroscience, Department of Marketing, Copenhagen Business School**Jesper, Clement**, Center for Decision Neuroscience, Department of Marketing, Copenhagen Business School**Thomas, Zoëga Ramsøy**, Center for Decision Neuroscience, Department of Marketing, Copenhagen Business School and Danish Research Centre for Magnetic Resonance, Copenhagen University Hospital Hvidovre

Little is still understood about the actual in-store purchase process. Here, we report that prior ad exposure affects in-store decision-making. By using mobile eye-tracking and electroencephalography (EEG), we demonstrate that, unbeknownst to participants, the ad effect was driven by increased visual exploration of the product shelves for the brand that was presented during ad exposure, and a stronger motivation score, as assessed by the brain's prefrontal asymmetry. These findings are discussed in the light of the academic and commercial need to integrate neuroscientific tools in the study of consumer perception and choice.

Keywords: Decision-Making, Eye-Tracking, Motivation

Which one Was First? the Impact of the Purchase Order on the Sunk-Cost Effect

Lennart Straus, Kaiserslautern University**Thomas Robbert**, Kaiserslautern University**Stephan Roth**, Kaiserslautern University

The impact of sunk costs on decision making is well researched in a variety of disciplines. Yet, we argue that previous studies may have overestimated the effect strengths by not accounting for the order, in which the decision maker obtains the high and low sunk cost alternatives. This paper uses two choice experiments with different designs to test for order effects. Thereby, we underline previous findings on the existence of the effect before we show that the sunk-cost effect is significantly affected by the order in which the individual receives the high sunk cost alternative.

Keywords: Sunk-Cost Effect, Utilization, Order

The Ant and the Grasshopper: Understanding Personal Saving Orientation

Nancy Wong, University of Wisconsin-Madison**Leona Tam**, University of Wollongong**Sunye Yoon**, University of Wisconsin-Madison**Utpal Dholakia**, Rice University

Asset building and wealth creation lead to sound financial health. At the heart of this process is the role of saving. If we can understand factors resulting in good saving behaviors, we can develop strategies that facilitate such actions. Using Kuhl's (1994) theory of action orientation, we explored the importance of the savings "action" in personal savings. Given the repetitive nature of putting money into savings, the habitual nature is also crucial in understanding how individuals incorporate personal savings in their everyday life. Using four studies, we developed and tested a measurement scale to capture different facets of personal savings orientation.

Keywords: Financial Well-Being, Personal Saving, Scale Development

Session 2.4.6 Room: S115

Innovation and New Product and Service Developments

Innovation Performance

Chair: José Luis Munuera, University of Murcia

Performance Effects of Combining Rational and Intuitive Approaches in Making New Product Idea Evaluation Decisions

Katrin Eling, Eindhoven University of Technology
 Fred Langerak, Eindhoven University of Technology
 Abbie Griffin, University of Utah

Empirical research on the performance effects of combining rational and intuitive approaches in making new product idea evaluation (IE) decisions is lacking. This research, therefore, empirically explores which combination of the two approaches improves the quality and speed of IE decision-making. To this end, an experiment with product development professionals was conducted that manipulated the use of four decision approach combinations in making an IE decision. The results show that only one combination, starting with intuitively analyzing the idea options and rationally considering the resulting intuition in making the final IE decision, leads to both the highest quality and speed.

Keywords: New Product Idea Evaluation, Decision-Making Approaches, Decision-Making Performance

Aligned and Misaligned Innovation and their Performance Outcomes

Matti Juhani Jaakkola, Aalto University
 Erik Mooi, Aston Business School
 John Rudd, Aston Business School

In this study, we explicitly connect the literature focusing on the drivers of innovation and the literature explaining the performance outcomes of innovation. We examine if heeding the advice of the literature on innovation drivers matters and argue that the performance outcomes of innovation are in large part predicated on the theory-predicted level of innovation. We also decompose the part of innovation that is not theory-derived and investigate the performance consequences of having lower or higher levels of innovation than expected. Furthermore, the performance outcomes of these deviations level display heterogeneity with regard to environmental uncertainty and competitive intensity.

Keywords: Innovation, Firm Performance, Alignment

Complex Modeling of Factors influencing Market Success of New Product and Service Developments

László Molnár, University of Miskolc
 Szabolcs Nagy, University of Miskolc
 István Piskóti, University of Miskolc
 Csilla Molnárné Konyha, University of Miskolc

Identification of drivers of new product success and analysis of their relations are very critical for companies to be successful in their core markets. It is agreed in the literature that firm strategy (marketing synergy, technology synergy), process characteristics and product characteristics all influence market success. Our main objective was to develop an innovation model integrating the structural and process elements influencing market success of innovations. We empirically tested our model by structural equation modeling and found that market success of innovations was highly determined by product characteristics, but it was also significantly, but to a lesser extent, influenced by process characteristics and the firm strategy. We also found that market success of innovations intensified the reactions of competitors.

Keywords: Innovation, Market Success, New Product Development

Predevelopment Activities and New Product Performance

María Moreno-Moya, University of Murcia
 Jose Luis Munuera, University of Murcia

Effectively managing predevelopment activities is one of the most important and difficult challenges facing innovation managers. Its importance lies in the fact that effectively performing predevelopment activities can contribute directly to the success of a new product. Unfortunately, research and framework-building in this area has been limited. In fact, difficulties occur in studying the predevelopment stage as it is dynamic, often unstructured, has traditionally been characterized by low levels of formalization and it is extraordinarily difficult to evaluate its performance. With these arguments in mind, this study aims to analyze the relationship between predevelopment and project performance. We test our hypotheses on a sample of 207 manufacturing firms, applying the technique of structural equation modelling. Our results demonstrate the importance of predevelopment activities on new product performance.

Keywords: Predevelopment Activities, New Product Development, Product Innovation

Session 2.5.2 Room: S114

International and Cross-Cultural Marketing

 International Marketing Strategy

 Chair: **Julien Schmitt**, Aston University

Antecedents of the Scope of International Co-opetitive Relationships

Vladimir Vanyushyn, Umea University / Umea School of Business and Economics

This study examines the drivers behind the international scope of firms' co-opetitive relationships. Responses from 4624 firms that partook in the fourth nation-wide Community Innovation Survey in Sweden provide empirical basis for investigation. Approaching firms' involvement in co-opetitive arrangements as a two-step process reveals that innovative firms are more likely to be involved in at least one co-opetitive relationship, although operational marketing innovativeness had no effect on the likelihood of cooperating with competitors. However, only dynamic capability, conceptualized as firm's ability to reinvent its internally and externally oriented practices, was a significant determinant of the breadth of international co-opetitive relationships. These findings further advance the notion of co-opetition, cooperation with competitors, in the international context and contribute to the literatures on international relationship marketing and networking.

Keywords: Co-Opetition, International, Innovation

Conditions for Venture Capital Investments – A Fuzzy Set Analysis

Uwe Messer, University of Bamberg

Alexander Leischnig, University of Bamberg

This study investigates country-market differences in venture capital investment activities. Based on data from 57 countries, the authors employ a fuzzy set analysis to examine configurations of factors that stimulate venture capital activities. The results from this study contribute to a better understanding of how factors regarding regulatory issues, venture capital demand, and venture capital supply affect venture capital activity. The findings from this research help resolve some of the contradictory findings from previous research and indicate two different constellations of factors leading to venture capital investment activities. Based on the findings from this study, the authors derive implications for researchers and managers.

Keywords: Venture Capital Deals, International Marketing, Cross-Country Analysis

The Impact of Culture on Own-Label Brands Performance

Tribikram Budhathoki, Loughborough University

Julien Schmitt, Aston University

Nina Michaelidou, Loughborough University

Own-label brands performance varies enormously across countries, with high penetration in Western countries but limited success in Eastern countries. This study investigates the impact of national culture on own-label brands' performance. Using the Hofstede model to apprehend national culture, we show that power distance and individualism have a significant impact on own-label brands' performance and that this impact is partially mediated by retail market development (i.e. market size, store formats and market concentration). Our findings may help retailers to adapt their own-label strategy according to the culture of the nations they are operating in.

Keywords: Culture, Own-Label Brands Performance, Retail Market Development

Session 2.12.6 Room: S108

New Technologies and E-Marketing

Marketing goes mobile

Chair: **Francisco Liébana-Cabanillas**, University of Granada

Mobile Value-Added Services - a Multidimensional Framework Relating Flanking Apps to a Core Service

Moritz Asche, Free University of Berlin
Henning Kreis, Freie Universität Berlin
Katrin Schipper, Freie Universität Berlin
Carolyn Seifert, Freie Universität Berlin

Mobile services (e.g. smartphone apps) have become an important instrument in company communication and are often introduced as a flanking service to a core service offering – namely a mobile value-added service. Empirical research, however, focuses to a large degree on the value perception of the mobile service itself, only while neglecting the relation of app and core service. Our paper tries to close this gap by examining this interaction with a special focus on users' value perceptions. The development of an extended multidimensional framework of six value dimensions advances the literature. The results of different empirical studies, including a panel study, increases the understanding of how mobile value-added services influence a core service and clarifies the role of the newly introduced insurance value for smartphone apps.

Keywords: Value-Added Service, Mobile Service, Multidimensional Framework

Mobility - Unveiling Essence and Value of Mobile Technology

Elvira Bolat, Bournemouth University

This paper aims to map distinctive mobile technology values. In doing so this paper uses empirical data given by users who engage with mobile technology on both personal and professional levels. Evolved grounded theory and value-focused thinking approach are applied to analyse twenty-eight in-depth interviews with SME managers representing the UK creative sector. This study provides insights into experiences of mobile technology use by outlining conditions that drive and slow down mobile technology adoption, motives in using mobile technology and set of functional, social epistemic, emotional values that distinguish mobile technology use from using stationary and fixed network information technologies.

Keywords: Mobile Technology, Mobility, Grounded Theory

A Comparative Analysis of the Adoption of SMS, NFC and QR-Based Mobile Payment Systems

Francisco Liébana-Cabanillas, University of Granada
Iviane Ramos de Luna, Universidad de Granada
Francisco Montoro-Ríos, Universidad de Granada
Juan Sánchez-Fernández, Universidad de Granada
Francisco Muñoz-Leiva, Universidad de Granada

The rapid growth of mobile technology among the world's population has led many companies to attempt to exploit mobile devices as an additional sales tool. This study compares the factors that determine consumer acceptance of Short Message Service (SMS), Near Field Communication (NFC) and Quick Response (QR) mobile payment systems. The model used in our research applies the classic variables of the Technology Acceptance Model (TAM), as well as that of perceived security, a model derived from the review of the major relevant recent literature. The results achieved in this study demonstrate that there are differences in the factors that determine the acceptance of each of the systems, as well as the level of the intention to use.

Keywords: Sms, Nfc, Qr

Acknowledgements: This study is being conducted with the financial support received from Excellence Research Project P10-SEJ-6768 of the Andalusia Regional Government.

Modeling of the Acceptance of Mobile Payment Systems in Virtual Social Networks

Francisco Muñoz Leiva, University of Granada
Francisco Liébana-Cabanillas, University of Granada
Juan Sánchez-Fernández, University of Granada

Although mobile-related technologies are widely accepted in today's society, mobile payment in Virtual Social Networks (VSN) is not among the most widely used mobile services. Throughout this paper analyzed the influence of e-word-of-mouth (eWOM) and the perceived risk in the intention of adopting a novel mobile payment system based on SMS through social networking. Empirical results demonstrate how social influences, through subjective norms, utility, attitude, as well as eWOM and the perceived risk, determine its adoption. Finally, the results obtained in this study reveal interesting implications for the diffusion of mobile payment systems in VSN.

Keywords: Ewom, Perceived Risk, Mobile Payment

Acknowledgements: This study is being conducted with the financial support received from Excellence Research Project P10-SEJ-6768 of the Andalusia Regional Government.

Session 2.14.6 Room: S104

Product and Brand Management

Brand Architecture and Brand Extensions

Chair: **Francesca Dall'Olmo Riley**, Kingston University

Managing Brand Architecture – The Impact of Corporate and Product Brands

Christoph Burmann, Bremen University
Christopher Kanitz, University of Bremen
Tilo Halaszovich, University of Bremen
Michael Schade, University of Bremen

The complexity of brand portfolios has considerably increased within the last few years. This raises important challenges for many corporations. In this context, the current state of brand architecture research lacks answering issues of high importance. Thus, the authors develop an approach to empirically investigate the perceived brand architecture of different companies. With the help of a large dataset of 2,949 cases the paper investigates the behavioral relevance of corporate and product brands in customers' point of view. As a result, it was shown that corporate brands as well as product brands have a behavioral relevance across industries. Differences in the perception of the brand architecture can especially be explained by the perceived scope of the product and service portfolio the corporate brand.

Keywords: Branding, Brand Architecture, Brand Image

Brand Extensions Threat: Counter Extensions

Bruno Busacca, Bocconi University, SDA Bocconi School of Management
Giulia Miniero, SDA Bocconi School of Management
Giuseppe Bertoli, Università di Brescia

Among the risks of a brand extension strategy, there is the one to stimulate a reaction of counter extension. This would frustrate any positive result obtained by the brand extension. The literature showed that co branding is one way in which brand extension strategies can reduce the risk of counter extensions. The paper presents the results of a research aimed at analyzing consumers' evaluation of a new product launched in response to an earlier extension occurred through a co branding agreement between brands with different degrees of perceptual fit.

Keywords: Brand Extension, Co Branding, Counter Extension

The Broader Boundaries: The Importance of Service-Specific Associations in Service Brand Extensions

Radu-Mihai Dimitriu, Cranfield University
Luk Warlop, Katholieke Universiteit Leuven / BI Norwegian Business School

The idea that successful brand extensions require a high similarity between the brand and the extension category pervades current research. In two experiments we document that service brands can extend as successfully to low and high similarity service categories thanks to service-specific associations. In the first experiment we keep the extension category constant and show that similarity drives evaluations for product-to-service extensions but not for service-to-service extensions. In the second experiment we keep the parent brand constant and show that similarity drives evaluations for service-to-product extensions but not for service-to-service extensions, however only for participants taking enough processing time.

Keywords: Brand, Extension, Service

Session 2.16.6 Room: S109

Retailing, Channel Management and Logistics

Store Choice & Customer Loyalty

Chair: **Peter C. Verhoef**, University of Groningen

Low Expenditures or High Savings: What Drives Store Choice?

Soulimane Yajjou, Tilburg University
Ernst Osinga, Tilburg University/Marketing

Existing literature on store choice assumes that price promotions increase a store's attractiveness by lowering the basket price. In this paper we argue that price promotions, by creating hedonic and utilitarian shopping value, have a direct effect on utility above and beyond the effect that comes from lower basket prices. We apply a store choice model to temporal household-level data and show that anticipated savings, the total value of discounts that a consumer expects to obtain at a store, is an important driver of store choice. Our results imply that a Hi-Lo strategy is preferred over an EDLP strategy.

Keywords: Promotions, Savings, Store Choice

The Impact of Consumer Confidence on the Relationships Between Store Attribute Perceptions and Store Satisfaction and Store Loyalty

Auke Hunneman, BI Norwegian Business School
Peter C. Verhoef, University of Groningen
Laurens Sloot, University of Groningen

For retailer managers it is crucial to understand the relationship between consumers' store attribute evaluations and customer satisfaction and how this relationship changes over time depending on the business cycle. This study investigates this complex relationship using a large dataset with attribute perceptions and store satisfaction measures for all grocery chains in the Netherlands in the period 2009–2012. Our findings indicate that retailers should not overemphasize the importance of a favorable price image in times of low consumer confidence (CC): our study shows that the relationship between service attributes and customer satisfaction is stronger in periods with low CC.

Keywords: Satisfaction, Store Attributes, Retailing

Reward Redemption Effects in a Loyalty Program when Customers Choose how much and when to Redeem

Matilda Dorotic, BI Norwegian Business School
Peter C. Verhoef, University of Groningen
Tammo H.A. Bijmolt, University of Groningen
Dennis Fok, Erasmus University

Redemption of loyalty program (LP) rewards may have an impact on LP members' behavior, particularly on purchase behavior before and after redeeming a reward. However, little is known about the interplay between members' purchase and redemption behavior when members are not pressured with points expiration and they choose themselves when and how much to redeem. Analyzing behavior of 3094 members in such an LP, we find that the mere decision to redeem a reward significantly enhances purchase behavior before and after redemption even when companies do not impose any expiration deadlines. The decision to redeem a reward may enhance motivation in the LP, which enhances purchase behavior (an effect we termed redemption momentum). The length of LP membership, number of direct mailings, age and income moderate the reward redemption effects.

Keywords: Loyalty Programs, Reward Redemption, Endogeneity

Analysing the Fulfilment of Service Recovery Paradox in Retailing

Teresa Fayos Gardó, University of Valencia
Beatriz Moliner Velázquez, University of Valencia
M^a Eugenia Ruiz-Molina, University of Valencia

The literature dealing with the Service Recovery Paradox (SRP) is vast, but some results are confusing and contradictory. This paper aims at verifying the compliance of the SRP in the context of retailing. Considering a sample of consumers that experienced a failure in the service delivered by a retailer and are very satisfied with the solution provided by the store employee, we test the existence of significant differences in the customer satisfaction levels with the store before and after experiencing the problem. As a result, we observed that the compliance of the SRP is highly related with the consumer socio-demographic characteristics as well as the shopping experience.

Keywords: Satisfaction, Complaint, Retailing

Acknowledgements: This research has been financed by the Vicerrectorado de Investigación y Política Científica de la Universidad de Valencia (Project ref.: UV-INV-PRECOMP13-115370).

Session 2.17.1 Room: S113

Sales Management and Personal Selling

Stress and Dysfunctional Outcomes in Sales
Chair: Michel Van der Borgh, Eindhoven University of Technology

The Beneficial Effect of Resilience on Sales Performance in the Presence of Role Ambiguity

Sebastian Pyka, Chemnitz University of Technology
Steffen Jahn, Georg-August-University Goettingen
Cornelia Zanger, Chemnitz University of Technology

Personal sellers oftentimes experience ambiguity-based role stress, which can diminish sales performance. The process that leads to this adverse effect, however, is not fully understood. We propose a framework that regards a seller's personal accomplishment and work engagement as mediators between role ambiguity and sales performance. In addition we consider the psychological resource of resilience that may buffer the negative consequences of ambiguity-based role stress. Results from a survey among 142 personal sellers general support our framework and underscore the viability of resilience and its beneficial effect in adverse workplace situations.

Keywords: Resilience, Role Ambiguity, Sales Performance

Examining the Conditions under which Salespeople Experience Frustration at Work

Alexander Leischnig, University of Bamberg
Bjoern Ivens, University of Bamberg
Stephan Henneberg, Queen Mary University of London

Frustration in the sales force has been identified as one of the primary inhibitors of sales performance. Drawing on role theory and social identity theory, the authors examine how dimensions of role stress and of social conflict combine to workplace constellations that result in sales force frustration. Based on a sample of 118 salespeople, the authors analyze the data using fuzzy set qualitative comparative analysis (fsQCA)—an analytic method prolific for analyzing higher-order interactions. The results from this study show that there exist multiple configurations of factors leading to frustration in the sales force. Knowledge of these causal patterns helps sales managers detect workplace frustrators and develop strategies to diminish these conditions.

Keywords: Sales Force Frustration, Role Stress, Social Conflict

Acknowledgements: The authors thank Sebastian Kunert for his support in collecting the data for this study.

Dysfunctional Sales Force Turnover: The Effect of Occupational Concentration and Pay Dispersion

Alireza Keshavarz Maman, HEC Paris

Organizations try to recruit and retain the high performing salespeople not just because they are the main value generators but also because they may destroy value by dysfunctional turnover and mobility is to a competitor. Drawing on human capital and social network theories I introduce and test the effect of two isolating factors of labor forces i.e. pay dispersion and regional concentration of salespeople on the dysfunctional turnover of salespeople. Analysis of the data on the entire population of sales organizations in France in 2004 shows that high performing salespeople's turnover decisions are affected by the interaction of concentration of salespeople in a region with the organization's compensation dispersion relative to its competitors.

Keywords: Dysfunctional Turnover, Pay Dispersion, Regional Concentration

Session 2.18.6 Room: S105

Services Marketing

Internal Marketing I

Chair: **Lisa Scribner**, University of North Carolina Wilmington

Contextual Factors and the Goal Orientations of Service Employees: The Role of Marketing Controls

Carlos M. P. Sousa, Durham University/Business School

Filipe Coelho, University of Coimbra

Luiza Rodrigues, University of Coimbra

Past research has identified several personal characteristics with an influence on goal orientations. However, the contextual variables that influence employees' goal orientations remain unspecified. The purpose of this research is to investigate the influence of marketing controls over the goal orientations of frontline employees. Our results indicate that both formal, and informal control mechanisms, are related to employee goal orientations. In particular, the results highlight the role of informal controls in influencing goal orientations. Managers may thus resort to control mechanisms to influence the goal orientations of frontline service employees in a manner that is consistent with organizational objectives.

Keywords: Goal Orientations, Control Mechanisms, Frontline Employees

A Multilevel Investigation into the Impact of Servicescapes on the Service Encounter

Kalipso Karantinou, Athens University of Economics and Business

Kostas Kaminakis, Athens University of Economics and Business

Spiros Gounaris, University of Strathclyde Business School

The majority of studies on servicescapes focus on the customer side neglecting the important impact on the employee side. Furthermore, no study has ever empirically validated the notion that service atmospherics can enhance or constrain the employee-customer interaction. This is the first study to introduce a multilevel framework examining the impact of servicescapes on both sides of the service encounter and their interaction and involving data collection from both customers and employees. The SEM and HLM analyses demonstrate that customers' interaction quality perceptions can be both directly and indirectly affected by servicescape perceptions. In this context, employees' organizational citizenship behaviors impact is examined and found to be affected by servicescape perceptions.

Keywords: Servicescapes, Hierarchical, Ocb

Acknowledgements

Conditions for Service Customization: A Configurational Perspective on Employee Adaptive Behaviors

Kati Kasper-Brauer, Freiberg University of Technology

Alexander Leischnig, University of Bamberg

Uwe Messer, University of Bamberg

The provision of customized products and services is a major challenge for firms in various industries. This article aims to improve understanding of workplace conditions stimulating frontline service employees to perform adaptive behaviors that help address the specific needs and wishes of customers. Based on a sample 228 employees from an insurance company, the authors examine how work-related and employee-related factors combine to form workplace configurations that stimulate adaptive behaviors. The findings from this study reveal that there exist several equally effective configurations of factors for enhancing employee adaptive behaviors. Knowledge of these causal patterns of factors helps service managers develop employment strategies and workplace designs to enhance the level of customization and, in turn, favorable customer experiences.

Keywords: Customization, Employee Adaptive Behavior, Fsqa

Session 2.20.6 Room: S111

Social Responsibility and Ethics

Ethics and Consumption

Chair: **H. Onur Bodur**, Concordia University

Persuasion Knowledge, Alcohol Consumption and Event Sponsorship

Faranak Abbaspuli, University of Minho
Marjan Sara Jalali, Instituto Universitário de Lisboa
Minoo Farhangmehr, University of Minho

This paper examines the impact of event sponsorship by alcohol companies on participants' perceptions of the events and their intentions to drink. Sponsorship is gaining importance, as companies seek to better communicate with their customers in an increasingly promotion-cluttered environment. When this sponsorship is undertaken by alcohol companies, however, it is not without controversy, particularly for sporting events or those targeted at young people. In a series of experimental studies we show that alcohol sponsorships influence the perceived level of excitement of an event, as well young people's intentions to drink. This effect can be somewhat mitigated by making persuasion knowledge more salient; however, the association of an alcohol sponsor with an event can be such that the event alone triggers greater drinking intentions.

Keywords: Persuasion Knowledge, Sponsorship, Social Marketing

Individual Motives and Collective Experiences of Ethical Consumption. The Case of Ethical Purchasing Groups in Italy

Daniele Dalli, University of Pisa
Camilla Barbarossa, LUISS Guido Carli University

Different types of ethical collective communities (e.g., Community-Supported Agriculture, New Consumption Communities) have recently arisen, especially in the food sector. This study aims to develop insight into the rise of Ethical Purchasing Groups, in Italy. Specifically, this study explores the motives that drive consumers to engage in collective experiences of ethical consumption, such as Ethical Purchasing Groups. A qualitative interpretive approach is adopted. Forty-three members of nine Ethical Purchasing Groups from two regions in Italy are interviewed. Results show that consumers join Ethical Purchasing Groups to meet ethical instances, support local, small suppliers, and develop social interactions with people having similar values, concerns, and ideologies.

Keywords: Ethical Consumption, Ethical Purchasing Group, Motives For Ethical Consumption

Moral Hypocrisy and the Impact of the 'active' Versus 'passive' Nature of Misbehavior

Tine de Bock, KU Leuven, Hogeschool-Universiteit Brussels
Iris Vermeir, Ghent University
Patrick Van Kenhove, Ghent University

People are likely to systematically approach the ethics of others more critically compared to their own ethics. Moral hypocrisy reflects this egocentric ethics perspective as it refers to the phenomenon whereby people tolerate their own questionable behavior more than similar misbehavior of others. Recently, researchers call for more studies examining the conditions tempering this moral hypocrisy phenomenon. The present study complies with this call by showing evidence for a particular boundary condition. Findings demonstrate that individuals tolerate their own moral transgressions more compared to similar transgressions of others when these transgressions involve wrongdoing by action. In case of wrongdoing by inaction, findings show no difference between the evaluations of one's own questionable acts versus those of others.

Keywords: Moral Hypocrisy, Intuition, Omission Bias

The Effectiveness of Normative Messages on Sustainable Product Decisions and the Moderating Role of Social Identity Complexity

Kimberly Duval, Concordia University
H. Onur Bodur, Concordia University
Stephanie Peck, Concordia University

Social norms play an important role in shaping environmentally conscious purchase decisions. However, individuals are often part of many different groups resulting in a more complex social identity. Exposure to multiple and possibly diverging group norms likely lessens the influence of any single norm on behavior. The current research examines the moderating role of social identity complexity (SIC) on the impact of normative messages on sustainable product consumption. Results indicate that SIC moderates the effectiveness of normative messages on preference for sustainable products.

Keywords: Consumption, Identity-Complexity, Norms

Session 2.1.7 Room: S107

Advertising, Promotion and Marketing Communications

Organizations and Relations

Chair: **Linda Hollebeek**, University of Waikato

Antecedents of Community Engagement in Online Loyalty Programs

Ana María Gutiérrez, University of Valladolid**Rebeca San José**, University of Valladolid**Angel Domínguez**, University of Valladolid

Engagement is a concept which is currently proving to be of enormous interest in both academic as well as business fields. In addition to providing further insights into the notion, or more specifically into community engagement, the current work is pioneering in applying the concept to the analysis of online loyalty programs (OLP), considered as brand communities. The research pinpoint the main antecedents and seeking to gain a greater understanding of how OLP work, knowledge of which remains scarce. Findings show that program identification, program satisfaction, and consumer perceived benefits of OLP are antecedents of community engagement. Among the typology of perceived benefits, hedonic and social symbolic benefits prove significant.

Keywords: Online Loyalty Program, Community Engagement, Consumer Identification

Acknowledgements: The present work forms part of the research project "EFFICIENCY OF ONLINE LOYALTY PROGRAMS IN ESTABLISHING RELATIONAL COMMITMENT" (ref. ECO2012-36275) funded by the Ministry of Economy and Competitiveness within the sub-programme of Basic non-Oriented Research Projects (2012 call).

It's not the Quality but the Effort Itself That Matters? Advertiser Effort and Consumer Perceptions of Equitable Exchange

Stefan Szugalski, Stockholm School of Economics**Lars Bergkvist**, Nottingham University Business School China**Micael Dahlén**, Stockholm School of Economics

Introducing the concept of equitable exchange to advertising, this paper tests the popular notion that "advertising needs to earn consumers' attention". Drawing on equity theory, we hypothesize that higher advertiser effort generates more favorable ad attitudes, brand attitudes and purchase intentions. Two experiments support the hypotheses, and find that the positive impact of advertiser effort increases with consumer effort to take part of the advertising.

Keywords: Equitable Exchange, Marketing Signals, Advertiser Effort

Session 2.3.7A Room: S101

Consumer Behaviour

On how consumers related with brands**Chair: Petra Riefler, University of Vienna**

Consumers Reaction to Gender Cues in Advertising

Alexandra Hess, University of Waikato
Valentyna Melnyk, Massey University
Carolyn Costley, The University of Waikato

In this research, we investigate the effect of implicit gender cues on brand warmth and competence perception. Further, we examine how consumers react to implicit gender cues when exposed to additional warmth/competence cues. We propose a framework that takes multiple warmth and competence cues into account. The framework is then used to assess the effects of implicit gender, warmth and competence cue on consumer perception of brands and purchasing intention. Consistent with the framework, across 2 studies we find that implicit feminine gender cues enhance perceived brand warmth and purchase intention when paired with a high competence cue yet backfire when paired with a low competence cue. In contrast, implicit masculine gender cues enhance perceived brand competence and purchase intention when paired with low competence cues yet backfire when combined with high competence cues.

Keywords: Warmth And Copetence, Gender Cues, Brand Perception

Present your Brand's Authentic Side. Consumers will Dig Deeper into their Pockets.

Petra Riefler, Vienna University
Johannes Zwinger, University of Vienna

Brand authenticity has been repeatedly designated as one of the major marketing trends in the 21st century. While brands extensively use authentic brand cues to create unique and trustworthy images, empirical research on the effects of authenticity is scant. This paper proposes that brand authenticity depicts an intangible benefit to consumers which thus should result in higher willingness to pay (WTP). In two experimental studies, we show that authentic brand cues indeed increase WTP levels. Importantly, we also demonstrate that both local and global brands can benefit from brand authenticity.

Keywords: Brand Authenticity, Willingness To Pay, Bdm Lottery

Did you just Betray Me, My Friend? the Dark Side of Selling Extended Warranty

Robin Chark, National University of Singapore
Peter Fischer, University of St. Gallen

In four studies, this paper shows that the solicitation of ESC may cause harm to a firm. In study 1, we find that the solicitation of ESC decreases brand trust and reliability. This effect is found to be mediated by performance risk. We examine the psychological mechanism in study 2. When solicited with an ESC, consumers' betrayal aversion is activated and spills over to weakened trust more generally as measured by a trust game. We go on to examine betrayal aversion by directly manipulating betrayal vs. trust in study 3. The priming of betrayal increases performance risk and decreases both brand reliability and trust, replicating the effect in study 1. In study 4, we find that betrayal aversion is only activated when the relationship is built on a communal norm. The effect is attenuated when the relationship is built on an exchange norm.

Keywords: Warranty, Betrayal Aversion, Brand Trust

One Product's Blessing Is Another Product's Curse - Spillover Effects Between Certified and non-Certified Products of the Same Brand

Ulya Faupel, TU Dortmund University
Hartmut H. Holzmüller, TU Dortmund University, Department of Marketing

On consumer goods markets we see an increasing use of quality labels. Often not the whole product range is certified but only single products of one brand. Following Consistency Theory we expect this labelling practice to have negative effects on consumer's perception of non-certified products. We deduce from spillover and quality label literature that brand strength and fit might influence the effectiveness of such practices. To test our assumptions, we conducted two online experiments. We find out that products of well-known brands suffer from certification with a quality label of low fit – even if the majority of products is certified.

Keywords: Spillover Effects, Quality Labels, Brand Strength

14:00-15:30

Session 2.3.7B Room: S103

Consumer Behaviour

Prosocial behaviors

Chair: **Michal Herzenstein**, University of Delaware

All for one and one for all: how Quickly-Formed Consumer Groups Can Encourage Prosocial Behaviour

Guy Champniss, Henley Business School at The University of Reading
Hugh Wilson, Cranfield School of Management
Emma Macdonald, Cranfield School of Management
Radu Dimitriu, Cranfield School of Management

This paper explores alternative means by which brands can encourage consumers to engage in socially and environmentally positive behavior. Rather than altruism appeals, we suggest that brand owners use social identity effects among consumers. A controlled field experiment shows that the degree of group salience and the nature of group goal positively influence collaborative prosocial behaviors, both between the consumer and the brand, and between the consumer and other beneficiaries of the behavior. These results shed light on group influences on consumer behavior, and help practitioners develop more effective strategies to collaborate with the consumer in achieving sustainability aims

Keywords: Prosocial, Group, Identity

Cultural Effects of Social Exclusion on Conspicuous Consumption and Charitable Helping

L. J. Shrum, HEC Paris
Jaehoon Lee, University of Houston - Clear Lake

Consumer responses to social exclusion depend on which needs are threatened, but there are cultural differences in exclusion effects on needs-threats. For Koreans (Americans), being rejected (ignored) increases conspicuous consumption, whereas being ignored (rejected) increases helping. These differences result because explicit (being rejected) vs. implicit (being ignored) exclusion threatens efficacy (power) vs. relational (self-esteem) needs in opposite ways for Koreans and Americans. In turn, the culturally opposing needs-threats are mediated by differences in communication norms: Americans value being direct and explicit in communication (low-context cultures), whereas Koreans value being indirect and implicit in communication (high-context cultures).

Keywords: Social Exclusion, Conspicuous Consumption, Charitable Donation

Identity Transition and Consumer Behavior

Maria Cristina Cito, University of Bologna
Elisa Montaguti, Alma Mater Studiorum - Università di Bologna
Alessandra Zammit, Alma Mater Studiorum - Università di Bologna

This research aims at investigating the effect of identity transition on consumer behavior. Indeed, despite marketing literature recognizes that identity changes over time (for instance when one gets married or gets a new job), little is said about how the transition from an old to a new identity affects consumption. Basing on works in both marketing and organizational behavior literatures, we investigate whether the magnitude of the identity transition, that is the degree of discontinuity from a previous identity to a new one, affects consumers' choices. Results from two studies show that new identity-related products are preferred by people experiencing a high-magnitude, but not by people experiencing a low-magnitude transition.

Keywords: Social Identity, Identity Transition, Product Evaluation

Crowdfunding to Make A Difference: how the Number of Options Affects Prosocial Choice

Utpal, Dholakia, Rice University
Michal, Herzenstein, University of Delaware
Scott, Sonenshein, Rice University

Using field and laboratory studies, we examine prosocial decision making for crowdfunding social ventures. Our results reveal that for prosocial choices, the relationship between number of options provided to decision makers and funding outcomes is a U-shaped relationship --- the "prosocial choice hypothesis"--- and is mediated by the venture organizer's perceived competence. Decision makers weigh the organizer's competence more heavily when making prosocial (vs. non-prosocial) choices, and the U-shaped pattern is turned on with an intuitive processing style and turned off with an analytic processing style for prosocial choices. These findings provide guidance regarding how to influence potential contributors to social causes.

Keywords: Prosocial, Crowdfunding, Choice

Acknowledgements: All authors contributed equally to this project. We thank Tom Becker, Shirli Kopelman and Deborah Small for their helpful comments and suggestions on earlier versions of the paper.

Session 2.4.7 Room: S115

Innovation and New Product and Service Developments

Adoption and Disadoption

Chair: **Ralitza Nikolaeva**, Lisbon University institute (ISCTE)

Mobile Service Systems – A Conceptualization and Empirical Investigation of Users' Adoption

Robert Ciuchita, Maastricht University
Dominik Mahr, Maastricht University
Gaby Odekerken-Schröder, Maastricht University
Martin Wetzels, Maastricht University

Recent innovation of service systems based on mobile networks span purposes such as communication (e.g., Snapchat), payment (e.g., Google Wallet) or couponing (e.g., SpotAd). These services are primarily used via mobile devices demanding users' willingness to process personal data (e.g., messages, transactions, shopping preferences) and a number of other system actors to offer value. This research identifies key features of new Mobile Service Systems and tests a conceptual model of their adoption, using time-variant survey data of 500 users and their actual adoption behavior. The results demonstrate the impact of mobile network reach and mobile data confidentiality on multiple subjective outcomes (i.e. intention to use, service satisfaction, recommendation); yet, only satisfaction drives adoption behavior.

Keywords: Mobile, Innovation, Adoption

The Late Adopter Scale: A Tool To Identify Late-Adopters of Technology Innovation

Sara F. Jahanmir, Nova School of Business and Economics
Luis Filipe Lages, Nova School of Business and Economics

Literature on innovation mainly focuses on the early adopters. The first step to involve the late adopters in the process of innovation is to identify them. With this aim, we conduct two studies and develop a scale to measure Late Adopter attributes. In study one of mobile phone users, we develop the Late-Adopter Scale, which is then tested on a new sample of laptop users. Both studies indicate that this scale is multi-dimensional and presents three dimensions of Late Adopter attributes: 1) Later Adoption, 2) Resistance to Innovation, 3) Skepticism. Findings of both studies reveal that all three Late Adopter Scale dimensions are significantly associated with low price preference. In both samples Skepticism is associated with high preference for simplicity, lower leading edge profile and lower product involvement. Discussion focuses on implications of this new scale for theory and practice.

Keywords: Diffusion Of Innovation, Late Adoption, Laggard

Demand-Side Perspective of Technology Substitution: Disadopting Landlines For Mobile Phones

Ralitza Nikolaeva, Lisbon University Institute (ISCTE)

Some technologies are quickly supplanted by innovations, yet others continue co-existing with new technologies. Why? A new technology becomes a substitute only when consumers disadopt the incumbent one. We propose that the consumer disadoption decision is affected by environmental and supply factors and consumer characteristics. The study's context is landline to mobile phone substitution in eight EU countries. The results confirm the complex system effects in technology substitution such as the socio-technical regime, network effects, market structure; pricing; consumer learning, demographics and lifestyle. It appears that environmental and market factors are stronger predictors than features and usage of the new technology. Complementary services such as Internet connection further enhance landlines' "stickiness".

Keywords: Technology Disadoption, Inter-Generational Technology Substitution, Innovation Diffusion

Acknowledgements: This research was supported by a grant of the Portuguese Foundation of Science and Technology - Fundação para a Ciência e a Tecnologia (FCT).

Session 2.5.3 Room: S114

International and Cross-Cultural Marketing

Cross-National Marketing Research

Chair: **John Cadogan**, Loughborough University

Drivers of Life Satisfaction for the 50+-Consumer: Evidence from Four Western Countries

Tatjana Koenig, HTW Saarland Business School, James Madison University

Val Larsen, James Madison University

Frank Hälsig, HTW Saar

Marketing research usually focuses on the well-being of companies achieved by serving customer needs. This research takes a different view: it focuses on the well-being of consumers, specifically those in the promising 50+ market. A model of life satisfaction is proposed and empirically tested across four Western countries. The results show that 50+ consumers in the U.S. are more concerned with health than with money issues whereas 50+ consumers in Germany, France and Spain—who pay higher taxes and have fewer opportunities to build wealth—worry more than their American counterparts about making ends meet. The effects of cognitive age and sociality on life satisfaction are also analyzed and implications for marketing to the 50+ consumers in the US, Germany, France, and Spain are derived.

Keywords: Life Satisfaction, Cognitive Age, 50+-Market

Acknowledgements: The authors thank Prof. Dr. Martin Klarmann for his helpful recommendations.

Customer Value Anticipation, Loyalty and Word-Of-Mouth – A Cross-Cultural Study

Matthias Rüfenacht, University of St. Gallen

Philipp Hendrik, Steiner, University of St. Gallen / Insitute of Insurance Economics

Tobias Schlager, University of St. Gallen / Center for Customer Insight

Peter Maas, University of St. Gallen / Insitute of Insurance Economics

Fierce global competition urges the requirement for companies to excel. As an effective strategic rationale, the customer value (CV) concept has been considered by researchers and practitioners alike. In this paper we relate the perceived customer value anticipation (CVA) to loyalty and favorable word-of-mouth (WOM) in an international service environment. Further, we investigate the process by mediation analysis, finding cognitive and conative loyalty as pivotal constructs. By including power distance (PD) as a moderator we delineate the effect of cross-cultural differences regarding our proposed framework. We find PD amplifying the indirect effect of CVA on WOM through the loyalty constructs.

Keywords: Loyalty, Word-Of-Mouth, Cross-Culture

Assessing the Effectiveness of Advertising for Behavioral Intentions: A Multilevel Analysis Across Countries

Gianfranco Walsh, Jena University

Edward Shiu, Bangor University

Louise Hassan, Bangor University

Extant research provides scant insight into the cross-national effectiveness of marketing communication aimed at engaging consumers and into the moderating role of national characteristics. We assess the effectiveness of a cross-national advertising campaign in terms of changing behavioral intentions. Specifically, we examine the moderating effects of country-level indicators to represent three institutional pillars (regulative, normative/moral and cultural-cognitive) on the mediated associations between three advertising persuasion measures (message comprehension, attitude toward the campaign, message elaboration) and behavioral intentions. Multilevel analysis based on data from a multi-country advertising campaign is examined to test hypothesized within-country and between-country effects. Results confirm the moderating role if the institutional pillars. We discuss implications for international marketing theory and practice.

Keywords: Attitude Toward Campaign, Behavioral Intentions, Institutional Pillars

The Effect of Economic Crisis on Consumer Preferences of Foreign and Domestic Goods: A Cross-Cultural, Longitudinal Study of US, Italy and Lithuania

James Reardon, UNC Monfort College of Business

Donata Vianelli, Università di Trieste

Vilė Auruškevičienė, ISM University of Management and Economics, Vilnius Lithuania

Irena Vida, University of Ljubljana

This research examines the shifts in consumers' propensity to purchase domestic versus foreign goods before and during an economic crisis. Five potential consumer ethnocentricity models are proposed. The results across three economies suggest that consumers react depending on their environmental context. While there is a general trend toward stronger support of domestic goods during a recession and also potential backlash against foreign products.

Keywords: Consumer Ethnocentrism, Economic Crises, Structural Equation Modelling

Session 2.12.7 Room: S108

New Technologies and E-Marketing

Power of social media

Chair: **Carmen Camarero**, University of Valladolid

Online Consumer Behavior in E-Stores and Social Networks: an Exploratory Approach for Apparel Retailing

Marta Frasquet, University of Valencia
Alejandro Mollá, University of Valencia
M^a Eugenia Ruiz-Molina, University of Valencia
Enrique Navarro, University of Valencia

Retailers need to examine consumer behavior in and out the store in order to take effective marketing decisions. Regarding the consumer behavior out the store, the interactions of consumers with the Internet through, for instance, social networks, are considered as a focus of attention by both academics and practitioners. While quantitative measures of online consumer behavior are commonly analyzed, qualitative analyses on the consumer activity are not frequently conducted. In this sense, the aim of this paper is to examine the availability and usefulness of qualitative indicators of online consumer behavior in e-stores and social networks, illustrating this review of the state-of-art with a case study based in the retail brands that belong to the Inditex Group.

Keywords: Online, Retailing, Qualitative

Acknowledgements: This research has been financed by the Spanish Ministry of Education and Science (Project ref.: ECO2009-08708).

Consumer Reactions to Likes and Comments Received in Social Network Sites

Salvador Ruiz De Maya, University of Murcia
Maria Sicilia, University of Murcia
Mariola Palazon, University of Murcia

Consumers increasingly post comments on brand profile pages and quite often they also get feedback either as likes or as comments to their posts from other consumers. In this research we analyze how the likes and comments people get as reactions to their posts have a significant impact on their attitudes and behaviors. Results show that the number of likes and the number of comments affect individuals differently. While the number of likes received increases social recognition and the intention to participate again, the number of comments received only affects social recognition. A second study shows that the position of the post significantly influences the intention to participate again.

Keywords: Social Networks Sites, Social Recognition, Attitudes

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What Works in Facebook? Content Versus Relational Communication: a Study of Their Efficiency

Carmen Camarero, University of Valladolid
María José Garrido, University of Valladolid
Rebeca San José, University of Valladolid

Developments in the Internet over the last few decades years have led to changes in the role played by consumers vis-à-vis their exposure to communications. Despite the widespread inclusion of social networks by organizations, many of these are failing to taking full advantage of the opportunities afforded by these new relational instruments. Based on an international sample of fans pages in Facebook, we describe the strategies implemented developed and we conduct an empirical measure of their efficiency through a series of the Key Performance Indicators commonly used by online marketing practitioners. The results provide the main conclusions both for the theory, which remains in its infancy regarding the study and understanding of communication efficiency in social networks, as well as for business practice in the area of content management and relations management strategies.

Keywords: Communication, Facebook, Efficiency

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Session 2.14.7 Room: S104

Product and Brand Management

Responses to Brands

Chair: **Carmen Lages**, Nova Business School of Economics

Brand Lovers and Brand Haters: Product-Harm Crises as Antecedent of Brand Dispersion

Sarah Busse, RWTH Aachen University

Malte Brettel, RWTH Aachen University

This study examines the influence of recalls on the degree of polarization among consumers into brand haters and brand lovers. Analyses multi-industry product recalls in 2008-2011 together with daily customer brand evaluations show that brand dispersion increases in the days after the recall. Furthermore, the study finds that the portion of brand haters increases in the days after a product-harm crisis and that in situations where the average evaluation does not suffer, dispersion increases more. The increasing heterogeneity poses a threat to firms because the more inconsistent the brand image among customers, the more it reduces a firm's brand equity.

Keywords: Brand Dispersion, Product Recalls, Brand Equity

Complaining vs. Expressive Writing in Frustrating Product Experiences

Giulia Miniero, University of Lugano, SDA Bocconi School of Management

Michael Gibbert, Università della Svizzera Italiana-USI

The present study investigates the relative superiority of complaining vs. a new tool for airing frustrations with products, the expressive writing paradigm (Pennebacker 1997). Across two experimental between-subject studies, we find support that consumers who write their disappointment expressively have a higher product evaluation compared to customers that do not express their disappointment (Study 1). Moreover, as Study 2 shows, writing expressively brings to a higher product evaluation than complaint writing.

Keywords: Complaint, Expressive- Writing, Product- Evaluation

Religious Responses to “selling Happiness”: Negative Consequences for Attitude Toward the Ad and Attitude Toward the Brand

Jamel Khenfer, Aix-Marseille III / IAE Graduate Management School

Steven Shepherd, Duke University

Aaron C. Kay, Duke University

Intuitively, appealing to people's desire to be happy should be universally well received by consumers, or at least not harmful to consumer's perceptions of a brand; almost everyone wants to be happy and can relate to the desire to be happy. This article shows that this is not necessarily true. Promising happiness in advertisement can cause negative attitude toward the ad and toward the advertised brand for religious people. We further demonstrate via a moderated mediation analysis conducted on a sample of 273 American adults that religious response to “selling happiness” is bounded by whether individuals' religiosity is intrinsically or extrinsically motivated.

Keywords: Attitude Toward The Ad, Religion, Moderated Mediation

Session 2.16.7 Room: S109

Retailing, Channel Management and Logistics

Store Image

Chair: **Hanna Schramm-Klein**, University of Siegen

The Color of Money - Towards the Influence of Payment Methods and Basket Price Judgments on the Overall Store Price Image

Werner Kunz, University of Massachusetts
Alexander Mrozek, EBS Business School
Tomas Falk, EBS Business School
Jeroen Schepers, Technische University Eindhoven

Prior research has investigated the effect of cash and card payments on consumer behavior, but the growing trend of payment with a mobile device hasn't been considered in the literature so far. This article represents one of the first studies that considers mobile as an alternative payment method and investigate how the 'checkout' phase affect the shoppers' overall price image of retail stores (OSPI). Results from our studies show that the 'checkout' phase is the 'moment of truth' for shoppers judging OSPI. In particular, favorable comparisons of basket prices to shoppers' mental budgets trigger lower store price perceptions. We investigate the effects of cash, card, and mobile payments and show that the less transparent a payment method, the lower OSPI judgments of shoppers. Subsequently, these results have major implications for retailers aiming to lower their OSPI in customers' minds.

Keywords: Overall Store Price Image, Payment Method, Shopping Basket

Acknowledgements: This project was partially funded by the Office of International and Transnational Affairs (OITA) of the University of Massachusetts Boston

Linear and Non-linear Effects of Price and Non-price Related Antecedents on Retailers' Price Image

Antonio Kraljevic, Coburg FH
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 and non-pricing activities and how these perceptions are formed to a price image. This study examines the effect of several antecedents on the formation of customers' price image. This empirical study (812 face-to-face interviews) identifies significant price-related antecedents and significant non price-related antecedents of consumers' price image. Moreover, non-linear effects of interacting antecedents on the formation of consumers' price image are identified and discussed. The results of this study imply that by actively managing the antecedents, a retailer might be able to lever customers' perception of the price image without necessarily sacrificing profitability.

Keywords: Image, Price, Retailing

It is all about the Perceived Consistency of the Retail Marketing Instruments when Creating a Strong Retail Brand

Frank Haelsig, HTW Saarland - University of Applied Sciences
Bernhard Swoboda, University of Trier
Hanna Schramm-Klein, University of Siegen
Dirk Morschett, University of Fribourg

This article addresses how the perceived consistency of different retailer attributes affects customer-based retail brand equity when considering retailers as brands. It investigates the antecedents of a strong retail brand. A model is developed which includes the impact of central dimensions of the perception of retailer attributes and the effect of their perceived consistency on customer-based retail brand equity. The model is applied to five retail sectors (grocery, clothing, DIY, electronics, and furniture retailing) so that some generalizable conclusions can be drawn. Structural equation modeling is used to test the model, based on a sample of 3,000 consumers. The results show that, from the consumers' perspective, the perceived consistency has a stronger effect on retail brand equity than each of the individual dimensions. Hence, this demonstrates that it is more important from the consumers' perspective for a retailer to establish harmony and continuity between all aspects of its marketing than to attempt to achieve a particularly positive perception of a single instrument.

Keywords: Consistency Of Retail Marketing Instruments, Customer-Based Retail Brand Equity, Store Loyalty

Session 2.17.2 Room: S113

Sales Management and Personal Selling

Proactivity and Adaptability in Sales

Chair: Sergio Román, Universidad de Murcia

Salesperson Proactivity: Antecedents and Consequences

Concepción Varela-Neira, University of Santiago de Compostela

Carmen Otero-Neira, University of Vigo

Teresa García-Garazo, University of Santiago de Compostela

Carmen Cerrato-Salas, University of Santiago de Compostela

This study focuses on salesperson's proactive behavior. Salesperson proactive behavior refers to making things happen, anticipating and preventing problems, and seizing opportunities. This paper presents a comprehensive model of the antecedents and consequences of salesperson proactive behavior. This model proposes sales manager servant leadership and salesperson customer orientation as antecedents of salesperson proactive behavior. Moreover, it posits that proactive behavior influences salesperson performance ratings. Finally, the model includes salesperson political skill as a moderating factor on the proactive behavior-performance appraisal relationship. The study uses multisource (sales manager and salesperson perceptions) and multilevel data to improve understanding of the antecedents and consequences of salesperson proactive behavior. Specifically, the participants included in this research comprised 83 supervisors and 181 salespeople working at 83 enterprises in a range of industries, including both production and service industries.

Keywords: Performance, Proactivity, Leadership

A Model of Salespeople's Adaptive Behaviour

Carmen Otero-Neira, University of Vigo

Emilio Ruzo, University of Santiago de Compostela

Jose A. Varela, University of Santiago de Compostela

This study focuses on salesperson's adaptive behaviour and turnover intention. Salesperson adaptive behaviour is relevant to firm growth and survival. In many industries, the response to changes in the environment is strongly influenced by the extent to which salespeople support the proposed changes and adapt to them. A comprehensive model of the determinants of salesperson adaptive behaviour is proposed. This model identifies salesperson customer orientation as a distal antecedent of salesperson outcomes (turnover intention and adaptive behaviour); additionally it considers emotional exhaustion and organizational identification as proximal antecedents. This paper tests the model using multisource data, gathered from 209 salespeople and their respective supervisors. Results support the hypotheses posited.

Keywords: Salespeople Performance, Adaptive Behaviour, Turnover Intention

Relational Consequences of Adaptive Selling in a Business-to-Business Context

Sergio Román, University of Murcia

Pedro Juan Martín Castejón, University of Murcia

Rocío Rodríguez, University of Murcia

Despite today's emphasis on relationship selling the research on the consequences of adaptive selling has employed primarily sales related criteria (e.g., sales, quota). This is the first study to analyze the influence of adaptive selling on several customer relational outcomes in a business-to-business context and to analyze the moderating influence of the hierarchical position of the buyer. Data obtained from a survey on organizational buyers from a wide range of industries indicate that adaptive selling significantly increases satisfaction with the salesperson, satisfaction with the supplier and loyalty with the supplier while controlling for length of the buyer-seller relationship. Also, these effects are stronger when the contact person at the buying company is the general manager as opposed to the purchasing manager

Keywords: Adaptive Selling, Business-To-Business Markets, Relational Outcomes

Session 2.18.7 Room: 105

Services Marketing

Internal Marketing II

Chair: **Martina Gallarza**, University of Valencia

The Role of Perceived Employee Emotional Competence in Healthcare Services

Marcel Van Birgelen, Radboud University**Handan Sen**, Radboud University, Institute for Management Research**Allard Van Riel**, Radboud University, Institute for Management Research**Michelle Wijnen**, Radboud University, Institute for Management Research**Janjaap Semeijn**, Maastricht University, School of Business and Economics

The purpose of this study is to examine how healthcare clients' perceptions of employee emotional competence (EEC), influences satisfaction and loyalty, specifically the role of rapport and trust in this mechanism. This is a rather neglected topic in services research, which may contribute to better theorizing the role of perceived EEC. An empirical quantitative analysis reveals that perceived EEC leads to more satisfied and loyal clients in healthcare services. Additionally, rapport and trust were found to have a central role in leading to satisfaction and trust. Moreover, rapport was found to influence loyalty through trust, which reveals the mechanism through which rapport operates. Healthcare service managers may benefit from higher levels of emotional competences of their employees, and thus build rapport and trust in healthcare services.

Keywords: Employee Emotional Competence, Relationship Marketing, Healthcare

Taking Sides - How Service Frontline Employees Choose Between Their Company and Their Customers in Role Conflict Situations

Debra Hanning, TU Dortmund University**Hartmut H. Holzmüller**, TU Dortmund University

Role conflict is a highly salient theme in the literature on service frontline employees. Despite this, we still know little about how frontline employees decide which side to favor when faced with contradictory expectations by customers and their own organization. This research aims to develop a better understanding of this decision process. Using a qualitative approach, we find support for the five approaches to dealing with role conflict discussed in the literature as well as a sixth way. We identify several factors influencing this decision. We present limitations of our study as well as an outlook for further research.

Keywords: Role Conflict, Service Frontline Employees, Qualitative Research

Value Co-creation in Online Healthcare Communities: The Self- and Other-Focus in Online Postings

Sarah Van Oerle, University of Antwerp**Annouk Lievens**, University of Antwerp**Dominik Mahr**, Maastricht University

Health care customers increasingly use digital environments to take an active role in the creation of an optimal service experience. In online communities, patients share ideas, information and experiences and thereby co-create value on two levels: cure (i.e. cognitive) and care (i.e. affective) based value. Since the focus of attention shifts between "the self" and "the other" in online communication, this study investigates the impact of adopting a self- and other-focused perspective on the co-creation of cure and care based value. The findings suggest that adopting a self-focused perspective increases the co-creation of cure based value but decreases care based value. Furthermore, an other-focused perspective has no significant impact on the co-creation of cure based value, but has a positive impact on the co-creation of care based value.

Keywords: Value Co-Creation, Online Healthcare Communities, Text Mining

Price Complexity in Tariff Choice Situations: An Investigation of Service Type

Steffen Wuerzt, Karlsruhe Institute of Technology (KIT)**Martin Klarmann**, Karlsruhe Institute of Technology (KIT), Institute of Information Systems and Marketing (ISM), Marketing & Sales Research Group

In this paper we describe three experiments comparing customer responses to complex prices between four services: banking, flights, health clubs, and mobile communication. The first study analyzes the effect of price complexity on tariff preference for simplicity. The second study analyzes the effect of price ending regularity, number of price elements, and arithmetic difficulty on perceived price complexity. The third study analyzes the effect of price complexity on willingness to pay. Price complexity consistently reduces the appeal of a tariff at the same price. Service type strongly moderates the links leading to and from perceived price complexity.

Keywords: Price Complexity, Service Type, Tariff Preference

Session 2.19.1 Room: S106

Social Media

Consumer Use of the Social Media

Chair: **William Rand**, University of Maryland

Effects of Owned and Earned Social Media and Paid Traditional Media on Consumer Mind-Set Metrics and Acquisition

Lisette de Vries, University of Groningen/Faculty of Economics and Business
Sonja Gensler, Marketing Center Münster, Westfälische Wilhelms-Universität
 Münster

Peter S.H. Leeflang, University of Groningen

This research provides insights into the effects of both owned (i.e., firm's social media platform) and earned social media (i.e., consumer-initiated interactions with the firm on other social media sites) as well as paid traditional media on consumer mind-set metrics and acquisition. Results of the vector autoregressive model show that owned and earned social media explain a substantial part of the mind-set metrics and acquisition. Owned social media affects awareness in the short-term. Earned social media affects awareness and acquisition in the short- and the long-term, and preference in the long-term. Firms can directly influence owned and earned social media by their traditional media expenditures. Results also show that owned and earned social media and paid traditional media are both complements and substitutes.

Keywords: Social Media, Paid, Owned, And Earned Media, Marketing Effectiveness

Will My Followers Tweet? Predicting Twitter Engagement Using Machine Learning

William Rand, University of Maryland - College Park

David Darmon, University of Maryland

Jared Sylvester, University of Maryland

Michelle Girvan, University of Maryland

Brand managers who are able to understand how social media is evolving first have an advantage over those who are slower to understand what their followers are doing. Despite the advantage such knowledge would bring, user predictability in social media is not well understood. We use two different machine learning methods to model the behavior of 15,000 users on the basis of their past behavior during a sevenweek period. We demonstrate that the behavior of users on Twitter can be well modeled as processes with self-feedback. We also explore how different structural segments of Twitter users behave differently. These insights would enable differential targeting schemes that might increase customer engagement with disparate groups of Twitter followers.

Keywords: Social Media, Twitter, Prediction

Acknowledgements: The authors gratefully acknowledge both the NSF (IIS-1018361) and DARPA (YFA-N66001-12-1-4245; STTR-D13PC00064) for their support of this research.

Social Media Capability of Exporting Firms and Its Effects on Performance

Josep Rialp, Autonomous University of Barcelona

M^a Del Carmen Alarcon, Autonomous University of Barcelona

Alex Rialp, Autonomous University of Barcelona

Social media applications like Twitter, Facebook or LinkedIn have gained importance not only for private people but also for businesses. Our objective is to examine the extent to which the exporting firms' capability of using social media applications for dealing with foreign customers actually impacts on their performance. We propose and test that this capability influences directly on the intention to use social media and indirectly through the attitude. Then the intention to use these applications influences on final usage, and this usage augments final performance. This research helps visualize the process through which an exporting firm's social media capability impacts on its performance.

Keywords: Social-Media, Exporting-Companies, Social-Media-Deployment-Capabilities

The Effect of the Content of Offline Advertising on Online Sentiment

Seshadri Tirunillai, University of Houston

Gerard Tellis, University of Southern California

User generated content (UGC) is an important diagnostic of consumer response. This study analyzes the impact of offline television advertising on UGC using a dynamic difference in difference approach, using five metrics of chatter before and during a brand advertising campaign. Results indicate chatter volume of the target firm to be the most important metric influenced by advertising; the volume increases by about 27% relative to a control firms that did not undertake any major brand campaign during this period. Advertising is also found to increase the virality and polarity of chatter and with a quick wearin (immediate effect of five days for polarity) and a slow wearout (highest persistence of 45 days for virality). Spillover effects across firms in the market resulting in the increased chatter of the competitors due to advertising are also observed.

Keywords: Ugc, Advertising, Quasi-Experimental

Session 2.20.7 Room: S111

Social Responsibility and Ethics

Emotions and Ethics

Chair: **Minoo Farhangmehr**, University of Minho

The Emotional Self of Responsible Consumers: An Exploratory Study

Estela Díaz, Comillas Pontifical University
Carmen Valor, Universidad Pontificia Comillas

Research on moral behavior has emphasized the role of emotions as a constitutive part of moral identity. This paper aims to describe the emotional self of responsible consumers, by identifying the self-constituting emotions of responsible consumers' identity. After analyzing 30 interviews with responsible consumers, we conclude that five are the emotions that prototypically characterize responsible consumers: empathy, gratitude, (moral) anger, hope, and nostalgia. All are considered other-focused emotions and are strongly linked to the key goals consumers report have in life. The implications of these findings are then discussed and further research lines are suggested.

Keywords: Emotions, Identity, Consumption

Emotion and Ethical Decision Making: an Exploratory Study

Marco Escadas, Polytechnic Institute of Cávado and Ave, iMARKE, University of Minho

Minoo Farhangmehr, University of Minho

Ethics reveals to be a growing area of interest in business literature. Based initially on a cognitive-developmental approach, ethical decision making has progressively been understood as a multidimensional process that requires additional constructs to explain the phenomena of morality, becoming emotions a key element in consumer ethical deliberation. Aiming to examine the role of emotion in consumer's ethical decision making process, forty-seven (47) in-depth interviews were conducted, using critical incident technique. Findings identify most recurrent unethical behaviours in consumption environment. The results also suggest that concerns expressed with ethics do not necessarily lead to ethical behaviour. In addition, results show that emotion not only influences ethical decision making, but also is a significant outcome of moral decisions.

Keywords: Ethical Decision Making, Emotion, Rest's Model

Moral Outrage at Unethical Corporate Behavior

Stan Maklan, Cranfield University
Paolo Antonetti, Warwick University

Researchers have recently begun to investigate the emotional reactions that lead to consumer boycotts and have suggested moral outrage as a key emotion. This paper extends our understanding of consumer moral outrage in three directions. Firstly, we present a model of moral outrage based on four cognitive appraisals that influence outrage feelings. Secondly, this research shows that feelings of outrage influence protest behavior while at the same time activating moral principles that determine consumers' ethical judgments and behaviors. Thirdly, this paper demonstrates that moral outrage is stronger when consumers categorize the victims of unethical practices as members of the in-group. This article contributes to research on an important emotional reaction associated with unethical corporate practices and presents critical implications for scholars and managers.

Keywords: Boycotts, Unethical Corporate Behavior, Outrage

14:00-15:30

Session 2.21.1 Room: S110

Tourism Marketing

Emotions and the Tourist Experience

Chair: **Karin Teichmann**, Innsbruck University

I Feel Good! Destination Attractiveness and Travelers' Emotional Responses: An Empirical Study in Alpine Winter Destinations

Alexandra Brunner-Sperdin, University of Innsbruck**Bernd Frederik Reitsamer**, University of Innsbruck

In today's growing tourism industry we need to understand what makes a destination more attractive and therefore more competitive. The aim of the present study is to define key factors of destination attractiveness that facilitate a holistic perception of Alpine winter destinations. We rely on theories of visual preference (Kaplan & Kaplan, 1989) and develop a destination perception model arguing that travelers prefer destination settings which are both high in sense-making and exploration resources, making them feel good and comfortable. Findings indicate that both sense-making resources (i.e., access and amenities) and exploration resources (i.e., attractions and activities, entertainment and local community) have an impact on travelers' pleasure and subsequently on their loyalty and intention to return to a destination.

Keywords: Destination Attractiveness, Place Perception And Preference, Emotional States

Emotional Experiences and Value Perception in Tourism Services: A Phenomenological Exploration

Mika Boedeker, Tamk University of Applied Sciences**Nina Helander**, University of Vaasa

Literature emphasizes the role of emotional experiences in tourism services. In addition, customers' value expectations are rather high when it comes to their leisure time and utilization of tourism services. The interesting question is that how these issues are related to each other: how do emotional experiences affect the value perception of tourism services? This paper presents a phenomenological exploration to propose answers to this question. The results indicate that non-monetary value exceeds monetary value in tourism service perception, and both positive and negative emotional experiences are highly connected to the value perception. Subsequent research questions are presented for further research.

Keywords: Tourism, Value, Emotions

Post-Consumptive Experience of Wellness & Spa Tourism – How Re-Experiencing the Past Promotes Tourists' Behavioral Intentions

Bernd Frederik Reitsamer, Innsbruck University**Mathias C. Streicher**, Innsbruck University**Karin Teichmann**, Innsbruck University

This research investigates the impact of sensorimotor perceptions in wellness settings on tourists' cognitive and behavioral responses. We introduce re-experience, a cognitive measure that captures both how well (i.e., quality) and how frequent (i.e., quantity) tourists can recall a past consumption experience. Results show that visual, tactile and motor perceptions significantly influence the quality of re-experience while all five sensory modalities, but not motion, influence the quantity of re-experience (i.e., how often retrospection takes place). Most importantly, our study implicates that triggering re-experience by means of easy-to-implement marketing tools provides a powerful instrument to boost behavioral intentions in post-consumption stages.

Keywords: Wellness Tourism, Post-Consumption Experience, Sensory Marketing

Session 2.1.8 Room: S107

Advertising, Promotion and Marketing Communications

Frames & Perceptions

Chair: **Marcelo Royo-Vela**, University of Valencia

Effects of Advertising for Future Products on the Consumer's Attitude

Faidon Sylvestros, University of Valencia

Marcelo Royo Vela, University of Valencia

This exploratory work focuses on the consumer's responses to the effect of advertising for preannounced products and tries to extend the model of Dahlen et al., (2011) by analysing the possible effects for the brand, the consumer's attitude towards the brand and the predetermined outcomes that this influence can have on the consumer's buying intention. It is expected that advertising for future products will create more uncertainty than advertising for current products and that consumers will show anticipation, thus demonstrating a greater willingness to purchase the future product than the current one. Two experiments were conducted to measure different brand evaluations. One experiment was related to the advertising campaign implemented before a new car was launched on the market and the other was designed to detect the possible effect of product availability over the consumer's anticipation and evaluation.

Keywords: Adefects, Attitude, Brand

Same Message, Different Ad Framing: The Moderating Role of Need for Cognition

Lars Erling Olsen, Oslo School of Management

Samuelson Bendik Meling, BI Norwegian Business School

Tarje Gaustad, Oslo School of Management

Advertisers choose among different ad claims when framing messages about new entrants. This paper proposes that different claims evoke different memory structures (semantic vs. episodic), and that these structures require different types of cognitive processing (system 1 vs. system 2). Two experiments, using need for cognition as a dispositional trait of level of cognitive processing, show that experiential claims are less favorably evaluated when consumers engage in system 2 processing, than when consumers engage in system 1 processing. The better performance of functional claims, may managerially implicate that experiential claims can potentially be a dangerous positioning strategy.

Keywords: Semantic And Episodic Memory, System 1 & 2, Need For Cognition

Comparative Advertising's Novelty and Persuasion Outcomes: Insights from France, United Kingdom and United States

Dan Alex Petrovici, Kent Business School

Christian Dianoux, University of Lorraine - Cerefige

John Ford, Old Dominion University

Jean-Luc Herrmann, University of Lorraine - Cerefige

Jeryl Whitelock, Bradford University

Considering that novelty increases information processing but decreases perceived believability as well, we conducted a cross-national study in three countries (France, UK, and USA) to examine the effects of two comparative ad formats (Direct and Indirect Comparative Advertising) on persuasion outcomes for an unknown brand. Based on a representative sample of 789 "real" French, UK and USA consumers, the results mainly support the role of comparative advertising's novelty on persuasion outcomes and call for a deeper understanding of both perceptions of comparative advertising in different countries as well as the cultural differences able to be at work at an individual level.

Keywords: Comparative Advertising, Novelty, Information Processing

Acknowledgements: We would like to thank The British Academy for the financial support of this research project.

Phonetic Symbolism Effects on Consumer Evaluations of Spokesperson Characteristics

Jasmina Ilicic, The University of Adelaide

Stacey Baxter, The University of Newcastle

Alicia Perkins, The University of Newcastle

This study investigates the effect of phonetic symbolism on consumer evaluations of abstract spokesperson characteristics, namely, friendliness, masculinity and attractiveness. Two between subjects experiments were undertaken to test the effects of the vowel sound contained in a spokesperson name (front vs. back) on perceived spokesperson characteristics. Whilst results are in some aspects inconsistent with prior psycholinguistic research, results across both experiments showed consistent psycholinguistic effects when spokesperson name was considered. Results showed that consumers perceived a spokesperson with a name containing a back vowel sound as friendlier, more masculine and more attractive.

Keywords: Phonetic Symbolism, Spokesperson Name, Attractiveness

Session 2.3.8A Room: S101

Consumer Behaviour

The rainbow in consumer decisionsChair: **Joris Demmers**, University of Amsterdam

Creamy Red and Crunchy Blue? How Colour Interacts with Perceptions of Texture

Gavin Northey, University of Western Sydney

Mathew Chylisnki, University of NSW

Liem Ngo, University of NSW

This study explores the sensory-marketing effects of cross-modal interaction between vision and haptic perceptions of texture. Specifically, we show that moving up the colour spectrum from red to blue dampens the perception of particular types of food texture. Conceptually, we relate such cross-modal sensitivity with indicators of overall haptic predisposition for an individual in terms of Need for Touch (NFT) and Self-Orientation (SO). Our results show that the association between colour and texture interacts with the NFT and SO.

Keywords: Crossmodal, Haptic, Colour

Color Correct: the Interactive Effects of Food Label Coloring and Food Type on Health Perceptions

Gergely Nyilas, University of Melbourne

Joseph Tan, University of Melbourne

Jill Lei, University of Melbourne

Anish Nagpal, University of Melbourne

The purpose of the study is to examine the effects of food label coloring in interaction with food types (healthy and unhealthy) on consumer food healthiness perceptions. The theories of heuristic processing, color attention, color association and approach-avoidance are evoked to explain underlying processes. A 2 (food-type: healthy vs. unhealthy) X 3 (color: green healthy nutrients vs. green unhealthy nutrients vs. no color) between subjects design was used to test the hypotheses. Findings suggest that for healthy foods, the effect of coloring reduced perceived healthiness but for unhealthy foods, perceived healthiness did not increase as a result of coloring.

Keywords: Food Marketing, Nutritional Information, Color Processing

Acknowledgements: Please only publish the abstract in the Proceedings.

When Red Means Go: Effects of Red on Non-Compliance Under Sensation-Seeking

Joris Demmers, University of Amsterdam

Ravi Mehta, University of Illinois at Urbana-Champaign

Willemijn Van Dolen, University of Amsterdam

Charles Weinberg, University of British Columbia

Previous research has identified red as the color of compliance. This paper proposes that this effect of red may not hold under high sensation-seeking circumstances. We argue that the instructional perception flowing from red interacts with high sensation-seeking to induce reactance, which then leads to non-compliant behavior. Three experiments and one field study support this theorizing. Study 1 demonstrates that high-sensation seekers show greater resistance to social norms under red as compared to white color. Studies 2 and 3 identify reactance to the color red as the underlying mechanism driving this effect. Finally, a field study, using prank chatting at a child helpline as a proxy for non-compliant behavior, demonstrates a positive effect of red on prank-chatting behavior.

Keywords: Color, Compliance, Sensation-Seeking

Visuo-Haptic Integration Increases Purchase Intentions via Processing Fluency

Mathias C. Streicher, Innsbruck University

Zachary Estes, Bocconi University

Consumers often touch products before reaching purchase decisions. However, no study thus far has conclusively clarified whether grasping products for a brief duration promotes purchase intentions. Recent neuroscience studies suggest that vision and touch are fundamentally integrated because both senses serve similar behavioral functions. Here, we posit that briefly viewing and touching a product drives purchase intentions through increases in processing fluency from visuo-haptic integration. We test our assertion in one pretest and one experiment and compare it against competing explanations in a multiple mediation model. We found that brief touches increased product evaluations and purchase intentions via processing fluency.

Keywords: Consumer Behaviour, Sensory Marketing, Visuo-Haptic Integration

Session 2.3.8B Room: S103

Consumer Behaviour

Dissonance and context effects

Chair: **John Fahy**, University of Limerick Kemmy Business School

How the Attractiveness of the Context Influences Perceived Product Attractiveness: the Role of Consumers' Product Familiarity

Benedikt Schnurr, Innsbruck University
Alexandra Brunner-Sperdin, Innsbruck University
Nicola Stokburger-Sauer, Innsbruck University

Research has examined the determinants of product attractiveness. However, prior studies have neglected the context, in which products are presented. Drawing on social cognition theory, we examine how the attractiveness of the context (e.g., websites, advertisements) influences perceived product attractiveness. Results from two experimental studies show that consumers perceive unfamiliar products as more attractive when products are placed in an attractive context than when placed in an unattractive context. No differences in consumers' perceived product attractiveness exist for familiar products. Our findings extend the literature on product aesthetics and provide managers with insights on how to promote the attractiveness of their offerings more effectively.

Keywords: Perceived Product Attractiveness, Social Cognition Theory, Context Effects

Consumption Is Production. Home Made Pasta in Italy: the Object, the Self, the Others

Ilaria Lorenzoni, University of Pisa
Daniele Dall'i, University of Pisa

Abstract. Pasta has a long tradition in many cultures: in Italy, China, the Middle and the Far East ordinary people prepare pasta out of a dough made of flour and water. In given conditions they do it on a daily basis, more often for special occasions, as Sundays, birthdays, and the like. For centuries it has represented a central element of food culture in several areas of the world. Italy is one of the most important pasta cultures and this paper aims to provide evidence about how and why today consumers make pasta at home. In essence, they do it to get the final 'outcome' (the object): fresh pasta, made of genuine and healthy ingredients and following authentic recipes. They also do it for the gratification they get from the very 'process' of making it. First, to express their creativity and, at the same time, respecting and preserving traditions. And secondly, as a means for interacting with other people inside and outside the family.

Keywords: Pasta, Self-Production, Productive Consumption

The High-Performance Heuristic: Developments In The Psychology Literature

John Fahy, University of Limerick, Kemmy Business School
Robert Hamlin, University of Otago/Department of Marketing

Heuristics is a widely disseminated concept in marketing. Heuristic processes are usually associated with low involvement decisions and sub-cognitive choice processes. There is an almost universal assumption that heuristics are used as a trade-off strategy by customers where a less reliable outcome is exchanged for less effort. Recently the concept of the high performance heuristic has emerged in psychology. It is proposed that heuristics are not used by decision makers as part of an input/output trade off, but because in many situations single input heuristics display absolutely superior predictive performance to more complex and structured cognitive strategies. The arguments that support this potentially very significant development for marketing and consumer behaviour studies are summarised and presented in this article.

Keywords: Heuristics, Cognition, Involvement

Parents' Irrational Food Choice Behaviour – An Analysis in the Context of Baby Food

Laura Teichmann, TU Dortmund University
Christian Samulewicz, TU Dortmund University
Hartmut H. Holzmüller, TU Dortmund University

Although there is an information-overload on how to feed babies the healthiest way, parents seem to rather choose the easiest solution: Industrial baby food. This behaviour contradicts all the usual parental statements such as always wanting to do "what's best" for the child. The aim of this qualitative study is therefore to analyze how parents come to a feeding decision as well as to explore how parents feel about their choices. The results show (1) that the regular model of consumer decision-making needs to be adjusted in the specific situation of buying baby food and (2) that parents show clear signs of cognitive dissonance when explaining their feeding choice.

Keywords: Parental Decision-Making, Food Choice, Cognitive Dissonance

Session 2.4.8 Room: S115

Innovation and New Product and Service Developments

Consumer Perceptions and Behaviors

Chair: **Monika Schuhmacher**, University of Mannheim

Pricing New Service For Consumer Acceptance: the influence of Consumer Characteristics and Expectations?

Monika Schuhmacher, University of Mannheim

Sabine Kuester, University of Mannheim

Anna-Lena Fertmann, University of Mannheim

In order to shed more light upon the effect of pricing for the successful launch of service innovations (SIs), we investigate the effect of a high versus low launch price on perceived price fairness and, ultimately, adoption intention and two potential moderators. In a experiment we find that the negative effect of a high versus a low launch price on price fairness is moderated by consumer innovativeness and expected future price reduction. Furthermore, we find price fairness to mediate the pricing strategy-adoption intention relationship. Results help managers to better design pricing strategies for SIs.

Keywords: Innovation, Adoption, Pricing

The Effect of Objective, Subjective and Calibration of Supplementary Knowledge on Really-New Product Adoption Behaviour

Kamran Razmdoost, Cranfield University

Radu Dimitriu, Cranfield University

Really-new products (RNPs) create new product categories for consumers. Consumers use their knowledge of similar categories to comprehend and evaluate RNPs. This paper shows that, in addition to actual supplementary knowledge (i.e., objective supplementary knowledge), subjective supplementary knowledge and supplementary knowledge calibration play an important role in RNP comprehension and net benefits evaluation leading to RNP adoption intention. In particular, findings reveal that calibration has a positive effect on objective comprehension when concrete information is presented to consumers. Moreover, subjective knowledge has a positive effect on subjective and objective comprehension where objective knowledge has a negative impact on subjective comprehension.

Keywords: Supplementary Knowledge, Knowledge Calibration, Really-New Product

Acknowledgements: Authors would like to thank Chih-Hui Lu for her contribution in this research.

The New Generation of Eco-Innovators – Beyond Purism and Biospheric Values

Katja Soyez, Dresden University of Technology, University of Cooperative Education Riesa

Sebastian Gurtner, Technische Universität Dresden

The economic damage of environmental pollution is remarkable. Consequently, there is a need for companies to consider environmental issues in product development and to understand why consumers adopt ecological innovations. By integrating two areas of consumer characteristics, environmental consciousness and innovativeness with a special focus on young consumers the present study answers this question. 425 consumers completed the questionnaire. The result of structural equation modelling showed that joyful consumption is an important antecedent of domain-specific eco-innovativeness. Additionally, biospheric values increase, whereas altruistic values reduce ecological in-novativeness. The results show that product designers have to consider benefits for nature and hedonic components of a new product.

Keywords: Innovativeness, Adoption, Eco-Innovation

Adding More Value To Added-Value. An Exploration of Consumers' Perceptions of Improved Animal Welfare Standards in Organic Production Processes

Livia Marian, Aarhus University, business and social sciences

Recent studies reveal that consumers respond favourably to "organic plus" products with additional ethical attributes. The aim of the current study is to explore whether consumers would notice and value further improvements in the animal welfare standards than those imposed by the organic regulation. The results of a qualitative concept test reveal positive attitudes towards the proposed production process. The discussions about fewer standards being sufficient or about options "in-between" conventional and organic standards indicate that the difference in production processes is noticed, yet it is probably valued less than expected. The added attributes need to be thoroughly considered when developing and marketing "organic plus" products, as their effect on other product characteristics (e.g. high prices) can detract from their added value.

Keywords: Added Value, Consumer Perceptions, New Product Development

Acknowledgements: This study was conducted in connection with the SUMMER project, which is part of the Organic RDD programme and is coordinated by the International Centre for Research in Organic Food Systems (ICROFS).

Session 2.5.4 Room: S114

International and Cross-Cultural Marketing

International Consumer Behavior

Chair: **Adamantios Diamantopoulos**, University of Vienna

Consumers' Global Versus Local Brand Choice in Foreign Contexts

Katharina Petra Zeugner-Roth, IESEG School of Management
Claudiu Dimofte, San Diego State University

Global travelers who find themselves in countries known for their tradition in certain product categories will be sure to sample some of the respective local brands. However, it is less clear what choices they will make (i.e., local or global brands) in product categories for which the host nation is not renowned. We hypothesize and find across two studies that these choices are contingent upon (a) consumers' ethnocentrism and cosmopolitanism and (b) their own country's tradition in the product category. The relative risk perceptions associated with local brands underlie the uncovered effects. Importantly, global travelers' choices are malleable and can be swayed with word-of-mouth product recommendations coming from similar others.

Keywords: Ethnocentrism, Cosmopolitanism, Risk

Perceived Brand Globalness and Consumer Regret: Effects on Word-Of-Mouth and Purchase Intentions

Vasileios Davvetas, University of Vienna, Department of International Marketing

Adamantios Diamantopoulos, University of Vienna, Department of International Marketing

This paper investigates the impact of perceived brand globalness (PBG) on word-of-mouth and purchase intentions in the context of a two-alternative, suboptimal regrettable purchase, where the foregone brand performs better than the chosen brand. A structural model is developed and tested after experimentally manipulating the chosen and foregone brands' PBG. The findings show that the PBG of the chosen brand is associated with higher post-purchase satisfaction and the PBG of the foregone brand with higher regret. Furthermore, satisfaction and regret operate as mediators for the positive effects of PBG on consumers' intentions to recommend and purchase the chosen and foregone brands in the future. Theoretical and managerial implications of the findings are discussed and further research directions are identified.

Keywords: Regret, Satisfaction, Globalness

Identifying the Levers of a Country's Image: a Network Analysis Perspective

Carmen Lopez, Plymouth University
George Balabanis, City University, Cass Business School

Understanding the richness and complexity of consumers' memory structures for a country requires the identification of strong, favourable and unique country associations. This paper extends previous research on country image by adopting an associative network perspective to the analysis of country image. Previous studies based on standardised questionnaire measures fail to understand the underbelly of a country's imagery. As a consequence, they fail to identify which factors should be leveraged to improve image or to overcome image defects. This study shows the application of a novel approach adapted from sociology that can provide practical help to country's image researchers.

Keywords: Country Associations, Associative Network, Network Analysis

Pride And Prejudice – Promotion Or Prevention? Unraveling Domestic Country

Peter Mathias Fischer, University of St. Gallen
Katharina Zeugner Roth, IESEG School of Management

Consumers often are positively biased in their preferences for domestic products to foreign alternatives. Previous research has established consumer ethnocentrism and national identification as possible sources for this bias, yet the process behind those constructs is still not well understood. This investigation shows that domestic country bias cannot be overcome by objectively better products, as tested based on the concept of product-country typicality. Second, two further controlled experiments reveal opposing interactions between consumer ethnocentrism/national identity and consumers' regulatory focus. The findings suggest important and previously unexplored processes through which domestic country biases can be mitigated.

Keywords: Domestic Country Bias, Regulatory Focus, Opposing Interactions

Session 2.10.1 Room: S108

Marketing Theory and New Paradigms

New Perspectives on Markets and Marketing

Chair: **Ajay Kohli**, Georgia Tech University

Co-Creation: A Case Study of a 'focused' Business Model Approach

Pennie Frow, The University of Sydney

Adrian Payne, University of New South Wales

This paper explores focused co-creation, one of three broad business model approaches to co-creation. The paper briefly outlines these approaches and then examines focused co-creation in Burberry, the luxury fashion brand. Recently, this company has focused on engaging employees and customers in co-promoting and co-experiencing value in unique ways, blurring the distinction between physical and digital platforms. The result is a transformation of this business. The case illustrates the advantages of a granular assessment of co-creation and the importance of adopting an appropriate business model approach that relates to specific co-creation goals.

Keywords: Co-Creation, Burberry, Case

Stakeholder Marketing: Theoretical Foundations and Consequences for Marketing Capabilities

Bas Hillebrand, Radboud University

Paul Driessen, Radboud University Nijmegen

Oliver Koll, University of Innsbruck

Building on multiplicity theory, this conceptual paper presents a revised theoretical perspective on the marketing discipline, contrasts it with the prevailing perspective on marketing, and shows why the revised perspective better fits the current reality. It argues that the core of this perspective consists of viewing stakeholder environments as continuous multiplicities rather than discrete multiplicities. The revised perspective explains three transitions in marketing practice: (1) exchange becomes complex rather than being dyadic, (2) tension between stakeholder interests becomes explicit rather than staying implicit, and (3) control over marketing activities becomes dispersed rather than centralized. The paper conceptualizes specific capabilities that are required for each transition.

Keywords: Stakeholders, Theory, Capabilities

Is Entrepreneurial Marketing a New Paradigm? Understanding Better the Entrepreneurial Versus Managerial Marketing Decision Making Processes

Elisabete Sampaio de Sá, Minho University / School of Economics and Management

Minoo Farhangmehr, University of Minho

José Carlos Pinho, University of Minho

This paper intends to contribute to the development of the entrepreneurial marketing theory. It proposes shifting the focus from the marketing activities themselves to what shapes them, that is, the marketing decision making process, which is forged by both the entrepreneurial context, and its contingencies, and the mindset of the entrepreneur. Based on such conceptualization, the paper draws on the cognitive approach to entrepreneurship, particularly the effectuation theory. Results from the research, using the Critical Incident Technique to explore entrepreneurial decisions, present the entrepreneurial marketing process, showing the differences from the managerial marketing process. Results suggest that entrepreneurial and managerial marketing rely on different decision making logics and that they can work in a complementary manner or alternatively in different circumstances.

Keywords: Entrepreneurial, Marketing, Effectuation

Stakeholder Theory as a Mean to Understand Customer Orientation if there is more than One Customer Population

Sebastian Alexander Schubach, University of Passau

Nicole Jasmin Heß, University of Passau

Jan Hendrik Schumann, University of Passau

Although the concept of customer orientation has been widely discussed among marketing academics, existing studies do not account for settings where there is more than one customer population. We address this gap and explore customer orientation of free e-service providers as they operate in two- or multi-sided markets and hence have to serve the needs of two or more customer populations. Referring to stakeholder theory, we predict customer orientation on the basis of management's perception of the salience of each of these customer populations.

Keywords: Customer Orientation, Multi-Sided Markets, Stakeholder Theory

Session 2.14.8 Room: S104

Product and Brand Management

Products and Consumers

Chair: **Jamel Khenfer**, Aix-Marseille III / IAE Graduate Management School

Predicting the Innovator

Malcolm Wright, Massey University

Philip Stern, Exeter Business School

Margaret Faulkner, Ehrenberg-Bass Institute, University of South Australia

Roman Konopka, Massey University

Who are the innovative customers for new products? Despite considerable research in this area, a striking characteristic of innovators was identified over 35 years ago. In work since often overlooked, Taylor (1977) found innovators tended to be heavy buyers of the parent category. This controversial result has major implications for both theory and practice yet has not, to our knowledge, been replicated. We therefore examine the extent to which heavy buyers dominate the innovator segment, adopting a research design that overcomes some of the limitations of Taylor's original study, and we also extend Taylor's work by examining heavy buyers in general rather than in a 'category specific way'. Using a unique database we examine the behaviour of British General Practitioners in prescribing radically new drugs and me-too later entrants over an eighteen year period. We find regular replicable patterns of innovation among heavy category buyers, although they vary according to the order of entry

Keywords: Segmentation, Innovator, Panel Data

The Lag-Users Method: A New Source of Idea Generation for New Products

Luis Filipe Lages, Nova Business School of Economics

Sara F. Jahanmir, Nova School of Business and Economics

Laggards are the last to adopt a product. Despite significant research on user-led innovation, prior literature ignores laggards' impact on innovation. Companies cannot afford ignoring the input of around 16-22% of users. In this paper, we develop the Lag-User Method. Through five studies with 71 teams in three different countries, we apply the method to different technologies and services. We present our findings to three focus groups with 28 executives to get managerial insights about the Lag-User Method. Empirical findings reveal that lag-users are useful in idea generation and new product development. They have different perceptions of user-friendly products as well as different needs and expectations from other user categories. Thus, we propose that by involving lag-users in developing new products, firms can obtain a wider range of perspectives to improve the effectiveness of NPD.

Keywords: Laggard, Npd, Method

Consumer Responses to Structural and Informational Components of Eco-Designed Packaging: The Role of Environmental Concern

Lise Magnier, Lille 1 University / IAE Graduate Management School

Dominique Crié, Lille 1 University / IAE Graduate Management School

Jan Schoormans, TU Delft

Manufacturers are increasingly designing more sustainable packaging and consumers tend to evaluate sustainable initiatives positively. However, ecological stimuli can sometimes have a negative impact on consumers' evaluations. Across three studies, we seek to provide guidance on consumers' responses to eco-designed packaging. Study 1 consists of an exploratory study using the ZMET technique. The structural, graphical and informational components of eco-designed packaging are outlined, and ambivalent responses of consumers to eco-designed packaging are determined. Study 2 tests the influence of the interaction between structural condition (conventional vs. eco-designed) of the package and environmental concern (EC) on aesthetic evaluation and purchase intention. Study 3 tests the influence of the interaction between structural condition, informational condition (absent vs. present) and EC on the same dependent variables. The results of this study give important insights to enhance acceptance of new eco-designed packaging developments.

Keywords: Eco-Designed Packaging, Environmental Concern, Aesthetic Appeal

Session 2.16.8 Room: S109

Retailing, Channel Management and Logistics

Store Environment /Atmospherics

Chair: Sara Rosengren, Stockholm School of Economics

Which Dimensions of the Store Environment Irritate Customers? Evidence from three Retail Settings

Nathalie Demoulin, IESEG School of Management

Kim Willems, Vrije Universiteit Brussel

Gilbert Swinnen, Hasselt University

Most previous studies on store atmospherics have focused on their impact on positive emotional customer responses. However, less pleasurable shopping experiences may also generate negative affective responses. This research investigates the effect of shopping environment on customers' irritation level and satisfaction across three retail sectors. We survey customers after a shopping experience in either a grocery- ($n = 150$), fashion- ($n = 183$), or electrical appliances retail stores ($n = 156$). Our results demonstrate that design and social aspects of the store are the most irritating. Customers' irritation decreases their satisfaction. However, these effects depend on the retail sector considered.

Keywords: Irritation, Store Environment, Cross-Sectorial Comparison

Does Creativity Matter for Store Window Displays?

Fredrik Lange, Stockholm School of Economics

Sara Rosengren, Stockholm School of Economics

Angelica Blom, Stockholm School of Economics

Store window displays are highly important for retailers since they have the potential to draw traffic to the stores. Still, little is known about their influence on consumers. In this study we investigate the impact of store window creativity on consumer perceptions. The results of two experimental studies indicate that store window creativity positively affects attitudes towards the display and the items in it, willingness to pay for the items on display as well as attitudes towards the store and store entering intentions. This implies that retailers might profit from using a creative store window design.

Keywords: Creativity, Retailing, Perceptions

Aesthetics: Luxury or Necessity? Patronage Decisions in Conditions of Severe Economic Crisis

Evangelia Chatzopoulou, University of Piraeus

Markos Marios Tsogas, University of Piraeus

The aim of this paper is to examine the influence of store's aesthetics on consumers' emotions and how these emotions, in turn, influence patronage intention through the moderating effect of crisis and store's familiarity, by comparing this impact on privileged and under-privileged area. The research took place in six supermarkets from which three of them are located in up market area and the other three in down market area. The findings showed that the aesthetics have an almost equal positive effect on the customer's emotional state and on their patronage intention for both areas. The store familiarity is indicated as moderator between emotions and patronage intentions for under-privileged area and as determinant indicator for privileged area. It should be noted though, that even if the privileged area were not much affected by crisis, they would like to go for shopping in a pleasant environment like the consumers from the underprivileged area, who regard it as a necessity.

Keywords: Retailing, Crisis, Aesthetics

Bargain Effectiveness in Differentiated Store Environments: When a Good Deal Goes Bad

Lieve Douce, Hasselt University

Kim Willems, Vrije Universiteit Brussel - Hasselt University

Wim Janssens, Hasselt University

Differentiation is necessary to survive in today's homogeneous retail landscape. One way to differentiate is by making use of store atmospherics. However, other marketing tools such as offering a bargain might conflict with this store differentiation strategy. In study 1, an experimental consumer lab survey ($n = 50$) confirms that store environment differentiation generates positive consumer affect, evaluations and approach behaviour. In study 2, a 2×2 between-subjects lab experiment ($n = 121$) furthermore demonstrates that in a highly differentiated store the presence of bargains negatively affects consumer reactions, supporting the assumption that bargains do not fit with a premium strategy.

Keywords: Store Atmospherics, Store Differentiation, Bargain

Acknowledgements: The work in this article was supported by a grant from the Research Foundation – Flanders (FWO Vlaanderen). The authors thank Aslihan Sunkur for her help in the data collection.

Session 2.17.3 Room: S113

Sales Management and Personal Selling

Sales Potpourri

Chair: **Selime Sezgin**, Istanbul Bilgi University

Tracking the Evolution of Theory on Marketing-Sales Relationship: Past, Present and Future

Konstantinos Lionakis, Athens University of Economics and Business
George Avlonitis, Athens University of Economics and Business

Marketing-Sales relationship is an important field of study as these two units are considered the customer-centric team. Scholarly, it was originally addressed in the 90s while today the relevant theory has its stance in the broader interdepartmental interactions literature. The purpose of this paper is to present a critical synthesis of the Marketing-Sales relationship theory and advance implications for future research and managers. A thorough search resulted in the identification of 13 conceptual and 30 empirical papers. Key arguments, methods and findings are classified under thematic areas and discussed critically. From the review it is evident that extant theory has addressed important aspects of this field; yet, various unanswered issues are identified. This paper provides the first systematic review of the extant literature on this topic and proposes a future research agenda.

Keywords: Marketing-Sales Relationship, Systematic Review, -

Moral Equity and Ethical Climate: Relevance to the Relational Selling Behavior and Sales Performance

Selma Kadic-Maglajlic, University of Sarajevo
Irena Vida, University of Ljubljana, Faculty of Economics
Milena Micevski, Loughborough University, School of Business and Economics
Nathaniel Boso, Leeds University Business School

In this paper we address two ethical issues relevant to the relational selling behavior and its outcomes: ethical climate within the company and moral equity of individual salesperson. Using primary data from the new EU member country and structural equation modeling analysis we prove that ethical climate increases sales performance, in such a way that its impact on sales performance is mediated by adaptive selling behavior. Moreover, we also show how moral equity negatively moderates the strength of the relationship between adaptive selling and sales performance.

Keywords: Ethical Climate, Moral Equity, Adaptive Selling

Shift of Consumer Attitude towards the Brand by Means of Heider's Balance Theory

Theo Lieven, University of St. Gallen

Consumer attitudes toward a brand are largely determined by the behavior of the sales staff. This on-brand behavior has been interpreted as a dyadic relationship between customer and brand. This article extends the analysis towards a triad customer-brand-salesperson, based on Heider's Balance Theory. An extensive empirical study confirms the importance of the on-brand behavior, in addition to the positive outcomes of the sales encounter. If consumer brand attitude is positive before the sales experience, a negative out-come of the sales encounter results in a less negative attitude than in the case of a negative predetermination, even with positive experiences.

Keywords: Attitude Towards The Brand, On-Brand Behavior, Sales Encounter

Implementing an Ambidextrous Sales Strategy at the Front Line: An Internal Marketing Perspective

Michel Van Der Borgh, Eindhoven University of Technology
Ad de Jong, Eindhoven University of Technology
Edwin Nijssen, Eindhoven University of Technology
Michael Ahearne, University of Houston

Ambidextrous sales strategies, wherein managers pursue the concurrent sale of new and existing products, often fail at the front line. A proposed internal marketing perspective accounts for the role of two vertical relational mechanisms (manager ambidexterity and salesperson organizational identification) that transfer an ambidextrous strategy to the front line. The findings demonstrate that both mechanisms have crucial roles in the implementation of an ambidextrous selling strategy. They enhance salespeople's proactive selling of new and existing products; in addition, they interact, such that the effect of manager ambidexterity depends on organizational identification. In turn, this two-part empirical study links salespeople's proactive selling of new and existing products to their commensurate forms of objective performance and shows that combining the behaviors does not impair performance.

Keywords: Ambidexterity, Internal Marketing, Sales

16:00-17:30

Session 2.18.8 Room: S105

Services Marketing

Cognitive and Emotional Approaches in Service Delivery

Chair: **Jesús García-Madariaga**, Universidad Complutense de Madrid

Emotional Attachment Influence on Service Perception among Opinion Leaders. Evidence from an Art Venue

Javier Flores-Zamora, ICN Business School, CEREFIGE Lab
Jesús García-Madariaga, Universidad Complutense de Madrid

Conventional opinion leadership theory has traditionally dealt with the characteristics of an opinion leader and the domains where this behavior appears. Art organizations agree on the importance of having influentials among their customer base to prescribe their services. This study empirically tests the moderation effect of opinion leadership on the perceived quality, overall satisfaction during the service experience. A survey-based questionnaire among 409 patrons was conducted to test the relationships, using SEM. Two segments of low and high opinion leaders were obtained to compare their differences. Strong opinion leaders give more importance to their satisfaction level as an antecedent of their future intentions. Emotional attachment act as a filter that influences the service attribute perception.

Keywords: Opinion Leadership, Services Marketing, Emotions

Perceived Servicescapes: A Configural View & Implications for Behavioural Intentions

Christos Koritos, Alba Graduate Business School at the American College of Greece**Spiros Gounaris**, University of Strathclyde**Kalipso Karantinou**, Athens University of Economics & Business

The extant literature in services provides ample evidence of the significant impact servicescapes have on consumers' emotions, perceptions, and behaviour. Nonetheless, many empirical studies have produced quite controversial findings on the structure of the relationships hampering thus a clear interpretation of how the elements comprising servicescapes interplay to produce this effect. The present paper seeks to address this issue through a large survey investigation. Based on the results from this investigation we show that the configural approach in explaining how consumers perceive the elements of the service environment is more appropriate than any other conceptualisation. Moreover, building on relevant theoretical arguments, the findings also produce a clearer picture regarding the structure of the relationships between environmental stimulation, emotional reactions, and cognitive evaluations.

Keywords: Servicescape, Consumers, Configural Approach

Service Fairness, Trustworthiness, and Trust: An Empirical Examination

Sanjit Kumar Roy, The University of Western Australia**Dr. Walfried M. Lassar**, Florida International University - College of Business**Balwant Samra**, Coventry University

Theorists and empirical researchers in marketing and other fields suggest that fairness is important in developing buyer-seller relationships. However, the construct of fairness is still opaque and relatively under-developed. Researchers still do not adequately understand the connection between service fairness and trust. Hence the purpose of this study is to provide a more developed social exchange model which examines the differential effects of different fairness dimensions on trustworthiness, customers' trust, and other behavioural outcomes i.e. word-of-mouth and loyalty. Data were collected from consumers of financial services and analysed using confirmatory factor analysis and structural equation modelling. Findings of the study will go a long way in helping service providers in building fairness in the business model and nurturing relationship quality amongst consumers and fuelling positive word-of-mouth, and loyalty.

Keywords: Service Fairness, Trustworthiness, Financial Services

What Ties Customers to Hedonic and Utilitarian Services?

Anastasia Stathopoulou, London University / Birkbeck College**George Balabanis**, Cass Business School, City University

This paper develops a new conceptual framework with a complete set of relational bonds and examines how these bonds together with subjective norms and perceived difficulty influence repurchase intentions based on different service types. Drawing on existing literature and longitudinal qualitative evidence from 60 in-depth interviews a new theoretical approach is proposed which was then tested in a large scale survey study in the context of hedonic and utilitarian services. Based on the results, the drivers of repurchase intentions can be classified into three categories: 1) universal drivers of repurchase intentions that transcend service categories, 2) service specific bonds and 3) inconsequential relational bonds. These results provide guidance to managers to differentiate customer relationship strategies according to the specific service context.

Keywords: Services, Bonds, Intentions

Session 2.19.2 Room: S106

Social Media

Frontier Learnings from Social Media and Social Networks

Chair: **Gerard Tellis**, University of Southern California

Does Offline Brand Advertising Affect Online Conversations?

Abhishek Borah, University of Washington
Gerard Tellis, University of Southern California

Marketers are shifting advertising spend from offline to online. However, ignoring the offline advertising has its perils as creatives of offline advertisements are emotion laden. This research attempts to understand whether offline advertising for a brand plays any role in affecting the sentiment of online conversations. We find that TV ads increase sentiment in conversations. Brand-building & promotional ads increase sentiment while apology ads about product recall hurt sentiment. 30 second TV ads work best while less than 30 second ads have no effect. These effects wear-in by the 2nd hour & die down by 6th hour.

Keywords: Conversations, Advertising, Online

An Exploratory Study of Customer-Based Brand Equity on Facebook

Shobhit Eusebius, University of Otago
Mathew Parackal, University of Otago
Juergen Gnoth, University of Otago

The emergence of digital social networks as mass media has considerably increased the academic research interest in this area. The following is an exploratory ethnographic case study to trace the presence of the dimensions of customer-based brand equity on Facebook. This study outlines the broad scope and prospective challenges for research in this area. The study revealed that while traditional dimensions of brand equity are observed on social media websites there is also an indication that further analysis can reveal dimensions that are not covered by the current theoretical constructs of brand equity.

Keywords: Social Media, Brand Equity, Netnography

Social Media and Consumers' Reactions to Brand Crisis: The Case of Barilla

Stefano Pace, Kedge Business School
Bernardo Balboni, University of Modena and Reggio Emilia
Giacomo Gistri, University of Macerata

Brand crises endanger companies. Social media are a key platform where stakeholders elaborate and react to crises. This research explores whether social media audience and mass media audience react differently to a brand crisis. We argue that salient stakeholders (i.e. stakeholders who are interested in the issue affected by the crisis) exposed to the brand crisis via social media have a more negative reaction towards the brand compared to those who are exposed via mass media. By analysing the Barilla crisis, the findings suggest that the social media exposure exerts a stronger negative effect on the brand attitude and loyalty.

Keywords: Social Media, Crisis Management, Brand

Brand and Social Network Community Commitment in Brand Fan Pages in Social Media

Caterina Presi, University of Leeds
Dawei Su, University of Leeds

This paper investigates the impact of social network community commitment (SNCC) and brand community commitment (BCC) on usage of brand fan pages in social media, repurchase intention and word-of-mouth. Data from 270 questionnaires were analysed using SEM. Findings reveal that only affective BCC impacts brand fan page usage. Repeat purchase intention and positive word of mouth are impacted positively by affective and normative BCC, but negatively by continuance BCC. Thus, lurking delivers positive business impact. The relationship with the brand fan page community is driven by commitment based on affect and duty, rather than necessity. Community commitment operates differently in brand fan pages compared to social networks overall.

Keywords: Commitment, Social Media, Brand Community

16:00-17:30

Session 2.20.8 Room: S111

Social Responsibility and Ethics

 Environment and Marketing

 Chair: **Suzanne C. Beckmann**, Copenhagen Business School

Cross-Cultural Differences in the Formation of Attitudes and Usage Intention of Electric Cars: A Comparative Study of Denmark, Belgium and Italy

Camilla Barbarossa, Luiss University

Suzanne C. Beckmann, Copenhagen Business School

Ingrid Moons, University of Antwerp

Patrick de Pelsmacker, University of Antwerp

We propose a model in which green self-identity (GSI) is an antecedent of both environmental concern (EC) and moral obligation (MO), which in turn affect the attitude towards eco-friendly electric cars (ATT). GSI is also assumed to have a direct effect on ATT. The attitude towards the electric car then determines the intention to adopt it. The model is empirically tested in three culturally different European countries: Denmark (n=611), Belgium (n=600) and Italy (n=794). The findings reveal that the three antecedents play significantly different roles in attitude formation in the three countries, with GSI most important in Denmark, strong EC in Belgium and MO playing a dominant role in Italy. We suggest explanations using Hofstede's values framework.

Keywords: Electric Cars Adoption, Ethics, Cross-Cultural Behaviour

Cognitive, Attitudinal and Behavioral Variables As Predictors of Energy Saving Behavior Among Employees

Danae Manika, Queen Mary, University of London

Diana Gregory-Smith, University of Sheffield

Victoria Wells, Durham University

Sonja Graham, Global Action Plan

This paper responds to the corporate social responsibility (CSR) literature's calls for further research at the micro level by studying the effects of attitudes, norms and subjective knowledge on employees' energy saving behaviors at the workplace. An initial theoretical model which identifies cognitive (workplace norms and subjective energy saving knowledge at the workplace), attitudinal (general environmentally friendly attitudes and specific energy saving attitudes), and behavioral (energy saving behaviors at home) variables that affect energy saving behaviors of employees at the workplace is advanced and tested. Managerial implications and future research directions for effective social marketing interventions that motivate energy saving behaviors at the workplace are discussed.

Keywords: Corporate Social Responsibility, Energy Saving Attitudes, Employee Energy Saving Behavior

Will I Taste it if It's Good for the Planet? Proenvironmental Perceptions and Values as Drivers to Counter-Cultural/counter-Attitudinal Food Product Trial, the Case of Entomophagy in Western Countries

Gilles Séré de Lanauze, Montpellier II University

As western consumers become more and more sensitive to the new societal and environmental stakes, the question still remains whether this has an effect on their consumption choices and behaviors. Entomophagy is presented today as a sustainable and pro-environmental solution to feed the world. For western consumers, who are offered every day, in the stores and restaurants, new and innovative food products, often originated from all around the world, what are the drivers to the trial and consumption of such counter-cultural and counter-attitudinal products? The results of this exploratory research show that if pro-environmental personal values and norms play a role in future consumption intention, actual behavior, which faces several types of inhibitions, might be fostered by more social and situational drivers.

Keywords: Sustainability, Inhibitions, Entomophagy

Session 2.21.2 Room: S110

Tourism Marketing

Emotions and Tourism Choices

Chair: **Alessandro De Nisco**, University of Sannio

Guilt Decreasing Marketing Appeals: The Efficacy of Luxury Vacation Advertising among Chinese Tourists

Isabella Soccia, Skema Business School**Girish Prayag**, University of Canterbury**Özlem Hesapçı**, Boğaziçi University

Guilt is relevant to a variety of consumption experiences and marketers have used advertising to arouse guilt as a way to stimulate sales. However, the ability of advertising to decrease guilt has been neglected by marketing and tourism scholars. The aim of this research is to assess the role of guilt-decreasing appeals in reducing anticipated guilt towards a luxury vacation. An experimental study shows that guilt can be reduced without compromising the hedonic benefits of a guilty pleasure. Moreover, the results show that the more successful an advertisement is in depressing anticipated guilt, the more successful it is in enhancing attitude toward the ad and toward the promoted vacation.

Keywords: Guilt, Happiness, Tourism

Does Economic Animosity Affect Country Image and Tourism Behavior? A Study on the Perception of Germany in Italy and Spain During the Euro Crisis

Alessandro de Nisco, University of Sannio

This paper investigates the impact of economic animosity and nationalism on tourists' behavior. Drawing from the literature on animosity, consumer ethnocentrism/nationalism, and country image, it is proposed a comprehensive research model which analyzes the relationship between economic animosity and nationalism and their impact on perceptions of general country image, tourism destination image, and destination receptivity. The model was tested on a sample of 384 Italian and Spanish graduate students with regard to the image of Germany during the Euro crisis. Based on the results the paper concludes with a discussion of contribution to animosity and country image theory and underlines potential implications for both policy makers and national companies.

Keywords: Animosity, Country Image, Tourism Behavior

Acknowledgements: The author gratefully acknowledges the comments and suggestions of Nicolas Papadopoulos, Chancellor's Professor at Carleton University.

Promoting Sustainable Tourism Products: The Influence of Emotional and Rational Responses to Marketing Communication on Decision-Making

Dorothea Schaffner, Lucerne University of Applied Sciences**Roger Wehrli**, Lucerne University of Applied Sciences and Arts**Jürg Schwarz**, Lucerne University of Applied Sciences and Arts**Sascha Demarmels**, Lucerne University of Applied Sciences and Arts

Marketing plays an important role in implementing sustainable tourism. Lately, researchers, policy makers and practitioners have recognized the importance of understanding the promotion of sustainable tourism products and the perception of advertising appeals by tourists. The present study analyzes how emotional and rational responses of tourists to advertising appeals promoting sustainable tourism products influence decision-making. In an online-survey (N=753) we find – in line with hypotheses – that with sustainable appeals emotional responses take a stronger influence on decision-making than rational appeals. It is concluded that sustainable tourism products are promoted more effectively by using emotional appeals.

Keywords: Sustainability, Tourism Products, Emotions

Implicit and Explicit Attitudes Toward Sustainable and Non-Sustainable Tourism Destination Images

Irais Cabrera, University of Quintana Roo**Alejandro Alvarado Herrera**, University of Quintana Roo**Judith Cavazos**, Universidad Popular Autónoma Del Estado de Puebla

To explore and analyze explicit and implicit tourist attitudes towards destinations that are trying to project a sustainable image and the ones that are not doing so, a research was performed using a questionnaire as a method of direct evaluation and an Implicit Association Test as a method of indirect evaluation to 123 tourists from 20 different nationalities. Results show significant differences between both methods which seem to undercover that in the same way that several organizations have a rhetorical (and even cynical) discourse about sustainable development, consumers may have their own too.

Keywords: Implicit_association_test, Destination_image, Sustainable_destination

COMPETITIVE PAPERS

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Session 3.1.9 Room: S107

Advertising, Promotion and Marketing Communications

Social Advertising

Chair: **Magdalena Cismaru**, University of Regina

“One Text or Call Could Wreck It All”: The Role of the Extended Parallel Process Model in Guiding Campaigns Against Distracted Driving

Magdalena Cismaru, University of Regina

Studies show that texting while driving is widespread (Lennon, Rentfro, & O’Leary, 2010), leading to numerous accidents and deaths (Waugh, 2010). This article proposes using the Extended Parallel Process Model (EPPM; Witte, 1992; 1998) to understand texting while driving behaviors and to guide the design, implementation, and evaluation of communication campaigns against distracted driving. This article also identifies, presents, and analyzes, in terms of their fit with EPPM, 11 campaigns against texting while driving. Results show existent campaigns are able to make drivers aware of the dangers associated with texting while driving but could do more to encourage behavior change.

Keywords: Texting, Driving, Campaigns

Sustainability in Advertising: Impactful or Inert?

Shannon Cummins, University of Wisconsin - Whitewater

Tim Reilly, University of Minnesota-Duluth

Les Carlson, University of Nebraska-Lincoln

Stephen Grove, Clemson University

Michael Dorsch, Clemson University

The ability of consumers to identify sustainable messages in environmental advertising and the effect of these messages is explored. A content analysis provides insight into these judges’ perception of the depth of environmental advertising messages. An experiment investigates the influence of sustainable messages and includes collection of cognitive response data to evaluate the cognitive dimension of sustainability messages. Content analysis results suggest that sustainability messages may influence how environmental advertisements are perceived. These findings are supported by the cognitive response data, which shows cognitive differences across advertisements, and the experimental manipulation that suggests sustainable ads may be more involving to consumers.

Keywords: Sustainability, Advertising, Environmental

It’s not Only What You Say, but Also How You Say It: The Influence of Threat Type and Message Framing on Anti-Gambling Advertising

Liliana Bove, The University of Melbourne

Daive Orazi, The University of Melbourne

Jing Lei, The University of Melbourne

The effectiveness of public service announcements (PSAs) is commonly assessed by measuring the overall appraisal of the depicted threat and the proposed recommendation. This theoretical orientation is prone to overlooking the impact of specific message components regarding the nature and the valence of the advertised consequences. This study shows that both threat type (i.e., nature) and message framing (i.e., valence) have a significant influence on message effectiveness in an anti-gambling context, and that this relationship can be explained in terms of construal level activation. Low construal threats are easily processed and lead to positive attitudes towards the advertisement. Surprisingly, this leads to higher gambling intentions in comparison to high construal threats. Theoretical and managerial implications of these results are discussed.

Keywords: Advertising, Social, Gambling

Acknowledgements: The authors wish to thank Fabio Matteo Dozio for the development of advertising stimuli.

Building CSR Image Through Sport Sponsorship

Marc Mazodier, University of Nottingham Ningbo

Francois Carrilat, HEC Montreal

Carolin Plewa, University of Adelaide

Pascale Quester, University of Adelaide

This empirical research examines sport sponsorship as an initiative contributing to the sponsor’s socially responsible image. Statistical analysis performed on data collected among a panel sample of 400 adult consumers shows that CSR image benefits associated with sponsorships of grassroots sport properties can be achieved by national sports properties who actively engage in community initiatives. The property’s perceived need for support, on the other hand, appears irrelevant to the sponsor’s CSR image. Further probing demonstrates the instrumentality of altruistic motive inferences and CSR image as a sequential intervening chain of factors leading to greater purchase intentions for sponsors.

Keywords: Sponsorship, Corporate Social Responsibility, Perceived Motives

Session 3.3.9A Room: S101

Consumer Behaviour

Emotions and Behaviour

Chair: Nitika Garg, UNSW

The Impact of Chinese Culture and Negative Emotions towards Luxury Consumption: A Study of Chinese Consumers

Juzi Zhou, University of Nottingham Ningbo

Martin J. Liu, Nottingham University Business School China

Ruizhi Yuan, Nottingham University Business School China

Zhenzhi Guan, Nottingham University Business School China

Jun Luo, Nottingham University Business School China

Researchers have been widely focused on the positive emotions that consumers acquire from luxury consumption while the negative emotions emerge from luxury consumption have rarely been studied. Emotions have been proved to be influenced by different culture; however, how specific culture affects specific emotions has drawn sparse attention. This present study investigates how two main Chinese cultures, Collectivism and Guanxi, affect consumers' negative post purchase emotions, namely, shame and guilt, in the context of luxury consumption. The study also examines how shame and guilt influence repurchase intention of luxury goods differently. Results and implications of this study are further discussed.

Keywords: Chinese Culture, Guilt, Shame

The influence of Ambient Factors in Retail Stores: the Compared Effects of Perceived Colors and Store Layout

Marie-Christine Lichtle, Montpellier I University

Patrice Cottet, University of Reims

Jean-Marc Ferrandi, Lunam, Oniris, Largetecia

Véronique Plichon, University of Tours-Orléans (VALLOREM EA 6296, CRESCEM)

This paper aims to compare the effects of a store layout and of the colors perceived by consumers on the emotions felt in a retail outlet and on the satisfaction of the customers. The effect of mood of patrons when entering the store is also checked. The results of an exploratory study show first the influence of the congruence between colors and the store's image and the effects of store layout on the three emotions studied: oppression, pleasantness and nervousness. Moreover, these independent variables also affect the level of satisfaction.

Keywords: Ambient Factors, Emotions, Satisfaction

Investigating the Effects of Expectations on Disappointment, Regret, and Post-Consumption Behaviors

Muhammad Hossain, Monash University

Harmen Oppewal, Department of Marketing, Monash University, Australia

Dewi Tojib, Department of Marketing, Monash University, Australia

Negative consumption experiences often result in feelings of disappointment and regret. The present research aims to investigate whether expectations induce disappointment and regret differently and how these emotions influence consumers' post-consumption behaviors. Using a scenario-based experiment in the context of a negative holiday travel experience, we demonstrate that variations in expectations differentially induce feelings of disappointment and types of regret. Consumers first experience disappointment and then regret after going through negative consumption experience, confirming the hierarchical nature of these emotions when influencing post-consumption coping behaviors.

Keywords: Expectation, Disappointment, Regret

Weather, Affect, and Consumption: the Moderating Role of Gender and Product Nature

Vikas Mittal, Rice University

Rahul Govind, UNSW

Nitika Garg, UNSW

While affect has been suggested as the driver of weather-consumption relationship, the when and why of it are not understood. Across four studies, that span national surveys and experimental studies, we not only establish affect as a mediator of weather-consumption relationship but also, that it is moderated by gender. In addition, we find that the nature of product (hedonic vs. utilitarian) affects that mediated relationship at different levels.

Keywords: Affect, Consumption, Hedonic Products

Session 3.3.9B Room: S103

Consumer Behaviour

Consumers decision in e-commerce environments

Chair: **Christian J. Wagner**, University of Passau

It's not all about the Benefits – Cost Perceptions as Additional Drivers of the Zero-Price Effect

Björn Hüttel, University of Passau

Christian J. Wagner, University of Passau

Jan H. Schumann, University of Passau

When faced with a choice of selecting between free and priced products, consumers attribute additional benefit to the free product and show an irrationally high shift in demand for the free product (zero-price-effect). In this research, we apply the zero-price-effect to free e-services which incorporate non-monetary costs e.g. customers' attention to advertising. Results show that consumers underestimate these non-monetary costs for the free-offer, such that not only the benefits of the zero priced good increase but at the same time the non-monetary costs of the low-value good decrease. Thus in addition to the benefits, the consideration of non-monetary costs serves as an extra variable for explaining the zero-price effect.

Keywords: Zero-Price-Effect, Non-Monetary Value Contributions, Free-Services

Click, Buy, Return – Using Clickstream Data to Uncover Behavioral Patterns in E-Commerce Product Returns

Marius Rosenberg, RWTH Aachen University

Malte Brettel, RWTH Aachen University / Center of Entrepreneurship

Can we predict product return behavior from online shopping behavior? Prior studies have used clickstream data to analyze online shopping behavior and its impact on purchase decisions. This exploratory study extends this notion to product returns. We analyze clickstream data, purchase and return information from a major European e-tailer for fashion goods and apply two-step cluster analysis and multiple stepwise discriminant analysis to assess the relationship between shopping and return behavior. Results confirm four segments: "browser" and "hunter" with significantly lower product return rates as well as "gatherer" and "dreamer" with significantly higher product return rates than the average customer.

Keywords: Clickstream, Product>Returns, E-Commerce

The Impact of Personalization Design and Compatibility of Past Experience on E-Banking Usage

May Wang, Division of Business and Management United International College (UIC) Beijing Normal University-Hong Kong Baptist University

Luther Trey Denton, Georgia Southern University

Stella Cho, United International College

Banks and financial services providers are increasingly delivering their services via electronic banking, also known as e-banking. Yet even though this type of delivery is now common, the degree of personalization in the services provided via this channel exhibit considerable variation. This study examines the impact of service personalization on consumer reaction to the banking product. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model, this study further examines one contingent factor, compatibility with previous experience with e-banking. Data drawn from a sample of 181 banking customers in a metropolitan region in southern China indicate that personalization leads to increased performance expectancy and decreased effort expectancy. In addition, compatibility with previous e-banking experience produces an interaction effect on both performance expectancy and effort expectancy.

Keywords: E-Banking, Personalization, Compatibility

Acknowledgements: This research is supported by the College Grant of United International College.

A Negation Bias in Word of Mouth

Peeter Verlegh, University of Amsterdam

Camiel Beukeboom, Vrije University

Christian Burgers, Vrije University

We find that consumers use more negations (e.g., "not fast" instead of "slow") in word-of-mouth describing experiences that are incongruent with brand image, such as slow service at a high-end hotel. This use of negations implicitly communicates the brand's reputation, and influences the audience' responses to word-of-mouth. Experiment 1 shows that consumers are more likely to use negations when describing unexpected (versus expected) experiences. Experiment 2 shows that the audience rates an experience as unexpected and surprising when another consumer uses negations. Experiment 3 shows that negations affect the evaluation of products reviewed by other consumers.

Keywords: Word Of Mouth, Language, Online Reviews

Session 3.7.1 Room: S115

Marketing in Emerging and Transition Economies

Branding Issues in Emerging and Transition Economies

Chair: **Nora Lado**, Carlos III University

How Emerging Market Investor Value Competitors' Brand: A Study on the Spillover of Brand Crisis in China's Financial Market

Peng Zou, Harbin Institute of Technology

Brand crisis not only damages affected brand, but it also may spill over to non-affected competitors when they are perceived as guilty by association. However, little is understood about the financial costs of the competitors associated with the spillover effect. We investigated the spillover effect of brand crisis on non-affected competing firms' financial values in emerging markets. We investigate how the stock values of rival firms within the same product category were affected by negative publicity released in China regarding food brands. Our results show that rival firms reported negative abnormal returns at the time of the brand crisis; the spillover effect of a brand crisis in a financial market is strengthened by advertising expenditures of rival firms but weakened by corporate social responsibility and product diversity of rival firms.

Keywords: Brand Crisis, Spillover Effect, Financial Market Value

Evaluation of Products In A Co-Branding Alliance

Rafaela Cordeiro, ESPM

Mateus Ponchio, ESPM

This work seeks to identify whether the evaluation of notebooks improves when there is a co-branding alliance with a strong brand and if there is any difference in the evaluation as a function of the social and economic stratum to which the consumer belongs. Three between and within-subject type experiments were carried out with 865 Brazilian undergraduate students. It was found that notebooks, both of well-known and lesser-known brands, are better evaluated when they are in a co-branding alliance. No evidence was found to support the idea that there is a difference in the assessment of respondents regarding their socio-economic class.

Keywords: Co-Branding, Consumer Behavior, Emerging Markets

Acknowledgements: The authors thank FAPESP - the Foundation for Research Support of the State of São Paulo - for the financial support to conduct this research.

Understanding Patterns of Brand Share Growth and Decline in Emerging Markets

Jenni Romaniuk, University of South Australia

John Dawes, Ehrenberg-Bass Institute

Magda Nerycz-Thiel, Ehrenberg-Bass Institute

Robert East, Kingston University

This paper examines the patterns of market share change across two packaged goods categories in three emerging markets (China, Indonesia and Malaysia). Specifically, we examine the importance of Penetration, Purchase frequency (PF) or Share of Category Requirements (SCR) to changes in market share. Results across categories reveal that market share change is accompanied by greater changes in penetration than in other metrics, both in terms of growth and decline, largely irrespective of category or country. The relative importance of loyalty metrics varied across market share type and category. The results have implications for strategies likely to stimulate brand growth or arrest decline.

Keywords: Brand Growth, Emerging Markets, Packaged Goods

Acknowledgements: We would like to acknowledge The Nielsen Company and Kantar Worldwide for providing data to make this paper possible. We would also like to acknowledge the corporate sponsors of the Ehrenberg-Bass Institute who provide support for this research.

Customer-Centricity in Emerging Markets: 4a'S and Value Co-Creation

Lisa Abendroth, University of St. Thomas

Jaqueline Pels, Universidad Torcuato Di Tella

Success cases in emerging markets show firms that have adopted a customer-centric approach, embracing local differences and co-creating solutions with local actors. Meanwhile, failures often involve firms overlooking one of the 4A outcomes that customer's value (acceptability, affordability, accessibility, and awareness). In this paper, we integrate diverse literatures related to the 4A's, market separations, and value co-creation into a conceptual framework. This framework allows firms to assess the existing context so as to identify market resource gaps and provides guidelines for developing co-created market solutions, ultimately resulting in financial success and social value.

Keywords: 4a'S Framework, Customer-Centricity, Value Co-Creation

Acknowledgements: We wish to thank Thomas Kidd.

Session 3.9.1 Room: S113

Marketing Strategy

Brand Management and Marketing Strategy

Chair: **Amanda Spry**, The University of Melbourne

Brand Equity and Strategic Human Resource Management: Can Companies Bask in the Glory of their Brands?

Arnd Vomberg, University of Mannheim

Research and practical observations indicate that applicants are attracted to strong brand companies as they assume that these companies invest in them on the basis of strategic human resource management (SHRM). However, research has yet not analyzed whether companies meet these expectations (consistent behavior) or whether they leverage their brand to reduce their engagement in SHRM (compensatory behavior). Drawing on a unique panel data set we test these competing perspectives and demonstrate a negative influence of brand equity on SHRM. Results of residual analysis demonstrate that the observed behavior leads to the highest performance outcomes.

Keywords: Brand Equity, Marketing Interfaces, Panel Regression

How Brand Portfolio Diversity Can Mitigate Competitive Environment Effects on Firm Performance

Amanda Spry, The University of Melbourne

In this paper, the relationship between a firm's competitive environment and brand portfolio diversity is examined. Specifically, by adopting a strategic management stance, brand portfolio diversity is positioned as a moderator that can be increased or decreased to attenuate the negative main effects of market turbulence and competitor intensity on firm performance. Data for consumer goods and services firms were obtained from two sources: surveys and financial statements. The results show that, although an environment characterized by a high degree of market turbulence and competitor intensity has a detrimental effect on firm performance, these effects can be attenuated to the extent that a firm develops a highly diverse brand portfolio.

Keywords: Brand Management, Marketing-Finance Interface, Strategic Marketing

Acknowledgements: This paper is based on my dissertation and I acknowledge the valuable guidance of my supervisors, Bryan A. Lukas and Jan B. Heide, in completing it. Any errors remain mine alone.

A Valid Typology or Just Another Two-By-Two? Revisiting the Price-Quality-Map

Sophie Fleischmann, Karlsruhe University

Martin Klarmann, Karlsruhe Institute of Technology (KIT)

In scientific research, the price-quality-map has been used in several settings. However, the concept itself has not received a lot of attention by empirical researchers. To close this research gap, we examined the major implicit assumptions made when employing the map. (1) In a laboratory free sorting task, we identify brands as a major categorization mechanism used by consumers. (2) In a subsequent online free sorting task, we find that consumers organize brand information in relatively few categories (median of 5 for automobile brands and median of 4 for fashion brands). (3) To determine the dimensions along which consumers place their brand categories, an online confirmatory multidimensional scaling will be performed. (4) The link of a brand's position in the map with financial performance will be analyzed using secondary data.

Keywords: Price-Quality-Map, Positioning, Brand Categorization

Incumbent Advertising Response to Market Entry: Exploring the Effect of Switching Costs in the Spanish Domestic Airline Sector

Franco Sancho-Esper, University of Alicante

Francisco Mas-Ruiz, University of Alicante

Growing overall competition, derived from both regulatory and structural changes, has promoted the study of incumbent reaction to market entry. Recently, the rise in low cost entry sector wide, has generalized incumbent advertising competition. Our paper analyzes the role of switching costs on incumbent advertising reaction in the airline sector, as well as the asymmetric response among entrants. The instrumental variable estimations, of a Spanish domestic sample of reactions for the 2000-2009 period, support the moderating effect of switching cost on advertising response as well as the presence of asymmetric response and the relevance of incumbent dominance.

Keywords: Market Entry, Advertising Reaction, Switching Costs

Session 3.10.2 Room: S108

Marketing Theory and New Paradigms

Co-creation and Engagement

Chair: Roderick Brodie, Auckland University

Consumer Co-Creation as an Experience: What are the Dimensions at Stake in an Ideation Challenge?

Virginie De Barnier, Aix-Marseille University

Stephane Salgado, IAE Aix Graduate School of Management/ Arts et Métiers Paris Tech

Anne Marie Guerin, IAE Aix Graduate School of Management

Co-creation in innovation processes/projects is now a widespread phenomenon. It aims at ending-up with more valuable ideas, and enhancing market acceptance. As a consequence, ideation platforms such as Local Motors or E-Yeka, for example, achieve greater and greater success. Based on co-creation theory, we reassessed this approach introducing the experience view. The purpose of this research is to get a better understanding of the co-creation process from the consumer side, exploring the co-creation process as an experience and identifying its dimensions. An interpretative qualitative study is performed with 19 semi-structured interviews. The ideation contest key dimensions resulting from this study are hedonic/hedonism, utilitarian/utility, time pass/amount of time spent, social, and design experience perception. Finally, we present the theoretical and managerial implications.

Keywords: Co-Creation, Idea Generation, Experience

Applying Goal Theory to Understand Ongoing Engagement in Time Banks

Eleni Papaikononou, Rovira I Virgili University, Universitat Oberta de Catalunya

Carmen Valor, Universidad Pontificia Comillas ICADE

Carlos Martínez de Ibarreta, Universidad Pontificia Comillas ICADE

Despite the increased membership in time banks, engagement of members is poor: few members conduct transactions and many remain inactive. Based on an online questionnaire, this paper identifies the main goals that individuals try to achieve when they join a time bank (focal goals) and examines the influence of the number of focal goals, the perceived achievement of these goals, and the alignment of focal and macro or life goals on the engagement with the time bank. We find that the main drivers of engagement are achievement of goals, alignment between focal and macro active goals, whilst the number of goals bears no influence on engagement.

Keywords: Time Banks, Goal Theory, Collaborative Consumption

Acknowledgements: We would like to thank the participants of the study for allowing us to enter in their groups to carry out the research.

Conceptualizing the Dynamic and Iterative Nature of Customer Engagement

Julia Fehrer, Bayreuth University

Herbert Woratschek, University of Bayreuth

Claas Christian Germelmann, University of Bayreuth

Along with the perspective shift in marketing theory towards a Service-Dominant (S-D) logic and the change in consumer behavior, due to new media, the Customer Engagement (CE) concept is gaining increasing levels of scholarly interest. However, a lack of empirical scrutiny exists in the current literature, regarding the dynamic and iterative nature of the CE concept. The present paper identifies relational concepts, which were used as antecedents and/or consequences of CE. The findings outline critical differences underpinning the nomological network analysis of CE. Thus it contributes to the theoretical development of CE and provides tangible implications for empirical research.

Keywords: Customer Engagement, Antecedents And Consequences, Dynamic Processes

Engagement: A Key Bridging Concept Facilitating Scholarly Understanding of the Service-Dominant Logic

Roderick Brodie, Auckland University

Linda Hollebeek, University of Waikato

Sandra Smith, University of Auckland

The service-dominant (S-D) logic provides an intergrative perspective of markets and marketing which is a precursor for a general theory. However due to its general and abstract nature the language and concepts of the S-D logic are disconnected from the empirical world. Thus there the need for language and concepts that provide this connection. We propose 'engagement' as a key bridging concept. A thematic analysis of 44 articles about S-D logic and engagement provides support for this proposition.

Keywords: Engagement, Theorising, Lexicon

Session 3.13.1 Room: S114

Pricing and Financial Issues in Marketing

Pay What You Want Pricing

Chair: **Martin Natter**, Goethe University

Understanding Pay-What-You-Want Pricing: The Impact of Situational, Cognitive and Emotional Factors on Behavioral Outcomes

Manuel Stegemann, Muenster University

Pay-What-You-Want is a participative pricing mechanism that has gained increased interest from practice and academia. While previous research focused on situational factors and neglected cognitive and emotional aspects involved in consumers' price determination process, this study is the first one with an integrated approach (situational, cognitive and emotional aspects) for a better understanding of the price determination process in PWYW situations. The author shows that consumption occasion, normative social influence and customer satisfaction have an impact on consumers' price determination and that cognitions, positive and negative emotions are involved in this process, too. Furthermore, PWYW can lead to higher revenues for the seller, mainly driven by new customers.

Keywords: Pay-What-You-Want, Participative Pricing, Willingness To Pay

Chair: Pay-What-You-Want – A Field Experiment on Anonymity and Reference Price Cues

Essi Pöyry, Aalto University

Petri Parvinen, Aalto University

Pay-what-you-want (PWYW) is an empirically under-researched pricing method in which consumers have full control over the price they pay. The social norms of perceived anonymity of the payment and reference price cues are expected to affect how much customers pay. A 2x2 field experiment shows that reference prices but also payment anonymity influence the price paid significantly even when the purchase decision phase occurs online. The sales revenues of the best condition beat the worst by 116%. The experiment increased comparable year-to-year sales by 45%, net sales margin by 40% and increased new customer attraction rate by 28%.

Keywords: Pay-What-You-Want, Anonymity, Reference Price

The Moderating Role of Loyalty and Satisfaction on The Effectiveness of Altruistic and Egoistic Motivation in Pay What You Want Situations

Frank Huber, University of Mainz

Eva Appelmann, University of Mainz

Frederik Meyer, University of Mainz

The purpose of this paper is to identify motivation underlying voluntary payments in anonymous pay what you want settings on the internet. Considering Batson's theoretical framework of altruistic and egoistic motivated helping behavior we seek to find out how a customers' extent of loyalty and satisfaction influence motivation to pay. For this purpose we split the sample into four groups as combinations of these two factors. Satisfaction turns out to dominate the effectiveness of the motivation to pay as satisfied customers tend to altruistically motivated payments while dissatisfied customers pay out of an egoistic motivation, irrespective the level of loyalty.

Keywords: Participative Pricing, Altruism, Egoism

Session 3.14.9 Room: S104

Product and Brand Management

Brand Commitment and Attachment

Chair: **Maria Avello**, Complutense University of Madrid

Measuring Affective Commitment to the Employer Brand

Susana Fernández-Lores, Complutense University of Madrid

Francis Blasco, Complutense University of Madrid

Maria Avello, Complutense University of Madrid

Diana Gavilan, Complutense University of Madrid

The increasing importance of the relationship between an employee and his/her employer, has, in the last two decades, fuelled the application of marketing principles to human resource management, giving rise to the theoretical substance of employer branding. Its main objectives are to attract talent to an organization and engender commitment. Various different factors have shown themselves to be capable of contributing to such brand commitment. This study explores the experience concept of the employer brand and its impact on affective commitment, proposing a three-dimensional structure, similar to that of the consumer brand experience. The results obtained demonstrate the positive effect of the three experiential propositions on affective commitment. A positive experience with the employer brand is important in making the employee develop an affective commitment towards the brand.

Keywords: Employer Branding, Brand Experience, Affective Commitment

Self-Categorization, Community Affective Commitment, and Community Self-Esteem in Virtual Brand Communities: A Comparison Between Posters and Lurkers

Sahar Mousavi, Manchester Business School

Kathy Keeling, Manchester Business School

Stuart Roper, Manchester Business School

Drawing on social identity theory, this study develops a conceptual model of building brand commitment in virtual brand communities (VBCs). This research distinguishes between cognitive, affective, and evaluative components of social identity in VBCs and proposes how these components instigate members' brand commitment and their subsequent behaviour. The authors elaborate on the nature of social identity in VBCs and articulate a member-level conceptual framework that offers propositions regarding the key determinants and consequences of members' (both lurkers and posters) commitment towards the brand around which the community is developed.

Keywords: Virtual Brand Communities, Brand Commitment, Social Identity

What Drives Brand Attachment?

Arnold Japutra, Oxford Brookes University

Yuksel Ekinci, Oxford Brookes University

Lyndon Simkin, Henley Business School

Brand attachment has been regarded as a key requisite in a brand's success and performance. Consequently, it is important to understand on how to build stronger brand attachment. Brand attachment's conceptualisation itself has moved from capturing not only emotional but also cognitive bonding. Previous research investigated only the emotional bond, whereas this study investigated also the cognitive bond. The present paper proposes and tests a conceptual framework of the drivers of brand attachment. Based on a survey of 276 UK household consumers, we find that there are four important drivers of brand attachment – self-congruence, sensory and intellectual brand experience, and CSR associations. In addition, the study finds that brand attachment has a statistically significant effect on brand loyalty. Theoretical contributions and managerial implications are discussed.

Keywords: Brand Attachment, Brand Experience, Csr Associations

Dear Brand, Please Help me to Become a True-Man Out of the Truman: The Role of Brand Authenticity

Lucia Malär, Bern University

Felicitas Morhart, University of Lausanne

Florent Girardin, University of Lausanne

Amélie Guèvremont, Concordia University

Bianca Grohmann, Concordia University

Although brand authenticity is gaining increasing interest in academia and managerial practice, empirical studies on its contribution to the branding literature are still limited. The authors therefore conceptually and empirically examine the emergence and outcomes of perceived brand authenticity (PBA). A prior multi-phase scale development process resulted in a 17-item PBA scale to measure its four dimensions of credibility, integrity, symbolism, and longevity. Brand authenticity perceptions are influenced by indexical, existential, and iconic cues, whereby the latter's influence is moderated by consumers' level of marketing skepticism. Further, PBA increases emotional brand attachment. This relationship is particularly strong for consumers with a high level of self-authenticity. In addition, PBA effects are stronger in a North American market context compared to a European context.

Keywords: Brand Authenticity, Self-Authenticating Acts, Emotional Brand Attachment

Session 3.16.9 Room: S109

Retailing, Channel Management and Logistics

International Retailing

Chair: **Patsy Perry**, University of Manchester

The Standardisation-Localisation Dilemma for Luxury Fashion Retailers' Internationalisation into China

Sindy (Ling) Liu, University of the Arts London
Patsy Perry, University of Manchester
Christopher Moore, Glasgow Caledonian University

This paper considers the standardisation-localisation debate within the context of foreign luxury fashion retailers' internationalisation into the Chinese market. Luxury retailers must balance the 'global-local dilemma', given the challenging trading conditions of an emerging marketplace with low brand awareness and loyalty alongside the need to maintain exclusivity and standardisation of brand image across all markets. Qualitative case study data from 22 luxury fashion retailers provide rich insights that reveal the decision-making process for marketing strategies that support entry into China. Findings indicate that foreign luxury retailers balance the 'global-local dilemma' in China firstly by locating operational management control within the strategic hub of Hong Kong, and secondly by greater entrepreneurship in marketing communications than seen in other mature markets.

Keywords: Internationalization, Luxury, China

Segmentation of Spatially Dependent Geographical Regions: Model and Application

Rahul Govind, The University of New South Wales
Rabikar Chatterjee, University of Pittsburgh
Vikas Mittal, Rice University

Spatially Contiguous segments are managerially more attractive in terms of logistical and administrative efficiencies. The research develops and tests a methodology that assigns geographical units into segments by simultaneously considering customer attitudes and the geographical contiguity of regions within the resulting segments. This approach uses regional consumer data to capture spatial dependence flexibly while allowing us to identify managerially actionable segments that effectively balance homogeneity and spatial contiguity. A Monte Carlo simulation and an illustrative empirical application demonstrate the performance of the proposed method. In particular, the simulation and empirical application illustrate the tradeoffs between the different approaches.

Keywords: Geographical Segmentation, Spatial Models, Service Quality

Inner Value Conflicts: Emotional and Behavioral Consequences of Cross-Border Shopping

Liane Nagengast, University of St. Gallen
Marc Linzmajer, University of St.Gallen
Thomas Rudolph, University of St.Gallen
Tim Böttger, University of St.Gallen

Motivated by potential savings, an increasing number of consumers travel to neighboring countries for the main purpose of shopping. This cross-border shopping might seriously harm local economies, for example in terms of revenue, unemployment, and social well-being. In a quasi-field experiment, we show that cross-border shoppers are aware of their irresponsible behavior and feel inner conflicts. These conflicts affect their emotions and their intended future purchase behaviors. As consumers' inner conflicts depend on who they blame for the price differences (either national retailers or foreign economies), public policy makers should actively communicate the reasons for price differences between neighboring countries.

Keywords: Cross-Border Shopping, Inner Conflicts, Attribution Theory

Session 3.18.9 Room: S105

Services Marketing

Customer Loyalty

Chair: Spiros Gounaris, University of Strathclyde

Impact of Switching Costs on Loyalty Types, Customer Engagement and Switching – A Meta-Analysis in Service Markets

Martin Eisend, European University Viadrina
Doreén Pick, Freie Universität Berlin

Marketing research focused on the influence of switching costs on customer switching. However, switching costs might impact much more variables than switching only. In this article, we synthesize results from 145 independent samples in 128 manuscripts and test several causal meta-analytic models of the consequences of switching costs in services. We can show that switching costs not only influence switching of customers but also impact several types of loyalty and customer engagement behavior (CEB). We further tested how different variables such as markets (B2C vs. B2B) moderate the effects of switching costs on dependent variables.

Keywords: Switching Costs, Meta-Analysis, Customer Engagement

Experiential Value Dimensions, Perceived Value and Loyalty in the Hospitality Sector

Martina G. Gallarza, University of Valencia
Giacomo Del Chiappa, Department of Economics and Business,
 University of Sassari CRENoS and RCEA
Francisco Arteaga, Universidad Católica de Valencia

Relying on an experiential approach, this paper looks for causal relations between experiential value dimensions (functional, social, emotional and altruistic), overall perceived value and loyalty. A SEM model is tested with PLS on a sample of 300 tourists in Sardinia (Italy). Findings confirm the coexistence of experiential value dimensions and their cumulative effects on perceived value and loyalty. Specifically, social and altruistic values were found being stronger antecedents of loyalty than of perceived value, while functional value is not linked to loyalty. Overall, direct influences of value experiential dimensions on loyalty, although existing, are rather weak. They are better explained through perceived value.

Keywords: Experiential Values, Loyalty, Hospitality

Loyalty-Based Segmentation in Apparel Retailing: Evidence from an Experiential Marketing Approach

M^a Eugenia Ruiz-Molina, University of Valencia
Martina G. Gallarza, Universidad de Valencia
Irene Gil-Saura, Universidad de Valencia

Any value conceptualization is a good lens for conducting segmentation, but experiential approaches are especially valuable as experiential marketing highlights the intrinsically personal relativity of consumption behavior. This paper explores the existence of differentiated segments of service customers (fashion shoppers) by knowing which experiential value dimensions most influence customer loyalty in a service (retailing) setting. Through a CHAID analysis, three segments were identified: emotional (play) and altruistic (ethics) values appear to be the most relevant for segmenting customers based on their loyalty to the apparel store chain. Findings reveal the usefulness of the experiential marketing approach in loyalty-based segmentation.

Keywords: Experiential Value, Value Dimensions, Loyalty

Acknowledgements: This research has been financed by the Spanish Ministry of Education and Science (Project ref.: ECO2010-17475).

Session 3.19.3 Room: S106

Social Media

Determining the Effects of Social Media

Chair: **Peter S. H. Leeflang**, University of Groningen

Explaining Consumer Brand-Related Activities on Social Media: The Role of Self-Determination Theory

Alessandro M. Peluso, University of Salento
Lisette De Vries, University of Groningen, The Netherlands
Simona Romani, Luiss University, Rome, Italy
Peter S. H. Leeflang, University of Groningen, The Netherlands
Alberto Marcati, Luiss University

Consumers often engage in brand-related activities on social media, such as watching brand-related videos, joining brand communities, and writing brand blogs, thus affecting firms' performances. In three distinct studies, we test an explanatory framework that builds on self-determination theory to identify motives for performing different brand-related activities. Results provide converging evidence that extrinsic motivations drive little engaging activities (e.g., watching brand-related videos), whereas intrinsic motivations primarily drive highly engaging activities (e.g., writing a brand blog). Socialization and personal identity play unique roles in leading people to either collaborate with other users to the content generation process (i.e., contributing) or generate online content by themselves (i.e., creating).

Keywords: Social Media, Self-Determination Theory, Branding

The Effects of Social-Interactive Engagement and Social Identity on Brand Love in Online Network-Based Communities

Maria Vernuccio, Rome "La Sapienza" University
Margherita Pagani, EMLyon Business School
Camilla Barbarossa, LUISS Guido Carli University
Alberto Pastore, Sapienza University of Rome

The aim of this study is to propose a social identity approach to consumer-brand affective relationships in online network-based communities by integrating social identity theory, experiential engagement and brand love literature. Specifically, this study seeks to develop a conceptual model in which social identity (SI) and social-interactive engagement (SIE) influence brand love (BL). We empirically validated the model by conducting a survey (n=387) on the Facebook fan pages of 21 leading brands. The research findings support the hypothesis that social identity positively influences consumer-brand affective relationships in terms of brand love and that social identity mediates the effect of social-interactive engagement on brand love.

Keywords: Social Identity, Social-Interactive Engagement, Brand Love

Effects of Psychological Distance in Brand-Related Social Media Posts on Consumers' Evaluation and Attitude Formation

Alfred Zerres, University of Amsterdam
Anne-Madeleine Kranzbühler, VU University Amsterdam/Department of Marketing

This study examines the effects of temporal and spatial distance in negative online brand post narratives on consumers' evaluations of brands. Drawing on construal level theory, the authors demonstrate that low temporal distance (compared to neutral or high temporal distance) in a brand post has a negative effect on consumers' attitude towards the brand which ultimately results in a decreased purchase intention. However, they do not find this effect for spatial distance. Surprisingly, low spatial distance (compared to neutral or high spatial distance) seems to reduce the consumers' perceived likelihood of negative experiences with the brand, which in turn ultimately has a positive effect on attitude towards the brand and purchase intention. Implications for companies' social media management as well as construal level theory are discussed.

Keywords: Brand Post Narratives, Construal Level Theory, Electronic Word Of Mouth

Session 3.20.9 Room: S111

Social Responsibility and Ethics

Product Obsolescence

Chair: **Minoo Farhangmehr**, University of Minho

“Fifty Ways to Leave your Cell Phone”: Product Obsolescence, Product Replacement and Product Attachment.

Elisabeth Robinot, University of Savoie

Fabien Durif, École des Sciences de la Gestion, UQAM

Dominique Kreziak, I.A.E Savoie Mont Blanc-Université de Savoie

Isabelle Prim-Allaz, Université Lyon II

Decreasing life span and accelerated product replacement process for technological products refer to the crucial question of product relative and psychological obsolescence, raising environmental issues. The objective of the research is to explore how product attachment remains or is expressed at the time of the replacement, as product attachment may lead to a longer life span and better care. Results of a qualitative study based on letters to a replaced object reveal that individuals address their cell phone as if it was a person. They use the semantic field of relationship, love, friendship and companionship. Product attachment may have influenced the destiny of the replaced product : replaced yet kept in most cases, thus maintaining a physical proximity but hindering efficient recycling.

Keywords: Dispositions, Product Attachment, Product Obsolescence

Acknowledgements: This research was funded by the French Agency for the Environment (ADEME)

Honey, we Have to Talk! How Shareholders React to the Design of Product Recall Messages

Raoul Kübler, Özyegin University

Previous research showed that consumers as well as shareholders react negatively to product recalls. Research holds that adapting the recall communication to the recall specific setting helps to minimize negative consumer reactions. However, marketing research has so far not investigated how investors react to the design of the recall message. The present study assembles a unique data set of all German product recalls between 2007 and 2010. Using an event study approach abnormal returns for 60 recalling companies were calculated. Explaining abnormal returns by the design of the recall message, the study delivers important insights for marketers. In contrast to their larger counterparts, smaller companies profit from emphasizing social responsibility and providing strong identification help. Larger companies instead minimize negative shareholder reactions by installing higher degrees of return convenience.

Keywords: Product-Recall, Event-Study, Latent-Class-Regression

Proposed Scale to Measure Motivations for Selling Second-Hand Products Online

Fabien Durif, University of Québec in Montréal

Myriam Ertz, University of Quebec at Montreal

Manon Arcand, University of Quebec at Montreal

Many people now use online reselling platforms to harness the power of the Internet to sell used products more efficiently. Little attention has been devoted to product disposal through resale and the limited research in this area has focused primarily on the buyers. In this article, we develop the concept of sellers' motivations to resell products online through an extensive literature review and develop the first scale to measure the motivations driving online reselling, in accordance with Churchill's procedure. Toward this end, 477 individuals who had sold second-hand items online in the last year were surveyed. The latent structure was assessed using exploratory and confirmatory factor analyses and a robust, six-factor scale with twenty items is proposed. Applications of this new scale for researchers and managers are discussed.

Keywords: Second-Hand Products, Reselling Motivations, Measurement Scale

Session 3.21.3 Room: S110

Tourism Marketing

Satisfaction and Loyalty

Chair: **Rodney Runyan**, Texas State University

Segmentation in the Tourism Sector: Using Satisfaction Prototypes

Lola C. Duque, Carlos III University

Isabel Cortes-Jimenez, AQR-IREA University of Barcelona

Carme Riera-Prunera, University of Barcelona

Market segmentation in tourism has been a central topic of research during decades. A general classification of segmentation is data-driven versus conceptual segmentation. The aim of our study is twofold. First, to test a conceptual segmentation using a criterion that has been outlined by Richard Oliver (1997) to evaluate its applicability to tourism consumption; and second, to assess how a satisfaction model varies among these segments. A survey has been carefully designed to meet the research objectives. The final version of the questionnaire is already finished and we have started to collect data. The model will be estimated performing group analysis with structural equation modelling based on the Partial Least Squares (PLS) algorithm. We expect to find significant differences by segments, so that the relative importance of perceived values for satisfaction varies by segment.

Keywords: Segmentation, Customer Satisfaction, Perceived Value Scale

Acknowledgements: Lola Duque acknowledges support received through project EC02011-27942

A Relationship Marketing Approach to the Online Purchase of Tourism Products

Hélia Gonçalves Pereira, Lisbon University Institute (ISCTE)

Paulo Rita, Lisbon University Institute (ISCTE)

Maria De Fátima Salgueiro, Lisbon University Institute (ISCTE)

The main goal of this paper is to develop empirical knowledge regarding the evaluation of the most important determinants of a relationship marketing approach to an online context, assuming that in the online context a gap remains in the marketing literature. The proposed model integrates four online determinants of a relationship marketing context and tries to identify their simultaneous influence on satisfaction, trust and loyalty. 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 satisfaction and loyalty in tourism and that satisfaction as a strong impact in trust as well trust as in the loyalty of customers.

Keywords: Loyalty, Relationships, Internet

An Insight Into City Branding: A Destination Brand Equity Approach

Stella Kladou, Hellenic Open University

John Kehagias, Hellenic Open University

Athina Dilmeri, University of Lincoln - Lincoln Business School

Although the development of the brand equity construct has been based on five dimensions, research on destination brand equity commonly refers to four dimensions; namely awareness, image, quality and loyalty. In order to integrate the fifth dimension, i.e. the brand assets dimension, into the brand equity model, the study focuses on cultural brand assets. The research addressed international tourists visiting three major cultural destinations, namely Athens, Istanbul and Rome. Findings indicate that the five dimensions are important for the customers' evaluation of a cultural destination. Conclusions imply that the five dimensions model stands in different destinations. The study assists practitioners towards getting a better understanding on which brand elements they should focus, in order to achieve favourable brand evaluations.

Keywords: Brand Equity Model, Cultural Destinations, Multi-Group Analysis

Acknowledgements: Research in Istanbul has been funded by the Scientific and Technological Research Council of Turkey (TUBITAK).

The Role of Emotion in Place Attachment

Sheila Malone, Lancaster University / Management School

Nathan Line, Florida State University

Rodney Runyan, Texas State University

The role of place attachment in influencing tourists' environmental attitudes and pro-environmental behaviour is supported by many. Tourists tend to express stronger emotional attachment towards natural environments; however, our understanding of the affective dimension of place attachment and its implications for tourism practices is limited. This paper investigates the role of emotion as a dimension of place attachment in influencing pro-environmental attitudes and specific tourism choices i.e. nature-based tourism (NBT). We provide empirical evidence using a structural modelling methodology to support the hypothesis that environmental attitudes are positively related to nature-based tourism motivations, and NBT motivations are positively related to place attachment with respect to a tourism destination. Theoretical contributions and managerial implications are discussed

Keywords: Emotion, Place Affect, Place Attachment

Session 3.1.10 Room: S107

Advertising, Promotion and Marketing Communications

Of Women and Men: Gender, Sex and Evolution

Chair: **Sylvie Borau**, Toulouse Business School

Marketing to Women, a Potential Paradigm Shift. Drivers for Effective Communication to Women in the European Automotive Industry

Isa Moll, ESADE Business School

Kathrin Herrmann, ESADE

Ana Varela, ESADE

Jordi Montaña, Uvic, ESADE

Fierce competition and increasing customer sophistication have given birth to the idea of Gender Marketing to more appropriately address the needs of one target group. Based on the idea that there actually are gender differences that matter – marketing had to rethink its strategies, historically based mainly only on men's needs. As women are becoming an increasingly affluent consumer group, Marketing to Women is gaining significance; however, in some industries, such as the automotive industry, the concept is widely avoided. This study is an initial exploratory attempt to investigate the topic in the automotive industry communication in Europe. Therefore, it functions as a first stepping-stone to further the understanding of how to tackle women in automotive communication, identifying the current approach and potential drivers for more effective advertising to women.

Keywords: Marketing To Women, Automotive Industry, Advertising

Metaphor Meeting Sex Meeting Guilt: Instances of Metaphor in Sex Appeal Ads and Their Impact on High and Low Sex Guilt Consumers' Reactions

Ioannis G. Theodorakis, Athens University of Economics and Business

Vlasis Stathakopoulos, Athens University of Economics and Business

Androniki Katarachia, TEI of Western Macedonia

Efthymia Kottika, Athens University of Economics and Business

Advertisers apply metaphorical twists and sexual themes so as to evoke viewers' favorable responses. However, the combined impact of such practices dependent upon consumers' sex guilt (SG) still eludes. Two studies shed light on this matter. Per findings, only more sophisticated metaphorical sex ads cognitively and attitudinally outperform plain sex ads. Moreover, a person's SG is influential. In general, high SG individuals score significantly worse in terms of elaboration, counterarguing and attitude toward the advertised organization compared to low SG persons. Finally, cognitive response variations appear between same SG level consumers depending on exposure to a non/metaphorical sex ad.

Keywords: Metaphor, Sex Appeal Ads, Sex Guilt

Intrasexual Competition and Advertising: How Evolution Influences Advertising Efficacy and Consumer Well-Being

Sylvie Borau, Toulouse Business School

The purpose of this paper is to integrate the findings of evolutionary psychology in better understanding the effects of exposition to idealized female models on both advertising efficacy and women's individual well-being. After briefly reviewing sexual selection theory, this paper presents the results of two studies. Study 1 uncovers that some women do consider female models in advertising as potential rivals. Study 2 shows that respondents experience stronger female competitiveness when exposed to an idealized model than a non-idealized model. Results also reveal that participants who feel intrasexual competition with an idealized model perceive it as less congruent with the product category and less reliable. These women also feel higher levels of body-focused anxiety and lower levels of positive emotions.

Keywords: Idealized Models, Evolutionary Theory, Consumer Well-Being

Consumers' Response to Sexual Appeals in Advertisements: The Moderating Role of Sexual Sensation Seeking in Contexts of Std Prevention versus Perfume Promotion

Marie-Cécile Cervellon, EDHEC Business School

Frank Pons, Université Laval, Quebec & Knege Business School

Giovanni Pugliese, International University of Monaco

This paper aims at investigating the influence of an individual trait, the Sexual Sensation Seeking trait (Kalichman et al, 1994), on consumer responses to sexual ads with varying levels of sexual content across two different contexts: the promotion of a perfume and the prevention of STD. For perfume ads, responses are more positive to sex content at higher levels of sexual sensation seeking. In contrast, for STD prevention, a romantic appeal is more effective at higher levels of sexual sensation seeking. The research rules out the confounding effects of gender, age and general sensation seeking tendency. Results are discussed.

Keywords: Sex Appeal, Sensation Seeking, Std Prevention

Session 3.3.10A Room: S101

Consumer Behaviour

The relevance of information

Chair: **Natalie Truong**, Norwegian School of Economics

When Waiting Time Requires Manager Attention: A Field Study in the Restaurant Industry

Dennis Von Bergh, Open University of The Netherlands
Paul Ghijsen, Open University of The Netherlands
Kees Gelderman, Open University of The Netherlands
Ron Tuninga, Open University of The Netherlands

Past research demonstrated that waiting time satisfaction has a positive effect on service evaluation. However, where many services consist of multiple stages, few studies consider an evaluation of waiting in stages. This research explores the relative importance of waits before, during, and following the actual service delivery in the restaurant industry. Our results indicate that the service-entry wait is the most important wait in the traditional restaurant and the gourmet restaurant. In contrast, in the fast-food restaurant the in-service wait is the predominant wait. The customers' regulatory focus and fit may explain these findings and suggest that the multi-stage approach is a fruitful avenue for future research into waiting for service.

Keywords: Waiting, Satisfaction, Loyalty

Antecedents and Consequences of Perceived Investment Value

Heikki Karjaluo, University of Jyväskylä
Pekka Puustinen, University of Tampere

To gain a more comprehensive view to non-institutional investment behavior, this study develops and tests a set of hypotheses linking self-congruence, risk profile and investment experience with perceived investment value (PIV). In addition, the study tests direct and indirect effects of PIV on positive word-of-mouth. The hypotheses are tested on data from 440 private investors. The findings reveal that 1) self-congruence and risk profile are positively associated with five out of six of the PIV dimensions, 2) the relationship between PIV and word-of-mouth are more complex than is generally thought, and 3) user experience moderates four out of the twelve hypothesized paths. The study contributes to our understanding of the antecedents and consequences of PIV.

Keywords: Investments, Risk Profile, Word-Of-Mouth

The Influence of Product information on Status Consumption: The Mediating Role of Perceived Awareness of Others

Reza Movarrei, Grenoble Ecole de Management
Olivier Trendel, Grenoble Ecole de Management
Saeedeh Rezaee Vessal, UPMF, Grenoble

For status conveying goods conspicuously consumed, perceived awareness of others about a product should play a key role in the purchase process. In 3 experiments we show that providing more information about a product actually boosts consumers' own awareness about the product but also the perceived awareness of others. As a consequence, consumers who were given more information about a product had a higher willingness-to-pay and purchase-intention. We also established the moderating role of information type (awareness-facilitating vs. not) and we ruled out the potential impact of cognitive load as an alternative explanation. Implications in advertising, store layout and online retailing for status-conveying products are discussed.

Keywords: Product Information, Perceived Awareness, Willingness To Pay

From Services to Product: Free-Riding on the Spillover Effects? A Study in the Telecommunication Context.

Van Thao Nguyen Truong, Norwegian School of Economics and Business Administration

The current research examines spillover effects from services to product with branded element. Results from a study among 136 participants have shown that customers' attitudes towards services of a brand influence their evaluations of a new product with the same brand. Contrary to the author's expectations, the spillover is not sensitive to ambiguity, i.e. there is no differential effect when the information about the new product is clear or ambiguous. In addition, the effect of customers' most recent encounter with the brand's touch-point is evident, in which when this experience is incongruent with their existing perceptions, customers tend to engage in conscious and deliberate information processing, and are less vulnerable to the unconscious spillover process.

Keywords: Spillover Effect, Ambiguity, Branded Element

Session 3.3.10B Room: S103

Consumer Behaviour

Consumer's age effects

Chair: **Sylvia Von Wallpach**, Innsbruck University

Towards a Behavioral Vaccine: Exposure to Accessible Temptation When Self-Regulation Is Endorsed Enhances Future Resistance to Similar Temptations in Children

Cara De Boer, European School of Management and Technology, K.U. Leuven**Denise De Ridder**, Utrecht University**Emely De Vet**, VU University**Aiste Grubliauskiene**, K.U. Leuven**Siegfried Dewitte**, K.U. Leuven

Restricting access to temptation is a popular way to counter the obesity epidemic in children. As restrictions cannot be widely applied and may have adverse long-term effects, we examine if exposure to accessible temptations while supporting self-regulation trains self-regulation. Study one manipulated self-regulation endorsement in the presence of accessible temptation and assessed subsequent consumption. Study two also manipulated temptation strength of the accessible temptation and assessed consumption motivation. The findings suggest that exposure to temptation in a situation that endorses self-regulation improves self-regulation skills in girls, but not boys and might be a productive long-term strategy improve self-regulatory skills.

Keywords: Children, Self-Regulation, Restriction Goal

Making Sense of Multiplicity: Examining Young Consumers' Emic Constructions of the Self

Hayley Cocker, Lancaster University**Maria Piacentini**, Lancaster University / Management School**Emma Banister**, Manchester Business School

While there has been enduring interest in the topic of multiple selves in consumer research, the literature has paid little attention to multiple selves in a youth context. This study seeks to address this gap by examining multiplicity in young consumers' selves. Findings from a multi-method study conducted with British youths aged between 16 and 18 reveal six different ways in which young consumers make sense of multiplicity in the self. While the first three approaches (connecting, combining and integrating selves) encourage centralizing movements within the self, the latter three approaches (normalizing, demarcating and disconnecting selves) encourage decentralizing movements. This study contributes to the existing literature on multiple selves by offering detailed insights into the structure of multiple selves in youth.

Keywords: Youth, Multiple Selves, Visual Research Methods

Luxury Experiences over the Life Course: Insights into Generation Y

Sylvia Von Wallpach, Innsbruck University**Martina Bauer**, Innsbruck University**Andrea Hemetsberger**, Innsbruck University**Ingrid Probst**, Innsbruck University**Katharina Auer-Srnka**, University of Salzburg

This study adopts a life course perspective to broaden our current understanding of the complex nature of consumer luxury experiences. Narrative biographical interviews with members of Generation Y elicit how luxury experiences over the life course relate to significant individual life events and illuminate how the macro- and micro-environment bring about changes in Generation Y's luxury experiences. Essentially, luxury experiences relate to changes in the technological, social, economic, cultural, and individual environment. Our findings have important implications for luxury brand managers targeting Generation Y consumers.

Keywords: Life Course, Luxury Experience, Generation Y

Session 3.7.2 Room: S115

Marketing in Emerging and Transition Economies

International Marketing in Emerging and Transition Economies

Chair: **Jaqueline Pels**, Universidad Torcuato Di Tella

Customer Perceptions of Service Recovery Fairness: An Empirical Investigation in the Thai Hotel Sector

Stavros Kalafatis, Kingston University**Jaywant Singh**, Kingston University**Benedetta Crisafulli**, Kingston University**Francesca Dall'Olmo Riley**, Kingston University

A fair recovery positively influences customer satisfaction and repatronage intentions following a service failure. While the link between perceived recovery fairness (justice) and customer satisfaction is well-established, evidence on recovery efforts influencing justice perceptions is inconsistent. Underpinned by justice theory, this study identifies the antecedents of recovery fairness in the hotel sector in Thailand, an important emerging market. Employing a scenario-based experiment (n=306), the study examines how justice perceptions vary across age groups and types of service failure. The findings show interpersonal treatment during recovery as a key determinant of justice perceptions. Additionally, failure type and customer age influence justice perceptions. The findings have implications for service management in the emerging markets.

Keywords: Service Recovery, Justice Perceptions, Experiment

The Performance of Domestic and Foreign Firms in Emerging Markets – The Moderating Role of FDI Motives and the Institutional Environment

Tilo Halaszovich, Bremen University

Foreign firms operating in emerging markets are commonly assumed to outperform their local competitors and thereby pose a serious threat to domestic firms. In most cases, the superiority of foreign firms can be attributed to their higher firm specific advantages like technical or marketing skills, and capital access. In this paper the authors argue that domestic firms can compensate their lack of firm specific advantages by their capabilities to deal with the imperfect institutional environment in emerging markets. Using data from 87 developing countries they show that the performance of foreign and domestic firms significantly differ under different grades of institutional stability, embeddedness in the economy and the motives for investment. They identify factor combinations where domestic firms outcompete their foreign competitors.

Keywords: Fdi, Performance, Institutions

Comparative Study of the Marketing Strategies of Local Vs. Multinational Pharmaceutical Companies in Loosely Regulated Highly Competitive Markets

Nadine Yehya, American University of Beirut

This paper looks at the marketing strategies used by the pharmaceutical companies in Lebanon, a loosely regulated highly competitive market. It provides a comparative analysis between Multinational Companies (MNC) and local companies when it comes to their marketing practices to doctors. 34 medical representatives were interviewed in-depth and their narratives were analyzed. While both MNCs and Local companies utilized profiling techniques of doctors, this study revealed that MNCs provide longer, more comprehensive, more frequent trainings that stress on ethical marketing practices than local companies. MNCs emphasized science and information sharing during detailing sessions with doctors versus more interpersonal public relations approach utilized by local companies. Local companies had lower prices that catered to the less advantaged communities.

Keywords: Ethical Marketing, Pharmaceutical Industry, Emerging Markets

Acknowledgements: This study was supported through a grant from the University Research Board at the American University of Beirut.

Session 3.10.3 Room: S108

Marketing Theory and New Paradigms

New Perspectives on Customers and Marketing

Chair: **Liliana Bive**, University of Melbourne

Extending Marketing's Influence Earlier in the Development Cycle: Exploring Marketing Effects in the Future Smart Electricity Grid

David Langley, TNO

Daniël Worm, TNO

Marketing needs innovative approaches to show its influence at an early stage of product development. We propose an approach, building on simulation modeling, for exploring marketing effects for technology-driven infrastructural innovations. As a use case we apply our approach to the smart grid. We connect technical (infrastructural) and social network models, including relevant consumer attitudes, behavioral intentions and choices as well as social influence. We simulate the effects of variable pricing for electricity and the strong promotion of solar panels on consumers' choices and on knock-on effects on the supply grid. Results suggest that consumers in the smart grid will be open to flexible demand, foregoing supply at peak prices, and that strong promotion of solar panels may lead to more, not less, power outages.

Keywords: Simulation, Agent-Based Model, Choice Behavior

Acknowledgements: We acknowledge the contribution to this work of Trivik Verma, Olav Aarts and Bob van der Vecht.

Revisiting Fear Appeal Theory: A Psychological Entropy Paradigm

Davide Orazi, The University of Melbourne

Liliana Bove, The University of Melbourne

Jing Lei, The University of Melbourne

This article expands and reinterprets prior work on fear appeals, contending that major inconsistencies in fear appeal research may arise from the assumptions of versatility, fear centrism and automatic compliance. Through the theory of psychological entropy, the authors challenge these assumptions and contend that behavioural change is driven mainly by the appeal recipient's evaluation of conflicting goals. This evaluation, emotionally experienced as anxiety, aims at reducing psychological entropy, or the level of decisional uncertainty within an individual. By shifting the paradigm from fear arousal to anxiety and goal conflict, this research provides an interpretative framework that may help clarify the elaboration process that arises from a fear appeal targeting compulsive behaviours. Additionally, it provides implications for the design and evaluation of fear-based public service announcements.

Keywords: Advertising, Uncertainty, Behaviour

Acknowledgements: The authors wish to thank Jon Roffe for his useful suggestions.

Emergency Purchasing Situations: Implications for Consumer Decision-Making

Benjamin Voyer, ESCP Europe, London School of Economics

Alain Samson, London School of Economics

Minas Kastanakis, ESCP Europe Business School

We introduce Emergency Purchasing Situations (EPS) as a distinct buying context. EPS arise as a result of an unexpected need or timing of a need, and lead consumers to take a decision within a relatively short time frame. We integrate largely disconnected strands of research and theories relevant to EPS and offers a series of independent propositions to understand how these situations might affect consumer decision making, specifically heuristic versus reflective information processing in product evaluation. We discuss changes induced by the buying context in terms of regulatory focus, perceived time pressure and stress and offer avenues for future research.

Keywords: Emergency Buying, Consumer Decision-Making, Dual Systems

Improving Agent-Based Models Of Diffusion Effects

Robert East, Kingston University, Ehrenberg-Bass Institute, UNISA

Mark Uncles, Australian School of Business, UNSW

Jenni Romaniuk, Ehrenberg-Bass Institute, UNISA

Francesca Dall'Omo Riley, Kingston Business School, London

We argue that agent-based modeling, as currently practiced, suffers from two deficiencies. First, the assumptions are often unverified and, second, these assumptions may be insufficient. Deficiencies in this new method may be overlooked because researchers are affected by the heuristics and biases in judgment revealed by Kahneman (2011). Building aggregate effects from individual behavior will be assisted when more is known about the influence mechanisms that operate in the social network. We give examples of model deficiencies, evidence on assumptions that is now available, and list influence mechanisms that must be studied if this type of modeling is to advance.

Keywords: Agent-Based Modeling, Word Of Mouth, Diffusion

Session 3.13.2 Room: S114

Pricing and Financial Issues in Marketing

Marketing-Finance Interface
Chair: Bernd Skiera, Frankfurt University

Sentiment, Customer Satisfaction and Stock Returns: Higher Performance During Pessimistic Periods

Kuan-Ling Lai, National Sun Yat-Sen University
Miao-Ling Chen, National Sun Yat-Sen University
Chi-Lu Peng, Chung Hua University

Motivated by a lack of understanding for how investors' emotional states affect their perceptions and valuations of customer satisfaction, this study employs a direct sentiment index to examine whether and how sentiment influences the stock market's reaction to customer satisfaction. The evidence suggests that it is possible to beat the market consistently with investment strategies based on customer satisfaction, especially when investors hold their pessimistic beliefs about the market. The main contribution of this study is that firms with higher intangible assets such as having highly satisfied customers provide firms an insurance-like protection against market pessimism.

Keywords: Sentiment, Mispricing, Satisfaction

Perceived Quality and Firm Risk: Does the Analyst Translate?

Christoph Liefelaender, RWTH Aachen University
Malte Brettel, RWTH Aachen University

Customers' perceptions of quality are a leading indicator of firm success and risk. Therefore, the question arises concerning how customer-based perceptions of quality are channeled to financial markets. Financial analysts assume the task of consolidating value-related information for investors. However, whether they incorporate information concerning perceived quality in their earnings forecasts remains in doubt. With a unique dataset of daily perceived quality information in the US, the UK, and Germany between 2008 and 2011, this study analyzes the impact of perceived quality on firm risk and shows that positive earnings surprises mediate the association between perceived quality and firm risk.

Keywords: Perceived Quality, Analyst Earnings Forecasts, Firm Risk

Does Too Much Disclosure About Customers Hurt Firms?

Bernd Skiera, Frankfurt University
Emanuel Bayer, University of Frankfurt
Kapil Tuli, Singapore Management University

Investors, analysts, and regulators argue for greater disclosure of non-financial metrics, such as customer metrics. In contrast, managers typically complain that they are costly to report and reveal sensitive information to competitors, which lowers profitability and thus future cash flows. This study is the first that develops a score to measure the extent of customer metrics disclosure, manually codes 365 annual reports in the telecommunications industry, and analyzes the consequences of customer metrics disclosure. Results show that higher disclosure of forward-looking information on customer metrics lowers analysts' and investors' uncertainty. In contrast to managers' complaints, the authors also find that both backward- and forward-looking disclosures on customer metrics have a positive effect on future cash flows.

Keywords: Disclosure, Marketing-Finance Interface, Firm Performance

11:00-12:30

Session 3.14.10 Room: S104

Product and Brand Management

Brand Decisions

Chair: **Jay Singh**, Kingston University

What Drives Private Label Success? A Meta-Analytical Approach

Julian Hofmann, University of Southern Denmark
Oliver Schnittka, University of Southern Denmark
Carsten Erfgen, University of Hamburg
Katharina Kersten, University of Hamburg

The implementation of private labels in retailers' assortments has tremendously increased within the last years due to private labels' positive effect on customers' store loyalty and store profitability. Therefore, numerous studies have empirically analyzed drivers of private label success. However, the results for several drivers are mixed. Thus, this paper is first to conduct a meta-analysis regarding the drivers of private label success and their direction of influence. The meta-analysis comprises 32 empirical studies and analyses the effect of 43 drivers on private label success. The results provide valuable implications for retailers for how to manage private labels more successfully.

Keywords: Private Labels, Retail Management, Meta-Analysis

To Brand not to Brand or Both? Consequences for Dual-Brand Firms

Nicolas Ochoa, Carlos III University
Julio Cerviño, Carlos III University
Jaime Rivera, Carlos III University

In addition to produce their own brands, dual-brand firms also supply private labels for particular retailers. Some leading Spanish brands such as Don Simón, Mahou and Carbonell, have been involved in this practice. Are these firms digging their own graves? The purpose of this study is to understand some reasons behind this phenomenon on Spanish retail market. We explored economical and relational motives of supplying store brands (SBs) by national brand (NB) manufacturers. Our results suggest that dual-brand firms obtain: (1) better treat from retailers, (2) superior economies of scale and, (3) greater negotiation power.

Keywords: Store Brands, Dual-Brand Firms, Store Brand'S Manufacturers

Local Brands in Emerging Markets: Factors for Success

Joan Lonch, Autonomous University of Barcelona
Miguel Angel López-Lomelí, Tecnológico de Monterrey (Campus Guadalajara) Mexico
Jorge Eduardo Gómez, Tecnológico de Monterrey (Campus Guadalajara) Mexico

As a result of global firms' efforts to build international brands, the foreign brand expansion into new geographies have threatened local brands' businesses. Interestingly, some local brands have successfully faced the competition from foreign brands. This paper aims to determine some of the factors that enabled local brands to be successfully against competition in emerging markets. Results from a survey in Mexico suggest that brand quality and prestige, bias in favor of local brands and brand familiarity positively influence local brands purchase likelihood. For younger consumers, Perceived Brand Localness should also be considered as a positive influence on brand purchase likelihood.

Keywords: Local Brands, Global Brands, Emerging Markets

Session 3.16.10 Room: S109

Retailing, Channel Management and Logistics

Consumer Psychology

Chair: **Maryline Schultz**, Novancia Business School Paris

Creating Closeness in Retailing: Comparing Retailers and Consumers Perspectives

Damien Chaney, ESC- Troyes

Maryline Schultz, Novancia Business School Paris

This article investigates the ill understood notion of closeness in retailing. Using a qualitative study with 69 semi-structured interviews, we show how retailers as well as consumers relate to closeness. The results point out that the notion of closeness can be divided in two different perspectives: a practical perspective and a symbolic perspective. Seven dimensions are identified and defined: access, functional, process, assortment, relational, identity and integration closeness.

Keywords: Closeness, Proximity, Convenience Store

It Might be Exciting, but I'm not in Mood Today. Mall Atmospherics, Shopping Behavior, and Mood States.

Raúl Pérez López, University of Saragossa

Laura Lucia Palacios, University of Saragossa

Yolanda Polo Redondo, University of Saragossa

This research aims to demonstrate how both valence and arousal of incidental moods can moderate the relationship between the level of atmospheric arousal in a mall environment setting and shopping behavior among shoppers. Our methodology is based on SEM and data were collected conducting a 4x2 experiment among 221 participants. Our results show that atmospheric arousal has different effects on shopping behavior depending on shoppers' mood states. Purposely, atmospheric arousal has a negative effect on shopping behavior for consumers in a positive low-arousal mood, while the effect is positive in the other cases. Mall managers should be careful with the levels of excitement created with atmospheric cues in order to maximize both consumers' welfare and shopping behavior.

Keywords: Atmospherics, Arousal, Shopping

Acknowledgements: The authors wish to express their gratitude for the financial support received from the Spanish Government (ECO 2011/23027), the research group "Generés" (Government of Aragón) and the European Social Fund.

Inspire to Delight: the Effects of Customer Inspiration on Consumers' Purchase Decisions

Thilo Pfrang, University of St. Gallen

Thomas Rudolph, University of St. Gallen

Tim Böttger, University of St. Gallen

In an affluent consumer society characterized by an abundance of products and information customers with high demands seek new inspiration and individual solutions. However customer inspiration (CI) has hardly been considered in marketing research yet. This study explores the psychological mechanisms of CI as a new concept in marketing as well as its effects on intentional and behavioral outcome variables. Findings indicate that CI can significantly influence loyalty and purchase amount. The positive loyalty effect is partially mediated by customer delight (CD) and positive affect (PA). Unplanned spending occurs as a result of a mental process leading from CI across PA and CD. Implications for retailers are discussed and directions for future research identified.

Keywords: Customer Inspiration, Shopper Behavior, Field Study

Acknowledgements: We thankfully acknowledge the support of Beat Strüby in the preparation of this paper.

Intuitive Judgments Effects on Consumer's Evaluation of a Product Assortment: a Preliminary Study

Yolande Piris, Pantheon-Assas Paris II University, ISC Paris

Nathalie Guibert, Pantheon-Assas Paris II University

In this paper, we apply Intuition Theory to the understanding of consumer's choice in stores. Using perceived time for choosing and expertise in the product category as proxies, we distinguish between system 1 and system 2, respectively intuitive and deliberative, and in the former, we further distinguish between intuition based on expertise and intuition based on heuristics. For each decision process, we then explore organization and variety influences on consumers' attitude and purchase intention. Our results (504 observations in 3 product categories, $n = 184$) suggest that while consumer's evaluation in system 2 or in system 1 based on heuristics relies more heavily on assortment's organization than on the variety displayed, intuitive judgment based on expertise relies almost equally on both.

Keywords: Intuition, Assortment Evaluation, Expertise

Session 3.18.10 Room: S105

Services Marketing

Service Management

Chair: **Tor W. Andreassen**, NHH Norwegian School of Economics

Conflict Management Styles and NSD Project Performance under Different Types of Conflict

Achilleas Boukis, University of Sussex

This study adopts a multilevel research approach drawing from both NSD project managers and participants in order to investigate how project manager's selection of conflict-handling styles affects participants' learning and resource allocation efficiency during NSD projects. In particular, the impact of five managerial conflict management styles (integrating, accommodating, compromising, forcing and avoiding) on participants' learning and resource allocation efficiency is explored. In addition, the moderating effect of task and relationship conflict on the aforementioned effects are assessed.

Keywords: Resource Allocation Efficiency, Nsd Learning, Conflict Styles

Acknowledgements: Grek State Scholarship Foundation

The Effects of Competitor Orientation on Employees' and Market Performance

Anastasios Siampos, University of Strathclyde

This research decomposes the notion of market orientation into its three components and empirically examines the frontline employees' and market performance of a competitor-orientated strategy in the banking sector. Our findings indicate that frontline employees' performance is affected positively and in a strong level by implementing a competitor-orientated strategy at the supervisors' or at the frontline employees' level. When such a strategy is implemented at the frontline employees' level, the market performance of the branch is improved in a moderate level, while supervisors' competitor orientation has no significant effect on the aforementioned performance indicator.

Keywords: Banking, Market Orientation, Frontline Employees Performance

Automation, Inconvenience and Compensation: A Dynamic View on Service Productivity

Rutger Van Oest, BI Norwegian Business School

Tor Andreassen, NHH Bergen

Line Olsen, BI Norwegian Business School

The authors extend the seminal article by Rust and Huang (2012) by developing a dynamic simulation model that includes customer inconvenience during a service company's transition from labor to automation. The proposed framework can be used to determine the company's optimal level of automation and selling price of the service as well as the speed at which labor should be substituted and the price should be adjusted. Our findings include the following. Gradual rather than instant substitution is more profitable if customers need time to adjust to the automation, even if automation itself is cost efficient. The company would not automate enough if it does not optimize the degree of automation and the selling price jointly. Automation can be used to increase demand in a price elastic market, even though demand may drop temporarily.

Keywords: Productivity, Automation, Inconvenience

Analyzing Industrial Services from a Customer Perspective

Richard Wonner, Catholic University of Eichstätt-Ingolstadt

Jens Hogreve, Catholic University of Eichstätt-Ingolstadt

Service-led growth is a popular but rarely reached objective among industrial companies. However, current research analyses this important strategy mainly from a supplier perspective. Instead, we define a framework of industrial service buying behavior and therefore shed light on the customer perspective. Our findings show that buying behavior of product-related services is not affected by customer treatment but mainly influenced by price perception. Thus, it can hardly be influenced by the manufacturer while the opposite is true for customer-related services. However, relationship investments are shown to help customers to turn from make to buy decisions as regards industrial services.

Keywords: Business-To-Business, Service Management, Relationship Marketing

Session 3.19.4 Room: 106

Social Media

The Symbolic, Rational and Emotional Processing on Social Media

Chair: **Torsten Ringberg**, Copenhagen Business School

The Impact of Traditional Media on Social Media in the Financial Services Industry

Maximilian Hausmann, Munich Ludwig-Maximilians University

In many studies the impact of social media on various brand, customer and financial performance metrics has been shown. The research question what drives social media chatter and whether a company has a chance to steer chatter is left unexplored so far. Therefore the empirical study at hand explores the relationship between traditional media and social media chatter, and shows that traditional media do have an impact on social media. Moreover it can be stated that especially social news related to corporate social responsibility and not functional news associated with corporate ability influence the valence of social media chatter. This is shown by analysing a unique dataset of five major brands in the financial services industry in the German market.

Keywords: Social Media, User-Generated Content, Media Coverage

Fear of Missing Out: Is Voyeurism Driving Teen Consumption of Social Media?

Leigh Doster, Coventry University

This paper examines the role of voyeurism in motivating teen use of social network sites (SNS). Our aim was to understand the purpose, benefits and importance of teen social monitoring activities in SNS. We found that voyeurism was commonplace, habitual and central to teens' enjoyment of the medium. It enabled them to clarify their own identities, develop relationships, boost self-esteem and moreover was highly entertaining. SNS have blurred the boundaries between public and private; enabling socially accepted 'mediated voyeurism' and reconfiguring social norms around privacy, disclosure and observation of others. We argue that voyeurism is the common strand drawing all of the motivations for using SNS together.

Keywords: Voyeurism, Teenagers, Facebook

An Investigation of How Managers' Mental Models of Business-Consumer Interaction Influence the Implementation and Use of Social Media

Pernille Rydén, Copenhagen Business School
Torsten Ringberg, Copenhagen Business School
Ricky Wilke, Copenhagen Business School

The paper empirically illustrates how mental models influence how managers implement social media in their businesses. We posit that managers' use of social media is constrained by four mental models of business-consumer interaction and question the rational decision process that often is assumed to play a major part of introducing new technology. Based on twenty interviews with managers we identify four mental models, each of which uniquely influences how managers implement social media within the service and retailing industries.

Keywords: Mental Models, Social Media, Strategy

Controllable Antecedents to Boosting Word-Of-Mouth on Social Media: Empirical Evidence from Twitter

Cheng Wang, Durham University/Business School
Qin Zhang, Newcastle University

This paper examines the burst of word-of-mouth on social media (i.e., eWoM), focusing on the marketing stimuli that are controllable by marketers. Through analysis of text-based user-generated contents on Twitter, we found that nearly half of the eWoM peak occasions were stimulated by four major controllable marketing antecedents, and there were significant variations across sectors. The results suggest that social media is a viable marketing tool, but not for all business sectors, and that celebrity endorsement is a most powerful way to boost WoM marketing on social media.

Keywords: Social Media Marketing, Controllable Antecedents, Ewom

11:00-12:30

Session 3.20.10 Room: S111

Social Responsibility and Ethics

Ethics, CSR, and Consumption 1

Chair: Patrick Van Kenhove, Ghent University

The Facts Panel on Corporate Social and Environmental Behavior (CSEB Facts Panel): A Remedy for Corporate Irresponsibility?

Andreas Plank, Innsbruck University
Karin Teichmann, Innsbruck University

This research focuses on the information asymmetries between producers and consumers with regard to corporate social and environmental behavior. Similar to the Nutrition Facts Panel, the authors propose a facts panel on Corporate Social and Corporate Environmental Behavior (CSEB Facts Panel) and test its effects on consumer response. Based on the results of a qualitative pre-study, findings of an experimental study demonstrate that when the CSEB Facts Panel indicates responsible (vs. irresponsible) corporate behavior, companies can benefit from consumers' increased willingness to pay a price premium. The authors discuss managerial, public policy, and theoretical implications.

Keywords: Corporate Behavior, Corporate Irresponsibility, Information Asymmetry

Are Consumption Opponents the Happier People? Insights into the Relationship Between Sustainable-Rooted Anti-Consumption Practices and Personal Well-Being

Barbara Seegebarth, Braunschweig University of Technology
Mathias Peyer, University of Potsdam
Ingo Balderjahn, University of Potsdam
Klaus-Peter Wiedmann, Leibniz University of Hannover

As the prevalence of anti-consumption practices and its relationship to personal well-being have grown, this research focuses on the anti-consumption practices of voluntary simplicity, collaborative consumption and boycotting in the area of sustainability and their contribution to the financial and psychological well-being. Using structural equation modeling, empirical results show a strong relationship between sustainability-rooted anti-consumption habits (SRAC) and personal well-being as well as a positive effect of financial on psychological well-being. Finally, consumer research and managerial implications are considered.

Keywords: Sustainability, Anti-Consumption, Well-Being

Development of a Measurement Scale of a Consumer's Perception of Corporate Social Responsibility in Terms of a Sustainability-Centered Rationality (csrconserscale)

Alejandro Alvarado Herrera, University of Quintana Roo
Joaquin Aldás, University of Valencia
Rafael Curras, University of Valencia

The main objective of this research is to develop and validate a measurement scale of a consumer's perception of CSR using the sustainable development three-dimensional -economic, social and environmental- conceptual approach as a theoretical basis perspective for its development. Based on the measurement scales creation and validation stages suggested by DeVellis (1991) and improved by Churchill's (1979) and Bigné et al's (2002) suggestion, five different empirical studies are developed expressly with application on the tourist services consumer. Results show CSRConsPerScale scale to be a useful, valid and parsimonious instrument. Key implications, limitations and future research are shown.

Keywords: Scale_development, Cfa, Csr_and_sd

I Am Strong to the Finish Cause I Eats me Spinach! The Impact of Ethical Claims on Consumers' Judgments and Willingness to Pay for Food & Beverage Products and Services.

Vera Herédia Colaço, New University of Lisbon
Rita Coelho Do Vale, Católica- Lisbon School of Business and Economics

Across two studies (study 1- N=214; study 2-N=104) this article examines the efficiency of ethical advertising claims in promoting food & beverage products/ services that are simple/ sophisticated and for which consumers perceive to exist greater/ lesser fit with sustainability. We test the moderating role of product category and the mediating effect of enjoyment perceptions in this relationship. Results show that when higher/ lower ethical claims are presented, the simpler and natural (sophisticated and exciting) the product/ service is portrayed to be, the greater its enjoyment, and the higher consumers' willingness to pay in situations that increase healthful (hedonic) goals.

Keywords: Consumer Behavior, Decision-Making, Ethicality

Session 3.21.4 Room: S110

Tourism Marketing

SIG and Niche Marketing

Chair: Marina Sheresheva, Moscow State University

Valencia as a Port of Call: Image, Satisfaction and Future Behavioral Intention. The Moderating Effects of Culture

Elena Carvajal-Trujillo, University of Huelva
Silvia Sanz-Blas, University of Valencia

This study aims to analyze the image that Mediterranean cruise ports of call have on passenger satisfaction and, therefore, on future behavioral intentions. The differences on behavior have been analyzed on a cultural basis. This paper conducts an empirical analysis of a conceptual model tested on 492 cruise passengers. Passengers were selected once they had finished their tour around Valencia. Most interviewed passengers came from Germany, United Kingdom, Italy and United States. The results showed that image has a direct influence on satisfaction and satisfaction has a direct effect on future behavioral intention. In addition, the influence on future behavioral intention derived from cruise passenger satisfaction differs from German and Italian to British and American.

Keywords: Cruiser Behavior, Port Of Call, Culture

Cross-Border Tourist Regions: A Perspective on Place Attachment and Consumer Satisfaction

Bruno Sousa, Minho University / School of Economics and Management,
Polytechnic Institute of Cávado and Ave (IPCA)

Cláudia Simões, Open University Business School

Sérgio Lopes, Polytechnic Institute of Cávado and Ave (IPCA)

This study aims at gaining a deeper understanding of customer profiling and behaviour in cross-border tourism destinations. The study is developed under a niche marketing perspective. Previous studies suggest that cross-border regions are an attractive and desirable idea, yet they require further theoretical and empirical research. It is our view that niche marketing is not confined to the limits of national markets. This study specifies elements influencing customer behaviour, emotions and attitudes (e.g., place attachment, consumer satisfaction and destination loyalty) in the niche context of cross-border tourism destinations. To the endeavour, we take an interdisciplinary perspective bringing together inputs from marketing, tourism and local economics. We propose a research model and suggest implications for future research.

Keywords: Cross Border Regions, Niche Marketing, Satisfaction

Senior Sport Tourism Consumers in Russia

Marina Sheresheva, Lomonosov Moscow State University
Ekaterina Buzulukova, National Research University Higher School of
Economics

The purpose of the paper is to identify the main trends in the senior tourism development in Russia. The study presented in the paper examines the key determinants that should be taken into account in senior tourism marketing, as well as the specifics of consumer behavior in the consumption of senior sport tourism on the Russian market. The results could provide understanding current sport travel motivations of Russian seniors. The main conclusion that can be drawn on the basis of desk research is that elderly population can certainly be considered to be a new target audience in the sports tourism sector.

Keywords: Tourism, Senior, Russia

I Feel Attached: Motivation and Tourists' Emotions as Antecedents of Place Attachment

Girish Prayag, University of Canterbury
Sameer Hosany, Royal Holloway University of London
Isabella Soccia, Skema Business School

Brand attachment remains relatively unexplored in the context of place brands. The main purpose of this study is to test a conceptual model linking two important antecedents of attachment, motivation and emotion, in the context of place brands. Results show that motives such as escape and relaxation, novelty, socialization, self-discovery, and learning are capable of generating both positive and negative emotions. However, only positive tourist emotions predict place attachment.

Keywords: Attachment, Motivation, Emotion

Acknowledgements: The authors would like to express their gratitude to Siripan Deesilatham for helping with data collection in Thailand.

Session 3.9.2 Room: S113

Marketing Strategy

A Theoretical View on Marketing Strategy

Chair: **Pratik Modi**, Portsmouth University / Portsmouth Business School, Institute of Rural Management Anand

Toward a Greater Understanding of the Market Orientation and Internal Market Orientation Relationship

Pratik Modi, Portsmouth University / Portsmouth Business School, Institute of Rural Management Anand

Gurjeet Kaur, University of Jammu

Market orientation's (MO) positive impacts on customer, employee, and performance related outcomes are well documented. However, the mechanism through which MO works to improve employee outcomes (EO) needs further understanding. We argue that MO acts through internal market orientation (IMO) to improve EO, which in turn contributes to performance outcomes. This is contrary to some previous studies, which view IMO as the antecedent of MO. Using data from 370 non-profit organizations, we empirically validate our model and rule out alternative arguments. Our findings show that organizations develop IMO to institutionalize and maximize the benefits of MO. The study reports the complementarity of MO and IMO and discusses important theoretical and practical implications arising from the study.

Keywords: Market Orientation, Internal Market Orientation, Nonprofit Marketing

Acknowledgements: The authors acknowledge the financial support received from Sir Dorabjee Tata Trust grant for research on NGO management to the Institute of Rural Management Anand. The authors are particularly grateful to Debiprasad Mishra for his support and guidance during various stages of the project. Useful comments of Michael Dorsch and Beth Rogers on an earlier version of the manuscript helped us improve it. We are thankful to Sianne Gorden-Wilson for picking out errors from the writing. All shortcomings or errors that may relate to this paper are sole responsibility of the authors. Send correspondence to Pratik Modi, University of Portsmouth Business School, PO1 3DE, United Kingdom. Email: pratik.modi@port.ac.uk

Relationship Marketing and TCE: Testing the Power of Alternative Theories in Explaining Business Relationships

Mariachiara Colucci, Bologna University

Marco Visentin, University of Bologna

In this study the authors build from two conceptual frameworks of relationships, the one based on an economic perspective, the TCE, and the other one based on a more social approach to relationships, to examine the degree of support for these alternative explanations of both the intention to upgrade the relationship and the establishment of vertical control. Hypotheses are tested using primary data on 200 buyer-seller dyadic relationships. Our results suggest that TCE variables explain more variance of vertical control, while relational variables explain more variance of the intention to upgrade the relationship.

Keywords: Transaction Cost Economics, Relationship Marketing, Intention To Upgrade

The Definitions and Constructs of Consumer Empowerment in Marketing: A Review and a Way Forward

Fernando Angulo, Grant Macewan University

Albena Pergelova, Grant MacEwan University

The focus of this article is to systematically and critically examine the extant consumer empowerment constructs in the marketing literature in order to provide a synthesis and guidelines that can help researchers in the field. To move the field forward, we need a "roadmap" that is broader (instead of narrowly focused on technology or customer participation in NPD) and that is able to integrate different theoretical and disciplinary standpoints on empowerment. The way managers think about power and empowerment will likely determine their companies' strategic, cultural and tactical approach and consumers' reaction to them. Conceptualizing and measuring empowerment in a limited way is doing a disservice to managers.

Keywords: Empowerment, Psychological, Co-Creation

Does Outsourcing Manufacturing Enhance or Erode Firm Innovativeness?

Néomie Raassens, Eindhoven University of Technology

Stefan Wuyts, Koc University

Inge Geyskens, Tilburg University

Many firms are attracted to outsourcing manufacturing because of the cost reductions that can be attained. However, while there is consensus that outsourcing the manufacturing function may help firms in cutting costs, a critical question in the context of manufacturing outsourcing is whether it makes outsourcing firms more or less innovative. Despite decades of research on outsourcing, this debate is yet to be resolved. We aim to provide more insight into the relationship between outsourcing manufacturing and innovation by developing a contingency framework. More specifically, we argue that the effect of outsourcing on innovation depends on demand volatility, R&D intensity, and marketing intensity.

Keywords: Outsourcing, Innovation, Count Model

Session 3.3.11A Room: S101

Consumer Behaviour

Commitment and Empowerment

Chair: **Madhurima Deb**, Indian Institute of Management Kashipur

Impact of Customer's Religious Commitment & Self-Image Congruity on Store Level Commitment

Madhurima Deb, Indian Institute of Management Kashipur
Paromita Goswami, Shiv Nadar University

The present study makes an attempt to explore the impact of religion on customer's store level commitment. In this study an integrated model is proposed which studies the impact of religiosity, self-image congruence on store level commitment. Data is collected using structured questionnaires and scenarios. Quantitative data analysis technique was employed. Results of the study indicate that consumer religious commitment significantly influences store loyalty. Furthermore results also indicate that self-image congruence (self & retail store) affects customers' satisfaction levels and store level loyalty. Overall, this research advances the understanding of customers' store level loyalty by offering important managerial implications.

Keywords: Religious Commitment, Self-Image Congruity, Store Level Commitment

Segmentation of Loyal Consumers in Retailing Context from the Latent Approach

Maria Fuentes Blasco, University Pablo de Olavide
Beatriz Moliner Velázquez, University of Valencia
Irene Gil Saura, University of Valencia

The identification of retail consumer profiles is key for designing actions oriented towards the most profitable segments. Study of market heterogeneity is evolving towards latent segmentation methodology. Our proposal is to analyse the capacity of satisfaction, commitment and offline and online word-of-mouth as segmentation criteria to identify heterogeneous groups of consumers. A random sample of 785 shoppers in four sectors of retail activity provides 5 statistically different segments with different socio-demographic profiles. These results provide important managerial implications and future lines of research

Keywords: Satisfaction, Commitment & Wom, Latent Segmentation

Acknowledgements: The authors are grateful to the Spanish Ministry of Science and Innovation for the financial support of this line of research (National Plan R&D ECO2010/1745)

Sharing Viral Messages to Satisfy Human Needs: Explaining Viral Message Forwarding Using Self Determination Theory

Verena Schoenmueller, University of Basel
Kristine Fritz, University of Basel
Manfred Bruhn, University of Basel

The present paper aims at investigating the question of what drives individuals to share viral messages. Building on Self Determination Theory, we examine the impact of the individual's need for autonomy, competence, and relatedness on forwarding intention. The results of our empirical study ($n = 1,261$) demonstrate that autonomy, competence and relatedness affect the intention to forward a viral message. The analysis of detailed forward behavior show that message forwarding to a rather uncontrollable audience is more strongly determined by the need for autonomy and relatedness, whereas message forwarding to a preselected group of people is rather determined by the need for competence.

Keywords: Sharing, Needs, Self Determination Theory

When does Customer Empowerment Make a Difference? An Exploration of Consumer Response to Different Types of Empowerment Campaign Announcements

Xiaohan Wen, Koc University
S. Sinem Atakan, Ozyegin University

Previous research indicates that customer empowerment, the integration of consumers into the decision-making mechanisms of a company, enhances consumers' perceptions of the company. Three experiments reveal that this effect exists even when consumers are merely exposed to the empowerment campaign announcement. Moreover, the effect is stronger when companies use customer empowerment to design new products rather than to create slogans for the company, for specific product categories where empowerment campaigns are perceived to be new, and when the final consumption is less personally relevant for consumers. The results provide concrete advices for marketing practitioners on customer empowerment campaign planning.

Keywords: Customer Empowerment, Perceived Customer Orientation, Advertising

Acknowledgements: The first author is currently supported by TUBITAK (2215-PhD Fellowship). The authors acknowledge the support and feedback provided by Zeynep Gürhan Canlı.

Session 3.3.11B Room: S103

Consumer Behaviour

Consumer hedonism and curiosity

Chair: **Liesbet Van Den Driessche**, Ghent University

The Role of I and D-Curiosity to Start Smoking and its Consequences

Liesbet Van Den Driessche, Ghent University**Iris Vermeir**, Ghent University**Mario Pandelaere**, Ghent University

Curiosity plays an important role in smoking initiation. The present paper demonstrates that individuals can be I-curious (interest-driven) to start smoking and/or D-curious (deprivation-driven) to start smoking (study 1). We demonstrate that scoring high on D-curiosity to start smoking is associated with more regret for smoking initiation, and with more motivation for smoking cessation in comparison with I-curiosity to start smoking (study 1). Study 2 shows the underlying process behind these main effects. We provide evidence for a serial mediation model in which we find that D-curiosity smokers elaborate more on their decision to smoke, which leads to more regret, which in turn leads to a higher motivation for smoking cessation. Finally, study 3 shows that anti-tobacco campaigns are only effective for individuals who score high on D-curiosity to start smoking.

Keywords: Curiosity, Smoking, Anti Tobacco Advertisements

Session Third Party Reviews, Hedonic Evaluation and Price Premium. Are All Consumers Alike?

Santiago Gonzalez-Hernando, University of Oviedo**Victor Iglesias-Argüelles**, University of Oviedo**Celina González-Mieres**, University of Oviedo

We analyse the different effects that TPRs have on consumers' hedonic evaluation of wines and the willingness to pay a higher price above their common price range. Through a wine tasting between-subjects experiment, we show that TPRs have a positive and direct influence both on hedonic evaluations and price premium, and that this effect is stronger in variety seekers and less involved wine purchasers.

Keywords: Tpr, Hedonic Evaluations, Price Premium

Acknowledgements: We thank Coalla Logística for the financial support to this research project. We also thank Statistics Consultancy of University of Oviedo for their assistance.

The Weight of Product Attributes on Longitudinal Satisfaction for New and Long-Term Consumers

Ying Yu, Huazhong University of Science and Technology**Fengjie Jing**, East China University of Science and Technology**Bang Nguyen**, East China University of Science and Technology**Junsong Chen**, East China University of Science and Technology**Cheng-Hao Steve Chen**, Oxford Brookes University

Research on longitudinal satisfaction demonstrates that the weight of product attributes on satisfaction shift over time. However, existing literature lacks an understanding of the intervening mechanism. Inspired by hedonic adaptation theory, this research argues that the shifts depend on the attributes' variability. Then, it posits that hedonic adaptation mediates the attributes' weights and longitudinal satisfaction. Finally, the research incorporates consumer intentions into the antecedents of longitudinal satisfaction. Findings suggest that hedonic adaptation occurs during the process of ownership, revealing that attribute variability and consumption behavior sustain long-term satisfaction. This confirms the mediating effects of hedonic adaptation on the relationship above.

Keywords: Hedonic Adaptation, Longitudinal Satisfaction, Product Attribute

Should Charities Touch the Heart or the Mind? The Impact of People's Self-Monitoring

Tine Faseur, K.U. Leuven**Leen Adams**, K.U. Leuven

This research extends our understanding of the relationship between self-monitoring and the effectiveness of emotional versus informational advertisements. More specifically, this relationship is investigated in a charity context. The results of two experimental studies in which the emotional and rational content of advertisements is manipulated show that for low self-monitors, both emotional and rational arguments are seen as valuable information and can be effective, irrespective of their degree and type of involvement. High self-monitors rely largely on the emotional content of the ad, especially under low and high emotional involvement. When high self-monitors are high rationally involved, purely rational or emotional ads can be effective, but the combination of high emotionality and high rationality leads to a decrease in ad effectiveness.

Keywords: Self-Monitoring, Emotional And Rational Advertising, Involvement

Session 3.1.11A Room: S105

Advertising, Promotion and Marketing Communications

New Media, Alternative Forms of Advertising

Chair: **Verolien Cauberghe**, Ghent University

Conventional Ads vs. Product Placements: The Impact of Stimulus Integration on Viewer's Brand Choice

Ignacio Redondo, Autonomous University of Madrid
Jorge Bernal, Universidad de Tarapacá

Despite the increasing prevalence of product placement, no previous studies have compared the behavioral effects of conventional commercials and brand placements. This experiment consisted of isolating and testing the behavioral effects of a Coca-Cola stimulus in the form of a placement integrated within the movie "Ways to Live Forever" and a traditional commercial shown before this movie. The Coke integrated stimulus, unlike the Coke conventional one, was able to persuade significant numbers of both another brand's loyal users and brand-switching users. This finding could help marketers allocate their resources between conventional advertising and product placement more effectively.

Keywords: Product Placement, Conventional Advertising, Advertising Effectiveness

Effects of Disclosing Brand Placement on Attention, the Use of Persuasion Knowledge and Brand Responses: An Eye Tracking Study

Sophie Boerman, University of Amsterdam
Eva A. Van Reijmersdal, University of Amsterdam, Amsterdam School of Communication Research (ASCoR)
Peter C. Neijens, University of Amsterdam, Amsterdam School of Communication Research (ASCoR)

This eye tracking experiment (N = 149) investigates the effects of different ways of disclosing brand placement on viewers' visual attention, use of persuasion knowledge, and brand responses. Results show that (1) a combination of a text ("This program contains product placement") and a PP ("product placement") logo is most effective in enhancing the recognition of advertising, and a PP logo is least effective; (2) this effect is mediated by viewers' visual attention to the disclosure and the brand placement; and (3) the recognition of advertising consequently increases brand memory and decreases brand attitudes.

Keywords: Brand Placement, Disclosure, Eye Tracking

Advertising Literacy in an Advergame Context. The Moderating Impact of an Advertising Literacy Training Session on Children's Advertising Vulnerability

Liselot Hudders, Ghent University
Verolien Cauberghe, Ghent University
Katarina Panic, Ghent University

This study examines the impact of advergames and the role of an advertising literacy training session for children on their purchase request and behavioral intention in two experiments. The results show that both cognitive and affective advertising literacy are lower for an advergame than for a TV ad. However, only affective advertising literacy mediates the effect of advertising format on purchase request and behavioral intention. When it comes to increasing children's advertising literacy, a training session accelerates the cognitive (but not the affective) advertising literacy of children, and this especially for the advergame (vs. the TV ad). Finally, the results show that while the training session is effective in decreasing the vulnerability to advertising effects of nine-year-olds, this is not the case for seven-year-old children.

Keywords: Children, Advergames, Advertising Literacy

Media Multitasking Contexts and Advertising Effectiveness of Traditional and Online Advertising: The Mediating Role of Attention

Snezhanika Kazakova, Ghent University
Verolien Cauberghe, Ghent University
Liselot Hudders, Ghent University

Media multitasking is a new consumption context that affects the way advertising stimuli are processed and evaluated. In two studies, we explore the effects of media multitasking contexts involving a single or multiple media devices on brand memory and perceived intrusiveness of advertising content. Both studies show that media multitasking leads to lower brand memory, while advertisements are perceived as less intrusive in multitasking compared to traditional media contexts. Additionally, both studies confirm that attention mediates the observed effects on brand memory and perceived intrusiveness, suggesting that the allocation of limited attentional capacity is the underlying mechanism driving these effects.

Keywords: Media-Multitasking, Advertising, Attention

Session 3.1.11B Room: S107

Advertising, Promotion and Marketing Communications

Modeling Advertising

Chair: **Mark Uncles**, University of New South Wales

Pharmaceutical Brands Early Lifecycle Advertising Linked to Lower Prevalence of Receiving FDA Warning Letters; a Retrospective Analysis

Helene Moore, Ryerson University, Goethe Frankfurt University

The purpose of this paper is to characterize brands that received warning or untitled letters from the FDA about non-compliant marketing campaigns between 1997 and 2000. A multiple-variable OLS models is specified and estimated, which show a significant positive relationship between direct-to-physicians but more importantly direct-to-consumers advertising and the number of FDA warning letters. However these relationships are neutral or negative in brands early lifecycle. Also, competition is positively linked to letters. Despite a substantial amount of literature that examines these FDA letters, this is the first paper that links brand sales, marketing, and lifecycle metrics to FDA received letters.

Keywords: Direct-To-Consumer, Fda, Lifecycle

Advertising: The Effectiveness of Smaller Media and the Role of Self-Selection

Steffi Frison, K.U. Leuven

Peter De Maeyer, Mahidol University

Marnik Dekimpe, Tilburg University, K.U. Leuven

Christophe Croux, K.U. Leuven

In this study, we conduct a large-scale empirical investigation to quantify the sales elasticity of smaller advertising media, such as billboards and cinema, which have often been neglected in the relevant academic literature. When making inference on the sales effectiveness of these small as well as the more traditional media (e.g. TV) for a +250 set of CPG brands, special attention is paid to the role of self-selection. The results of our analysis provide no meta-analytical evidence on the effectiveness of billboard nor cinema advertising, although significant results are obtained for TV and magazine advertising. They also underline the importance of correcting for self-selection bias when quantifying meta-analytic elasticities, not only for the smaller media, but also for the more traditional media.

Keywords: Billboard, Cinema, Self-Selection

The Effects of Shared Consumption on Advertising Effectiveness for Movies

Sebastiano Delre, Bocconi University

Thijs Broekhuizen, University of Groningen

Tammo Bijmolt, University of Groningen

Consumers frequently consume hedonic products together and make purchase decisions according to the presence of others. The authors hypothesize that the importance consumers attach to shared consumption influences the effectiveness of advertising in generating launch and post-launch sales. An empirically validated Agent Based Model (ABM) simulates how advertising expenditures accelerate and/or acquire demand in the motion picture market, and how shared consumption may strengthen or weaken these effects. The simulation results show that shared consumption strengthens the acquisition effect of advertising, especially at launch.

Keywords: Shared Consumption, Advertising, Motion Picture Market

Patterns of in-Media Consumption Behavior: the Case of Online Magazines

Kaye Chan, University of New South Wales

Mark Uncles, University of New South Wales

In a world of declining subscription bases, magazine publishers are focusing on content to retain customers. We examine one aspect of content in the context of online subscription magazines, namely patterns of in-media consumption behaviour. These patterns are examined through the comparison of differences and similarities in Performance Measures (PMs) across magazine sections using the NBD-Dirichlet model, and evaluation of covariate (e.g. depth, breadth) effects using the Generalised Dirichlet model. A census panel of an online digital magazine is used. Results shows that magazine success depends on the number of subscribers not the number of usage occasions, and subscribers mostly are not exclusively loyal to one section but peruse a variety of sections. Our analysis provides a tool for publishers to evaluate content, and may well assist advertisers in media placement decisions.

Keywords: Consumption Patterns, Media Metrics, Generalised Dirichlet Model

Session 3.7.3 Room: S115

Marketing in Emerging and Transition Economies

International Marketing in Emerging and Transition Economies II

Chair: **Jorge Lengler**, Lisbon University Institute (ISCTE)

The Antecedents of Export Performance of Brazilian Smes: The Non-Linear Effects of Customer Orientation

Jorge Lengler, Lisbon University Institute (ISCTE)
Carlos Sousa, Durham University

The relationship between customer orientation and export performance has been assumed in the literature to have a linear relationship, neglecting the possibility of non-linear relationships between those constructs. To address this issue, we developed a model that examines the determinants of customer orientation and the quadratic effects of customer orientation on export performance. We estimate our model using the partial least square path modeling (SmartPLS 2.0). The research findings, which are based on a survey of 132 small and medium-sized Brazilian exporters, suggest that technology intensity, managerial experience, and competitive intensity have a positive effect on customer orientation. Our findings also indicate that the relationship between customer orientation and export performance was found to be quadratic (U-shaped) rather than linear.

Keywords: Customer Orientation, Export Performance, Quadratic Relationship

Contemporary Marketing Practices in Russia: Transactions, Relationships and Interactions. Evidence from Empirical Research

Vera Rebiagina, National Research University Higher School of Economics
Alexander Rozhkov, National Research University – Higher School of Economics

Olga Tretyak, National Research University – Higher School of Economics
Emerging markets represent a significant part of the world economy and tend to expand their share, but they are still not well examined. Specifically, one of the BRIC economies, Russia seems to be avoided in the overall marketing strategy academic discussion. According to Sheth (2011, p. 7) market orientation and relationship marketing are marketing strategies that have become mainstream for empirical research in marketing. But existing research shows that these marketing strategies have hardly been investigated in–depth in Russian context for the last twenty years. The purpose of this paper is to analyze contemporary marketing practices (CMP) in Russian market based on empirical data (quantitative study of 329 Russian companies). Cluster analysis was conducted to show that types of marketing practices are common for Russian market: transactional, relational or interactive.

Keywords: Contemporary Marketing Practices, Emerging Markets, Russia
Acknowledgements: This study (research grant No 13-05-0048) was supported by The National Research University – Higher School of Economics' Academic Fund Program in 2013-2014.

Why Do Consumers Get Revenge Online: A Cross-National Examination

Zaid Obeidat, Durham University
Sarah Hong-Xiao, Durham University

Online consumer revenge is costing companies millions of dollars annually. Yet, few studies have investigated the factors that influence consumer revenge online and the extent to which they persist across cultural boundaries. This paper develops a comprehensive model of online consumer revenge that contributes to the literature in three main ways. First, we identify the key role of cognitive evaluation of online action as a main mediator leading to actual online revenge. Second, our extended model specifies that types of service failure and their severity will lead to different levels of negative emotions and perceived betrayal. Most importantly, this study is one of first to empirically examine online revenge behaviour in a cross-national context.

Keywords: Revenge, Culture, Service Failure

Session 3.9.3 Room: S113

Marketing Strategy

Marketing Strategy in Times of Crisis

Chair: **Aysegul Ozsomer**, Koç University

The Role of Market Orientation and Organizational Learning in Managing Economic Crisis: The Case of Greece

Aysegul Ozsomer, Koc University

Markos Marios Tsogas, University of Piraeus

Paulina Papastathopoulou, Athens University of Economics and Business (AUEB)

The literature reflects remarkably little effort to develop a framework for understanding how market orientation and organizational learning can help managers manage through economic crises. Using Greece as a unique context, results demonstrate the need to study market orientation at the level of its intelligence generation, dissemination and responsiveness facets. Intelligence dissemination is found to be positively related to effectiveness (sales, market share and customer satisfaction). Similarly, when organizational learning is investigated as exploration and exploitation, exploitation is positively related to effectiveness. Furthermore, intelligence generation moderates the relation of exploration on effectiveness and effectiveness is positively related to efficiency.

Keywords: Crisis, Marketorientation, Exploitation

Acknowledgements: The authors would like to thank the Hellenic Institute of Marketing and the Greek Marketing Academy for endorsing the study and encouraging their members to participate.

The Effect of Firm Size, Sector and Age in the Relation between Proactive Marketing and Firm Performance in Times of Crisis: A Multigroup Analysis

Diana Mesa Correa, Eafit University

Carme Martínez Costa, Universitat Politècnica de Catalunya

Marta Mas Machuca, Universidad Internacional de Cataluña

Felipe Uribe, Eafit University

Economic crises represent a threat to the survival of firms. However, a strategic marketing response can contribute to transform said threat into an opportunity. This study analyzes if the relation between proactive marketing and firm performance in times of crisis is moderated by firm size, sector and age by using a multigroup analysis with structural equations focused on Spanish firms during the current economic crisis. The authors found that there is a significant relation between competitive advantage, given by a proactive marketing response, and firm performance. However, only the age variable significantly moderates this relation. Although crises may affect firms unequally, the relevant course of action is taking advantage of resources and potentiate capabilities to achieve a true competitive advantage.

Keywords: Crisis, Marketing, Performance

Who Gets Hurt in a Local Economic Crisis: Strategic Renewal and Internationalization Effects

Peren Ozturan, VU- University of Amsterdam, Faculty of Economics and Business Administration

Aysegul Ozsomer, Koç University

Stefan Wuyts, Koç University and Tilburg University

Local economic crises are part of the growth trajectory of emerging markets yet the literature fails to offer insights on why some firms in emerging markets are more affected than others by a local crisis. The authors aim to bridge that gap by: (i) identifying strategic renewal through explorative and exploitative learning and international dependence in terms of markets served and financing received as key explanatory variables of sales growth during a local crisis, and (ii) showing that these effects change from the crisis period to the subsequent recovery period. Combining survey and objective data, the authors examine over 400 firms during the 2001 economic crisis and the 2002 recovery year in Turkey and provide empirical support for the developed theory. On the basis of these combined analyses, the authors show that what works during a crisis period may not work during recovery, and vice versa.

Keywords: Economic Crisis, Learning, Internationalization

Session 3.10.4 Room: S108

Marketing Theory and New Paradigms

Emerging Issues in Theory and Research

Chair: Roderick Brodie, Auckland University

Consumer Dominant Semiotics: Aspects of an Emerging Marketing Paradigm

Thomas Boysen Anker, University of Glasgow

Extant research has established consumer dominance as a significant phenomenon in contemporary marketing. Theoretical groundwork has convincingly argued for a distinctive consumer dominant paradigm. However, the conceptual underpinnings of consumer dominance are yet to be explored. This paper builds on and progresses existing research in the area through a semiotic analysis of consumer dominant brand narratives and their potential impact on brands. Drawing on Peirce's theory of signs, the focal point of the paper is the notion of consumer dominant sign-chains and their impact on consumer interpretants and brands understood as both a phenomenological and ontological object.

Keywords: Semiotics, Paradigm, Brand-Narrative

Acknowledgements: I'd like to express my thanks to Prof Luiz Moutinho and Prof John Finch for providing insightful comments on an earlier version of the paper.

Developing a Comprehensive Business Sustainability Index Based Upon The Triple Bottom Line (TBL) Approach

Daniel Petzer, North-West university

Göran Svensson, Oslo School of Management

Nils Høgevoid, Oslo School of Management

Carmen Padin, Vigo University

Hb Klopper, Monash South Africa

Carlos Ferro, Vigo University

It is imperative that all organisations should become sustainable over the long-run, but many are not familiar with these practices and the impact thereof. Various efforts have been made to develop business sustainability measures but their effectiveness and influence remain limited. The aim of this study is to develop a comprehensive Business Sustainability Index (BSI) for organisations to benchmark, measure and monitor the magnitude and impact of its sustainable business practices. A questionnaire was developed to measure 20 possible dimensions of business sustainability. Data obtained from Norwegian businesses was analysed and resulted in a 17-dimensional factor solution providing empirical support for a valid and reliable second-order construct of a BSI based upon a triple bottom line (TBL) approach.

Keywords: Business Sustainability Index, Triple Bottom Line (tbl)

Approach, Economic, Social And Environmental Dimensions

Acknowledgements: Co-author 6 Juan Carlos Sosa Varela Universidad del Turabo Co-author 7 Beverly Wagner Strathclyde University

Linking Strategy-As-Practice Knowledge and Multi-Stakeholder Brand Meaning Co-Creation: Insights from a Small, Non-Commercial Institutional Context

Christine Vallaster, University of Liechtenstein

Sylvia Von Wallpach, University of Innsbruck

In this paper, we adopt a strategy-as-practice perspective and establish a link to the practices of brand meaning co-creation. We contribute empirical insights gained in the context of a small, non-commercial institution. The results show that brand meaning co-creation is a fluid, social phenomenon that involves practices which are determined by the relevant context of company internal and external stakeholders. Also, the particularities in brand management that come about when a number of stakeholder groups co-create brand meaning are crystallized.

Keywords: Strategy-As-Practice, Brand Meaning Co-Creation, Kindergarten Context

Methods for the Construction of A Management Discipline: An Applied Approach in Brazil

Roberto Falcao, University of Sao Paulo

Ana Ikeda, Business School (FEA/USP) - University of Sao Paulo

Guilherme Shiraiishi, Business School (FEA/USP) - University of Sao Paulo

Knowledge of the history of a management discipline is of great importance for the understanding of its evolution and its current state. The importance of structuring historical methods related to the Brazilian context relies on the fact that there is a mismatch between what happened in developed countries, literature reference used in most school, and in Brazil, a country that recently gained worldwide prominence, but that is still poorly understood. This study adopted a qualitative approach and the analysis of academic documents. It is shown that most studies do not demonstrate clearly the use of methods for the historical building.

Keywords: Historical Method, Marketing Discipline, Brazil

15:30-17:00

Session 3.13.3 Room: S114

Pricing and Financial Issues in Marketing

Pricing and Consumer Behavior

Chair: **Tatiana Sokolova**, HEC Paris

A Way Around the Left-Digit Bias? The Role of Mental Number Representations in Rounding Decisions

Tatiana Sokolova, HEC Paris

Manoj Thomas, Johnson Graduate School of Management, Cornell University

Why are consumers' price judgments anchored on prices' leftmost digits and when do people round fractional prices (e.g., \$2.99 to \$3.00) during mental computations? Three experiments show that increasing the saliency of analog representations or reducing the saliency of symbolic representations can influence rounding. Increasing the saliency of analog representations through an unrelated picture-matching task increases the propensity to round fractional numbers during mental computations (Study 1). Reducing the saliency of symbolic representations through memory-based processing also increases the propensity to round fractional numbers (Study 2 and Study 3). Implications for the left-digit bias in price evaluations are discussed.

Keywords: Behavioral Pricing, Left-Digit Bias, Analog And Symbolic Number Representations

Customer Acceptance of Usage Behavior-Based Prices

Patrick Sihler, University of Hohenheim

Markus Voeth, University of Hohenheim

Usage behavior-based pricing is a frequently discussed innovative approach in designing more efficient value propositions for services of which the operating cost heavily depends on customer behavior. Although it is beneficial for most market participants, providers are still holding off, worrying about customer acceptance. This paper presents a novel approach in explaining customer acceptance, capturing prior knowledge on how price model design influences customer choice. With an empirical study, we prove that customer support of the design of the price model is even more decisive than value for money. We identify four effects that influence customer evaluation: Price coupling, price ambiguity, smart shopping and self-commitment. Based on our results, better value propositions can be developed to foster the success of usage behavior-based prices.

Keywords: Usage Behavior-Based Pricing, Mental Accounting, Tariff Choice

Investors' Risk Behavior in Times of Crisis: A Cross Cultural Study

Nikos Kalogeras, Maastricht University, MIACH/CIHEAM

Joost M.E. Pennings, Maastricht University

George Baourakis, MIACH/CIHEAM

Koert Van Ittersum, Groningen University

Recent research shows that by decoupling the risk response behavior of individual market participants into the separate components of risk perception and risk attitude, a more robust conceptualization and prediction of risk behavior is possible. Furthermore, it was argued that the influence of risk attitudes and risk perception on behavior can be used to formulate effective marketing strategies and public policies in case of crisis. The question that arises is whether or not the influence of these risk variables changes over time and, hence, whether marketing strategies and policies must be adapted. The financial crisis in Germany, the Netherlands, and Greece in 2009 and 2012 provides us with a natural experiment to examine the relationship between risk attitudes, risk perceptions, and individual investors' risk behavior over time. Implications for marketing-management, financial policy, and investment consulting are discussed.

Keywords: Risk Attitude, Risk Perception, Financial Crisis

Session 3.14.11 Room: S104

Product and Brand Management

Brands in the Internet

Chair: **Claas Christian Germelmann**, University of Bayreuth

The Impact of Brand Strength on Consumers' Reactions Towards E-WOM

Alexander Mafael, Freie Universität Berlin
Sabrina Gottschalk, Freie Universität Berlin
Henning Kreis, Freie Universität Berlin
Alexandra Deckert, Freie Universität Berlin

Prior research has demonstrated a strong influence of eWOM on consumers. However, it is not known whether individuals react differently to eWOM when it concerns a strong brand rather than a weak brand. This paper therefore examines the impact of brand strength (high vs. low) on consumers' reaction towards positive and negative eWOM. We look at reactions on both, the perception level, i.e. perceived positivity and negativity of eWOM, as well as on the behavioural level, i.e. purchase intention. Results of an experimental study (n=314) show that (positive as well as negative) eWOM has a stronger influence on purchase intention for weak brands as compared to strong brands. At a perception level, however, negative messages are seen as more negative when concerning strong brands rather than weak brands.

Keywords: Brand Strength, Ewom, Online Reviews

Can Online Anti-Brand Communities Devalue Sponsorship Engagements? Findings from a Mixed Methods Study from the Sports Context

Bastian Popp, Bayreuth University
Claas Christian Germelmann, University of Bayreuth/Department of Marketing
Herbert Woratschek, University of Bayreuth/Department of Service Management

The internet has given rise to anti-brand communities which are forming around common aversions toward brands. We illuminate this phenomenon in the context of social networking sites and consider effects on sponsorships of the opposed brand. Therefore, we conduct a mixed method study of Facebook-organized anti-brand communities using the brand FC Bayern Muenchen and its main sponsor Deutsche Telekom. Our findings reveal that community membership negatively influences both attitude and purchase intention toward the sponsor of the anti-brand. Consequently, we establish the relevance of anti-brand communities for both the brand and their sponsors and derive marketing implications.

Keywords: Anti-Brand Communities, Sponsorship, Social Media

Brands and the Virtual Self: Network Effects on Self-Congruent Facebook 'likes', and Brand Outcomes

Elaine Wallace, National University of Ireland
Isabel Buil Carrasco, University of Zaragoza
Leslie De Chernatony, Aston University Business School, UK

Consumers' use of brands has been widely studied in offline contexts. However, its examination in online social networks, such as Facebook, is more recent. This study investigates whether network structure influences the extent to which 'Liked' brands are self-congruent. It also explores the relationship between self-congruent 'Liked' brands and brand love and word of mouth (WOM). A survey of 438 Facebook users reveals that attitudinal homophily affects tie strength, which in turn positively influences 'Likes' of self-congruent brands. When brands 'Liked' are more self congruent, brand love and WOM are also greater. Further, brand love for 'Liked' brands enhances WOM.

Keywords: Brands, Self-Congruence, Facebook

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15:30-17:00

Session 3.19.5 Room: S106

Social Media

Social Recommendations and Online Decision Making

Chair: **Carla Ruiz**, University of Valencia

I Hated the Service I Found on Groupon: Should I Hate Groupon Too? Whether Consumer Likes and Complaints about a Service on Social Media Spill over to the Deal Site

Ela Ari, Özyegin University
Koen Pauwels, Özyegin University

Social Media provides consumers with easy tools to express love or hate for brands, including online deal sites (e.g. Groupon). Tracking, understanding and reacting to such social media sentiment plays an important role in managing customer satisfaction and thus long-term profitability. This paper examines the impact of Facebook likes about deals and complaints on revenue performance of an online deal site providing daily discount coupons by third party local businesses. The key findings are that while complaints about merchants do not significantly affect Groupon's revenue performance, likes about the deals affect revenue performance within 2 days. In contrast, complaints about Groupon itself do hurt revenue performance immediately and within 1 day indicating that negative feedback enter the decision process of prospective customers sooner.

Keywords: Facebook, Likes, Complaints

Personal Inquiry and Social Recommendation: Online Word-of-Mouth Generation for Service Retailers on Daily Deal Sites

Jikyung (Jeanne) Kim, IE University
Jeonghye Choi, Yonsei University
Kyung Min Park, Yonsei University

In this study we investigate how product (service) features and terms of transaction affect two very different word-of-mouth (WOM) activities: personal inquiry and social plugin clicks (SPC). Personal inquiry used to be mainly between seller and the buyers in the past, but in the recent years it can be shared by any potential buyers due to technological changes. Thus we consider this an important type of WOM. The empirical setting is a daily deal site where small offline service businesses can readily promote and sell their services in the form of a voucher. We show that the riskiness of the deal discourages social sharing, because the users do not want to bear the social risk of recommending a deal that might not realize or has little value. Meanwhile, high risk factors seem to increase the intrigue of the deal for personal consumption; personal inquiries increase with higher minimum quantity and higher price.

Keywords: Word-Of-Mouth, Social Networking Site, Social Plugin

Expert or Customer? A Multi-Category Investigation of the Impact of Online Review Source on its Effectiveness

Daria Plotkina, EM Strasbourg Business School
Andreas Munzel, Toulouse 1 Capitole University, Center for Research in Management (CRM)

With the growing role of Internet in everyday life and in consumer practices, the impact of online content not generated by marketers has attracted attention from the part of researchers and practitioners. The impact of product and/or services evaluations and experiences—online reviews—on sales, product choice and purchase intention is widely accepted. However, recent studies widely neglect the multiplicity of types of online reviews available on the Internet. In this paper we aim to fill in the literature gap by differentiating online reviews based on its source: expert or customer. We concentrate on the challenging and little studied case of new products. Our results show that online reviews are effective for products that are difficult to assess prior to purchase and expert reviews have a more significant impact in the promotion of these products.

Keywords: Online Reviews, Expert Reviews, Multi-Category Study

Session 3.20.11 Room: S111

Social Responsibility and Ethics

Ethics, CSR, and Consumption 2

Chair: Sarah Xiao, Durham University

Conscientious Consumers: The Relationship Between Political Orientation and Sustainable Consumption

Leah Watkins, University of Otago
 Robert Aitken, University of Otago
 Damien Mather, University of Otago

Our consumption choices about where to shop and what to buy, articulate something about our political beliefs and how we believe society should function in order to achieve social justice (Jost, 2006). Scholars outside of marketing have conducted notable research employing the left and right political continuum as a basis for predicting individuals' behaviour (Graham, Haidt, & Nosek, 2009), however, there has been little research focusing on political ideology in marketing (Kidwell, Farmer and Hardesty 2013), and its relationship to the moral foundations underlying everyday consumption decision. This study uses structural equation modelling to demonstrate the relationship between moral foundations, political orientation, sustainable consumption behaviour and political involvement in sustainability issues.

Keywords: Political-Ideology, Sustainability, Moral-Foundations

Online Big Brother: Social Media Users' Privacy Perceptions and their Personal Data Disclosure Strategies

Mihai Orzan, Bucharest Academy of Economic Studies
 Iconaru Claudia, Bucharest University of Economic Studies
 Macovei Octav-Ionut, Lumina - The University of South East-Europe

As more companies base their marketing strategies on data gathered or acquired from online social networks, our research main focus is to identify how reliable this data might be considered, taking into account users' behaviour of sharing incomplete or even made up information about themselves. We approach the concept of disclosing personal information on social media websites from two main viewpoints, namely Privacy Calculus Model and Risk/Benefit Ratio. We build a model around this concept trying to determine the determinants of either accurate or inaccurate personal information disclosure online, validated using PLS structural equation modeling.

Keywords: Social Media, Privacy, User Behavior

Beyond Helping: The Role of Psychological Distance in Cause-Related Product Buying Decision

Tao Xue, Durham University
 Dr. Sarah Xiao, Durham University

Psychological distance has been established as a key antecedent to social and temporal related decision-making among consumers, along with the presentation of marketing stimuli. While much of these factors studied in the context of social helping and donation are either social psychological distance variables or emotional states of consumers, research has yet to explore the cross-national differences in how social and other dimensions of psychological distance affect social cause-related buying decision. Using data from two countries in Europe and East Asia, we demonstrate that all four dimensions of psychological distance affect consumer cause-related product purchase decisions in different country contexts.

Keywords: Cause-Related Marketing, Psychological Distance, Cross-National Research

Session 3.21.5 Room: S110

Tourism Marketing

Social Media and Online Decision-Making

Chair: **Antonio Ladrón de Guevara Martínez**, Pompeu Fabra University

Subjective Norms In E-Tourism Context: A Study of the Impact of Subjective Norms on Intention to Book Online

Alia Besbes, University of Angers
Patrick Légoherel, Université d'Angers

Subjective norms are considered the most important source of information when a consumer is making a purchasing decision (Lin, 2007). This influence seems to be important in e-tourism context. The aim of this paper is to study the impact of subjective norms on intention to book tourism product online through an online survey. Results show that all hypotheses are validated. Subjective norms present the most influential impact on behavioral intention. Results and contributions are discussed in the last part of this paper.

Keywords: Subjective Norms, Intention To Book Online, Tourism Product

Dimensions of Social Capital for Tourists' Online Knowledge Sharing: A Comparison Between Tripadvisor & Facebook

Sara Campo, Autonomous University of Madrid
Luisa Andreu, University of Valencia
Shintaro Okazaki, Autonomous University of Madrid

This paper examines tourists' knowledge sharing behavior in social media. Based on the social capital theory, we aim to identify factors influencing three dimensions of social capital (cognitive, relational and structural dimensions) in two different types of social media (TripAdvisor and Facebook). We propose a structural model that connects main dimensions of social capital with knowledge sharing as an ultimate dependent variable. An empirical survey was conducted in Spain with a general consumer sample. The baseline model was validated with acceptable fit indexes. In terms of multigroup analysis, our results indicate that there are important differences in the hypothesized relationship among the constructs between TripAdvisor and Facebook. In closing, implications are discussed.

Keywords: Social Capital, Social Media, Knowledge Sharing

Acknowledgements: The preparation of this manuscript has been supported by the Spanish Ministry of Science and Innovation-National Plan for Research, Development and Innovation (ECO 2011-30105).

The Effects of Social Media and Webcare Strategies on Hotel Attitude and Booking Intentions

Ana B. Casado-Díaz, University of Alicante
Luisa Andreu, University of Valencia
Caitilin Anderson, University of North Carolina Wilmington

In order to minimize the effects of NWOM, companies have begun to make their presence known in social media by searching for and responding to comments about their brand in consumer posts through 'webcare'. The purpose of this paper is to determine if the presence of accommodative or defensive webcare is considered appropriate across two different types of social media - a social networking site and a travel review site. The empirical study is applied to the tourism and hospitality industry. A 2x3 (type of social media x type of managerial response) experimental design is conducted in the context of online hotel reviews. The results suggest that it is better for managers to respond to complaints online, but the type of response varies depending on the social media type.

Keywords: Online Reviews, Social Media, Hotels

The Effect of Negative Popularity on Consumer Preferences

Antonio Ladrón de Guevara Martínez, Pompeu Fabra University
Giampaolo Viglia, Pompeu Fabra University
Furlan Roberto, Kantar Health

Consumers post online reviews, affecting the evaluation of products and services. Yet, little is known about the importance of the number of reviews for consumer decision making. We conduct an online experiment (n=168) to assess the impact of the average evaluation, a measure of quality, and the number of reviews, a measure of popularity, on consumer behaviour. Results show that consumer preference increases with the number of reviews, independently of the average evaluation being high or low. This novel result is mediated by demographics: young people, and in particular young males, are less affected by popularity, relying more on quality.

Keywords: Reviews, Conjoint, Latent-Class

Session 3.7.4 Room: S115

Marketing in Emerging and Transition Economies

Service Marketing and Branding in Emerging and Transition Economies

Chair: **Alejandro Alvarado**, University of Quintana Roo

Antecedents of Customer Loyalty in Emerging Economies: An Empirical Study in the Nigerian Mobile Telecommunications Sector

Ioannis Rizomyliotis, Plymouth University

Dandison Ukpabi, Plymouth University

Kleopatra Konstantoulaki, University of Westminster

Giannis Kostopoulos, Leeds Metropolitan University

Carmen Lopez, Plymouth University

Using empirical data from the Nigerian mobile telecommunication sector, this study attempts to model the antecedents of customer loyalty in an emerging market context. This study's contribution stems from the simultaneous investigation of the effect of perceived service quality, perceived value, customer satisfaction and trust on customer loyalty. Data referring to 250 subscribers were analysed to examine the aforementioned interactions and according to results all tested variables had a significant positive effect on loyalty, except perceived value. Trust was found to best predict customer loyalty. Based on these findings, the authors suggest implications for managers in the mobile telecom industry.

Keywords: Loyalty, Satisfaction, Trust

Depositors' Withdrawal Behaviour in Times of Economic Crisis: A Matter of Trust

Magdalini Soureli, Piraeus Bank

Ioannis Chaniotakis, Piraeus Bank

Constantine Lymperopoulos, University of the Aegean

A paradigm shift in consumer behaviour has been witnessed as a result of the enormous increase of uncertainty in the global banking industry and the significant disruptions in various financial markets. In a transition economy, like Greece, this shift is translated to consumers' lost trust in banks and massive increase of deposit withdrawals. This paper presents and tests a model of depositors' withdrawal behaviour, considering several aspects of consumer attitudes and perceptions. The research results highlight the key role of customers' expertise, perceived bank's trustworthiness and economic situation in explaining and managing depositors' intention to withdraw money from their bank.

Keywords: Trust, Crisis, Bank

Place Branding: An Evaluation of Colombia Es Pasion Program

Michele Candeloro, ESPM

Vivian Strehlau, ESPM

Moraes Sergio, ESPM

This paper aims to evaluate Colombian place branding experience (Colombia es Pasion), based in the economic impact in export, tourism and foreign direct investment, the program variables. Initially were presented concepts that support the understanding of the topic. The economic impact was evaluated by econometric models that consider the program variables. It was used multiple linear regression model. The econometric analysis suggests that the effect of the program, on average, corresponds to 16.73% of exports and 13.63% of the number of foreign tourists in the year preceding the start of the program international actions that is 2005.

Keywords: Place Branding, Colombia, International Marketing

Session 3.14.12 Room: S104

Product and Brand Management

Perspectives in Branding

Chair: **Elaine Wallace**, National University of Ireland

Discursive Brand Solidarisation - An Action Net Perspective

Verena E. Stoeckl, Innsbruck University

Sabrina Gabl, University of Innsbruck

Sylvia Von Wallpach, University of Innsbruck

Andrea Hemetsberger, University of Innsbruck

This article combines literature on consumer brand engagement with Action Net Theory in order to understand the discursive construction of brand solidarisation in the case of a traditional, national chocolate producer. Brand-related online discourse reveals four main discursive threads that solidarise through setting boundaries to the object of solidarisation, discussing who to solidarise with and how, and linking solidarisation to market mechanisms and grand societal and political discourse. These findings suggest going beyond individual engagement behaviour and add a social level of solidary action to engagement literature. Complementary discourse attempts to non-solidarise or terminate solidarisation.

Keywords: Brand Engagement, Action Nets Theory, Discursive Solidarisation

Proactive Personality and Resistance to Change. A Study of the Moderating Effects of Corporate Identity Management in the Banking Sector

Rafael Bravo, University of Zaragoza

Jorge Matute, University of Zaragoza

José M. Pina, University of Zaragoza

The main goal in this paper is to analyse the moderating effects of proactive personality and resistance to change in a model of corporate identity management (CIM). The model is applied to the banking sector, and it is focused on the consequences that CIM may have on the attitudes and behaviours of the branch managers. A total of 293 valid questionnaires were gathered from, and analysed through SEM and multisample analysis. Results show that organizational identification play a key role, and employees' proactive personality and resistance to change exert a moderating influence on the way identification leads to employees' extra-role behaviours. These results enhance the understanding of the CIM effects and may help brand managers in banks to be aware of the different effects of CIM on the branch managers

Keywords: Corporate Identity Management, Proactive Behaviour, Resistance To Change

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The Personality of Luxury Brands

Alexandra Karpova, Cass Business School - City University London

George Balabanis, Cass Business School

This paper argues for and develops a new luxury brand personality measure. Drawing on recent criticisms of the applicability of Aaker's (1997) brand personality scale, an attempt is made to develop a new measure that can better capture the particularities of luxury brands. The measure is based on the actual language commonly used by consumers to describe luxury brands across different sectors. Extensive online text mining and in-depth interviews were used to develop an initial pool of luxury brand descriptors. After a screening of personality traits from other image descriptors, lexical analysis based on the semantic differences of personality traits resulted in a new typology of luxury brand personality traits. The reported results represent the initial stage of a bigger development project that will assess the scale in further empirical tests.

Keywords: Brand Personality, Luxury Brands, Lexical Analysis

Session 3.19.6 Room: S106

Social Media

Social Media Uses

Chair: **Catherine Demangeot**, University of Strathclyde

Knowledge Creation Dynamics In Online Consumer Communities

Catherine Demangeot, University of Strathclyde Business School
Stephen Tagg, University of Strathclyde Business School

Online consumer communities contain vast amounts of consumer knowledge, which, activated by individual needs, becomes a collective good at the disposal of the community. Drawing from literature on communities of practice, this exploratory study identifies different knowledge creation dynamics in online consumer communities. With a sample of 50 complete threads (35,000 words) drawn from an online forum, the study uses a constant comparative approach to identify five forms of knowledge creation dynamics: failed, partial knowledge creation, resolution-tending, deep-bodied knowledge, and broad-ranging knowledge. Some forms are more useful to both the initiator and the community than others. Implications on how consumers may use the different forms of collective knowledge in their individual decision-making, and how marketers can use these findings, are discussed.

Keywords: Consumer Knowledge, Online Communities, Communities Of Practice

Linking Personality and Social Media Usage – A Fuzzy Set Approach

Philipp Rauschnabel, University of Bamberg
Alexander Leischnig, Otto-Friedrich-University of Bamberg

The overall purpose of this study is to advance the current social media literature by providing insights into the causal patterns of psychological factors underlying individuals' social media usage behaviors. Based on trait theory, the authors analyze what constellations of the Big Five personality traits predict social media usage in terms of liking, sharing, and commenting behaviors. This article presents the results of a study with 1285 users of a major online social media platform. The data are analyzed using fuzzy set qualitative comparative analysis (fsQCA). The results indicate that there exist multiple personality structures predicting social media usage. These insights help managers define segmentation approaches and develop user management strategies.

Keywords: Social Media Usage, Personality, Fsqca

Session 3.20.12 Room: S111

Social Responsibility and Ethics

Ethics and Emotions

Chair: **Hayley Cocker**, Lancaster University

“Feeling Good Vs. Doing Justice”: How Donation of Time and Money Impact Happiness

Walter Nique, Federal University of Rio Grande Do Sul
Verner Luis Antoni, Universidade de Passo Fundo - UPF
Kenny Basso, Faculdade Meridional - IMED, Passo Fundo

This paper discusses the relationship between donation (donation of time and money) and happiness. Through a survey with a probabilistic sample from a large Brazilian city the authors found that donating both time and money positively influences the happiness of individuals. The “feel good” sense moderates the relationship between donation of time and happiness, such that there is no relationship when the “feel good” sense is low. In addition, when individuals have a better perception that people’s donations are based on “doing justice”, the relationship between material donation and happiness is non-significant.

Keywords: Happiness, Donation, Motives For Donation

Marketplace Access As An Individual and Collective Endeavour

Peter Nuttall, Bath University
Julie Tinson, Stirling Management School
Maria Piacentini, Lancaster University / Management School
Hayley Cocker, Lancaster University / Management School

Contemporary calls for research suggests exploring how those who are vulnerable can improvise, navigate, solve problems and gain access to consumption related experiences. Through forty in-depth interviews with teenagers we develop an understanding of individual and collective coping strategies employed to facilitate access to a significant adolescent ritual: the high-school prom. Findings suggest that coping strategies in low income communities are both planned and reactive with surrogate access supported by families and the wider community. This develops previous research which suggests that consumer coping is an individuated activity where negative tensions are dealt with by privately internalizing situational effects.

Keywords: Coping, Vulnerability, Access

The British Academy’s Research Awards Committee

The Morality of Metaphorically Wrapped Erotic Ad Packages: Scuba Diving Into Consumers’ Cognitive and Ethical Considerations Dependent Upon Their Need to Simplify

Vlasis Stathakopoulos, Athens University of Economics and Business
Ioannis G. Theodorakis, Athens University of Economics and Business
Androniki Katarachia, TEI of Western Macedonia
Efthymia Kottika, Athens University of Economics and Business
Konstantinos Kottikas, Athens University of Economics and Business

Eroticism and metaphor are frequently used in advertising. However, questions remain as to their combined cognitive and ethical effects across metaphorical variants used and dependent upon viewers’ personal need for structure (PNS). Findings from two experiments indicate that only more sophisticated metaphorical erotic ads cognitively outperform plain erotic ones. Additionally, such instances generate significantly less intense ethical reactions. Moreover, consumers’ PNS level is important such that a higher level produces less favorable cognitive and ethical outcomes. Finally, there appear differences between same PNS level consumers when exposed to a non/metaphorical erotic ad in terms of ethical judgments among others.

Keywords: Metaphorical Erotic Ads, Ethical Judgments, Personal Need For Structure

Session 3.21.6 Room: S110

Tourism Marketing

The Hotel Servicescape

Chair: **Anna De Visser-Amundson**, Hotelschool The Hague

The Relationship Between Work-Life Balance, Emotional Labor and Affective Commitment – An Empirical Study In The Hotel Industry

Thomas Höge, Innsbruck University

Verena Hofmann, University of Innsbruck, School of Management

Nicola Stokburger-Sauer, University of Innsbruck, School of Management

Although emotional labor and work-life balance gain considerable interest in research and practice, current literature has neglected to investigate their interconnections and influence on employees' commitment. Referring to emotional labor and work-life balance theories the authors examine the relationship between employees' work-life balance, emotional labor and affective commitment. Results of an empirical study in the German and Austrian hotel industry indicate that the perception of work-life balance and the emotional interaction autonomy (i.e., employee's scope of action in the performance of emotion display in service interactions) predict employees' commitment. This study helps to understand the relevance of employees' needs for employee retention in the firm. Implications for management and research are discussed.

Keywords: Service Interactions, Emotional Labor, Affective Commitment

Information Search Process and Familiarity with a Tourist Destination: Criteria for Designing Hotel Websites

Ruben Huertas-García, Barcelona University

Juan Carlos Gázquez-Abad, University of Almería

Irene Esteban-Millat, Open University of Catalonia

Francisco J. Martínez-López, University of Granada

The internet has become one of the main channels for the promotion and sale of services related to tourism. As a result, producers and distributors alike are keen to resolve the question as to which factors determine the website choice of internet browsers. In this paper we report an experiment conducted to determine the factors that need to be taken into consideration when designing a website for familiar and unfamiliar tourist destinations. To do so, we design an empirical test that combines an experiment in which consumers differ (between subjects) in the extent of their familiarity with a destination with a conjoint analysis in which respondents consider (within subjects) alternative hotel websites. Our results suggest that a website for familiar destinations tend to be scanned and not analyzed in detail, and consumers tend to use fewer content and presentation elements in their assessment than for an unfamiliar destination. These results run counter to most claims that what matters is a sophisticated web design, but such studies have tended to ignore the type of product or service being promoted and the target group being addressed.

Keywords: Website Designs, Hotel Website, Familiarity

Designed By You: The Effects of Customized Hotel Experiences On Perceived Value and Willingness To Pay

Anna De Visser-Amundson, Hotelschool The Hague

Mirella Kleijnen, VU University Amsterdam

Kobe Millet, VU University Amsterdam

This research explores how hotel companies can offer more personalized and differentiated experiences by implementing modern customization technologies in the pre-purchase phase and through such means significantly increase perceived value and willingness to pay. We specifically consider two methods: a feature selection method versus a so-called matchmaker. We contribute to both experience and customization theories by providing preliminary evidence that regardless of the customization tool consumers are prepared to pay more for such co-created and customized hotel stays. Moreover, we take consumer identity fit into consideration and illustrate the differentiating effect of booking time pressure on the two customization tools on perceived value.

Keywords: Customization, Experiences, Value

09

POSTER SESSIONS

Valencia, June 3-6, 2014



Wednesday, 4 June
9:00-11:00

Session: Poster Session 1

**Track: Marketing Strategy/
Relationship Marketing**

**Exploring the Impact of Entrepreneur's
Personality Characteristics on Market
Orientation's Components in SMEs**

- ▶ Eftymia Kottika, Athens University of Economics and Business
- ▶ Vlasios Stathakopoulos, Athens University of Economics and Business
- ▶ Ioannis G. Theodorakis, Athens University of Economics and Business
- ▶ Konstantinos Kottikas, Athens University of Economics and Business

Older Consumers' Loyalty in Times of Crisis

- ▶ Juan Carlos Fandos Roig, Jaume I University
- ▶ Miguel Ángel Moliner Tena, Jaume I University
- ▶ Javier Sánchez García, Jaume I University
- ▶ Marta Estrada Guillen, Jaume I University
- ▶ Diego Monferrer Tirado, Jaume I University

**Track: Innovation and New Product
and Service Development/Product and
Brand Management**

**Developing Win-Win Strategies: How
Retailers Can Market Store Brands and
Simultaneously Maintain Good Relationships
with National Brand Manufacturers Product
and Brand Management**

- ▶ George Low, Texas Christian University

**The Ambidextrous Market Orientation with
Mass Customization and Mass Production
Strategies Innovation and New Product and
Service Developments**

- ▶ Akinori Ono, Keio University
- ▶ Seiji Endo, Tokai University

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

**Marketing Channels Design Decisions
in Contemporary Markets: Revisiting the
Rationales**

- ▶ Anders Parment, Stockholm University
- ▶ Daniel Kindström, Linköping University

**The Reflection of Urban Traffic Jams on the
Cost of Car Parts**

- ▶ Edmir Kuazaqui, Escola Superior de Propaganda e Marketing (ESPM)
- ▶ Nivaldo Alves De Faria, Escola Superior de Propaganda e Marketing (ESPM)

Session: Poster Session 1

**Track: Advertising, Promotion and
Marketing Communications**

**The Effect of Alcohol Advertising on
Consumption Levels: Implications for
Decision-Makers**

- ▶ Ronel Du Preez, Stellenbosch University
- ▶ Marlize Terblanche-Smit, Stellenbosch University
- ▶ Tiaan van der Spuy, Stellenbosch University

Track: Consumer Behaviour

**Explaining the Environmental Attitude-
Behavior Gap: The Role of Individual
Behavioral Inconsistencies.**

- ▶ María Puelles, Complutense University of Madrid
- ▶ Ignacio Redondo, Autonoma University of Madrid

**Antecedents and Consequences of
Customer Trust: The Effect of the Spanish
Financial Crisis**

- ▶ Marta Estrada, Jaume I University
- ▶ Diego Monferrer, Jaume I University
- ▶ Juan Carlos Fandos, Jaume I University
- ▶ Miguel Ángel Moliner, Jaume I University
- ▶ Javier Sánchez, Jaume I University

Do Customers Use the Same Touch Points When Buying a Tv or a Laptop? A Customer Touch Point Analysis Reveals Significant Differences with Impact on Sellers' Sales Volume

- ▶ Felix Weispfenning, Coburg FH
- ▶ Kerstin Angermüller, Coburg FH
- ▶ Antonio Kraljevic, Coburg FH

Verbal Sharing and Consumer Happiness

- ▶ Wilson Bastos, Catholic University of Portugal
- ▶ Merrie Brucks, University of Arizona

The Influence of Cognitive Resource on Preference for the Default Option

- ▶ Jungkeun Kim, Auckland University of Technology
- ▶ Jae-Eun Kim, Auckland University of Technology
- ▶ Roger Marshall, Auckland University of Technology

Session: Poster Session 1

Track: New technologies and E-marketing/Social Media

Web-Mining and Prospective E-Customer Knowledge Acquisition

- ▶ Myriam Ertz, University of Québec in Montréal
- ▶ Raoul Graf, University of Québec in Montréal

Who are the Influential Bloggers?

- ▶ Damien Renard, Institut Mines-Telecom
- ▶ Christine Balagué, Institut Mines-Telecom

Track: Business to Business Marketing

How Do I Know What I Want? – Determinants of Negotiator Aspirations

- ▶ Stephanie Pratsch, University of Potsdam
- ▶ Uta Herbst, University of Potsdam

Identity Fit and Product Complexity: Some Initial Evidence about two Neglected Dimensions in Business Relationships

- ▶ Fabrizio Zerbini, ESCP – EUROPE
- ▶ Manuela De Carlo, IULM

Track: Tourism Marketing

Imitation Strategies and Inter-Firm Network Clustering in the Industry

- ▶ Sven A. Haugland, Norwegian School of Economics and Business Administration
- ▶ Jarle Aarstad, Bergen University College
- ▶ Håvard Ness, Buskerud University College

Track: Modelling and Marketing Analytics

Ceo Brand: Scale Development and Validation

- ▶ Marc Fetscherin, Rollins College
- ▶ Tobias Heilmann, University of Zurich

14:00–16:00

Session: Poster Session 2

Track: Innovation and New Product and Service Development/Product and Brand Management

Influence of Nostalgia Proneness on Perception of Innovation in a Retro Context Innovation and New Product and Service Developments

- ▶ Sylvaine Castellano, ESG Management School
- ▶ Xavier Menaud, ESG Management School

Consumer Value Perceptions and Their Role In Consumer-Product Relationships: An Application on Innovative Food Products

- ▶ Toula Perrea, Aarhus University, Business & Social Sciences
- ▶ Athanasios Krystallis Krontalis, Aarhus University, Business & Social Sciences
- ▶ Polymeros Chrysochou, Aarhus University, Business & Social Sciences

Brand Image of Shopping Malls from the Cognitive Answer Approach, Applied to Bogotá

- ▶ **Leonardo Ortegon Cortázar**, Institución Universitaria Politécnico Grancolombiano
- ▶ **Marcelo Royo-Vela**, University of Valencia
- ▶ **Oscar Robayo**, Institución Universitaria Politécnico Grancolombiano

Track: Sales Management and Personal Selling

Sales Managers' Mental Representations of Leadership Effectiveness: A Cross-Functional Perspective Sales Management and Personal Selling

- ▶ **Kerstin Angermüller**, Coburg FH
- ▶ **Felix Weispfenning**, Coburg FH

Organizational Antecedents and Psychological Outcomes of Technology Use Among Salespeople Sales Management and Personal Selling

- ▶ **Rocio Rodriguez Herrera**, Murcia University
- ▶ **Sergio Roman**, Murcia University
- ▶ **Pedro Juan Martin Castejon**, Murcia University

An Empirical Model Of Behavior- And Outcome-Based Sales Control Systems In The Banking Sector

- ▶ **Jesús García de Madariaga**, Universidad Complutense de Madrid
- ▶ **Javier Flores-Zamora**, ICN Business School
- ▶ **Daniel Primo**, Universidad Complutense de Madrid

Track: Marketing of Public and Non-Profit Organizations

Value Added Fundraising: Human Values as Drivers of Charitable Donation Behavior

- ▶ **Mathilde Van Dijk**, VU University Amsterdam
- ▶ **Remco Prins**, VU University Amsterdam
- ▶ **Hester Van Herk**, VU University Amsterdam

Session: Poster Session 2

Track: Advertising, Promotion and Marketing Communications

Now You Know You're Worth It! A Comparison of Advertising Language Exploring Two Periods of Male Skin Moisturising Advertisements in 2006 And 2013.

- ▶ **Angela Byrne**, Manchester Metropolitan University

Examining The Validity and Reliability of Measuring Advertising Believability Effectiveness in Egyptian Higher Education Market

- ▶ **Ghada Gad**, Cairo University
- ▶ **Wael Kortam**, Cairo University

The Media as a Moderator of the Relationship Between Satisfaction With Internal Communication and Engagement

- ▶ **Heitor Takashi Kato**, Pontifical Catholic University of Paraná
- ▶ **Maria Flavia Mendes Possiede**, Pontifical Catholic University of Paraná
- ▶ **Eliane Cristine Francisco Maffezzoli**, Pontifical Catholic University of Paraná

Track: Consumer Behaviour

Consumers' Goal Pursuit And Evaluation of Food Products: Effects of Self-Production, Need Activation and Brand Usage

- ▶ **Sigurd Villadas Troye**, Norwegian School of Economics
- ▶ **Burak Tunca**, University of Agder
- ▶ **Torvald Ogaard**, University of Stavanger

Track: Marketing Theory and New Paradigms

Polarization of Marketing Theory: Keeping The Argument Alive for the Sake of Scientific Marketing Truth

- ▶ **Wael Kortam**, Cairo University
- ▶ **Rasha Mostafa**, Ain Shams University
- ▶ **Heba Lotfy**, Cairo University

Track: Marketing in Emerging and Transaction Economies

Factors Influencing Tourism Destination Image of Dubrovnik

- ▶ Tanja Kesic, University of Zagreb
- ▶ Ivana Pavlic, University of Dubrovnik

Session: Poster Session 2

Track: New technologies and E-marketing/Social Media

Designing a Scale of Measurement for E-Reputation

- ▶ Sylvaine Castellano, ESG Management School
- ▶ Vincent Dutot, ESG Management School

We Would Like to Use your Current Location. What is Driving you to Opt-In?

- ▶ Vatroslav Skare, University of Zagreb
- ▶ Durdana Ozretic-Dosen, University of Zagreb
- ▶ Jozo Previsic, University of Zagreb
- ▶ Tanja Komarac, University of Zagreb

Evaluation of Political Candidates' Trust and Commitment in Social Networks

- ▶ Rayda Escoto, University of Valencia
- ▶ Marcelo Royo-Vela, University of Valencia

The Virtuosphere: Examining Trust Between People and Organizations through the Lens of Social Networks

- ▶ David Crete, University of Québec, Trois-Rivières
- ▶ Veronica Pizzi, UQAM
- ▶ Youcef Chahine Yakhlef, UQAM

Track: Tourism Marketing

Airline Price Discrimination: A Practice of Yield Management or Customer Profiling?

- ▶ Efthymios Constantinides, University of Twente
- ▶ Rasha Dierck, University of Twente

Eco-Whale Alliance as a Model of Sustainable Tourism: The Case of a Cruising Company.

- ▶ Josée Laflamme, University of Quebec in Rimouski
- ▶ Gabrielle Onorato, University of Québec in Rimouski

Track: Retailing, Channel Management and Logistics

Antecedents of Customer Loyalty in Retailing Sector

- ▶ Valentina Stan, ESSCA School of Management

Thursday, 5 June

9:00-11:00

Session: Poster Session 3

Track: Consumer Behaviour

Changing Media Behavior - The Case of Generation Z

- ▶ Johanna Lindström, Åbo Akademi University
- ▶ Anna-Greta Nyström, Åbo Akademi University
- ▶ Ron Lindqvist, Åbo Akademi University
- ▶ Joachim, Ramström, Åbo Akademi University

Gifts Keep Friendship Warm: The Moderating Role of Attachment Style And Intimacy on Social and Relational Outcomes of Personalized Gifts

- ▶ Marta Pizzetti, Università della Svizzera italiana
- ▶ Michael Gibbert, Università della Svizzera italiana

The Personal Identity of Responsible Consumers: A Voluntary Pursuit of Moral Greatness

- ▶ Carmen Valor, Comillas Pontifical University
- ▶ Estela Díaz, Comillas Pontifical University

Less People More Power for Us? The Study of New Children's Role in Family Decision-Making Process

- ▶ Isabel Carrero, Comillas Pontifical University

Brand-Related Background Music And Consumer Choice

- ▶ Claudiu Dimofte, San Diego State University
- ▶ Arndt Florack, University of Vienna

Motives for Green Electricity Choice: Cognitive and Emotional Factors Consumer Behaviour

- ▶ Patrick Hartmann, University of The Basque Country Upv/Ehu
- ▶ Vanessa Apaolaza, University of the Basque Country UPV/EHU
- ▶ Clare D'Souza, La Trobe University
- ▶ Carmen Echebarria, University of the Basque Country UPV/EHU

- ▶ Jose M. Barrutia, University of the Basque Country UPV/EHU

Spirituality Enhances Creativity: the Role of Feelings of Freedom and Unconscious Thought

- ▶ Eunyoung Chun, Hong-Ik University
- ▶ Nara Youn, Hong-Ik University

An Exploratory Study of the Relationship of Consumer Ethnocentrism And Religious Commitment: Case of Baby Boomer Generation in Iran

- ▶ Bardia Hariri, Wales University/ Cardiff University
- ▶ Saloomeh Tabari, Cardiff Metropolitan University

Track: Services Marketing

Value Role on Word-of-Mouth Process in Hotel Clients

- ▶ Beatriz Moliner Velázquez, University of Valencia
- ▶ Martina Gonzalez-Gallarza, University of Valencia
- ▶ María Fuentes-Blasco, University of Pablo de Olavide
- ▶ Irene Gil-Saura, University of Valencia

Session: Poster Session 3

Track: Marketing Strategy/ Relationship Marketing

The Application of Entrepreneurial Marketing in Non-Promotional Marketing Activities within SMES

- ▶ Heli Aaltonen, Mikkeli University of Applied Sciences

Is Market Orientation a Source of Sustainable Competitive Advantage When Rapid Changes in the Competitive Environment Prevail?

- ▶ Gabor Nagy, Corvinus University of Budapest
- ▶ József Berács, Corvinus University of Budapest

Characterizing Consumer-Brand-Relationships In Social Media Pictures

- ▶ Carolin Kaiser, GfK Verein
- ▶ Lisa Frey, University of Bamberg
- ▶ Björn Ivens, University of Bamberg

Application of Customer Relationship Management to Supply Chain Management

- ▶ Sookhyun Kim, Johnson and Wales University
- ▶ Jina Son, KunKuk University

Track: Marketing Theory and New Paradigms

The Judge Principle: A New Paradigm For Information Aggregation in Crowdsourcing Processes

- ▶ Steffen Herm, Hochschule Für Technik Und Wirtschaft Berlin
- ▶ Hans-Markus, Callsen-Bracker, Technische Universität Berlin
- ▶ Jana Möller, Freie Universität Berlin
- ▶ Henning Kreis, Freie Universität Berlin

Track: Social responsibility and Ethics

What the Consumer Perceived Value of an Environmental Label? An Experiment With a Positive Vs. Negative Label Social Responsibility and Ethics

- ▶ Jeanne Lallement, University of La Rochelle
- ▶ Florence De Ferran, University of La Rochelle
- ▶ Sarah Machat, University of La Rochelle
- ▶ Florence Euzéby, University of La Rochelle

Session: Poster Session 3

Track: Advertising, Promotion and Marketing Communications

Buying Without Thinking: Framing and Priming as Tools for Marketing

- ▶ Arne Maas, Rotterdam University
- ▶ Gerrita Van Der Veen, HU Business School
- ▶ Maaike Verbree, HU Business School
- ▶ Edwin Horlings, Rathenau Institute

Perception of internal communication tools: an exploratory study

- ▶ Charlotte Ranchoux, Toulouse I University of Social Sciences
- ▶ Jean-Marc Decaudin, Toulouse I University of Social Sciences

The Imitation on a Print Advertisement: Dominant Color Components Impact

- ▶ Douniazed Filali, Paris I Sorbonne University

Perceived Thematic Congruence Between the Ad, Medium, and Program? First Insights from a Qualitative Study

- ▶ Claas Christian Germelmann, Bayreuth University
- ▶ Björn Hüttel, University of Passau
- ▶ Jean-Luc Herrmann, Université de Lorraine
- ▶ Mathieu Kacha, Université de Lorraine

Increasing Advertising Power via Written Scent References

- ▶ Anna Fenko, University of Twente
- ▶ Svenja Breulmann, University of Twente
- ▶ Svetlana Bialkova, University of Twente

Track: Pricing and Financial Issues in Marketing

Pricing & Consumer Decision Making - Results of an Experimental Study Analyzing Consumer Evaluation of Premium Brands Private Labeled in Retailing

- ▶ Katharina-Maria Fonferek, Freie Universität Berlin

Track: International and Cross Cultural Marketing

Consumer-Directed Anti-Counterfeiting Measures (Cams): A Review and Preview

- ▶ Ludovica Cesareo, Sapienza University of Rome
- ▶ Barbara Stoettinger, WU Vienna

Session: Poster Session 3**Track: Social Media****An Investigation of Continued Intention to Use Fast-Fashion Brands' Facebook Fan Pages in Japan**

- ▶ Shih-Heng Fan, Middlesex University
- ▶ Shing-Wan Chang, Middlesex University

The Impact of Social Media Marketing on Brand Communities Participation and Commitment

- ▶ Karla Barajas Portas, University Anáhuac México Norte

Collaborating with consumers in the digital age: an explorative investigation of web-based mechanisms for value co-creation

- ▶ Eleonora Paolucci, IULM University
- ▶ Giulia Calabretta, Delft University of Technology
- ▶ Erik-Jan Hultink, Delft University of Technology
- ▶ Jan Schoormans, Delft University of Technology

Track: Services Marketing**Creating Internal Service Value - An Exploratory Study**

- ▶ Anja Geigenmueller, Ilmenau University of Technology
- ▶ Kristin Lenk, Ilmenau University of Technology

A Model of Anticipation and Relationship Commitment Between a Buyer and a Seller

- ▶ Josée Laflamme, University of Quebec in Rimouski
- ▶ Miranda Rioux, University of Quebec in Rimouski

Track: Tourism Marketing**Examining the Effect of Different Dimensions of Place Attachment on Residents' Word-of-Mouth Behaviour: The Case of Sydney**

- ▶ Ning (Chris) Chen, Lincon University
- ▶ Larry Dwyer, University of New South Wales
- ▶ Tracey Firth, Southern Cross University

Track: Marketing Education**Towards Self Directed Learning – Students Writing a Book on a Intercultural Marketing Management Course**

- ▶ Joachim Ramström, Åbo Akademi University
- ▶ Anna-Greta Nyström, Åbo Akademi University
- ▶ Johanna Lindström, Åbo Akademi University

14:00-16:00**Session: Poster Session 4****Track: Marketing of Public and Non-Profit Organisations/ Social Responsibility and Ethics****An Enhanced Servqual Approach to Measure Service Quality in Higher Education**

- ▶ Zsofia Kenesei, Corvinus University Budapest

Youngsters and Museums: An Impossible Love Affair? The Power of Storytelling

- ▶ Carmen Abril, Complutense University of Madrid
- ▶ María Avello, Complutense University of Madrid
- ▶ Diana Gavilán, Complutense University of Madrid

The More I Get to Know you... The Influence of Knowledge on the Use of CSR Labels and the Moderating Influence of Personal Traits

- ▶ Isabel Carrero, Comillas Pontifical University
- ▶ Redondo Raquel, Comillas Pontifical University

Food Waste: Effects of Expiration Dates and of Guilt-Based Advertising Campaigns

- ▶ Mia Birau, Grenoble Ecole de Management
- ▶ Corinne Faure, Grenoble Ecole de Management

Digital CSR Communication: the Case of Telecom Italia

- ▶ Monia Melia, University Magna Graecia of Catanzaro
- ▶ Gianpaolo Tomaselli, University Magna Graecia of Catanzaro

Track: Marketing in Emerging and Transition Economies

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- ▶ Hartmut Holzmüller, Dortmund University

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- ▶ Aurelie Hemonnet-Goujot, ESCP - EUROPE
- ▶ Delphine Manceau, ESCP Europe I

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- ▶ Eirini Bazaki, University of Glasgow
- ▶ Margaret Fletcher, University of Glasgow

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- ▶ John Fahy, University of Limerick

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- ▶ Emilio Vizuete Luciano, Universitat de Barcelona
- ▶ Mel Sole Moró, Universitat de Barcelona
- ▶ Jordi Aymerich Martinez, Universitat de Barcelona

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- ▶ Vanessa Haselhoff, Hochschule Für Angewandtes Management Erding
- ▶ Ulya Faupel, TU Dortmund University

Perceptions of Integrated Marketing Communications in Italian and Croatian Hotels: A Study from Managers' and Guests' Points of View

- ▶ Maja Seric, University of Valencia
- ▶ Irene Gil-Saura, University of Valencia
- ▶ Durdana Ozretic-Dosen, University of Zagreb

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- ▶ Raquel Barreda-Tarrazona, Universidad de Jaén
- ▶ Guillaume Bodet, Loughborough University
- ▶ Nicolas Chanavat, Université Paris-Sud XI
- ▶ Nicolas Lorgnier, Canisius College (USA)

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- ▶ Sarah Elrafei, Cairo University
- ▶ Mohamed Sobhy Tamerak, Cairo University

Conspicuous Consumption and Awareness Overestimation; A Closer Look

- ▶ Olivier Trendel, Grenoble Ecole de Management
- ▶ Reza Movarrei, Grenoble Ecole de Management

Towards a Universal Consumer Goal Model: applying the New Paradigm of Evolutionary Consumer Psychology to The Concept of Consumer Goals

- ▶ Patrick Vynke, Ghent University

Who Calls the Shots now? Analyzing the Impact of Recent Developments on Gender Roles in Household Decision-Making

- ▶ Natalie Schmidt, University of Hohenheim
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- ▶ Giampaolo Viglia, Pompeu Fabra University
- ▶ Manu Carricano, Eada Business School
- ▶ Aurelio Mauri, IULM University of Milan

Session: Poster Session 4**Track: New technologies and E-marketing/Social Media****The New Trends of Mobile Social Commerce Applications**

- ▶ Zhenzhen Zhao, Institut Mines Telecom
- ▶ Christine Balague, Institut Mines Telecom

3 Reasons to Go Mobile ... Carefully

- ▶ Catarina Marques, Lisbon University Institute
- ▶ Paula Vicente, Lisbon University Institute
- ▶ Inês Lopes, Business Research Unit (BRU-IUL)

Consumer behavior in mobile social commerce: factors and influences on intention to use

- ▶ Ángel Villarejo-Ramos, University of Seville
- ▶ Francisco Liébana-Cabanillas, University of Granada
- ▶ Manuel J. Sánchez-Franco, University of Seville

Track: Tourism Marketing**Service Recovery Through Social Media: An Analysis of Managers' Response to Online Reviews**

- ▶ Astrid Dickinger, Modul University
- ▶ Lidija Lalicic, Modul University

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- ▶ Irene Gil-Saura, University of Valencia
- ▶ Josip Mikulic, University of Zagreb
- ▶ Maja Seric, University of Valencia
- ▶ Alejandro Mollá, University of Valencia

Mitigating The Effect of Travel Constraints on the Intention to Visit: the Role of Product Placement

- ▶ Aurea Rodrigues, Lusófona University
- ▶ Catarina Marques, Lisbon University Institute

Track: Business-to Business Marketing

An Empirical Analysis of User Pride as a Potential Determinant of Purchasing Decisions in a Business-to-Business Setting: The Case of Truck Drivers

- ▶ Julia Kniesa, Düsseldorf University
- ▶ Janina Bittner, Düsseldorf University
- ▶ Philipp Johannes Nolte, Düsseldorf University
- ▶ David Jungbluth, Düsseldorf University

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Innovation in Low-Income Market is Possible? A Study in the Brazilian Market Home Appliances

- ▶ **Vitor Koki Da Costa Nogami**, Universidade De São Paulo
- ▶ **Francisco Vieira**, Universidade Estadual de Maringá
- ▶ **Andres Veloso**, Universidade De São Paulo

Application of Conjoint-Analysis for The Estimation of Multi-Attributive Product's Utility (The Case of Real Estate Market)

- ▶ **Dmitriy Potapov**, Higher School of Economics
- ▶ **Irina Shafranskaya**, Higher School of Economics
- ▶ **Marina Yagovtseva**, Higher School of Economics

Track: Social Responsibility and Ethics

Sustainability and Social Media: Differences Between Sustainable and Non-Sustainable Consumers in Social Media

- ▶ **Philipp Hendrik Steiner**, University of St. Gallen / Institute of Insurance Economics
- ▶ **Peter Maas**, University of St. Gallen / Institute of Insurance Economics

There's More To Corporate Crises Than Meets The Eye: A Consumer-Oriented Perspective and The Link To Corporate Social Responsibility

- ▶ **Catherine Janssen**, IÉSEG School of Management
- ▶ **Valérie Swaen**, Université Catholique de Louvain, LSM, Belgium & IESEG School of Management
- ▶ **France Joëlle**, Vanhamme EDHEC Business School, France

Track: Retailing, Channel Management and Logistics

Retail Patronage Revisited – A Meta Analysis

- ▶ **Christoph Teller**, Surrey Business School
- ▶ **Arne Floh**, Surrey Business School

Retailer Image: An Integrated Multichannel Perspective

- ▶ **Manuela Valta**, University of Udine (Italy)
- ▶ **Donata Vianelli**, University of Trieste

Session: Poster Session 5

Track: Consumer Behaviour

E-Commerce Product Returns and the 'Perfect' Customer -Influence of Demographics on Net Sales and Return Behavior

- ▶ **Henrik Matthies**, RWTH Aachen University
- ▶ **Malte Brettel**, RWTH Aachen University

The Generational Concept: A New Approach for the Segmentation of the Wine Market in France

- ▶ **Thierry Lorey**, Pau Business School
- ▶ **Jeanne Albouy**, Pau Business School

Food Choice: Differences Between Preference-Based Consumer Segments

- ▶ **Natalia Maehle**, BI Norwegian Business School/Centre for applied research at NHH (SNF) Leif Hem Norwegian School of Economics
- ▶ **Nina Iversen**, BI Norwegian Business School/Centre for applied research at NHH (SNF) Leif Hem Norwegian School of Economics

Track: Marketing Services

Rendering Seniors Happy with Services

- ▶ **Nicola Bilstein**, Catholic University of Eichstaett-Ingolstadt, Germany
- ▶ **Jens Hogreve**, Catholic University of Eichstaett-Ingolstadt, Germany
- ▶ **Kathrin Albrecht**, Catholic University of Eichstaett-Ingolstadt, Germany

Track: Modelling and Marketing Analytics

Surveying with LinkedIn: An Overview and a Research Agenda

- ▶ **Felipe Uribe-Saavedra**, EAFIT University
- ▶ **Diana Mesa Correa**, EAFIT University
- ▶ **Javier Palacios-Fenech**, Universidad Adolfo Ibáñez
- ▶ **Josep Rialp Criado**, Universitat Autònoma de Barcelona

Session: Poster Session 5

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Internet Banking for Elder users

- ▶ **María A. Ramón-Jerónimo**, Universidad Pablo de Olavide
- ▶ **Begoña Peral-Peral**, Universidad de Sevilla
- ▶ **Jorge Arenas-Gaitán**, Universidad de Sevilla

Seeking Pre-Purchase Information in Different Types of Social Media

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- ▶ **George Doukidis**, Athens University of Economics and Business

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- ▶ **Dorothea Schaffner**, Lucerne University of Applied Sciences
- ▶ **Seraina Mohr**, Lucerne University of Applied Sciences

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- ▶ **Robrecht Van Goolen**, Leuven University College

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