# TABLE OF CONTENTS

CONSUMER BEHAVIOR .................................................. 1

"Consumer Values on the Texas-Mexico Border" .......................... 2
  Gary E. Popp, Pan American University
  Willard B. Platzer, Pan American University

"Dual Career Households and Consumer Socialization" .............. 7
  Lucy L. Henke, University of Lowell

"The Concept of Convenience in Marketing: A Definition and Suggested
Approach in the Study of Household Time-Savings" .................. 11
  Carol J. Kaufman, Rutgers University

"Consumer Research in Retrospect: An Analysis of the American Silver
Market, 1750-1800" ............................................. 16
  Terrence H. Witkowski, California State University, Long Beach

"Food Retailers' Perceptions of Supermarket UPC Scanner Checkout Systems" ... 21
  Daulatram B. Lund, Iowa State University

"The Effect of Music on Attention to Audio Ads" ...................... 26
  Carl Obermiller, University of Washington
  April Atwood, University of Washington

"The Psychophysics of Price: A Critique of the Weber-Fechner Approach in
Consumer Behavior" ............................................. 30
  J. Dennis White, Florida State University
  Judy A. Vilmair, University of Wisconsin

"Determinants of Product Value-Expressiveness: Another Look at
Conspicuousness, Differentiation, and Common Usage" .............. 35
  M. Joseph Sirgy, Virginia Polytechnic Institute and State University
  J. S. Johar, California State University, San Bernandino
  Michael Wood, Hunter College, CUNY

"Gender Stereotyping of Products: Are Products Like People?" .... 40
  Easwar S. Iyer, University of Massachusetts/Amherst
  Kathleen Debevec, University of Massachusetts/Amherst

"Differences in Susceptibility to Reference Group Influence on Brand
Decisions: Middle Aged and Elderly Group Participants" .......... 46
  Alan J. Greco, The University of North Carolina at Charlotte

"The Black Consumer Market: Values as an Alternative Segmentation
Strategy" .......................................................... 51
  Miriam B. Stamps, University of South Florida
  Clint B. Tankersley, Syracuse University

"The Influence of the Situational Context on Product Usage" ....... 56
  Erhard K. Valentin, Weber State College
  Kent L. Granzin, University of Utah

"The Influence of Mood on Willingness to Spend and Unplanned Purchasing" .... 61
  Dena Thometz Saliagas, Georgia State University
  James J. Kellaris, Georgia State University

XX
"An Analysis of Discriminating Criteria as a Consequence of Consumer Involvement With a Financial Service Decision" ......................... 66
Joseph J. Belonax, Jr., Western Michigan University
Lowell E. Crow, Western Michigan University

"Individual-, Product-, and Situation-Specific Factors: Is Perceived Risk Affected by Their Interaction?" ................................. 71
Kathleen A. Krentler, San Diego State University
Angelina Villarreal, San Diego State University

INTERNATIONAL MARKETING ...................................................... 77

"The Growth of International Joint Ventures" ............................. 78
Lyn S. Amine, University of Wisconsin-Whitewater
S. Tamer Cavusgil, Bradley University
Attila Yaprac, Wayne State University

"Strategic Market Planning in the Irish Banking Sector" .............. 84
Tevfik Dalgic, Dublin Institute of Technology, College of Commerce, Ireland
Peter Ryan, Dublin Institute of Technology, College of Commerce, Ireland

"Key Factors for Successful Marketing in Japan" ......................... 88
C. P. Rao, University of Arkansas
A. Ben Oumlil, University of Dayton

"Imitative Innovations: A Product Strategy From a Newly Industrialised Country - The Turkish Case" ............................. 92
Tevfik Dalgic, Dublin Institute of Technology, College of Commerce, Ireland

"Teaching Marketing in China" .................................................. 96
James M. Livingstone, The Queen's University of Belfast

"Retail Food Distribution in a Socialist State: The Polish Experience" .... 101
Robert L. King, The Citadel

"A Proposed Consideration for Cross-National Marketing Research" ........ 106
Nancy D. Marlow, Eastern Illinois University
Edward K. Marlow, Eastern Illinois University

"Halo Effect Influences on the Japanese Product Price/Quality Relationship" .................. 111
Kip Becker, Boston University

"A Study of Country of Manufacturer Impact on Consumer Perceptions" .... 115
Paul S. Hugstad, California State University, Fullerton
Michael Durr, California State University, Fullerton

"The Imported Export Market: An Investigation of Foreign Visitors' Gift and Personal Purchases" ..................... 120
Margaret Rucker, University of California, Davis
Susan Kaiser, University of California, Davis
Mary Barry, Auburn University
Debra Brummett, Auburn University
Carla Freeman, University of California, Davis
Alice Peters, University of California, Davis
"An Operational Framework for Entry Strategy in the Multinational Marketing System" ........................................ 125  
Sejo Oh, University of Cincinnati

MARKETING EDUCATION ............................................. 131

"Marketing in Higher Education: Myth or Reality" ...................... 132  
Harold W. Babb, University of Richmond  
Susan Giga, University of Maryland-European Division

"A Practical Application of Strategic Planning and Positioning for a Marketing Department: Start With Consumers' Evaluations" ......... 136  
Kenneth J. Burger, University of Virginia  
Sandra L. Schmidt, University of Virginia

"An Empirical Analysis of Business Students' Attitudes Toward Marketing: Implications for Marketing Educators" ......................... 141  
Susan M. Petroshius, Bowling Green State University

"Information of Use to New Doctorates Interested in Publishing in Marketing Journals" ........................................ 146  
Gary L. Clark, Northern Illinois University

"In Search of an International Marketing Curriculum" .................. 147  
Gerald M. Hampton, Seattle University

"Assessing the Topics to be Covered in Retail Courses and the Value of Selected Classes in Retail Education: The Opinions of Retail Managers" .... 152  
J. Joseph Cronin, Jr., University of Kentucky

"In Search of Excellence: A Tool for Teaching Marketing Management?" ........ 157  
Michael Parent, Utah State University  
Mark Slama, Utah State University

"Experiential Learning: Travel Contests for Sales Management Courses" ..... 160  
Steven A. Ascroft, Mount Saint Vincent University

"Ethical Standards of Marketing Students" ................................ 164  
Vicky L. Crittenden, Harvard University  
William F. Crittenden, Northeastern University  
Jon M. Hawes, University of Akron

"Student Evaluations in a Business Administration Curriculum - A Marketing Viewpoint" ........................................ 169  
Lorman L. Lundsten, College of St. Thomas

"Marketing Principles: Student Attainment and Instructor Performance" ..... 174  
Edward J. O'Brien, Southwest State University

"Factors Affecting the Academic Achievement of Marketing Students" ........ 179  
Daniel J. Brown, Oregon State University  
William G. Browne, Oregon State University  
Beverly A. Browne, Oregon State University
"Shaping the Marketing Discipline: An Analysis of Dissertations" ............ 184
   Michael R. Czinkota, Georgetown University

"The Undergraduate Marketing Major: Ambivalence in the Market Place" ...... 189
   Robert H. Luke, Southwest Missouri State University

MARKETING MANAGEMENT ................................................................. 193

"The Market for Products to Support Physical Fitness Activities" ............ 194
   Kent L. Granzin, University of Utah
   Janeen E. Olsen, University of Utah

"Marketing Microcomputer Hardware" ............................................... 199
   Richard D. Teach, Georgia Institute of Technology
   Linda L. Gregg, Georgia Institute of Technology

"The Use of Price Discrimination as a Demand Management Technique in the
   Service Sector: The Case of Tourism" ............................................ 204
   Michael H. Morris, University of Central Florida
   Duane L. Davis, University of Central Florida

"Marketers Should Encourage Bargaining" ........................................... 208
   Ted Mitchell, University of Nevada Reno

"The Older Retail Shopper: A Review and Directions for Future Research" ... 213
   Alan J. Greco, The University of North Carolina at Charlotte

"Department Store Choice and Gift Purchases: A Stepwise Logit Analysis" ... 218
   David Andrus, Kansas State University
   Richard Sundheim, Kansas State University
   Wayne Norvell, Kansas State University
   Robert E. Hite, Colorado State University

"Identifying the Factors Contributing to Customers Driving Directly by a
   Competitor to Shop at the Host Store" ........................................... 223
   Michael M. Pearson, Bowling Green State University
   Glenn T. Stoops, Bowling Green State University
   Bob T. W. Wu, Bowling Green State University

"Toward More Standardized Terminology in Retail Buying" ..................... 227
   Peter M. Banting, McMaster University
   David L. Blenkhorn, Wilfrid Laurier University

"An Integrative Model of Market Evolution" ....................................... 232
   Jerry Kirkpatrick, Northeastern University

"New Opportunities and Strategies for Businesses" ................................ 237
   A. Tansu Barker, University of Saskatchewan
   Martin L. Gimpl, University of Canterbury
   A. Coskun Samli, VPI and State University

"Identifying Competitive Boundaries: An Analysis of the Impact of
   Competitive Situations on Consumer's Perceptions of Retail Stores" ..... 242
   J. Joseph Cronin, Jr., University of Kentucky
   Scott W. Kelley, University of Kentucky
Steven G. Greene, University of Southern Mississippi
John R. Tanner, Southeastern Louisiana University
Peter Wright, Southeastern Louisiana University

"The Cooperation-Control Relationship in a Franchise Channel" ............. 251
Stanley D. Sibley, University of Wisconsin Oshkosh

"Strategic Interorganization Management: An Approach for Evaluating the Impact of New Technologies on Distribution Channel Structures and Relationships" ............................................................. 254
Adel I. El-Ansary, The George Washington University
Patricia B. Fox, SRA Technologies, Inc.

Nancy A. Haskell, Laval University
James R. Taylor, University of Michigan

"Strategic Market Evaluation of Two Retail Electronic Funds Transfer Systems (EFTS)" .............................................................. 264
Stanley Arber, Canisius College
Joseph G. Glynn, Canisius College

"The Effect of Promotion Variables and Competitive Situations on SmallRetailers' Profitability" ................................................................. 269
L. Lynn Judd, Louisiana State University in Shreveport
Garth A. Powell, East Texas State University
Raymond E. Taylor, East Texas State University

"An Analysis of the Effectiveness of Consumer Premium Promotions" ........... 274
C. P. Rao, University of Arkansas
Gerald Crawford, University of North Alabama

"Food Coupons - Perspective and Update" .......................................... 279
Lance Masters, California State University, San Bernardino
Karen Kessinger, California State University, San Bernardino

"Comparing the Effectiveness of Advertising Appeals to the "Real" Self Versus the "Ideal" Self in a Personal Investment Situation" ..................... 283
John H. Holmes, Bowling Green State University
Timothy M. Calvin, Century Marketing Corporation

"Attitudinal and Behavioral Response to Comparative Advertising: An Experimental Field Analysis" ................................................. 288
Z. S. Demirdjian, California State University, Long Beach

"Black and White Children's Responses to Television Commercials" ............ 293
Joseph H. Miller, Jr., Southeastern Louisiana University
Thomas Lipscomb, Southeastern Louisiana University

"The Effect of Source, Message, and Media Credibilities on the Perception of Overall Advertising Credibility" ....................................... 296
Jacques A. Nantel, Ecole des H.E.C., Universite de Montreal
Dennis L. Rosen, School of Business, University of Kansas

XXIV
Karen Blotnicky, Saint Mary's University
Nathan D. King, Saint Mary's University

MARKETING OF SERVICES ........................................... 307

"Characterizing Market Segments for a General Aviation Airport" .................. 308
Kenneth D. Bahn, Virginia Polytechnic Institute and State University
Akshay Rao, Virginia Polytechnic Institute and State University

"Adoption of New Services – Consumer Versus Organizational Buyer Attitudes and Intentions: An Exploratory Study" ............................. 313
Kenneth D. Bahn, Virginia Polytechnic Institute and State University
Akshay Rao, Virginia Polytechnic Institute and State University
Richard Werbel, San Jose State University

"Assessing the Impact of Transit Marketing Changes" .................................. 317
John J. Considine, Le Moyne College

"Decision Criteria for Hotel Selection Segments" ........................................ 322
William J. Quain, University of Nevada, Las Vegas
Peter W. Hermann, University of New Orleans

"The Influence of Attitudes on Nurse Recruitment" ....................................... 327
Rebecca M. J. Yates, University of Dayton
Lynn M. Schultz, University of Dayton

"The Professional Service Provider and the Client: A Different Type of Exchange Relationship" .......................................................... 333
Kenneth E. Crocker, Bowling Green State University

"If it Feels Like the Flu, it Must be Time to go to the Bank: Consumer Perceptions About Alternative Health Care Providers" ......................... 337
David Karns, Wright State University

"A Framework For Consumer Behavior Analysis in Dental Care Marketing" ...... 342
C. P. Rao, University of Arkansas
L. Joseph Rosenberg, University of Arkansas

"Dyadic Performance in a Nonprofit Service Setting: The Importance of Matching" ......................................................... 347
Irene M. Thorelli, University of Wisconsin-La Crosse

"Implementing the Marketing Concept: A Case of Change Management" ........ 352
Danny R. Arnold, Mississippi State University
Louis M. Capella, Mississippi State University

"Market Segmentation in the Collegiate Basketball Market" .......................... 357
Kent L. Granzin, University of Utah
Janeen E. Olsen, University of Utah

"Is the Marketing of Art Exhibitions Economically Justifiable?" ....................... 362
James A. Brunner, The University of Toledo
J. Marc De Korte, The University of Toledo
SALES MANAGEMENT AND INDUSTRIAL MARKETING ........................................ 421

"Purchasing Tasks: A Classification Schemata" ................................. 422
  George W. Wynn, University of Arkansas
  David P. Campbell, University of Arkansas

"Assessing Attitudinal Congruence in the Buying Center" ................. 427
  Paul D. Boughton, Saint Louis University

"Decision Participants' Pre-Purchase Risk Perceptions for an Industrial
  Innovation" .................................................................................................................. 431
  Daulatram B. Lund, Iowa State University

"On the Theoretical Interpretation of a Multiple Request Influence Strategy
  in an Industrial Marketing Setting" ................................................................. 436
  Harrie Vredenburg, McGill University

"The Equity/Expectancy Framework Interfaced With the Psychological Contract
to Describe the Salesperson Motivation" .......................................................... 442
  Ramon Avila, Ball State University

"The Role of Organizational Climate Conditions in Enhancing the Desirability
  of Salesperson Rewards" ..................................................................................... 447
  Pradeep K. Tyagi, San Diego State University

"Sales Force Satisfaction and Planning Activity" ........................................ 452
  John M. Gwin, University of Virginia

"Self-Ratings and Managerial Evaluations of Salespeople's Performance:
  A Comparison" ....................................................................................................... 457
  Yao Apasu, Florida International University
  Seth Buatsi, Hofstra University

RESEARCH IN PROGRESS ................................................................. 463

"The Use of a Political Framework in International Marketing" .............. 464
  David M. Ludington, Saint Mary's of California

"Does Countertrade Help Small Business Exports?" .............................. 465
  William Renforth, Florida International University
  Constance Bates, Florida International University

"Swedish Firms in South East Asia: Their Effects on the Local
  Industries" ............................................................................................................. 466
  Pervez N. Ghauri, University of Uppsala

"International Expansion of the U.S.-Based Franchisors: Opportunities
  and Problems" ........................................................................................................ 467
  Nizamettin Aydin, Suffolk University
  Madhav Kacker, Suffolk University

"Students' Perceptions of Faculty Evaluations" ........................................ 468
  Sivayya Kolla, Clarkson University
  Beheruz N. Sethna, Clarkson University

"A Systems Approach for the Use of Live Case Studies" ....................... 469
  Jim Finlay, Western Illinois University

XXXI
"The International Marketing Course in the AACSB Schools" .................. 470
  John Thanopoulos, The University of Akron

"Impact of Marketing Trends on Retail Employee Perceptions of Organizational
  Climate, Job Satisfaction, and Job Motivation" ................................. 471
  Jack A. Lesser, Miami University
  Martin L. Schwartz, Miami University

"New Product Evaluation: An Application of a Multi-Criteria Decision
  Making Approach" ............................................................... 472
  James W. Beck, Montclair State College
  Nick Bahmani, Montclair State College

"Methods for Estimating Price-Quantity Relationships: A Pilot Study
  Utilizing a Survey Technique" .................................................. 473
  Daulatram B. Lund, Iowa State University
  James C. McConnon, Jr., Iowa State University

"Retail Advertising and the Formation of Store Price Impressions" ............ 474
  Anthony D. Cox, Georgia State University
  Dena Thometz Saliagas, Georgia State University

"Consumer Satisfaction With the Automobile Industry" ........................... 475
  Vinod K. Thukral, Tulane University
  Ravi Parameswaran, Oakland University

"Positioning: Another Look" ....................................................... 476
  Susie Simon, Dobbs Houses Inc.
  Ernest F. Cooke, Memphis State University

"Moderating Effect of Excellence on Prediction of Voting Intentions" ...... 477
  Sadrudin A. Ahmed, Faculty of Administration, University of Ottawa

"Applying Market Research to a Service Organization: A Case Study of the
  United Way of Greater Richmond, Virginia" .................................... 478
  Dennis R. McDermott, Virginia Commonwealth University

"The Effect of Actual and Perceived Time Availability on Voluntarism" ...... 479
  Lynette S. Unger, Miami University

"The U.S. Market for Computer Services" .......................................... 480
  Andrew C. Gross, Cleveland State University

"On Improving Measure Quality by Alternating Least Squares Optimal
  Scaling" ...................................................................................... 481
  Greg J. Lessne, University of Rhode Island

"Attitude Scales: Should We Systematically Ignore Position Labeling and
  Order Effect?" ................................................................................ 482
  Robert C. Greene, Jr., University of Arkansas

"An Efficient Method For Developing Tailormade Semantic Differentials for
  Specific Small Business Content Areas" ........................................... 483
  Robin T. Peterson, New Mexico State University

"An Assessment of the Equality of Semantic and Perceptual Relationships
  Between Two Scaling Formats" ....................................................... 484
  Taylor E. Little, Jr., Georgia State University
"The Impact of Alternative Rating Procedures on the Measurement of Store Image: An Experimental Study" ........................................ 485
Bob T. W. Wu, Bowling Green State University
Susan M. Petroshius, Bowling Green State University

"The Effect of Appeals on Survey Follow-Up Mailing Response Behavior" ...... 486
Allen E. Smith, Florida Atlantic University
Daulatram B. Lund, Iowa State University

"Components of Job Satisfaction Related to Intentions to Leave: A Study of the Purchasing Profession" ........................................ 487
James R. Lumpkin, Baylor University
Lawrence B. Chonko, Baylor University

COMPETITIVE SESSION PAPERS ADDENDUM .................................. 489

"The Environment-Organization Interface: The Impact of Operating Environment on Distribution Arrangement of Firms in Developing Economies" .. 490
Rowland C. Chidomere, North Carolina A&T State University
Proceedings of the 1986 Academy of Marketing Science (AMS) Annual Conference
Malhotra, N.K.; Hawes, J.M. (Eds.)
2015, XXIX, 497 p., Hardcover
ISBN: 978-3-319-11100-1