Contents

Session 1.1 Luxury and Social Comparisons

Is It Beneficial for Luxury Brands to Embrace CSR Practices? .......... 3
Sihem Dekhili and Mohamed Akli Achabou

Need for Status as a Motive for the Conspicuous Consumption
of Cause-Related Goods ............................................................. 19
Catherine M. Johnson and Ayesha Tariq

Purse Parties: The Social Implications of Fake Luxury Parties ........... 25
Natalie A. Mitchell, Angeline Close, and Dan Li

Session 1.3 Food/Health

Does a Spoonful of Sugar-Free Make Food Look Healthier?
Healthy Implicit Associations for Sugar-Free and Alternative
Products: A Structured Abstract.................................................. 35
Patricia Rossi, Marianela Fornerino, and Caroline Cuny

The Effects of Perceived Ambient Temperature on Food Choices
and Consumption Behavior......................................................... 37
Sarah Lefebvre and Dipayan Biswas

The Impact of Retrieval Difficulty on Satiation ............................. 39
Huaman-Ramirez Richard and Maaninou Nada

An Investigative Model to Explain Unhealthy Food
and Beverage Purchase Intentions .............................................. 53
Jeremy J. Sierra, Anna M. Turri, and Harry A. Taute

Session 1.4 Website Design Strategies for the E-Servicescape

Web Atmospherics Effect on Intention to Purchase:
A Case of Online Apparel Stores ................................................. 57
Lineta Ramonienė, Eglė Petrulytė, and Neringa Ivanauskienė
### The Influence of Online Customers’ Regulatory Fit on Their Attitude and Purchase Intention
Abdul Ashraf, Narongsak Thongpapanl, and Mohammed Razzaque

### The Impact of Website Stimuli on Product Returns in Online Retailing: A Structured Abstract
Niklas J. Hellemann and Malte Brettel

### Investigating E-Servicescape, Trust, E-WOM, and Customer Loyalty
Gina A. Tran and David Strutton

### Session 1.5 Branding Strategy
A Capability-Based View of Brand Management
Pramod Iyer, Arezoo Davari, and Abdullah Alhidari

### Session 1.7 Innovation in Course Development and Delivery
Integrating ERP and CRM into the University Curriculum with Microsoft Dynamics AX and CRM
Kenneth D. Hall and Hayden W. Wimmer

Collaborative Course Development: A New Model for Improved Student Outcomes
K. Damon Aiken, Timothy C. Heinze, Matthew L. Meuter, and Kenneth J. Chapman

Effects of Instructor Background and Delivery Modality on Students’ Perceptions of a Social Media Lecture
Marilyn Eastman and William J. Jones

### Session 2.1 International Marketing Part1: Tales from Latin America
The Role of Consumer Acculturation in the Hispanic/Latino Panethnicity
Luis E. Torres and Phillip Hartley

Personal Cultural Orientation, Destination Brand Equity and Revisit Intention: Implications for Destination Branding in Latin America
Adolfo Rudy Cardona, Qin Sun, Fuan Li, and Darin White

Craving for Cosmopolitanism: The Necessity of Foreign Cuisine for Mexican Immigrants
Jakob Braun and Roberto “Bobby” Saldivar
Session 2.2  Financial Service Marketing and Consumption

Financial Services Marketing and Consumption ........................................... 117
Tina Harrison and Neil Lilford

Sources of Consumer Distrust of Financial Services
Marketing Practices ............................................................................... 119
Hooman Estelami

A Study of Consumer Decision Delegation in Financial Services:
Approaches and Implications ............................................................... 121
James Devlin

Beyond Feedback Orientation: Exploring the Quality
of the Feedback Environment in Financial Services Sales ....................... 123
Neil Lilford, Tina Harrison, and Pierre Berthon

The Interplay of Life Events, Religion, and Consumption
in Islamic Banking ........................................................................... 125
Julie Robson and Samreen Ashraf

The Role of Banking Governance in Consumer Trust
and Confidence: A Shared Responsibility ............................................. 127
Jake Ansell

Session 2.3  Advertising and Shopping Influences

Consumer Reactions to Comparative Advertising: The Role
of Product Type and Sensation Seeking—A Structured Abstract .......... 131
Silke Bambauer-Sachse and Priska Heinzle

World Cup Edition or Summer Special? Why Consumers
Buy Limited Edition Products .............................................................. 137
Christine Arden

Consumer Knowledge, Attitudes, and Purchase Intentions
of Counterfeit Fashion Goods: An Initiative to Curbing Consumer
Demand in the Marketplace!? .......................................................... 143
Joy M. Kozar and Kelby Stehl

Session 2.4  Effective Messaging for Online Advertising

Are Sponsored Blog Posts a Good Thing? Exploring the Role
of Authenticity in the Fashion Blogosphere ......................................... 157
Miranda Williams and Nancy Hodges

An Exploratory Analysis of Pronoun Usage by Brands
and Consumers on Facebook ............................................................ 163
Ryan E. Cruz and James M. Leonhardt
Personalized Advertising, Invasiveness, and Consumers’ Attitudes: A Structured Abstract
John T. Gironda and Pradeep K. Korgaonkar

Understanding the “Spillover Effect” of Negative Economic News on Consumers’ Evaluations of Online Advertising
Cuauhtemoc Luna-Nevarez

Session 2.5 Branding and Firm Capabilities
Measuring Marketing Efficiency in Mergers and Acquisitions (M&A): A Data Envelopment Analysis (DEA) Approach
Mahabubur Rahman and Mary Lambkin

The Moderating Effect of the Market Orientation Components on the Brand Orientation–Brand Performance Relationship
Saku Hirvonen and Tommi Laukkanen

Market-Focused and Technology-Focused Strategic Flexibility: Construct, Research Propositions, and Implications
Yen-Chun Chen and Ya-Hui Lin

Session 2.6 Advertising Research Methods
Fear Versus Scare Appeals as Moderators in Effective Health Messaging
Christopher D. Hopkins, Kevin J. Shanahan, Karen Hood, and Allyn White

Session 2.7 The Validity and Invalidity of Assessment Alternatives
Exploring Assessments of Active/Experiential Learning Contexts in Business Courses
Jason Flores and Carol Howard

The Invalidity (And Then Some) of Rank Correlation for Describing the Accuracy of Multiple-Choice Question Difficulty Taxonomies
John R. Dickinson

The Effect of the Real Number of Options on the Discrimination of Multiple-Choice Questions
John R. Dickinson

Session 3.1 Sensory Cues, Touching, Self-Tracking, and Scandals!
Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking
Mujde Yuksel and George R. Milne
Shining Bright Like a Diamond? It Might Be Rich, But Only in Calories! A Structured Abstract ............................................................. 205
Felipe Pantoja, Adilson Borges, Amanda Pruski Yamim, and Patricia Rossi

Can’t Touch This: Haptic Cues and Their Personality ......................... 211
Nina Krey, Joanne M. Tran, and Julie Moulard

Session 3.3 Global CB

The Role of Country of Origin on Purchase Behavior of Luxury Brands: A Conceptual Framework from India ....................... 215
Varsha Jain and Don Schultz

Education Fever: Exploring Private Education Consumption Motivations Among Korean Parents of Preschool Children .......... 217
Hongjoo Woo and Nancy N. Hodges

A Reexamination of Cultural-Based Effects on Judgment: The Impacts of Consumer Involvement and Product Involvement........ 223
Guohua Wu, Xin Liu, and Jing Hu

The Effect of Acculturation on Consumer Disidentification and Consumption Behavior Among Cuban and Puerto Rican Immigrants in the US .................................................................................... 225
Sigal Segev, Aviv Shoham, and Yossi Gavish

Session 3.4 Promotion and Brand Management

Decoding the Effects of a Product’s Cast Shadow on Brand Evaluations in Promotional Contexts: A Structured Abstract .......... 233
Nazuk Sharma

The Brand-As-Verb Phenomenon, Our Genericidal Pastime: Searching for the Truth Behind Googling, Xeroxing, Fedexing, and Much More ............................................................................................. 239
R. Wixel Barnwell and Kevin J. Shanahan

How Does Brand Age Influence Consumers’ Attitudes to Firm’s Unethical Behaviors? ............................................................... 245
Chi Zhang, Saim Kashmiri, and Melissa Cinelli

The Third Time Is the Charm: Proposing and Validating an Abbreviated Brand Love Scale ................................................................. 247
Phillip Hartley and Luis Torres
Session 3.5  Channel Surfing and Disintermediation

A Historical Examination of the Introduction of the Web as a Direct Marketing Channel ........................................... 253
Joyce A. Young, R. Keith Tudor, and Ernest Capozzoli

Róisín Vize, Joseph Coughlan, Alieen Keneedy, and Fiona Ellis-Chadwick

Session 3.6  Consumer Behavior I

Hedonic Versus Utilitarian Products: The Dawn of Intra-Product Category Research .......................................................... 271
Anh Dang

Effects of Price/Quantity Presentation Order and Timing on Consumer Value Judgements ................................................... 273
Shuya Lu, Danny Weathers, and Juliana White

Get Discount in Chocolate and Get More Toothpaste! The Effect of Product Preferences on Promotion About Price-Off and Value-Added According to Product Type: Focusing on Hedonic and Utilitarian Product ................................................................. 275
Seolwoo Park

Luxury? Necessity! How the Cell Phone Became Indispensable in Today’s Consumer Culture: A Structured Abstract ................ 281
Jakob Braun

Session 3.7  Teaching Award Winners

Use of In-Class Experiential Learning to Promote Student Engagement .......................................................... 285
Jane Z. Sojka

Extending Experiential Learning: Blending Theory with Practical Applications .......................................................... 287
Dipayan Biswas

Session 4.1  International Marketing Part 2: Tales from Africa

How Retailers in Ghana Position Themselves ........................................... 291
Michael Nkrumah, Gertrude Osae-Addo, Charles Blankson, and Seth Ketron

Brand Africa: We and They ................................................................. 297
Penelope Muzanenhamo and David C. Arnott
The Informal Economy and Marketing: Reviewing Multidisciplinary Literature and Advancing Future Research
Syed Tariq Anwar

Service Firm Identification from an Outsider’s Or Better Yet an Immigrant’s Point of View
Emeka Anaza and Nwamaka A. Anaza

Session 4.2 Retail Influences Up the Chain, Across the World, and Over to Other Retailers
Protecting Retailers Against Contagion: Exploring the Shielding Role of Marketing in the Negative Spillover of the Target Customer Data Breach
Saim Kashmiri, Cameron Duncan Nicol, and Liwu Hsu

Capable, Caring, Culpable? Retailer and Supplier Responsibilities for Promoting Healthier Eating
Marzena Nieroda, Peter McGoldrick, and Debbie Keeling

Exploring Factors that Influence US Consumers’ International Online Outshopping (IOO) Intentions at E-Tailers in Developing Countries: Propositions
Bharath Ramkumar and Byoungho Jin

Session 4.3 Self, Identify
An Examination of the Role of Objective Self-Awareness on Cosmetic Surgery Motivations
Atefeh Yazdanparast

Activating Multiple Facets of the Self: Identity-Signaling and Brand Personality
Marilyn Giroux and Bianca Grohmann

Absinthe: an Exploration of the Role of Mythology and Ritual in Market Revival
Lauren I. Labrecque, Garret M. Warr, and Joseph Labrecque

Revisiting the Self and Exploring Its Role in Identity Formation
Obinna Obilo, Bruce Alford, and David Locander

Session 4.4 Marketing Communications: A Cultural Perspective
Will They Walk or Will They Talk? Comparing Chinese and American Consumers
Anjala S. Krishen, Han-fen Hu, and Jordan Gunderson
Integrated Marketing Communication (IMC): Conceptual and Theoretical Lacunae, Foundational Premises, and Framework .... 335
Sreedhar Madhavaram, Vishag Badrinarayanan, and Pelin Bicen

Session 4.5 Developing New Offering: The Big Picture

A Preliminary Examination into the Motivating Factors of Crowdfunding Backers ............................................................ 339
Mya Pronschinske Groza, Mark D. Groza, and Luis Miguel Barral

The Influence of Producer–Supplier Exchanges and Environmental Dynamics on NPD ....................................................... 341
Ellen Thomas and Michael Obal

Service Innovation: Taking Stock of Existing Literature .................. 349
Md Rokonuzzaman and Audhesh Paswan

Session 4.6 Consumer Behavior II

Consumer Social Responsibility: a New Barrier for International Marketers? ................................................................. 353
Jieqiong (Jeccy) Ma and Jie Yang

Review of the Incentive Literature .............................................................. 355
Yueming Zou

Grip Your Mobile Phone If You Want to Control Your Impulsive Purchase: the Relationship Between Strength of Grip and Control of Impulsive Purchase ............................................... 357
Seolwoo Park

Online Advertising Using Facebook Photos: the Risk and Reward of Using Consumers’ Profile Pictures ......................... 365
McDowell Porter and Matthew Lastner

Session 4.7 Corporations and CSR

CSR as an Adaptive Selling Tool: a Novel Framework and a Robust Analysis Proposal .................................................. 373
Jorge Fresneda, Daniel Korschun, and Prabakar Kothandaraman

Performance Outcome of CSR Behavior: Modifying Role of Motivations to Engage .......................................................... 389
Chitra Srivastava Dabas and Brenda Sternquist

Session 5.1 International Marketing Part 3: A Global Perspective

Chief Marketing Officers and Firm Performance: A Multinational Perspective on the Value Relevance of the Chief Marketer .................. 395
Atanas Nik Nikolov, Mihail Miletkov, and Plamen Peev
Innovation as a Dynamic Capability and Its Link to Performance in the Multinational Corporation: An Integrative Framework and Propositions for Research .......................................................... 397
Nayyer Naseem, Swati Verma, and Attila Yaprak

Session 5.2 Market (Re)creation Through Innovation and Entrepreneurship

Market (Re)creation Through Innovation and Entrepreneurship ........ 415
Melissa Archpru Akaka, Sharon Alvarez, Hans Kjellberg, Suvi Nenonen, Kaj Storbacka, Stephen L. Vargo, Peter Whalen, and Susan Young

Session 5.3 Services and CB

The Effects of Different Types of Control in Co-production Experiences ........................................................................................................ 419
Jennifer L. Stevens, Carol L. Esmark, and Stephanie M. Noble

Front-Line Employee Deviance, Encounter Satisfaction, and Customer Citizenship Behavior: An Experimental Design ............. 425
Achillleas Boukis, Nikoletta-Theofania Siamagka, Farhana Tabassum, and Minas Kastanakis

Service Coopetition Under Alliance: A Competitive Dynamics Perspective .......................................................................................... 427
Wei-Lun Chang

The Role of Customer Readiness in Customer Participation in Non-technology-based Service Delivery and Its Outcomes ......... 429
Atieh Poushneh and Arturo Z. Vasquez-Parraga

Session 5.4 Building Your Brand with Social Media

Characteristic of Social Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model..... 433
Phuoc H. Pham and Bashar S. Gammoh

The Effect of Social Media on Customer Satisfaction and Relationship Strength in a Service with High Perceived Risk in Japan .......................................................... 435
Kaede Sano and Hiroki Sano

The Dynamics of eWOM and Business Outcomes: An Empirical Investigation of the Impact of Social Media on Box Office Revenue ........................................................................ 441
Kacy Kim and Sukki Yoon
Session 5.5  You did What with Whom?!: Innovation Through Cooperation
Choosing the Right Partners: The Impact of Internal and External Integration on Innovation Performance .............................. 445
Michael Obal, Rangapriya Kannan-Narasimhan, and Guihan Ko

Technology Sourcing for Website Personalization: A Supply- and Demand-Side Perspective ................................................... 449
Poonam Oberoi, Chirag Patel, and Christophe Haon

Open-Source Strategy to Enhance Imaginative Intensity and Profits.......................................................................................... 463
Nobuyuki Fukawa, Yanzhi Zhang, and Sunil Erevelles

Todd Morgan and Michael Obal

Session 5.6  Analysis Methods in Marketing
A Rasch Perspective on Firm Financial Performance in the Pharmaceutical Industry ................................................................. 469
Thani Jambulingam, Carolin Schellhorn, and Rajneesh Sharma

Deviant Sociospheres: When Early, Unusual Influence Patterns Proclaim the Coming of Unusual Choices.............................. 471
Jose-Domingo Mora

Logical Analysis of Formative Measurement ................................................................................................................................. 473
George R. Franke

May I Have Your Attention Please? The Effectiveness of Attention Checks in Validity Assessment .............................................. 475
Stacie F. Waites and Nicole Ponder

Session 5.8  Online and Social Media Research Methods
Perceptual Depreciation and Product Rarity for Online Exchange Willingness of Second-Hand Goods ............................. 479
Kuei-Feng Chang and Hao-Wei Yang

This Is Sensitive, Let Me Talk to an Avatar: A Structured Abstract ...... 485
Catherine A. Roster, Matthew D. Pickard, and Yixing Chen

#IHATEYOURBRAND: Social Media Service Recovery Strategies via Twitter ........................................................................ 491
Alexandra Krallman, Toni R. Ford, Mark J. Pelletier, and Alisha Horky
Session 6.1  Food, Wine, and Coca-Cola!

The Effects of Objective and Subjective Knowledge on the Exploratory Acquisition of Wine ..................................................... 499
Leyland Pitt, Frauke Mattison Thompson, Anne Engstrom, Joe Velle, Adam Mills, and Jan Kietzmann

Sponsoring FIFA World Cup vs. Olympic Games: Coca Cola, a Classic American Brand, and Its Explicit and Implicit Sponsoring Success at Worldwide Sports Events.............................................. 501
Steffen Schmidt, Sascha Langner, Nadine Hennigs, Matthias Limbach, Matthias Rothensee, and Klaus-Peter Wiedmann

Effects of Environmental Factors in Nudging School Children Towards More Healthful Food Choices in School Cafeterias ................... 503
Courtney Szocs and Dipayan Biswas

Session 6.2  Retail Strategies Within and Across the Stores and Shopping Channels

Cost Efficiency of Multiple Store Retailers: A Comparison of Purchasing and Store Operation Costs................................................... 507
Takumi Tagashira and Chieko Minami

Moving Towards an Omni-Channel Strategy: Process and Challenges......................................................................................... 523
Picot-Coupey Karine, Huré Elodie, and Piveteau Lauren

Branded Store-Within-Stores: Differential Impact of “Star” vs. “Supporting Cast” Brands on Brand and Retailer Outcomes .................. 525
Vishag Badrinarayanan and Enrique Becerra

Session 6.3  Consumption and Brands

Post-consumption Guilt and Rumination: How Positive Reinterpretation Can Help and Drive Satisfaction................................................. 529
Renaud Lunardo and Camille Saintives

Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem............................................. 543
Jeremy J. Sierra, Vishag A. Badrinarayanan, and Harry A. Taute

The Interplay of Brand Attachment and Brand Extension Success ...... 545
Daniel Heinrich, David E. Sprott, and Carmen-Maria Albrecht

Towards an Understanding of the Role of Context on the Psychological Meaning of Products and Brands .............................. 547
Kristy McManus and William Magnus Northington
Session 6.4  Engaging and Influencing Your Audience Through Social Media

An Investigation into the Driving Mechanisms of Consumer Engagement .......................................................... 551
Nikoletta-Theofania Siamagka, Khanyapuss Punjaisri, and Maria Vittoria Antonacci

@Size vs. #Impact: Social Media Engagement Differences Amongst Facebook, Twitter, and Instagram .............................................. 557
Alexandra Krallman, Mark J. Pelletier, and Frank G. Adams

Managing Social Consumer Voice: A Structured Abstract ...................... 563
Joanna Phillips Melancon and Vassilis Dalakas

Session 6.5  Channel Integration and Business Networks

Market and Organizational Influences on Inter-Organizational Network Participation .......................................................... 571
Kimberly S. Davey and Thomas L. Powers

ICT's Integration Effects on the Relationship Benefits and Business Process in Industrial Markets ........................................... 573
Fumikazu Morimura, Chieko Minami, and Kenichi Nishioka

Supplier–Customer Relationship in a Business Network Context ........... 581
Susumu Ohira, Daisuke Ishida, and Naoto Onzo

Session 6.6  Branding and Sales Management

An Empirical Examination of Firm-Initiated Service Termination: A Perceived Justice Perspective .......................................................... 587
Amin Nazifi and Dahlia El-Manstrly

Salespeople as Specific Human Assets: An Application of the Transaction Cost and Relational Approaches to Exchange Governance .......................................................... 589
Matthew M. Lastner and Rebecca L. Rast

Brand Valuation in the PRC Market: Toward Understanding the Nuances in Consumers’ States of Mind ........................................... 591
Jiani Jiang

Session 7.1  Gambling, Drinking, Fantasies, and American Football!

Beautiful Brutality: Subjective Personal Introspection and One Consumer’s Struggle to Enjoy American Football ...................... 597
Jason Flores
Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sports League Consumption
Arne Baruca, Roberto “Bobby” Saldivar, and Jason Flores

Fantasy Sports and Gambling: A Comparison of Antecedent Traits and Motivations
David Houghton, Bryan McLeod, and Edward Nowlin

Session 7.3 Social Perspectives
A New Insight into Customer Citizenship Behavior:
Concept and Theoretical Framework
Arash Hosseinzadeh

Forgiven the Right Way: The Role of Regulatory Fit in Brand Apologies and Forgiveness
Young-A Song, So Young Lee, Tae Rang Choi, and Marcos Duran

An Exploratory Investigation of the Impact of Consumer Emotions and Attitudes on Patronage Intention After Mall Shooting Episodes
Jennifer Yurchisin, Kittichai Watchravesringkan, and Ruoh-Nan Yan

Need for Drama: Scale Development
Christy Ashley

Session 7.4 Effective Communications in B2B Marketing
Understanding the Strengths and Weaknesses of a Firm’s Overall Restaurant Brand Image: An Importance Performance Analysis
Jennifer A. Espinosa, Lisa Monahan, and David J. Ortinau

Branding and Consumers’ Narratives of Banking in the Financial Crisis
David A. Gilliam and Teresa K. Preston

Session 7.5 People in Sales: Consultative Selling, Relationship Building, and Job Satisfaction of Salespeople
The In’s and Out’s of Incumbent Sales Rep Consultation in the Pre-decision Stage of Organizational Purchasing
Leff Bonney, Willy Bolander, and Bryan W. Hochstein

Salesperson Market Orientation Behavior: Its Antecedents and the Mediating Role of Working Smart Behaviors in Sales Performance
Yen-Chun Chen, Adriana Amaya Rivas, and Wann-Yih Wu
Relationship Marketing Through Personal Selling in the Pharmaceutical Industry .................................................. 649
Nadine A. Yehya

The Impact of Salespeople’s Attribution Biases on Job Satisfaction: The Concept of Unwarranted Satisfaction ............. 655
Christine Jaushuam Lai and René Y. Darmon

Session 7.6 Services Marketing

The Effect of Information Organization and Decision Process on Decision Speed and Accuracy in a Purchase Task Context ............. 659
Shih-Lun Tseng and Shuya Lu

Let Me Get My Manager: The Effects of Participation in Cocreated Service Recovery on Frontline Employees .................. 661
Michael C. Peasley and Joshua T. Coleman

What Attracts You to Shopping Malls?: The Relationship Between Perceived Shopping Value and Shopping Orientation on Purchase Intention at Shopping Malls in Suburban Areas ............. 663
Seolwoo Park

Session 7.7 Social Responsibility and Business

Developing a Business Sustainability Framework Based Upon the Triple Bottom Line Approach ........................................ 673
Göran Svensson, Nils Høgevold, Daniel J Petzer, Carlos Ferro, Carmen Padin, Beverly Wagner, Juan Carlos Sosa Varela, and HB Klopper

Corporate Social Responsibility and Nonfinancial Disclosure: The Need for Reporting Guidelines to Be Based on Simplicity, Comparability and Accessibility, A Structured Abstract ...................... 675
Heather F. Ross and Tina Harrison

Corporate Social Responsibility Scale Development Proposal .................. 681
Jeremy Morgan

Session 8.1 Branding of Products and Services

Celebrity Endorsement in the Airline Sector ............................................. 685
Stephen W. Wang, Angeline Close, and Waros Ngamsiriudom

A Postmodern Perspective on Marketing Strategies in the Necessitation of Products: A Structured Abstract .................. 691
Jakob Braun
Session 8.2  Advancing the Cause of Cause-Related Marketing

Special Sessions Description: Advancing the Cause of Cause-Related Marketing .......................................................... 695
Josh Coleman, Katharine Howie, Parker Woodroof, and Rebecca VanMeter

Session 8.3  Decision Making

The Role of Distraction Effects on Weak-Tie Brand Extensions .......... 699
Yuli Zhang and Hyokjin Kwak

Mental Accounting and Tuition Increases ........................................ 701
John Godek, Kyle B. Murray, and Gary Karns

How Service Recovery Saves the Buyers: The Role of Forgiveness .... 703
Weiling Zhuang and Maxwell K. Hsu

Session 8.4  Social Influence and Marketing Communications

Celebrity Endorsement and Market Valuation: Evidence from India .......................................................... 709
Arpita Agnihotri and Saurabh Bhattacharya

Testing the French Ad-Evoked Nostalgia Scale in a Nomological Network .............................................................. 715
Altaf Merchant, John B. Ford, Christian Dianoux, and Jean-Luc Hermann

Session 8.5  Exchange Governance and Sustainability

Stakeholder Considerations in Business Sustainability Efforts .......... 719
Nils Høgevold, Göran Svensson, Juan Carlos Sosa Varela, H.B. Klopper, Carmen Padin, Carlos Ferro, Daniel J Petzer, and Beverly Wagner

Supply Chain Governance Tensions: A Qualitative Exploration of Business-to-Business Relationship Structures .................................................. 721
Frank G. Adams, V. Myles Landers, and Colin B. Gabler

The Impact of Product Disposal Strategies on Triple Bottom-Line Performance in Supply Chains: The Role of Relational Resources ....... 723
Karthik N.S. Iyer and Gopal Dutt

Session 8.7  Can Marketing Enhance Consumer Empowerment?

Using Community-Based Social Marketing to Change Youth Littering Behavior .............................................................. 727
Mine Üçok Hughes and Will McConnell
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paving the Way to a Safety Culture: Introducing a Hierarchical Feedback-Based Framework</td>
<td>729</td>
</tr>
<tr>
<td>Anjala S. Krishen, Pushkin Kachroo, and Shaurya Agarwal</td>
<td></td>
</tr>
<tr>
<td>Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-environmental Behaviors for Individuals</td>
<td>731</td>
</tr>
<tr>
<td>Marilyn Giroux, Frank Pons, and Lionel Maltese</td>
<td></td>
</tr>
<tr>
<td>Session 9.1 International Marketing Part 4: Luxury, Retail, and Service Value</td>
<td></td>
</tr>
<tr>
<td>The Impact of National Culture on Retail Structure</td>
<td>735</td>
</tr>
<tr>
<td>Boryana V. Dimitrova, Bert Rosenbloom, and Trina Larsen Andras</td>
<td></td>
</tr>
<tr>
<td>Antecedents and Outcomes of Country-of-Origin Effect:</td>
<td></td>
</tr>
<tr>
<td>The Extended Self-Congruity Context (ESCT)</td>
<td>737</td>
</tr>
<tr>
<td>Dafnis N. Coudounaris</td>
<td></td>
</tr>
<tr>
<td>Evolutionary Origins of Female and Male Shopping Styles</td>
<td>739</td>
</tr>
<tr>
<td>Charles Dennis, J. Joško Brakus, Gemma Garcia, Charles McIntyre,</td>
<td></td>
</tr>
<tr>
<td>Tamira King, and Eleftherios Alamanos</td>
<td></td>
</tr>
<tr>
<td>The Impact of National Context on Consumer Evaluation of Service Value: A Qualitative Study of Developed and Emerging International Market Consumers</td>
<td>741</td>
</tr>
<tr>
<td>Ethelbert O. Chukwuagozie and Jikyeong Kang</td>
<td></td>
</tr>
<tr>
<td>Session 9.3 Consumer Behavior Mix I</td>
<td></td>
</tr>
<tr>
<td>The Effectiveness of Donation Advertising: An Experimental Study for Felt Ethnicity and Messages on In-Groups and Out-Groups</td>
<td>745</td>
</tr>
<tr>
<td>Christina Chung and Emi Moriuchi</td>
<td></td>
</tr>
<tr>
<td>Nostalgia’s Role in Retromarketing</td>
<td>747</td>
</tr>
<tr>
<td>Damien Hallegatte and François Marticotte</td>
<td></td>
</tr>
<tr>
<td>Consumer Behavior and Religion: An Investigation in Singapore</td>
<td>748</td>
</tr>
<tr>
<td>Lynn R. Kahle, Elizabeth A. Minton, Tan Soo Jiuan, and Siok Kuan Tambyah</td>
<td></td>
</tr>
<tr>
<td>Session 9.4 Consumer Behavior Perspectives on Social Media</td>
<td></td>
</tr>
<tr>
<td>‘Remember When’: Analyzing Nostalgic and General Facebook Posts</td>
<td>753</td>
</tr>
<tr>
<td>Sergio Davalos, Altaf Merchant, and Gregory Rose</td>
<td></td>
</tr>
<tr>
<td>Measuring Trust in Electronic Word of Mouth:</td>
<td></td>
</tr>
<tr>
<td>A Rigid Research Framework</td>
<td>755</td>
</tr>
<tr>
<td>Wolfgang Weitzl and Robert Zniva</td>
<td></td>
</tr>
</tbody>
</table>
Session 9.8  Wearable Technology: Trends and Opportunities for Organizations

Wearable Technology: Trends and Opportunities for Organizations ...... 801
Karen Robson, Leyland Pitt, Jan Kietzmann, Wade Halvorson, and Asa Wallstrom

Session 10.1  International Marketing Part 5: Communication in Global Environment

Efficacy of Promotional Offers in Poor Households: Insights from the Bottom of the Pyramid ................................................... 805
Shruti Gupta

Qin Sun

You Look Marvelous: The World of Flattery in Marketing .......... 809
Xin Wang, Namika Sagara, and Lynn Kahle

Session 10.3  Consumer Behavior Mix II

The Influence of Perceived Justice on Service Satisfaction and Behavioral Intentions in Service Encounters at Retail Banks in a Post-complaint Setting .......................................................... 815
Daniel J. Petzer, Göran Svensson, and Christine F. Meyer-Heydenrych

Half Empty Versus Half Full: Linguistic Effects on Numerical Perceptions .............................................................. 817
Christopher Lee

Session 10.4  Co-Creation of Value in the Digital World

Contemporary E-Commerce Sites: Perceived Value of Netflix Self-Service App ................................................................. 821
Adesegun Oyedele

The Impact of Webshop Familiarity and Online Customer Review Valence on Customer’s Trust and Purchase, Word-of-Mouth, and InformationSeeking Intentions .............................................. 823
Ardion Beldad, Joyce Karreman, and Joske Behrens

Customer Value Co-creation in Social Media: Conceptualization and Antecedents ............................................................ 829
Arash Hosseinzadeh and Mohammadali Zolfagharian
The Effect of Product Reviews on the Purchase Intent of Bundled Products .......................................................... 835
Patrick Fennell and Chatt Pongpatipat

Session 10.5 Sports Marketing and Fan Reactions

Stochastic Nature of Attending Behavior at Sporting Events: A Structured Abstract ............................................. 843
Giang Trinh

“I Can’t Stand My Team, but I Can’t Live Without It”: Ambivalence Among Highly Identified Sports Fans .................. 847
Frank Pons, Marilyn Giroux, Lionel Maltese, and Julie Guidry Moulard

Investigating the Impact of Technology Use on the Efficacy of Broadcast Brand Integration ................................. 849
Jonathan A. Jensen, Joe B. Cobbs, Patrick Walsh, and Brian A. Turner

From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising .................................................. 855
Dan Li

Session 10.6 Consumer Motivations and Value in Retailing

Exploring Showrooming Experiences at Small Retailers ................................................................. 863
Alisha Horky and Joel Collier

How Vital Is Price to Compulsive Collectors? ................................................................. 867
Nancy Ridgway, Monika Kukar-Kinney, and Amit Eynan

The Interpersonal Utility of Shopping: Confirmatory Study and Implications ...................................................... 869
Jose-Domingo Mora, Eva Maria Gonzalez Hernandez, and Manouchehr Yousef Sibdari

Session 10.7 Marketing and the Socially-Conscious Consumer Interface

Pity in Charity Advertisements: The Effects of Sympathy, Control Attributions, and Identification with the Victim ........................................... 873
Renaud Lunardo and Valery Bezençon

Perceived Marketplace Influence and Sustainable Consumption: Does What We Do Matter? ................................ 879
R. Bret Leary and Richard J. Vann

Are We All Equal in the Face of Social Comparison? The Moderating Role of Consumer Values: A Structured Abstract .... 881
Amanda Pruski Yamim, Walter Meucci Nique, and Adilson Borges
Understanding and Defining the Socially Conscious Consumer .......... 887
Alexis Croswell, Kevin Lehnert, and Christian Hinsch

Session 11.1 Spectator Sports, Value Co-creation, and Connectedness
Co-creation in the Sport Media Network: Attention Creating and Attention Destruction Interdependencies Between Live and Media Advertisements.......................................................... 891
Guido Ellert and Simon Dallwig

Co-creation of Value Through Virtual Sports Communities ............ 895
Nick Hajli

Fan Experience in Spectator Sports and the Feeling of Social Connectedness ............................................................................. 911
Maximilian Stieler and Claas Christian Germelmann

Session 11.4 Promotion and Social Marketing
Do Pro-social Ads Influence Social Attitudes and Consumer Response? ......................................................................................... 921
Kevin Lehnert, Christian Hinsch, and Alexis Croswell

There’s a Silver Lining: Information Quality, Trust, and Positive Meaning After a Crisis ................................................................. 923
Maria Ek Styvén, Anne Engström, Esmail Salehi-Sangari, and Mana Farshid

The Mediating Role of Message Concreteness and Perceived Persuasiveness in Explaining the Match Effect Between Temporal Frame and Self-View ..................................................................... 925
Seungae Lee and Kate Pounders

Session 11.5 Value Creation in Marketing Channels
Protecting Brand Value: Walking the Talk After the Sale .............. 929
Joël Bon, Doug Hughes, Wyatt Schrock, and Dwight Merunka

Can High-Status Local Partners Lead to Success in Developing Economies? Managing Quality, Order, and Opportunism in Emerging Markets ......................................................... 931
Annie H. Liu, A. Noel Gould, and Yang Yu

The Effects of Customer Orientation and Relationship Marketing on the Performance of Logistics Firms in Taiwan ......................... 937
Stephen W. Wang

Session 11.6 Store Satisfaction, Patronage, and Customer Referrals
Price and Quality Value: Impacts on Store and Service Satisfaction ...... 957
Thomas L. Powers, J’Aime C. Jennings, and Eric Jack
The Effect of Consumer Local Engagement and Personal Values to Local Store Patronage
Mika Skippari, Jussi Nyrhinen, and Heikki Karjaluoto

959

Friends and Family: To Refer or Not to Refer?
Stephanie M. Mangus and Patrick Fennell

965

Session 11.7 Levels of Knowing in Consumers, Ethics, and Policy Research

When Do Anticipated Guilt Ads Lead to Ethical Consumption?
Identifying Moderating Variables from a Literature Review
Sabrina Spence, Kai-Yu Wang, Narongsak Thongpapanl, and Todd Green

969

Consumer Perceptions of Green Marketing Claims:
An Examination of the Relationships with Type of Claim and Credibility
Carolyn (Casey) Findley Musgrove, Pilsik Choi, and K. Chris Cox

971

Knowledge Is Power: Why Public Knowledge Matters to Charities
Maureen Bourassa and Abbey Stang

977

Knowledge Utilization by Policy Makers: Is There a Role for Marketing?
Lauren Arnold, Maureen Bourassa, Loleen Berdahl, Jana Fried, and Scott Bell

979

Session 12.5 Technology and Problem Solving in the Selling Environment

Antecedents and Consequences of Sales Force Technology Use
Rocio Rodriguez and Sergio Román

983

Sales Force Acceptance of Disruptive Technologies
Michael Obal and Nathan Fong

985

Sreedhar Madhavaram and Vishag Badrinarayanan

987

Session 12.6 Reviews, Reviewing, and Comparative Methods in Marketing

Mirror, Mirror on the Wall: A Comparative Evaluation of Six Structural Equation Modeling Methods
Kai O. Thiele, Marko Sarstedt, and Christian M. Ringle

991

Living Dangerously: Generalizing in Case Study Research
Jillian Farquhar and Linda Deigh

993
Session 12.7  Decision Making

Jumped or Pushed? Understanding Customer Switching in the Banking Context ............................................................... 1001
Hanim Misbah, Tina Harrison, and Essam Ibrahim

Driving Employee-Based Brand Equity .................................................. 1005
Achilleas Boukis and George Christodoulides