THE 12TH BIENNIAL WORLD MARKETING CONGRESS

*Marketing in an Inter-connected World: Opportunities and Challenges*

July 6-9, 2005
MUENSTER, GERMANY

Hosted by
The Marketing Center Muenster,
University of Muenster/Germany
at
The Movenpick Hotel Muenster

Program Chairs

Tanuja Singh, Northern Illinois University, USA
Heiner Evanschitzky, Marketing Center, University of Muenster, Germany
Ralf Schellhase, University of Applied Sciences Darmstadt, Germany
PROGRAM CHAIRS

Tanuja Singh, Northern Illinois University, USA
Heiner Evanschitzky, University of Muenster, Germany
Ralf Schellhase, University of Applied Sciences Darmstadt, Germany

TRACK CHAIRS

ADVERTISING, PROMOTION AND OTHER INTEGRATED MARKETING COMMUNICATIONS
Denise Schoenbachler, Northern Illinois University, USA
Philip J. Kitchen, The University of Hull, UK

BUSINESS-TO-BUSINESS
Richard A. Lancioni, Temple University, USA
Pervez Ghauri, Manchester School of Management, UK

CHANNELS OF DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT
Lou Pelton, University of North Texas, USA
Aric Rindfleisch, University of Wisconsin-Madison, USA

CONSUMER BEHAVIOR AND CONSUMER MARKETING
Mark Hill, Montclair State University, USA
Vince-Wayne Mitchell, Cass Business School, UK

CURRENT ISSUES IN ASIA AND AUSTRALASIA
Michel Laroche, Concordia University, Canada
Mike Ewing, Monash University, Australia

ELECTRONIC AND DIRECT MARKETING
Julie Napoli, Curtin University of Technology, Australia
Mairead Brady, University of Dublin, Ireland

ETHICS AND SOCIAL RESPONSIBILITY
John Fraedrich, Southern Illinois University, USA

INTERNATIONAL MARKETING
John Ford, Old Dominion University, USA
A. Diamantopoulos, University of Vienna, Austria

MARKETING EDUCATION
Mitch Griffin, Bradley University, USA
Patrick Poon, Lingnan University, Hong Kong
MARKETING RESEARCH AND QUANTITATIVE ANALYSIS
Gerald Albaum, University of New Mexico, USA
Arthur Money, Henley Management College, UK

MARKETING STRATEGY
Kathleen Krentler, San Diego State University, USA
Albert Caruana, University of Malta, Malta
Brendan J. Gray, University of Otago, New Zealand

NOT-FOR-PROFIT
Adrian Sargeant, Bristol Business School, UK
Sandra Mottner, Western Washington University, USA

PRODUCT PLANNING AND PRICING STRATEGIES
Jeffrey B. Schmidt, University of Illinois at Urbana-Champaign, USA
G.J. Avlonitis, Athens University of Economics and Business, Greece

RELATIONSHIP MARKETING
Bulent Menguc, Brock University, Canada
Manfred Krafft, Marketing Center Muenster, Germany
Klaus Backhaus, Marketing Center Muenster, Germany
Dieter Ahlert, Marketing Center Muenster, Germany

RETAILING AND FASHION MERCHANDISING
Barry Berman, Hofstra University, USA
Ann Fairhurst, University of Tennessee, USA
Susan Fiorito, Florida State University, USA

SELLING & SALES MANAGEMENT
Dan Weilbaker, Northern Illinois University, USA
Antonis Simintiras, University of Wales Swansea, UK

SERVICES AND TRAVEL AND TOURISM MARKETING
R. Mohan Pisharodi, Oakland University, USA
Nina Reynolds, University of Wales Swansea, UK

MARKETING IN THE EU
Thomas Salzberger, Wirtschaftsuniversitaet Wien, Austria
Biljana Crnjak-Karanoviæ, University of Split, Croatia

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Tuesday, July 5, 2005

15:00 – 18:00
REGISTRATION, FOYER

18:30 – 19:30
OPENING RECEPTION, FOYER

Wednesday, July 6, 2005

8:00 – 17:00
REGISTRATION, FOYER

8:30 – 10:00

Session 1.1: Marketing Communication and Advertising Standardization

PAVILLON 1

Session Chair: Aviv Shoham, University of Haifa, Israel

Marketing Events and Attitude Formation: An Empirical Study about the Influence of Advertising Activities at Events and the Dynamic of Attitude Formation
Gunnar Mau, University of Göttingen, Germany
Kerstin Weihe, University of Göttingen, Germany
Günter Silberer, University of Göttingen, Germany

Promotions with Perishable Products
Rim Lamandhi, LEGI-Ecole Polytechnique, Tunisia and ISG of Tunis
Lamia Rouached, LEGI-Ecole Polytechnique, Tunisia and ISG of Tunis
Louis–Georges Soler, INRA-LORIA, France
Marketing Communications in an Inter-connected World: Opportunities and Challenges in the Advertising Industry in Nigeria
Rotimi Williams Olatunji, Lagos State University, Nigeria

Standardization in International Advertising-An Empirical Approach for Different Advertisement Categories
Klaus Backhaus, University of Muenster, Germany
Jenny van Doorn, University of Groningen, the Netherlands
Melanie Schultze, Dimag, GmbH, Cologne, Germany

Discussion Leader: Anja Geigenmueller, University of Mining and Technology, Germany

Session 1.2: Current and Emerging Issues in B2B Markets
PAVILLON 2
Session Chair: Mohan Pisharodi, Oakland University, USA

Organizational Buyers and Conflict: The Impact of Conflict on Ongoing and New Purchasing Situations
Richard E. Plank, William Patterson University of New Jersey, USA
Stephen J. Newell, Western Michigan University, USA
David A. Reid, William Patterson University of New Jersey, USA

Relationships, Marketing Strategies and Export Performance: A Conceptual Model
Claude Obadia, Université de Paris, Sorbonne, France

How Control Mechanisms and Trust Affect Customer Commitment
Alexander Haas, University of Erlangen-Nuernberg, Germany
Björn Sven Ivens, University of Erlangen-Nuernberg, Germany
Catherine Pardo, Ecole de Management Lyon, France

Business Repurchasing Using the List of Values
Tino Fenech, Griffith University, Australia

Discussion Leader: Dirk Morschett, Saarland University, Germany
Session 1.3: Consumer Behavior and the Web

**PAVILLON 3**

**Session Chair:** Tanuja Singh, Northern Illinois University, USA

*Internet Mavens, Market Mavens & Opinion Leaders: A Preliminary Examination*
Kathleen A. Krentler, San Diego State University, USA
Michael A. Belch, San Diego State University, USA
Laura A. Flurry, Louisiana Tech University, USA

*E-Commerce as an Alternative Distribution Technology: The Readiness of Chinese Consumers*
Wai-Mum Kwok, Belt Collins International Ltd., Hong Kong
Li-Wei Mai, University of Westminster, UK
Jaafar El-Murad, University of Westminster, UK

*Marketer Facilitated Interactions at Brandfests: An Analysis of Consumer-Brand Celebrity Conversations in an Online Brandfest*
Toni Eagar, Australian National University, Australia

*The Impact of Internet as a Source of WOM on Buying Process of Consumers*
Gonca Ulubaşoğlu, Istanbul Technical University, Turkey
Aylin Egesoy, Istanbul Technical University, Turkey
Nimet Uray, Istanbul Technical University, Turkey

**Discussion Leader:** Maren Wunderlich, University of Muenster, Germany

Session 1.4: Effects of Gender and Ethnicity in Consumer Behavior

**SALON IV**

**Session Chair:** Irena Vida, University of Ljubljana, Slovenia

*The Moderating Role of Gender on Web Consumer Behavior*
Marie-Odile Richard, École des Hautes Études Commerciales, Canada
Zhiyong Yang, Concordia University, Canada
Michel Laroche, Concordia University, Canada

*Do Effects of Demographic Variables on Conflict Resolution Strategies Differ Across Ethnic Groups? A Study of Joint Purchase Decisions*
Rina Makgosa, University of Botswana, Botswana
Jikyeong Kang, Manchester Business School, United Kingdom

*Gender-Specific Advertising Response: The Case of Textual Information Quantity*
Hans H. Bauer, University of Mannheim, Germany
Nicola E. Sauer, University of Mannheim, Germany
Verena Mnich, Europa-Fachpresse-Verlag, Germany
Word of Mouth, Brand Loyalty and the American Jewish Consumer
Jeffrey S. Podoshen, Franklin and Marshall College, USA
Jeffrey Lidicker, Temple University, USA

Discussion Leader: Irena Vida, University of Ljubljana, Slovenia

Session 1.5: Conceptualizing and Measuring Export Performance
SALON III
Session Chair: John Ford, Old Dominion University

Factors Determining Export Performance – A Survey of SME Exporters in Singapore
B. Ramaseshan, Curtin University of Technology, Australia
Nigel DeBussy, Curtin University of Technology, Australia
Hsiu-Yuan Tsao, Curtin University of Technology, Australia

Trade-Off Interactions Among Export Performance Dimensions: Empirical Evidence from UK Firms
Adamantios Diamantopoulos, University of Vienna, Austria
Nikolaos Kakkos, Loughborough University, UK

Entry Predictors and Export Market Selection of German SMEs
David Woisetschlager, University of Muenster, Germany
Heiner Evanschitzky, University of Muenster, Germany

Standardization versus Adaptation of Processes: Decentralization, Cooperation and Commitment in Exporting
Maja Makovec Brencic, University of Ljubljana, Slovenia
Aviv Shoham, University of Haifa, Israel
Vesna Virant, University of Ljubljana, Slovenia

Discussion Leader: Scott Weaven, Griffith University-Gold Coast Campus, Australia

10:00 – 10:30—BREAK, FOYER

10:30 – 12:00—2005 WMC PLENARY SESSION

Plenary Session 2.1: International Marketing and Terrorism: Managing the Unthinkable
SALON III + IV
Plenary Speaker: Michael R. Czinkota, Georgetown University

12:00 – 13:20—LUNCH
SALON I + II

13:30 – 15:00
Session 3.1: Marketing Strategy and Market Orientation

**PAVILLON 1**

**Session Chair:** Kathleen A. Krentler, San Diego State University, USA

*Towards Resolving Difficulties with the Conceptualisation of Market Orientation: The Role of Market-sensing Capability*

Anthony Foley, Waterford Institute of Technology, Ireland
John Fahy, University of Limerick, Ireland

*Market Orientation and Manufacturing Outputs*

Hari Vasudevan, Dwarkadas J. Sanghvi College of Engineering, India
Sanjaya S. Gaur, Indian Institute of Technology-Bombay, India

*Examining the Relationship between Diversity Management and Market Orientation*

Angela Paladino, The University of Melbourne, Australia
Carol Kulik, The University of Melbourne, Australia

**Discussion Leader:** Brendan Gray, University of Otago, New Zealand

Session 3.2: Channel Issues in Global Markets

**PAVILLON 2**

**Session Chair:** Lou Pelton, University of North Texas, USA

*New Waves in Global Marketing: Channel Surfing in the 21st-Century*

Bert Rosenbloom, Drexel University, USA
Lou E. Pelton, University of North Texas, USA

*The Deficiency of Third World Logistics in the Age of Globalization: The Need for a Paradigm Shift*

A. Coskun "Josh" Samli, University of North Florida, USA

*Premium Private Labels, Supply Contracts and Shelf Space Segmentation*

Pascale Bazoche, INRA-LORIA, Laboratoire d’ économétrie de l'école Polytechnique, France
Eric Giraud-Héraud, INRA-LORIA Ivry/Seine and Laboratoire d'Econométrie, Ecole Polytechnique, France
Louis-Georges Soler, INRA-LORIA, Ivry/Seine, France

**Discussion Leader:** Aric Rindfleisch, University of Wisconsin-Madison, USA

Session 3.3: Branding and Packaging Issues in Asia-Australasia

**PAVILLON 3**

**Session Chair:** Nigel DeBussy, Curtin University of Technology, Australia

*Benchmarking the Corporate Brand in Relation to Stakeholders: A Managerial Perspective*

Tatiana Anisimova, Monash University, Australia
Brand Naming in China—The Empirical Investigation of the Relationship between Method of Translation and Brand Evaluation
Margit Enke, Technical University Bergakademie Freiberg, Germany
Anja Geigenmueller, Technical University Bergakademie Freiberg, Germany
Martin Reimann, Technical University Bergakademie Freiberg, Germany
Hongbo Zhang, Fraunhofer Institute Beijing, Peoples’ Republic of China

Does Retailer Equity Vary Across Store Categories? Empirical Evidence from Australia
Ravi Pappu, University of New England, Australia
Pascale Quester, University of Adelaide, Australia

The Use of Packaging Cues to Segment Consumers in Food Shopping
Pinya, Silayoi Kasetsart University, Thailand
Mark Speece, University of Alaska Southeast, USA

Discussion Leader: Lefa Teng, University of Guelph, Canada

Special Session 3.4: Current Best Practices in B2B Marketing: A Research Summary and Overview
SALON III
Session Chair: Debra Zahay, Northern Illinois University, USA

Panelists:
Abbie Griffin, University of Illinois, Urbana-Champaign, USA
Wesley Johnston, Georgia State University, USA
Debra Zahay, Northern Illinois University, USA

Session 3.5: Marketing in the Nonprofit Environment
SALON IV
Session Chair: Sandra Mottner, Western Washington University, USA

Partnership and Relational Potential Between Government & the Non-Profit Sector: The Role of Ethical Climate
James Agarwal, University of Calgary, Canada
David C. Malloy, University of Regina, Canada
Ken Rasmussen, University of Regina, Canada

Environmental Dynamics, Learning and Innovation in Social Enterprises: Some Preliminary Findings
Jay Weerawardena, University of Queensland, Australia
Gillian Sullivan Mort, Griffith University, Australia

The Development of a Behavior Model for Museums: An Approach Using Environmental Psychology
Ralf Terlutter, Saarland University, Germany
**Discussion Leader:** Toni Hilton, Bristol Business School, UK

**15:00 – 15:30—BREAK, FOYER**

**15:30 – 17:00**

**Session 4.1: Measuring Service Quality**

**PAVILLON 1**

**Session Chair:** Mohan Pisharodi, Oakland University, USA

*An Empirical Examination of the Moderators of the Service Recovery Paradox*

Vince Magnini, Longwood University, USA
John Ford, Old Dominion University, USA
Edward Markowski, Old Dominion University, USA
Earl D. Honeycutt, Jr., Elon University, USA

*A Contingency Framework for the Durational Component of the Service Experience: An Exploratory Study*

Ayse Banu Elmadag, University of Alabama, USA
Elif Karaosmanoglu, The Middlesex University, UK

*Transitioning from Services to Products: A Roadmap for Software Service Providers*

G. Shainesh, Indian Institute of Management-Bangalore, India
Debanjan Dasgupta, Wipro Technologies Ltd., India

*Aggressive Consumer Claiming Behavior in a Service Recovery Context*

Jochen Wirtz, National University of Singapore, Singapore
Janet McColl-Kennedy, The University of Queensland, Australia

**Discussion Leader:** Gopalkrishnan Iyer, Florida Atlantic University, USA

**Special Session 4.2: Initiating Sales Specific Short-Term International Exchange Programs for Undergraduate Students**

**PAVILLON 2**

**Session Chair:** Dan Weibaker, Northern Illinois University, USA

**Panelists:**
Dan C. Weibaker, Northern Illinois University, USA
Laura Cuddihy, Dublin Institute of Technology, Ireland

**Session 4.3: Emerging Issues in Retailing and Fashion Merchandising**

**PAVILLON 3**

**Session Chair:** Lee Stepina, Florida State University
The Language of International Retail Expansion
Nicholas Alexander, University of Wales Aberystwyth, UK
Mark Rhodes, University of Wales Aberystwyth, UK
Hayley Myers, University of Surrey, UK

Effects of Perceived Retail Environment on Consumption Emotions, Satisfaction and Behavioral Intentions: A Comparison Between Shopping Centers and Traditional Retailing
Luisa Andreu, Universitat de València, Spain
J. Enrique Bigné, Universitat de València, Spain
Ruben Chumpitaz, IESEG School of Management, France
Anna S. Mattila, Pennsylvania State University, USA
Valérie Swaen, Université Catholique de Louvain, Belgium

Moderated Effect of Situational Factors and Affect Variable on Shopping Centre Patronage
Pedro Quelhas Brito, Universidade do Porto, Portugal
Meter J. McGoldrick, UMIST-Manchester School of Management, UK

Retail Formats: Integrated Channel Strategy and its Impact on Trust, Attitude and Customer Loyalty
Hanna Schramm-Klein, Saarland University, Germany
Dirk Morschett, Saarland University, Germany

Discussion Leader: Alexander Haas, University of Erlangen-Nuernberg, Germany

Session 4.4: Issues in Marketing Education
SALON III
Session Chair: Laurie Babin, University of Southern Mississippi, USA

Marketing Education and the Recognition of Student Expectations: An Education Supply Chain Framework
Dale Miller, Griffith University, Australia
Ron Fisher, Griffith University, Australia

The Transparency of Appointment and Promotion in Swedish Higher Education Institutions: A Benchmark?
Göran Svensson, Halmstad University, Sweden

Discussion Leader: Laurie Babin, University of Southern Mississippi, USA
Session 4.5: On-Line Consumer Behavior: Challenges and Patterns

Session Chair: Kathleen A. Krentler, San Diego State University, USA

Inter-connected Doorways to Competitor’s Stores? A Study of E-consumer Behaviour When Waiting for Service on the Internet
Gerard Ryan, Universitat Rovira i Virgili, Spain
Mireia Valverde, Universitat Rovira i Virgili, Spain

Investigating the Effect of Online Concerns on Online Purchase Likelihood
Swinder Janda, Kansas State University, USA

Online Shopping Diffusion Pattern in Australia: An Application of the Bass Model
Mohammad B. Naseri, Macquarie University, Australia

Service Quality in Multi Channel Retailing - Quality Management and the Web Channel
Claas Müller-Lankenau, University of Muenster, Germany
Kai Wehmeyer, University of Muenster, Germany

Discussion Leader: Debra Zahay, Northern Illinois University

18:30 – 19:30 RECEPTION, FOYER

Dinner on your own

Thursday, July 7, 2005

8:00 – 12:00
REGISTRATION, FOYER

8:30 – 10:00

Session 5.1: Issues in On-Line Research

PAVILLOON 1
Session Chair: Harry Harmon, Central Missouri State University, USA

Conducting Experiments using on-Line Surveys
Scott Smith, Brigham Young University, USA

What Motivates Respondents to Participate in Online Panels
Elisabeth Deutskens, University of Maastricht, The Netherlands
Ko de Ruyter, University of Maastricht, The Netherlands
Martin Wetzels, Eindhoven University of Technology, The Netherlands

Discussion Leader: Hanna-Schramm-Klein, Saarland University, Germany
Session 5.2: Issues in Ethics and Corporate Social Responsibility

**PAVILLON 2**

**Session Chair:** Bitta Bergemann, University of Applied Sciences Furtwangen, Germany

*Corporate Social Responsibility in the Financial Sector: An Exploratory Study about the Situation in Spain and Portugal*
Mercedes Galán-Ladero, Universidad de Extremadura, Spain
Clementina Galera Casquet, Universidad de Extremadura, Spain
Víctor Valero Amaro, Universidad de Extremadura, Spain
Elisabeth Kastenholz, Universidade de Aveiro, Portugal

*An International Comparison of Corporate Social Responsibility Perceptions*
Luisa Andreu, Universitat de València, Spain
Suzanne C. Beckmann, Copenhagen Business School, Denmark
Enrique Bigné, Universitat de València, Spain
Ruben Chumpitaz, IESEG School of Management, France
Valérie Swaen, IESEG School of Management, France

*Disclosure of Personal Information in the Financial Marketplace*
**Yelena Tsarenko, Monash University, Australia**
**David Stewart, Monash University, Australia**
**Mark Gabbott, Monash University, Australia**

**Discussion Leader:** Martin Büscher, Institut für Kirche und Gesellschaft, Germany

Session 5.3: Sales and Salesforce Management

**PAVILLON 3**

**Session Chair:** Dan Weilbaker, Northern Illinois University

*Influence of Affective and Contextual Factors on Salesperson Performance Appraisal*
Belén Bande Vilela, Universidad de Santiago de Compostela, Spain
José Antonio Varela González, Universidad de Santiago de Compostela, Spain
Pilar Fernández Ferrín, Universidad del País Vasco, Spain
Mª Luisa del Río Araújo, Universidad de Santiago de Compostela, Spain

*How Control Systems Influence the Salesperson's Objective Performance: An Empirical Investigation*
Vincent Onyemah, Boston University, USA
Erin Anderson, INSEAD, France

*Identifying the Traits of High-Performing Salespeople: The Combined Effects of Affect and Cognition*
Jane Z. Sojka, Ohio University, USA
Dawn R. Deeter-Schmelz, Ohio University, USA
**Toward a Theory of Cross-cultural Empathy in the Personal Selling Context**
Lucette B. Comer, Purdue University, USA
Sarah Maxwell, Fordham University, USA

**Discussion Leader:** Richard Plank, William Patterson University, USA

**Session 5.4: Customer Relationship Management and Loyalty**

**SALON III**

**Session Chair:** Bulent Menguc, Brock University, Canada

*Why Coupon Promotions Should Be Integrated into CRM Concepts: Findings of a Retail Study in Austria, Germany and Switzerland*
Sven Köhler, University of St. Gallen, Switzerland
Sven Reinecke University of St. Gallen, Switzerland
Andrea Rumler, FHTW Berlin, Germany

*The Impact of Loyalty Programmes on Repeat Purchase Behaviour*
Lars Meyer-Waarden, University Toulouse Paul Sabatier, France

*A Review of the Determinants of Customer Loyalty*
Richa Agrawal, Indian Institute of Technology, Mumbai, India
Sanjaya S. Gaur, Indian Institute of Technology, Mumbai, India
Hari Vasudevan, Dwarkadas J. Sanghvi College of Engineering, India

**Moderators of the Four-Stage Loyalty Model**
Maren Wunderlich, Marketing Center Muenster, Germany
Heiner Evanschitzky, Marketing Center Muenster, Germany

**Discussion Leader:** Björn Sven Ivens, University of Erlangen-Nuernberg, Germany

**Session 5.5: Product Strategy Issues**

**PAVILLON 4**

**Session Chair:** Brendan J. Gray, University of Otago, New Zealand

*Further Advances of the Price Corridor Approach by Hermann Simon*
Adrienne Cansier, Universität Tübingen, Germany

*Service Elimination Decision-making and the Product Life Cycle Model: Project “ServDrop”*
Paulina Papastathopoulou, Athens University of Economics and Business, Greece
Spiros Gounaris, Athens University of Economics and Business, Greece
George Avlonitis, Athens University of Economics and Business, Greece
Nikolaos Papavassiliou, Athens University of Economics and Business, Greece

*Price Management: Qualitative Aspects of Decision-Making in the Area of Prices*
Isabel María Rosa Díaz, University of Seville, Spain
**Discussion Leader:** Brendan J. Gray, University of Otago, New Zealand

10:00 – 10:30—**BREAK, FOYER**

10:30 – 12:00

**Session 6.1 : Conceptualizing Consumer Behavior and Motivations**

*PAVILLON 1*

**Session Chair:** Shintaro Okazaki, Autonomous University of Madrid, Spain

*Developing a Measure of Consumer Well-Being in Relation to Consumer Durables*
Stephan Grzeskowiak, University of St. Thomas, USA
M. Joseph Sirgy, Virginia Tech, USA

*Corporate Reputation: An Attitudinal Conceptualization*
Albert Caruana, University of Malta, Malta
Charlene Cohen, University of Malta, Malta
Kathleen A. Krentler, San Diego State University, USA

*The Catholic Morality Approach in Buying Decision Making: A Conceptual Framework*
António Azevedo, Instituto Superior de Gestão, Portugal
Madalena Abreu, Instituto Superior De Contabilidade de Administracao, Portugal

**Discussion Leader:** George Balabanis, City University, UK

**Session 6.2: Global Marketing Issues—Strategic Challenges**

*PAVILLON 2*

**Session Chair:** John Ford, Old Dominion University

*Cooperative Arrangements or Wholly-Owned Units? An Investigation of Organizational Mode Choice for International Customer Service*
Dirk Morschett, Saarland University, Germany
Hanna Schramm-Klein, Saarland University, Germany

*Understanding the Dimensions of Country of Origin Judgments: A Preliminary Evaluation*
Biljana Ćrnjak-Karanovic, University of Split, Croatia
Anthony Pecotich, University of Western Australia, Australia
Natasa Renko, University of Zagreb, Croatia

**Discussion Leader:** Harry Harmon, Central Missouri State University, USA
Session 6.3: Strategic Issues in Fashion Retailing

**PAVILLON 3**

**Session Chair:** Lee Stepina, Florida State University

*Strategic Sourcing in Fashion Retailers*
Margaret Bruce, The University of Manchester, UK
Lucy Daly, The University of Manchester, UK
Neil Towers, The University of Manchester, UK

*A Qualitative Study of Support Methods Employed by International Retail Franchisors: The Case of Fashion Retailing*
Anne Marie Doherty, University of Wales Aberystwyth, UK

*Parenting Advantage within the International Luxury Fashion Sector-The Gucci Group and Armani Group Strategies*
Christopher Moore, Glasgow Caledonian University, UK
Grete Birtwistle, Glasgow Caledonian University, UK

**Discussion Leader:** Nicholas Alexander, University of Wales, UK

Session 6.4: Emerging Issues in Asia-Australasia

**SALON III**

**Session Chair:** Michel Laroche, Concordia University, Canada

*Supporting Elements and Impediments to Growth in a Maturing Franchising Sector: New Evidence from Australia*
Scott Weaven, Griffith University-Gold Coast Campus, Australia
Lorelle Frazer, Griffith University-Gold Coast Campus, Australia

*Product Integration in Television Programs: Issues for an Emerging Australian Industry*
Claire E. Sherman, University of Adelaide, Australia

*Science Marketing: Best Practice, Research Agenda and a Conceptual Framework*
Thomas Baaken, Muenster University of Applied Sciences, Germany
Carolin Plewa, The University of Adelaide, Australia
Pascale Quester, The University of Adelaide, Australia

**Discussion Leader:** Nigel DeBussy, Curtin University of Technology, Australia
Session 6.5: Measurement Applications of Conjoint Analysis and Scale Validation Models

**PAVILLON 4**

**Session Chair:** Scott Smith, Brigham Young University, USA

*Multi-Step Limit Conjoint Analysis for the Representation of Confictary Multi-personal Buying Decisions*
Markus Voeth, University of Hohenheim, Germany
Joerg Brinkmann, University of Hohenheim, Germany

*An Empirical Comparison of Methods to Measure Willingness to Pay Applying Contingent Valuation and Conjoint Analysis*
Klaus Backhaus, University of Muenster, Germany
Markus Voeth, University of Hohenheim, Germany
Christina Rabe, University of Hohenheim, Germany
Robert Wilken, University of Muenster, Germany

*Scale Validation with Factor Analysis and Item Response Models: An Application to the Construct of Materialism*
Retro Felix, Universidad de Monterrey, Mexico
Mark Wilson, University of California at Berkley, USA

**Discussion Leader:** Robert Wilken, University of Muenster, Germany

12:15 - 14:00—2005 WMC AWARDS LUNCHEON
**SALON I + II**

14:30 – 16:30—MUENSTER CITY CENTER WALKING TOUR
**BUS TRANSPORTATION PROVIDED**

18:30 – 19:30—RECEPTION, FOYER

*Dinner on your own*

Friday, July 8, 2005

8:00 – 17:00
**REGISTRATION, FOYER**

8:30 – 10:00

Session 7.1: Advertising Effectiveness, Public Policy, and Social Issues

**PAVILLON 1**

**Session Chair:** George Balabanis, City University, London, UK
Feminist Movement and Women’s Role Portrayals: A Cross-cultural Analysis in the USA and Spain
Shintaro Okazaki, Autonomous University of Madrid, Spain
Hwiman Chung, New Mexico State University, USA
Monica Gómez-Suarez, Autonomous University of Madrid, Spain

The Other Drug Problem: Can Marketing Communications Help Improve Medication Compliance?
Lynne Eagle, Middlesex University, UK
Isobel Martin, University of Otago, New Zealand
Jacinta Hawkins, Massey University (Auckland), New Zealand
Jim Reid, University of Otago, New Zealand
Lawrence Rose, Massey University (Auckland), New Zealand

The Effectiveness of Green Advertising
Pascale Quester, University of Adelaide, Australia
Frances Lascar

An Empirical Examination of Television Advertising Effectiveness: Measuring Consumer Attitudes
Arturo Molina, Universidad de Catilla-La Mancha, Spain
David-Martin Consuegra, Universidad de Catilla-La Mancha, Spain
Agueda Esteban, Universidad de Catilla-La Mancha, Spain

Discussion Leader: Rotimi Williams Olatunji, Lagos State University, Nigeria

Special Session 7.2: Loyalty Programs in Retailing
PAVILLON 2
Session Chair: Florian von Wangenheim, University of Dortmund, Germany

Profit Maximizing Customer Retention Management in the Internet Access Business
Manfred Krafft, University of Muenster

The Dynamic Effects of Loyalty Program Rewards
Jorna Leenheer, Vrije Universiteit Amsterdam, The Netherlands
Tammo Bijmolt, Vrije Universiteit Amsterdam, The Netherlands

CLV Prediction for Multi-Service Provider with Loyalty Program
Bas Donkers, Erasmus University Rotterdam, The Netherlands
Peter Verhoef, Erasmus University Rotterdam, The Netherlands
Martijn de Jong, Maastricht University, The Netherlands

Lifetime Value Prediction from Loyalty Card Data in the Textile Retail Business
Florian von Wangenheim, University of Dortmund, Germany
Heiner Evanschitzky, University of Muenster, Germany
Discussion Leader: Heiner Evanschitzky, University of Muenster, Germany

Session 7.3: Marketing Channels and Related issues
PAVILTON 3
Session Chair: Aric Rindfleisch, University of Wisconsin- Madison, USA

The Safeguarding Role of Influence in Marketing Channels: The Moderating Effect of Relational Norms
James R. Brown, West Virginia University, USA
Stephen Grzeskowiak, University of St. Thomas, USA
Chekitan S. Dev, Cornell University, USA

The Causes and Effects of Resource Dependency Theory on Firm Performance-Controlling the Competitive Environment from a Buyer's Perspective
Jon Chin, University of Melbourne, Australia
Robert E. Widing II, University of Melbourne, Australia
Angela Paladino, University of Melbourne, Australia

Exploring Risk Propensity and Decisional Conflict in a Turbulent Market Context: Generation Y and the Airline Industry
Dheeraj Sharma, Louisiana Tech University, USA
Lou E. Pelton, University of North Texas, USA

An Ethnographic Analysis of The Convenience Store Supply Chain: An Example From Taiwan
Annie Liu, Loyola-Marymount University, USA
Lou Pelton, University of North Texas, USA

Discussion Leader: Harry Harmon, Central Missouri State University, USA

Session 7.4: Consumer Behavior Issues in Marketing
SALON III
Session Chair: Vince Mitchell, Cass Business School, UK

Shopping Motives, Loyalty and Satisfaction in Online Grocery Retailing Environments
George Balabanis, City University of London, UK
Vangelis Souitaris, City University of London, UK

Demographic and Motivational Characteristics of “Soft” Ecotourists: Implications for Marketers And Public Policy Advocates
Tanuja Singh, Northern Illinois University, USA
Michael H. Slotkin, Florida Institute of Technology, USA
Alex R. Vamosi, Florida Institute of Technology, USA
The Influence of Brand Communications on Brand Congruity: A Co-branding Investigation
Tara Heath, Curtin University of Technology, Australia
Sonia Dickinson, Curtin University of Technology, Australia
Julie Napoli, University of Melbourne, Australia

Discussion Leader: Antonis Simintiras, University of Wales Swansea, UK

Session 7.5: Cultural and other Aspects of E-Marketing
SALON IV
Session Chair: Debra Zahay, Northern Illinois University, USA

Experiential Value: A Hierarchical Model, the Impact of E-Loyalty and a Customer Typology
Claudia van Oppen, Maastricht University, The Netherlands
Gaby Odekerken-Schröder, Maastricht University, The Netherlands
Martin Wetzels, Technische Universiteit Eindhoven, The Netherlands

The Process of Building Loyalty in Bank Customers: Latin American versus Anglo-Saxon Perspectives
Arturo Z. Vasquez, The University of Texas-Pan American USA
Jose I. Rojas-Mendez, Universidad de Talca, Chile

Communication Factors that Influence the Adoption of Electronic Commerce for Small- and Medium-sized Enterprises in Australia
Sandy Chong, Curtin University of Technology, Australia

Discussion Leader: Gopalkrishnan Iyer, Florida Atlantic University, USA

10:00 – 10:30—BREAK, FOYER

10:30 – 12:00—2005 WMC PLENARY SESSION
SALON III + IV

Plenary Session 8.1: Strategic Marketing’s Global Agenda: Challenges and Opportunities
Plenary Speaker: Dave Cravens, Texas Christian University, USA

12:15 – 13:30 – LUNCH
SALON I + II
13:30 – 15:00

Session 9.1: Electronic and Mobile Marketing
PAVILLON 1
Session Chair: Tanuja Singh, Northern Illinois University, USA

Mobile Marketing: A Multivariate Study of Young Adult Consumers
Timothy L. James, RMIT, Australia
Kathleen Griffiths, RMIT, Australia
Kosmas X. Smyrnios, RMIT, Australia

Electronic Product Code (EPC): The End-Customer’s Perception at a Retailer in Monterrey, Mexico
Stephan Meinert, EGADE - Tecnológico de Monterrey, Mexico
Margarita Ibarra, EGADE - Tecnológico de Monterrey, Mexico
Consuelo Garcia, EGADE - Tecnológico de Monterrey, Mexico

Let Me Browse My Mobile: Understanding Basic Profiles of Wireless Internet Adopters
Shintaro Okazaki, Autonomous University of Madrid, Spain

Effects of Utilitarian and Hedonic Atmospheric Dimensions on Consumer Responses in an Online Shopping Environment
Carlota Lorenzo Romero, Universidad De Castilla-La Mancha, Spain
Miguel Ángel Gómez Borja, University of Castilla-La Mancha, Spain
Alejandro Mollá Descals, University of Valencia, Spain

Discussion Leader: Tino Fenech, Griffith University-Gold Coast, Australia

Session 9.2: Ethics and Social Responsibility
PAVILLON 2
Session Chair: John Fraedrich, Southern Illinois University, USA

Perceived Conduct and Ethical Issues among Faculty Members
M.G. Serap Atakan, Istanbul Bilgi University, Turkey
Sebnem Burnaz, Istanbul Technical University, Turkey
Y. Ilker Topcu, Istanbul Technical University, Turkey

Cross-National Measurement Invariance of a Workplace Ethics Scale
Paul L. Sauer, Canisius College, USA
Paul Chao, Eastern Michigan University, USA

The Influence of Values and Sexual Outlook on the Ethical Judgement of Sexual Appeals in Advertising: A Conceptual Framework
Paushali Lass, University of Strathclyde, UK

Discussion Leader: Lynne Eagle, Middlesex University, UK
Session 9.3: Travel and Tourism Issues in Global Markets

PAVILLON 3
Session Chair: Mohan Pisharodi, Oakland University, USA

Heritage Tourism: A Comparison of the Senior and Non-Senior Market
Pamela Weaver, Virginia Tech, USA
Tammie J. Kaufman, University of Central Florida, USA

Internet as a Marketing Tool for Bed & Breakfast (B&B) Operations: An Exploratory Investigation of Australian B&B Operators
Tekle Shanka, Curtin Technology of Technology, Australia
Ian Phau, Curtin Technology of Technology, Australia

Misfortunes of War? A Look at Ethnic Conflict and its Lingering Effect on Travel Preferences
Jeffrey S. Podoshen, Franklin and Marshall College, USA

The Relevance of Euro 2004 to Portugal’s Tourist Destination – A Pre-Event Perspective
Elisabeth Kastenholz, University of Aveiro, Portugal
Pedro Alexandre Marques, Câmara Municipal de Santa Maria da Feira, Portugal

Discussion Leader: Mohan Pisharodi, Oakland University, USA

Session 9.4: International Marketing: National and Cultural Contexts

PAVILLON 4
Session Chair: A. Diamantopoulos, University of Vienna, Austria

A Proposed Cross-National Study: The Effects of Self-Serving Bias and Co-Production on Customer Satisfaction
Mary Conway Dato-on, Northern Kentucky University, USA
Fred Beasley, Northern Kentucky University, USA

An Empirical Study: The Influence of Culture-Related Variables on the Attitude towards Advertising in General in Different Countries
Andrei Mikhailitchenko, Cleveland State University, USA
Thomas W. Whipple, Cleveland State University, USA

Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change
Christopher P. Blocker, University of Tennessee, USA
Daniel J. Flint, University of Tennessee, USA

Discussion Leader: David Woisetschläger, University of Muenster, Germany
Session 9.5: A Potpourri of Issues in the Asia-Australasia Markets

Salon III

Session Chair: Ralf Schellhase, University of Applied Sciences Darmstadt, Germany

The Academic Practitioner Divide: A Malaysian Perspective
Wan Norbani Wan Noordin, Universiti Teknologi Mara, Malaysia
Nigel DeBussy, Curtin University of Technology, Australia
B. Ramaseshan, Curtin University of Technology, Australia

Need for Cognition and Product Component Country of Origin Evaluation: A Conjoint Study
Amal Karunaratna, Adelaide University Australia
Pascale Quester, Adelaide University, Australia

Interactive Effects of Appeals, Arguments and Competition across North American and Chinese Cultures
Lefa Teng, University of Guelph, Canada
Michel Laroche, Concordia University, Canada

Discussion Leader: Scott Weaven, Griffith University-Gold Coast Campus, Australia

15:00 – 15:30 —BREAK, FOYER

15:30 – 17:00

Session 10.1: Factors Influencing International Investment and Divestment Decisions

Pavillon 1

Session Chair: George Balabanis, City University, UK

The Divestment Decision Dilemma: How Do Multinational Firms Choose Divestiture between Global and Local Brands
Sonia Ketkar, Temple University, USA
Jeffrey Steven Podoshen, Franklin and Marshall College, USA

The Influence of Trusting Behavior on International Joint Venture Performance: The Moderating Effect of Role Expectations
Ling-Yee Li, Lingnan University of Hong Kong, Hong Kong
Stephen (C.Y.) Li, City University of Hong Kong, Hong Kong

Forms of and Reasons for Strategy Changes as Adoptions to Foreign Markets – Empirical Evidences from European Companies
Bernhard Swoboda, University of Trier, Germany
Thomas Foscht, University of Graz, Austria
Frank Halsig, University of Trier, Germany

Discussion Leader: Amal Karunaratna, University of Adelaide, Australia
Session 10.2: Consumer Behavior, Diffusion, and Product Life-cycle Issues
PAVILLON 2
Session Chair: Vince Mitchell, Cass Business School, UK

Market Maven: An Israeli Study
Aviv Shoham, University of Haifa, Israel
Ayalla Ruvio, University of Haifa, Israel

Thomas Foscht, University of Graz, Austria
Bernhard Swoboda, Trier University, Germany
Rudolf Schwarz, University of Graz, Austria

Exploring the Role of Death Anxiety in the Context of an End-of-Life Product
Steven W. Kopp, University of Arkansas, USA
Swinder Janda, Kansas State University, USA

Discussion Leader: Stephan Grzeskowiak, University of St. Thomas, USA

Session 10.3: Not-for-profit Marketing Issues
PAVILLON 3
Session Chair: Hester Neinaber, ABSA Bank, South Africa

The Final Gift: Motives and Barriers to Giving
Adrian Sargeant, University of the West of England, UK
Toni Hilton, University of the West of England, UK
Walter Wymer, Christopher Newport University, USA

Nonprofit Marketing Pedagogy: An Exploration and Discussion
Sandra Mottner, Western Washington University, USA

Altruism or Self-Interest: Affinity Marketing and Consumer Value
Angus Laing, Open University Business School, UK
Fiona Harris, Open University Business School, UK
Aster Mekonnen, Open University Business School, UK

Discussion Leader: P. Papastathopoulou, Athens University of Economics and Business, Greece
Session 10.4: Global Issues in Consumer Behavior
PAVILLON 4
Session Chair: A. Diamantopoulos, University of Vienna, Austria

Consumer Domestic Purchase Behavior in Newly Transitioning Post War Economies
Irena Vida, University of Ljubljana, Slovenia
Tanja Dmitroviæ, University of Ljubljana, Slovenia
James Reardon, University of Northern Colorado, USA

Investigation of Post Purchase Behavior: A Model for Turkish Consumers
E. Serra Yurtkoru, Marmara University, Turkey
Beril Sipahi, Marmara University, Turkey

The Role of the Husband in Family Syncratic Decision-Making in the United States, China, and Peru
Sindy Chapa, The University of Texas Pan-American, USA
Cesar Antuñez de Mayolo Fernandez D., Malteria Lima, Peru

Sport Spectator Violence: A Literature Review, an Emerging Process, and a Call for Action
Lia Lahav, University of Haifa, Israel
Aviv Shoham, University of Haifa, Israel

Discussion Leader: Fredric Kropp, Monterey Institute of International Studies, USA

Session 10.5: A Potpourri of Strategic Issues in Retailing
SALON III
Session Chair: N. Papavassiliou, Athens University of Economics and Business, Greece

Detecting Empty Shelves in Retailing Through Time-Oriented Analysis of Market Basket Data
Carl-Christian Buhr, Fern Universitat in Hagen, Germany

Are there “Good” Product Categories?
John Ireland, EADA, Spain

Making Unsolicited Sales Flyers Welcome
Mario J. Miranda, Victoria University, Australia
Laszlo Konya, Latrobe University, Australia

Estonia and Canada: Contrasts in Retail Service Quality
Brent McKenzie, University of Western Ontario, Canada
Bill Merrilees, Griffith University, Australia
Dale Miller, Griffith University, Australia

Discussion Leader: Alexander Haas, University of Erlangen-Nuernberg, Germany
18:00 – 19:00—2005 ACADEMY OF MARKETING SCIENCE PRESIDENT’S RECEPTION
MUHLENHOF – MUSEUM OF RURAL LIFE OF MUNSTERLAND

19:00 – 21:00—2005 WMC Banquet
MUHLENHOF

Saturday, July 9, 2005

8:00 – 10:30
REGISTRATION, FOYER

8:30 – 10:00
PAVILLON 1
Session 11.1: A Potpourri of International Issues
Session Chair: John Ford, Old Dominion University, USA

City-of-Origin Effects – Exploratory Research and Development of Research Propositions in the German Beer Market
Patrick Lentz, University of Dortmund, Germany
Hartmut H. Holzmüller, University of Dortmund, Germany
Eric Schirrmann, FHM University of Applied Sciences, Germany

Prescription Drugs in the Global Pharmaceutical Industry: A Branding Study
Syed Tariq Anwar, West Texas A&M University, USA
Lal Khan Almas, West Texas A&M University, USA

To Standardize or Not Standardize International Marketing: Is It Still a Question?
Ana Maria Soares, University of Minho, Portugal
Minoo Farhangmehr, University of Minho, Portugal
Aviv Shoham, University of Haifa, Israel

Discussion Leader: Anja Geigenmueller, University of Mining and Technology, Germany

Special Session 11.2: NeuroEconomics - New Insights for Consumer Research
PAVILLO 2
Session Chair: Wayne Hoyer, Center of Customer Insight, University of Texas at Austin, USA

Survey of Neuroscientific Technologies and Methodologies
Henrik Walter, University of Ulm, Germany

Neural Underpinnings of Shopping Choices - a Magnetoencephalographic Study
Tim Ambler, London Business School, UK
Brand Influences on Credibility Ratings – a fMRI Study
Peter Kenning, University of Muenster, Germany
Hilke Plassmann, University of Muenster, Germany
Julia Krämer University of Muenster, Germany
Harald Kugel, University of Muenster, Germany
Wolfram Schwindt, University of Muenster, Germany
Michael Deppe, University of Muenster, Germany
Harald Kuge, Institute for Clinical Radiology, University of Muenster
Wolfram Schwindt, both Institute for Clinical Radiology, University of Muenster
Michael Deppe, University of Muenster

Potential of Neuroeconomic Research for Marketing Science
Ale Smidts, Erasmus University, The Netherlands

Special Session 11.3: Ethics and Social Responsibility
*PAVILLON 3*
**Session Chair:** John Fraedrich, Southern Illinois University, USA

**Panelists:**
- Mary McKinley, ESCEM Tours-Poitiers, France
- John Fraedrich, Southern Illinois University, USA
- O.C. Ferrell, Colorado State University-Fort Collins, USA
- Linda Ferrell, University of Wyoming, USA
- Rudiger Fox, ELCOTEQ Communications Technology GMBH, Germany

Session 11.4: Marketing Strategy and Customer Orientation
*PAVILLON 4*
**Session Chair:** Antonis Simintiras, University of Wales Swansea, UK

Reaping Efforts from Customer Orientation: The Moderating Role of Control Mechanisms
Bulent Menguc, Brock University, Canada,
Seigyoung Auh, Brock University, Canada
Aypar Uslu, Marmara University, Turkey

Sharpening the Edge of Market Driven Intangibles and Innovations
Matti Tuominen, Helsinki School of Economics, Finland
Mai Anttila, Helsinki School of Economics, Finland
Saara Hyvönen, University of Helsinki, Finland
Arto Rajala, Helsinki School of Economics, Finland
Sami Kajalo, Helsinki School of Economics, Finland
Kristian Möller, Helsinki School of Economics, Finland
Sheelagh Matear, University of Otago, New Zealand
Gordon E. Greenley, Aston University, UK
Graham J. Hooley, Aston University, UK
Overcoming Services Strategy Barriers
Brendan J. Gray, University of Otago, New Zealand
Sheelagh Matear, Lincoln University, New Zealand

Discussion Leader: Sanjaya S. Gaur, Indian Institute of Technology-Bombay, India

Session 11.5: A Potpourri of Social Issues
SALON III
Session Chair: Sandra Mottner, Western Washington University, USA

Creativity and Retail Store Performance: A Social Capital Perspective
Simon Bell, University of Cambridge, UK
Bulent Menguc, Brock University, Canada
Omar Merlo, University of Melbourne, Australia

Quality of Life and Marketing: Case of Iran
Camelia Ehteshami Akbari, University of Tehran, Iran

Organizational Innovativeness in the Public Sector: Construct Development and Validation
Ayalla Ruvio, University of Haifa, Israel
Aviv Shoham, University of Haifa, Israel
Eran Vigoda, University of Haifa, Israel
Nitza Schwabsky, University of Haifa, Israel

Discussion Leader: Fredric Kropp, Monterey Institute of International Studies, USA

10:00 – 10:30—BREAK, FOYER

10:30 - 12:00

Session 12.1: Relationship Marketing Issues
PAVILLON I
Session Chair: Bulent Menguc, Brock University, Canada

Understanding Your Customer Portfolio: A Simple Approach to Customer Segmentation According to Lifecycle Dynamics
Patrick Lentz, Department of Marketing, University of Dortmund, Germany
Florian von Wangenheim, Universitäty of Dortmund, Germany

Modelling the Effect of Inter-firm, Communication Patterns and Primary Relations on the Development of Relational Norms
Mary T. Holden, Waterford Institute of Technology, Ireland
Tom O’Toole, Need, Waterford Institute of Technology, Ireland
Search, Experience, and Credence Properties in the Economics of Information Theory: A Dynamic Framework for Relationship Marketing
Markus Voeth, University of Hohenheim, Germany
Christina Rabe, University of Hohenheim, Germany
Renate Weissbacher, University of Hohenheim, Germany

The Impact of Multi-Partner Bonus Programs on Customer Retention in Retailing: An Analysis Using the Example of the Payback Program in Germany
Mario Rese, Ruhr-University of Bochum, Germany
Annika Wilke, Ruhr-University of Bochum, Germany
Heiko Schimmelpfennig, Ruhr-University of Bochum, Germany

Discussion Leader: Heiner Evanschitzky, University of Muenster, Germany

Session 12.2: Services and Travel and Tourism marketing
PAVILLON 2
Session Chair: Biljana Crnjak-Karanovic, University of Split, Croatia

A Construct of Sequential Service Quality in Service Encounter Chains
Goran Svensson, Växjö University, Sweden
Michael Callaghan, Deakin University, Australia

A Study of Service Quality in Internet Banking
Noel Yee-Man Siu, Hong Kong Baptist University, Hong Kong
Jeremy Chi-Wau Mou, Hong Kong Baptist University, Hong Kong

Restaurants and Cultural Tourism: Building a Relationship with Upscale Customers
Ken W. McCleary, Virginia Tech, USA
Candice E. Clemenz, Virginia Tech, USA
Charles L. Lattimer, Virginia Tech, USA

Discussion Leader: Hester Nienaber, ABSA Bank, South Africa

Session 12.3: Product Strategy and Marketing
PAVILLON 3
Session Chair: P. Papastathopoulos, Athens University of Economics and Business, Greece

Supplier Relations amidst Price Reduction Demands
John W. Henke, Jr., Oakland University, USA
Ravi Parameswaran, Oakland University, USA
R. Mohan Pisharodi, Oakland University, USA
The Formation of a ‘High Quality - High Price’ Inferential Belief: A Study among Young Buyers of Mobile Phones and Notebooks
Hsiu-Yuan Tsao, Ming Hsin University of Science & Technology, Taiwan (R.O.C)
Leyland F. Pitt, Simon Fraser University, Canada
Albert Caruana, University of Malta, Malta

Consumer Price Knowledge in the German Apparel Retail Market
Verena Vogel, University of Muenster, Germany
Heiner Evanschitzky, University of Muenster, Germany
Peter Kenning, University of Muenster, Germany

Discussion Leader: P. Papastathopoulo, Athens University of Economics and Business, Greece

Session 12.4: A Potpourri of Consumer Behavior Issues in Marketing
SALON III
Session Chair: N. Papavassiliou, Athens University of Economics and Business, Greece

Developing a Scale to Measure the Need for Social Identity
Anne M. Lavack, University of Regina, Canada
Fredric Kropp, Monterey Institute of International Studies, USA
David H. Silvera, The University of Tromsø, Norway

An Exploratory Study of Parental Christmas Gift Giving and Brand Evaluations
Peter Clarke, Griffith University-Gold Coast, Australia
Tino Fenech, Griffith University-Gold Coast, Australia

Using Transaction Data for Payment Analysis to Optimize Cash Handling in Retailing
Carl-Christian Buhr, Fern Universitat in Hagen, Germany

Customer Behavior and Cognitive Processes at the Point of Sale: An Integrated Process Tracing Methodology
Oliver B. Büttner, Georg-August-University Göttingen, Germany
Manuel Rauch, Georg-August-University Göttingen, Germany
Günter Silberer, Georg-August-University Göttingen, Germany

Discussion Leader: N. Papavassiliou, Athens University of Economics and Business, Greece
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