American Marketing Association

AMA Winter Educators' Conference 2006

"Marketing Theory and Applications"

February 17-20, 2006 St. Petersburg, Florida, USA

Editors

Jean L. Johnson

John Hulland

Volume 17

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 www.proceedings.com

ISBN: 978-1-60423-559-3

Some format issues inherent in the e-media version may also appear in this print version.

TABLE OF CONTENTS

PREFACE AND ACKNOWLEDGMENTS	
BEST PAPERS BY TRACK	
LIST OF REVIEWERS	
TABLE OF CONTENTS	
SEGMENTATION IN GLOBAL MARKETS	
A Strategic Framework for Understanding Cross-National Segmentation Hugh M. Cannon, Attila Yaprak	1
A Conjoint-Based Segmentation of Airline Passengers: A Three-Country (NAFTA) Comparison Edward R. Bruning, Michael Y. Hu, Andrew W. Hao	3
CULTURE AND BRAND	
Exploring Hispanic Cultural Values: A Comparative Analysis of Hispanic and General U.S. Market Print Ads Nitish Singh, Boris Bartikowski, Marco Gomez	5
Celebrities as "Image Conditioner" for Brands? An Empirical Study Based on the Match-Up Hypothesis Katja Leschnikowski, Markus Schweizer, Jan Drengner	7
A Contingency Framework of the Moderating Effect of Personality Traits on Attitudes Toward Advertisements Susan D. Myers, Sandipan Sen, Aliosha Alexandrov, Alan Bush	9
NEW THEORETICAL PERSPECTIVES ON RELATIONSHIPS	
The Nature and Impact of Collective-Relational Paradox in Consumer Trust Judgments Rama Jayanti, Jagdip Singh	11
An Exploration of Partner Effects on Customer Evaluations of a Focal Firm in a Business-to-Business Service Network Felicia Morgan, Dawn Deeter-Schmelz, Christopher Moberg	13
Social Exchange Perspective on Consumer Loyalty Chiharu Ishida, Janet E. Keith	15
USING METHODS TO GAIN MANAGERIAL INSIGHTS	
Standardized or Specialized? What Is the Best Approach for Measuring Corporate Reputations? Klaus-Peter Wiedmann	17
Linking Marketing Strategy to Shareholder Value: A Review on Event Study Methodology Mehmet Berk Talay	19
Subjective Measures of Retail Performance: Accounting for Occasions Adam Finn	21

INTERFIRM DYADS AND NETWORKS

Japanese Keiretsu's Demise: The Influence of New Collaborations on Wholesalers'	
Performance Mohammed Y.A. Rawwas	23
Seeking Congruence on Norms: Revisiting Kaufmann and Dant's (1992) Dimensions	
of Exchange Mary T. Holden, Thomas O'Toole	25
The Effect of the Buyer's Reputation on the Seller's Reputation: A Network Perspective Tiebing Shi	28
SERVICE RECOVERY STRATEGIES	
Antecedents and Consequences of Customer Participation in Service Recovery Beibei Dong, Kenneth R. Evans, Shaoming Zou	30
Developing Effective Service Recovery Strategies: The Role of Explanation and Compensation Anne Roggeveen, Dhruv Grewal, Michael Tsiros	32
The Role of Perceived Fairness in Consumer Penalty Evaluation Young "Sally" Kim	34
SHOPPING BEHAVIOR	
The Relationship Between Consumers' Tendencies to Buy Excessively and Their Motivations to Shop and Buy on the Internet Monika Kukar-Kinney, Nancy M. Ridgway, Kent B. Monroe	36
Why Do e-Shoppers Abandon Shopping Carts – Perceived Waiting Time, Perceived Risk, and Transaction Inconvenience? Rajasree K. Rajamma	38
The Effect of Return Legitimacy Upon Retail Salesperson Role Stress Chad W. Autry, Donna J. Hill, Matthew O'Brien	40
ATTAINMENT OF CUSTOMER RELATIONSHIPS AND THE VALUE OF CUSTOMER-BASED CAPABILITIES AND REPUTATION	
Achieving Customer Relationship and Organizational Performance Through Assets, Capabilities, and Processes Artur Baldauf, David W. Cravens, William L. Cron	42
Interaction Orientation: The New Measure of Marketing Capabilities Girish Ramani, V. Kumar	44
Customer-Based Corporate Reputation – Introducing a New Segmentation Criterion Gianfranco Walsh, Sharon E. Beatty, Betsy B. Holloway	46
GOING GLOBAL: ENTRY MODE AND STRATEGIC PARTNERSHIPS	
Strategic Partnerships and the Internationalization Process: The Case of Software Firms Aileen Kennedy, Kathy Keeney	48

Entry Mode Revisited: An Exploration-Exploitation Perspective Shichun Xu	50
Choosing a Partner to Ensure Goal Attainment in International New Product Development Alliances Steven H. Seggie, Mehmet Berk Talay, S. Tamer Cavusgil	52
LINKING MARKETING TO STOCK MARKET RETURNS AND PROFIT PERFORMANCE	32
The Impact of Film Product Placement on the Market Value of the Firm Michael A. Wiles, Anna Danielova	54
Shareholder Value Orientation of Marketing: The Construct and Its Performance Implications Christian Homburg, Sabine Kuester, Thomas Lueers	55
Product-Market Strategy Comprehensiveness and Business Performance: An Analysis of Antecedents and Moderators Paul Hughes, Robert E. Morgan, Mathew Hughes, Nick Lee	57
UNDERSTANDING RELATIONSHIP LOYALTY	
An Investigation of the Non-Linear and Multi-Level Effects of Customer Satisfaction on Customer Defection Thomas Hollmann	59
A Test of the Effect of Consumer Trust and Transaction Costs on E-Loyalty Cuiping Chen, Matthew O'Brien	61
Affective and Calculative Commitment as Antecedents of Customer Loyalty Heiner Evanschitzky, Hilke Plassmann	63
DETERMINANTS OF SUCCESS OF INNOVATION STRATEGIES	
Innovation, Imitation, and New Product Performance: The Case of China Kevin Zheng Zhou	65
Crucial Determinants of New Product Alliance Success Mehmet Berk Talay, Steven H. Seggie, S. Tamer Cavusgil	67
The Role of Firm Resources and Characteristics on the Market Valuation of New Product Announcements Ruby P. Lee, Qimei Chen	69
SATISFYING CUTOMER NEEDS AND EMOTIONS	
Satisfiers, Dissatisfiers, Criticals, and Neutrals: Understanding Their Relative Effects on Customer (Dis)satisfaction Kaori Nagao, Stephen L. Vargo, Fred W. Morgan	71
Entertainment Consumption: How Entertainment Goods Give the People What They Want Justin Anderson	73
Toward a Typology of Desire in Consumer Research	73
Alexandra Aguirre Rodriguez	75

ESTIMATING AND PREDICTING CUSTOMER LIFETIME VALUE

The Power of Customer Advocacy V. Kumar, J. Andrew Petersen, Robert P. Leone	81
Predicting Customer Lifetime Duration and Future Purchase Levels: Simple Heuristics vs. Complex Models	
Markus Wübben, Florian von Wangenheim	83
Understanding Your Customer Portfolio: A Simple Approach to Customer Segmentation According to Lifecycle Dynamics	
Patrick Lentz, Florian von Wangenheim	85
CONTEMPORARY ISSUES IN NUTRITION INFORMATION AND SOCIAL MARKETING	
To Eat or Not to Eat: Effects of Objective Nutrition Information on Consumer	
Perceptions of Fast Food Chains' Meal Healthiness, Future Health Concerns, and Meal Repurchase Intentions	
Scot Burton, Kenneth W. Bates, Kyle A. Huggins	87
Nutrition Labels: The Effect of Specific Health Concerns on Decision Quality and	
Decision Time Michael Basil, Debra Z. Basil, Sameer Deshpande	89
If the Cause Doesn't Fit, Must the Social Marketer Quit? Investigating the Importance	
of Fit Between Brands and Social Causes Rajiv Kashyap, Fuan Li	91
EMPLOYEE AND MANAGEMENT IMPACT ON RELATIONSHIPS	
Does Management Commitment to Service Quality Impact on Frontline Employees'	
Affective and Performance Outcomes? Steven H. Seggie, Nicholas J. Ashill	99
The Positive and Negative Consequences of Internal Customer Orientation on	
Internal Customer-Supplier Relationship Quality Ashley Kilburn, Jeff Thieme, Greg Boller	101
Customer Perceptions of Service Employee Motivation: An Attribution Theory	
Perspective Ayse Banu Elmadag, Katherine N. Lemon	103
CONSUMER INFORMATION SEARCH: SITUATIONAL AND DISPOSITIONAL ISSUES	
The Impact of Media Specific Investment and Trust on the Use of the Internet for	
Information Search	
Talai Osmonbekov, Naveen Donthu, Danny N. Bellenger	105
Positive "Word of Mouse": The Role of Personalization	40=
Lan Xia, Nada Nasr Bechwati	107
Searching for the Perfect Gift: The Role of the Maximizing Trait in Decision Making Tilottama G. Chowdhury, S. Ratneshwar	109

GLOBAL MARKETING STRATEGY ISSUES

The Moderating Effects of National Cultural Values on Intraorganizational Factors-Market Orientation Relationship: A Cross-Cultural Model Ahmet H. Kirca	111
An Empirical Examination of Firm Capital on Performance: A Cross-Cultural Study Roger Calantone, David Griffith, Goksel Yalcinkaya	112
Positioning Strategies of Firms in South Africa Charles Blankson	114
SERVICE CONVENIENCE	
Measuring Service Convenience and Assessing Its Influence on Retail Customers Kathleen Seiders, Glenn B. Voss, Andrea L. Godfrey, Dhruv Grewal	116
Behavioral and Monetary Effects of Positive and Negative Capacity-Driven Service Experiences: Why Revenue Management Systems Are Due for Change	
Florian v. Wangenheim, Tomás Bayón	118
The Salesperson-Customer Interface: How Salespeople's Job Attitudes and Behaviors Influence Customer Relationships	
Jane Zhen Cai	120
SOCIAL INFLUENCES ON CONSUMER BEHAVIOR	
The Role of Virtual Communities as Shopping Reference Groups Iryna Pentina	122
Guilt and Giving: A Process Model of Empathy and Efficacy Debra Z. Basil, Nancy M. Ridgway, Michael D. Basil	124
Consumer Embarrassment and Its Behavioral Consequences King-Yin Wong	126
EMERGING TOPICS IN INNOVATION AND NEW PRODUCTS	
Marketing Strategy Formulation and the Commercialization of New Technologies: A Network Perspective	
Leslie H. Vincent	128
Institutional Dynamics and Innovation: Lesson Learned from the Open Source Software Industry	
Tanawat Hirunyawipada	130
Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate Abbie Griffin, Raymond L. Price, Matt Maloney, Edward W. Sim, Bruce A. Vojak	132
FINANCIAL RETURNS TO RELATIONSHIPS	
A Comparison of Aggregate and Disaggregate Level Approaches for Measuring and Maximizing Customer Equity	
V. Kumar, Morris George	142
The Impact of Customer Relationship Management on Performance	
Ilaria Dalla Pozza, Giuliano Noci	144

147
150
152
154
156
158
160
168
169
171
173
175

BRAND RELATIONSHIPS

Services Branding: Revealing the Rhetoric Within Retail Banking Deirdre O'Loughlin, Isabelle Szmigin	177
Rhythms of the Branding Beat: Experiences of Classical Music Performing Artists Maureen Bourassa, Peggy Cunningham	184
Business Relationship Closeness Inventory (BRCI): A Framework for Measuring the Quality of Long-Term Business Relationships Arne Floh	186
UNDER-RESEARCHED TOPICS IN CONSUMER BEHAVIOR	
Uncovering Attributes of Authenticity: The Creation of Brand Meaning in the Luxury Wine Trade Michael B. Beverland	189
	109
Getting a "Sense" of Financial Security for Generation Y Tilottama G. Chowdhury, Robin A. Coulter	191
The Effect of Music Congruence and Gender on Online Users' Flow Experiences Liz C. Wang, Lu-Hsin Chang	193
BRAND EVALUATIONS AND ATTITUDE	
The Role of Emotion and Reason in Brand Attitude Formation Arjun Chaudhuri, Mark Ligas	195
How Do Consumers Evaluate Line Extensions? The Importance of Consumer Attitudes in Line Extension Success Sweta Chaturvedi Thota	202
Envelope Message Framing Strategies, Envelope Characteristics, and Direct Mail Effectiveness Clinton Amos	204
INTRAORGANIZATIONAL CONFLICT, MARKET FORESIGHT, AND NEW PRODUCT OUTCOMES	
Understanding Latent Conflict in Marketing Teams Ruth Maria Stock, Martin Klarmann	206
Market Foresight Capability: Determinants and New Product Outcomes Mike McCardle, J. Chris White	208
Explorative New Products and Their Organizational Antecedents Erwin Danneels, Rajesh Sethi	210
LOYALTY	
An Integrative View of Customer Loyalty: Is it Different for Maximizers Versus Satisficers? François A. Carrillat, Diane Edmondson, Daniel M. Ladik	212
	212
Measuring and Managing Customer Lifetime Value Based Retailer Strategy V. Kumar, Denish Shah, Rajkumar Venkatesan	214

Making Customers Happy Without Seeing Them: The Employee-Customer Satisfaction Link at Varying Customer Contact Levels Heiner Evanschitzky, Florian v. Wangenheim	216
BRANDING ISSUES IN GLOBAL MARKETS	
Consumer Preference for Cyber and Extension Brands: A Two-Step Model Maria Sääksjärvi, Saeed Samiee	218
Does "Country of Origin" Affect Attitudes of Chinese Consumers? Mediating Effect of Brand Sensitivity and Moderating Effect of Product Cues Yujie Wei	220
The Dynamics of Brand Internationalization: Spatial, Temporal, and Hierarchical Considerations Sengun Yeniyurt, Janell D. Townsend, Ravi Parameswaran	222
TECHNOLOGY-ENHANCED RELATIONSHIPS	
Self-Service Technology Effectiveness: The Roles of Comparative Information, Interactivity, and Individual Differences Zhen Zhu, Cheryl Nakata, K. Sivakumar, Dhruv Grewal	224
Virtual Sales Agents Hans H. Bauer, Marcus M. Neumann, Tobias E. Haber, Ralf Mäder	226
The Role of Customer Relationship Management Software in Customer Satisfaction: Examining Service Employee-Customer-Technology Relationships Regina C. McNally, Abbie Griffin	232
AFFECT AND ATTITUDES IN CONSUMER BEHAVIOR	
Does Nonconscious and Conscious Affect Combine Additively or Multiplicatively? William D. Lucky, Jr., Barnett A. Greenberg	234
Understanding Celebrity Endorsement: A Classical Conditioning Approach Brian D. Till, Sarah Haas, Randi Priluck	241
In Search of Attitude Persistence Using Sales Promotion Joseph M. Jones	243
MARKET INFORMATION USE IN PRODUCT DEVELOPMENT	
Functional Stereotypes and Stereotype Change in Cross-Functional New Product Development Teams Amy E. Cox	245
Organization Redundancy for Enhancing Utilization of Customer Information in New Product Development: An Empirical Study of Japanese Consumer Goods Industry Tomoko Kawakami	247
Acquire and Forget: The Conflict of Information Acquisition and Organizational Memory in the Development of Radical Innovations Joshua H. Johnson, David M. Dilts	254

COORDINATING EXTERNAL RELATIONS

Expanding Distribution: Using Economic and Relational Incentives to Maintain Existing Channel Relationships	
Jill Mosteller	256
Antecedents and Consequences of Social Influence Strategies in Supply Chain	
Management Horace L. Melton	263
Pricing of Mall Services When Transactions Can End Outside the Mall	
Hong Yuan, Aradhna Krishna	270
VALUE-BASED PRICING, CITY-OF-ORIGIN EFFECTS, AND "ASIAN WAY" ENTREPRENEURSHIP	
A Value-Based Pricing Perspective on Value Communication	
Gerald E. Smith, Thomas T. Nagle	272
City-of-Origin Effects in the German Beer Market: Transferring an International	
Construct to a Local Context Patrick Lentz, Hartmut H. Holzmüller, Florian von Wangenheim	274
An Exploratory Investigation into the "Asian Way" of Undertaking Entrepreneurial	
Marketing Practices in the U.K. Shiv Chaudhry, Dave Crick	276
AUTHOR INDEX	