



**Association for Consumer  
Research  
2002 Asia-Pacific Conference  
Beijing, China  
May 16-18, 2002**

China World Hotel  
Beijing, China



**May 16-18, 2002**

**Conference Chairs**



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Tu **PING**, Peking University, China

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Zhu Li, Overseas Exchange Center, Peking University, China

Cui Yan, Overseas Exchange Center, Peking University, China

James Muncy, Executive Director, Association for Consumer Research, Valdosta State University

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# Association for Consumer Research 2002 Asia-Pacific Conference Summary May 16-18, 2002 Beijing, China

**THURSDAY, MAY 16, 2002, 6:00- 9:00PM - Welcoming Reception, LOCATION**

Session	Function Room
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## **FRIDAY, MAY 17, 2002, SESSION 1, 8:30-10:15**

Session 1A: Consumer Education, Information and Satisfaction	A
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Session 1B: Industrial/Organizational Buying, Diffusion and Innovation	B
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Session 1C: Special Session: Interpretive Brand Theory	C
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10:15 – 10:45, **Coffee break, LOCATION**

## **FRIDAY, MAY 17, 2002, SESSION 2, 10:45 – 12:30**

Session 2A: Attribution/Self-Perception and self control	A
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Session 2B: Acculturation, Buyer Interaction and Imagery	B
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Session 2C: Special Session: The Effects of Option Presentation and Preference Measurement on Elicited Preferences	C
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12:30 – 2:00, Lunch, **LOCATION**

## **FRIDAY, MAY 17, 2002, SESSION 3, 2:00 – 3:45**

Session 3A: Advertising Effects	A
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Session 3B: The Young and the Old	B
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Session 3C: Special Session: Determinants of Online Consumer Behavior: A Comparative Perspective	C
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3:45 – 4:15, **Coffee Break, LOCATION**

## **FRIDAY, MAY 17, 2002, SESSION 4, 4:15 – 6:00**

Session 4A: Product Perception, Preference and Learning	A
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Session 4B: Economic Psychology	B
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Session 4C: Special Session: Predicting Consumer Behavior by Implicit Attitudes	C
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## **SATURDAY, MAY 18, 2002, SESSION 5, 8:30-10:15**

Session 5A: Cross-Cultural Research I	A
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Session 5B: Family Decision-Making	B
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Session 5C: Special Session: The Negative Effect of Thinking on Consumer Choice	C
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10:15 – 10:45, **Coffee break, LOCATION**

## **SATURDAY, MAY 18, 2002, SESSION 6, 10:45 – 12:30**

Session 6A: Cross-Cultural Research II	A
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Session 6B: Quality of Life and Health and Safety Issues	B
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Session 6C: Special Session: Values of Young Asia Pacific Consumers: Consumption, Tradition and Innovation	C
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12:30 – 2:00, **Lunch, LOCATION**

**SATURDAY, MAY 18, 2002, SESSION 7, 2:00 – 3:45**

Session 7A: Cross-Cultural Research III

A

Session 7B: Information Processing

B

Session 7C: Internet & Technology

C

3:45 – 4:15, **Coffee Break, LOCATION**

**SATURDAY, MAY 18, 2002, SESSION 8, 4:15 – 6:00**

Session 8A: Behavioral Decision Theory

A

Session 8B: Communication, Persuasion and Brand Equity and Loyalty

B

Session 8C: Attitudes and Intentions

C

**FRIDAY, MAY 17, 2002**

**SESSION 1**

**8:30-10:15**

**SESSION 1A: CONSUMER EDUCATION, INFORMATION AND SATISFACTION**

**Function Room A**

Chair: Jianan WU (Tulane University, USA)

**Assessing Customer Satisfaction With Non-Profit Organizations: Evidence From Higher Education**

*Zhilin YANG (City University of Hong Kong, Hong Kong) & Kim FAM (City University of Hong Kong, Hong Kong)*

This study empirically examines several issues concerning with assessing consumer satisfaction in the context of higher education. Data were obtained from 1475 students with various characteristics in four kinds of big universities. The results indicate that dissatisfied and satisfied students are significantly different with five education service attributes. Performance model is found to be able to explained consumer satisfaction more powerful than that of disconfirmations and multi-attributes model, although the latter are also significantly related to overall student satisfaction with higher education. Also, some student variables are considered to be crucial importance in its effects o on expectation and performance of education service attributes, which in turn influence on assessment of customer satisfaction.

**International marketing communication language: An exploratory analysis of advertising in Italy**

*Laura ANCILLI (Swinburne University of Technology, Australia) & Val CLULOW (Swinburne University of Technology, Australia)*

The internationalization of business has a very clear impact on linguistic strategies used in Marketing Communication. Two important means of communication in advertising are language and image and they are both strictly linked to the culture of the country targeted for the advertisement. In the advertisements analysed here, there will be an attempt to sample two important trends of internationalization. The first one is the attempt of international firms to direct their advertising message to the targeted country, therefore focusing on a particular culture, in this case Italy. The second trend represents the effort of homeland enterprises, in this case Italian, to 'internationalise' themselves.

**Pioneer Brand and Information search: A study in Rural India**

*Pingali VENUGOPAL (XLRI, India)*

Pioneering advantage has received much attention in the management and marketing literature. Few research studies, however, have been conducted to investigate the effect of pioneer brands in the developing country context. This research studies the effect of pioneer brands on the information search stage during agricultural input buying in rural India. 243 agribusiness buyers participated in a study wherein a pest stimulus was used to initiate the decision processes for a prophylactic and a curative application of pesticide. While the pioneering effect was clearly seen in the information search process for the prophylactic application, it was absent for the curative application. The study supports earlier studies, which state that the pioneer brands have an advantage as long as the buying situation is ambiguous. Implications for marketers are drawn.

### **A Critical Assessment of SERVQUAL's Applicability in the Banking Context of China**

*Lianxi ZHOU (University of Guelph, Canada) & Ye ZHANG (Zhejiang University, China) & Jia XU (Zhejiang University, China)*

This study has specifically assessed three interrelated issues in relation to applicability of SERVQUAL in the Chinese banking context: 1) SERVQUAL as a diagnostic tool, 2) the dimensionality of SERVQUAL, and 3) the predictive validity of SERVQUAL. Our findings support SERVQUAL in terms of its role in exploring the provision of service quality. However, this diagnostic value cannot be linked to the prediction of customer satisfaction and behavioral consequences. Implications are discussed.

### **The Spatial Representation of the Determinants Of Customer Satisfaction: A Latent Structure Multidimensional Scaling Approach**

*Jianan WU (Tulane University, USA), Wayne S. DESARBO (The Pennsylvania State University, USA), Pu-Ju CHEN (The Pennsylvania State University, USA) & Yao-Yi FU (California State University, USA)*

In this paper, we propose a new latent structure spatial multidimensional scaling (MDS) methodology to visually depict market heterogeneity regarding the various major determinants of customer satisfaction judgments. The internal model structure of this proposed finite mixture MDS spatial model is constructed on the basis of well-established performance-disconfirmation theory in customer satisfaction. We first describe the proposed latent structure MDS model framework including the technical aspects of the model structure and maximum likelihood estimation. An application to consumer trade show satisfaction data is then presented. Finally, several limitations and directions for future research are discussed.

## **SESSION 1B: INDUSTRIAL/ORGANIZATIONAL BUYING, DIFFUSION AND INNOVATION**

### **Function Room B**

Chair: Reinhard ANGELMAR (INSEAD, France)

### **“Fighting Culture” – Mobile Phone Consumption Practices as Means of Consumer Resistance**

*Risto J. MOISIO (University of Southern Denmark, Denmark) & Søren ASKEGAARD (University of Southern Denmark, Denmark)*

The paper provides a culturological account of the role of mobile phone consumption practices as forms of consumer resistance. Using fieldwork conducted in Finland as a basis and consumer resistance as the interpretive framework, this paper provides a commentary on the consumers' ability to oppose cultural ideologies. We first note how the constant need for mobility and omnipresence operates to induce a sense of oppression, and second how consumers attempt to oppose these oppressions through their consumption practices. In the discussion we consider how consumption practices actually contribute to the consumers' ability to resist cultural ideologies embedded in practices.

### **Profiling Internet users based on their propensity to adopt online shopping**

*Malaika BRENGMAN (University of Brussels, Belgium) & Maggie GEUENS (University of Brussels, Belgium)*

In this study Internet users are profiled based on their propensity to adopt online shopping. Five Internet shopping adopter groups are distinguished by classifying online shoppers into two adopter groups based on their time of adoption and non-adopters into three groups based on their intended use of online shopping. The resulting segments are profiled not only with regard to socio-demographic and webographic characteristics, but also with respect to



exploratory buying behavior tendency and extroversion. Our findings point to significant differences between these adopter groups, demonstrating the significance of a more graded hierarchical approach to the adoption of online shopping.

**Adopting Technological Innovations when New Introductions are Expected:  
The Mediating Role of Anticipated Regret**

*Chuan-Fong SHIH (Wake Forest University, USA) & Hope Jensen SCHAU (Temple University, USA)*

When deciding to adopt high technology products, consumers are often faced with the dilemma of whether to adopt now or wait for new technology to be introduced. This paper examines the consumer adoption process through the perspective of consumer regret (Simonson 1992, Tsiros and Mittal 2000). Experimental findings indicate that the consumer's likelihood of adopting now or waiting for future introductions is directly influenced by the consumer's perception of the pace of innovation acceleration in the marketplace. The data reveal that the decision process is mediated by a sense of anticipated regret if the consumer fears adopting prematurely and moderated by the urgency to adopt and the cost of adoption. Implications for marketing strategy for high technology products are offered.

**An Integrative Model on the Antecedents of Buyer Decision-Making Uncertainty in Organizational Purchasing**

*Tao GAO (Hofstra University, USA), Yunfeng WANG (Hebei University of Technology, China), M. Joseph SIRGY (Virginia Tech, USA) & Monroe M. BIRD (Virginia Tech, USA)*

Buyer decision-making uncertainty (DMU) causes many negative consequences to buyer decision-making, such as increased perceived risk and the damping of buyer beliefs on product performance and costs. The marketing literature is replete with studies on how the buyer can reduce its own DMU and how the seller can help, yet most of the existent research targets at only non-relational sources of uncertainty, mainly information availability and customer knowledge. There is still limited theoretical insight and empirical evidence as to how the seller can utilize relationship-building approaches to lessen the buyer uncertainty problem. We intend to fill this void in marketing research by formulating an integrated model on both relational and non-relational sources of buyer uncertainty. A future empirical testing of this model would allow for the estimation of relative efficacy of various relational and non-relational factors in affecting decision-making uncertainty.

**A Dynamic Relationship Approach and Complex Exchange Study within Service Activities**

*Frédéric JALLAT (Groupe ESCP-EAP, France)*

The aim of this exploratory research is to offer several useful paths of thought on a "widened" approach to the notion of service interface, taking into account several types of agent in the exchange. We demonstrate that a well carried out analysis of these involved parties and ties constitutes a major source of innovation and differentiation on the market of intangibles. Four case studies are developed and organized around two dimensions which seem essential in interface management and take into account a strictly relational element on the one hand and a symbolic and cultural element on the other.

**SESSION 1C: SPECIAL SESSION: INTERPRETIVE BRAND THEORY**

**Function Room C**

Chair: Søren ASKEGAARD (University of Southern Denmark, Odense, Denmark)

### **The Embodied Brand: The Role of Brand Symbols in Body Expressions**

*Anders BENGTTSSON (Lund University, Sweden) & Dannie KJELDGAARD (University of Southern Denmark, Odense, Denmark)*

This study examines the role of brand names and popular cultural symbols as imagery for the consumption practice of tattooing. While prior research has examined the use of branded commodities in expressing self-identity, little attention has been paid to the use of brand symbols in body expressions. In our research on Danish consumers and tattoo artists we found ambivalent attitudes towards the use of brand names in tattooing. On the one hand brands were identified as important vehicles for expressing self identity. On the other hand, however, informants found it difficult to accept brand names for tattooing.

### **Metaphor and Meaning in Branding**

*Fabian F. CSABA (Bilkent University, Ankara, Turkey)*

The reference of the term 'branding' to the marking of livestock with burning irons suggests that the use of metaphor is deep-rooted and inescapable element in modern brand management. Pursuing this analogy, the paper explains the role of metaphors in brands and branding in theory and practice. It is argued, that by acknowledging and understanding the ways metaphorical processes are at work in branding and writing on brands we might advance our thinking about the nature and possibilities of brands and the functions they serve for organizations, consumers and society.

### **Brand as a Global Ideospace**

*Søren ASKEGAARD (University of Southern Denmark, Odense, Denmark)*

This paper discusses relations between the phenomena of brands and globalization beyond the standardization vs. adaptation debate. It is argued, that brands are not only strong mediators of cultural meaning but that, increasingly, the brand form in itself becomes a strong ideological reference in the shaping of collective identities. It is argued that reflexive identities and identity politics increasingly makes use of the brand metaphor, not only on a personal but especially on a cultural level. Examples from the developing economy of Nepal are provided.

### **Brand Personality: Test of a Human Personality Scale and of the Brand/Human Personality Congruence**

*Jean-Marc FERRANDI (University of Dijon, France), Dwight MERUNKA (Université d'Aix-Marseille III, France), Pierre Valette-FLORENCE (University Pierre Mendès-France, France) & Virginie DE BARNIER, EDHEC School of Management, France)*

The goal of this article is to test the applicability of a human personality scale (Saucier, 1994) to brands. The test is conducted by means both of confirmatory factor analysis and of congruence analysis between human and brand personality structures. Results show congruence between the two scales for a reduced scale and reveals that brands exhibit contrasting profiles on the reduced scale uncovered.

**FRIDAY, MAY 17, 2002**

**SESSION 2**

**10:45 – 12:30**

**SESSION 2A: ATTRIBUTION/SELF-PERCEPTION AND SELF CONTROL**

**Function Room A**

Chair: Roger MARSHALL (Nanyang University, Singapore)

**Consumer Causal Reasoning on Product Failure**

*Moonkyu LEE (Yonsei University, Korea) & Moonhee CHA (Yonsei University, Korea)*

This study examines three factors that are believed to affect the level of consumer attribution; i.e., control, consistency, and consensus information. Subjects completed questionnaires describing a product failure with information about control, consistency and consensus. Each factor was manipulated into two levels, low or high, creating eight different scenario groups. Multiple comparisons of the means of each group were made. As hypothesized, it was found that the level of consumer attribution was determined by the three factors. Marketing implications of the results are discussed.

**Cognitive Dissonance and Sustainable Consumption**

*John THØGERSEN (Aarhus School of Business, Denmark) & Folke ÖLANDER (Aarhus School of Business, Denmark)*

Based on cognitive dissonance theory it is hypothesized that when two environmentally relevant activities are perceived as similar, behaving in an environmentally friendly way in one of the two cases increases the propensity to behave in an environmentally friendly way in the other as well, and that this “spillover effect” depends on how morally important behaving in an environment-friendly way is. Both hypotheses are confirmed with some qualifications. Policy implications are discussed.

**Understanding the Psychology of Mood-Alleviative Consumption: A Control Theoretic Perspective**

*Harri T. LUOMALA (University of Vaasa, Finland) & Philip E. LEWIS (University of Vaasa, Finland)*

It is argued in this paper that a control theoretic perspective forms one of the most promising starting points in conceptualizing mood-alleviative consumption and, thus, a control theoretic framework of is constructed. A major implication for consumer research is that the multitude of different goals and processes operating at different behavioral levels needs to be richly delineated and analyzed before a good understanding of mood-alleviative consumption can be reached. Another implication is that the dynamics involved should be considered, for instance, how are different consumers' mood-alleviative consumption scripts generated, modified, and abandoned.

**Exploring the sources of self-efficacy in consumer behavior**

*Francine GARLIN (University of Technology, Sydney, Australia) & Robyn McGUIGGAN (University of Technology, Sydney, Australia)*

This article presents the findings of an exploratory investigation into the sources of self-efficacy in consumer behavior – an area virtually ignored in previous research. Ten depth interviews were conducted with a relatively heterogenous sample of informants to explore the nature of, and the extent to which consumers draw on the sources of self-efficacy information

proposed by Bandura (1977): performance attainments, vicarious experience, verbal persuasion, and physiological and affective states. The findings revealed various consumer task-related variables that triggered informants' need to access efficacy beliefs. The data demonstrated each source of efficacy put forward by Bandura (1977), and provided evidence to support the significance of their impact on an individual's sense of self-efficacy in the course of consumption.

### **Does Language Matter? A Study of Bilinguals' Responses to Questionnaires Framed by Language**

*Roger MARSHALL (Nanyang University, Singapore), Eliza KANG (Nanyang University, Singapore), Kang Wai GEAT (Nanyang University, Singapore) & Kok CHEW (Nanyang University, Singapore)*

The emergence of global markets has been marked by a parallel emergence of bilingualism. This poses a growing dilemma concerning the language in which marketing communications should be framed, as it seems likely that the use of a language could form a trigger that places a message recipient in a certain frame of mind. This is the issue addressed in this paper. Data collected from two matched groups of bilingual survey respondents in Singapore, distinguished by age, gender and social class, show that language frame does play a significant part in generating different responses to market research questions.

## **SESSION 2B: ACCULTURATION, BUYER INTERACTION AND IMAGERY**

### **Function Room B**

Chair: Simone PETTIGREW (Edith Cowan University, Australia)

### **Shopper's Paradise – Hong Kong: Poststructuralism and Acculturation**

*Wing-sun LIU (The Hong Kong Polytechnic University, Hong Kong) & Richard ELLIOTT (University of Oxford, UK)*

This paper explores the intertextuality of the consumption practices of a small group of Chinese youngsters in Hong Kong, whose prior lived experiences on the Chinese mainland have implicitly and explicitly overshadowed their consumption activities as they undertake the symbolic project of the self. The process of acculturation, the emotion of insecurity and the complex role of language are discussed in relation to the construction of identity, the symbolic meaning of goods and social practices. In this Shopper's Paradise – Hong Kong, goods and consumption related activities have been used to produce a new identity and to avow an existence of themselves in the wake of postmodernity.

### **Behavioral Acculturation among Korean Americans**

*James W. GENTRY (University of Nebraska-Lincoln, USA), Sunkyu JUN (Hongik University, Korea), Yong Jin HYUN (Ajou University, Korea), Seungwoo CHUN (University of Nebraska-Lincoln) & Suraj COMMURI (University of Missouri-Columbia, USA)*

Research in consumer behavior has focused on attitudinal concerns, even though behavioral dimensions relate more closely to the marketplace. This paper discusses two studies of the behavioral acculturation of Korean Americans. The patterns of results are generally consistent with an assimilation perspective, as Korea Americans fell between Koreans and Americans on most aspects. In Study 1, however, extreme behavior patterns (hyperidentification and overacculturation) were also observed. In Study 2, which used in-depth interviews concerning washing machine usage, Korean Americans exhibited behaviors between those of Koreans and Americans, but generally closer to Koreans.

### **Why Do They Tell? Antecedents to Consumers' Disclosing Intimacy with Service Employees**

*Håvard HANSEN (Norwegian School of Management, Norway)*

The paper presents a model that suggests that four relationship variables traditionally found to affect behavior beneficial to the firm also have a positive effect on consumers disclosing intimacy. Employee benevolence, credibility, image, and the consumers' satisfaction with the relationship to the employee are all proposed to have a positive effect on intimate disclosures by the consumer. The model is tested in a sample of retail bank customers using structural equation modeling. The findings support the important role of benevolence and image, but do not confirm the hypothesized effects of credibility and satisfaction. The results are discussed and limitations and suggestions for future research presented.

### **The Effect of Affect and Initial Expectation on Information Seeking and Judgments**

*Catherine YEUNG (Hong Kong University of Science and Technology, Hong Kong) & Robert S. WYER, Jr. (Hong Kong University of Science and Technology, Hong Kong)*

In some cases, people's moods only influence the evaluations of products that are based on hedonic (vs. utilitarian) criteria. However, we find that when product information elicits affect, it can combine with mood-induced affect to influence judgments regardless of the type of product being evaluated. In addition, the affect that participants experience at the time they consider a product can influence both the type of questions they ask about the product and their later recall of information they actually receive. People's feelings induce an expectation for whether they will like the product and this expectation leads to the search for information that confirms its validity.

### **Australians and Their Leisure Time**

*Simone PETTIGREW (Edith Cowan University, Australia)*

Understanding Australian's perceptions and consumption of leisure time has significance for marketers of products to be used during leisure activities and advertisers wishing to employ leisure-related symbolism in their communications. The study reported in this paper explored Australians' perceptions of leisure and the particular pastimes they prioritise. Informants nominated alcohol consumption, sporting activities, taking holidays, attending barbecues, television viewing, and going to the beach as the leisure pastimes that are most important in Australian society. Their discussions illuminate the ways in which these pastimes are integrated into Australian life, providing contextual information to assist marketers in product and communications development.

## **SESSION 2C: SPECIAL SESSION: THE EFFECTS OF OPTION PRESENTATION AND PREFERENCE MEASUREMENT ON ELICITED PREFERENCES**

**Function Room C**

Chair: Dipankar CHAKRAVARTI

Discussant: Dipankar CHAKRAVARTI

### **Partitioning Prices of Hedonic and Utilitarian Components of Products: Salience Effects on Information Processing, Evaluations and Choice**

*Dipankar CHAKRAVARTI (University of Colorado, USA) & Joydeep SRIVASTAVA (University of California, USA)*

This paper examines the evaluation and choice effects of partitioned versus consolidated pricing of multi-component products (bundles). Study 1 examines whether partitioning prices of hedonic (e.g., styling) versus utilitarian (e.g., warranty) components affects how consumers process multi-component products. Study 2 varies the utilitarian component to be

functionality enhancing versus providing insurance. Study 3 examines whether partitioned prices and the type of component partitioned (hedonic/utilitarian) influences consumer propensity to exceed a budget. We examine the locus of these effects given prior work that implicates the mental accounting of gains/losses, the attentional effects of price partitioning, the effort/accuracy characteristics of the processing heuristics, or hedonic motivations that drive flexible coding/editing of the presented prices and benefits.

### **Generated and Selected Favorites: On Availability as a Cue for Preference**

*Yuval ROTTENSTREICH (University of Chicago), Sanjay SOOD (UCLA, USA) & Lyle BRENNER (University of Florida)*

We examine the effect of availability on preference in a series of experiments in which some consumers express preference when no options are explicitly provided (i.e., generated favorites) and other consumers express preference given an explicitly provided list of options (i.e., selected favorites). The results indicate that options higher in availability are relatively more likely to be generated favorites, whereas options lower in availability are relatively more likely to be selected favorites. Consistent with work suggesting that availability is used to draw inferences (Schwarz et al. 1991; Tversky and Kahneman 1973; Wanke et al. 1997), we propose that the ease with which options come to mind may be used as a cue to preference.

### **Coping with Ambivalence: The Effect of Removing a "Fence Sitting" Option on Consumer Attitude and Preference Measurement**

*Stephen M. NOWLIS (Arizona State University), Barbara E. KAHN (University of Pennsylvania) & Ravi DHAR (Yale University, USA)*

Attitudes and preferences typically vary in terms of their activation of positive or negative evaluations. Consequently, a neutral or "fence sitting" response might represent either indifference (low activation of both positive and negative evaluative processes) or ambivalence (high activation of both positive and negative evaluative processes). This paper examines the conditions under which, and the processes by which, the exclusion of a neutral or fence sitting option changes the expressed attitude or preference judgments. Specifically, we propose that if consumers experience ambivalence, the exclusion of a neutral response increases the use of effort-engaging and conflict-reducing heuristics as a consequence of their being forced to confront the difficult tradeoffs.

**FRIDAY, MAY 17, 2002**

**SESSION 3**

**2:00 – 3:45**

**SESSION 3A: ADVERTISING EFFECTS**

**Function Room A**

Chair: Worawan ONGKRUTRAKSA (Tokai University, Japan)

**The Effect of Circadian Arousal, Endorser Expertise, and Argument Strength on Attitudes Toward the Brand and Purchase Intention**

*Chanthika PORNPITAKPAN (National University of Singapore, Singapore)*

This research investigates the influence of circadian arousal, endorser expertise, and argument strength of a message on attitudes toward the brand and purchase intention, using a 2 (high versus low endorser expertise) x 2 (strong versus weak arguments) x 2 (morning-type versus evening-type persons) x 3 (advertisement viewing time: 10 a.m., 3 p.m., or 8 p.m.) between-subjects factorial design with 602 Thai female adults aged 17 - 40. The results show that for both types of persons, higher argument strength leads to better attitudes toward the brand and higher purchase intention, regardless of endorser expertise and advertisement viewing time.

**The effectiveness of emotional and rational advertising messages in positive and negative contexts**

*Dominika MAISON (University of Warsaw, Poland), Patrick De PELSMACKER (Universiteit Antwerpen Management School, Belgium) & Maggie GEUENS (University of Brussels, Belgium)*

An emotional and a rational advertising message for a new brand of juice are tested in a positive and negative newspaper context in a sample of 100 young Polish consumers. The positive context leads to more positive attitudes and to better ad content recall. The rational advertising message results in significantly more positive attitudes, in a higher purchase intention, and in better ad content recall. The attitude towards an emotional ad and ad content recall are significantly more positive in a positive context. Purchase intention and content recall as a result of rational ads are higher in a negative context.

**Chinese Consumers' Attitudes Towards Offensive Advertising: A Challenge for International Marketers**

*Kim Shyan FAM (City University of Hong Kong, Hong Kong), David WALLER (University of Technology, Australia), Zhilin YANG (City University of Hong Kong, Hong Kong) & Regan LAM (City University of Hong Kong, Hong Kong)*

The recent opening up of the Chinese economy has seen a rapid growth in the advertising industry. However, this has also lead to the exposure of advertising for socially sensitive, or controversial, products. This paper surveys 238 Chinese to determine their level of offence towards various controversial products and the main reasons for offence towards advertising. Comparisons between gender, age groups and views towards western images were made to discover any significant differences.

**Sinolization: How to Advertise to Chinese Consumers**

*Xin ZHAO (University of UTAH, USA) & Russell W. BELK (University of UTAH, USA)*

China has become the second largest advertising market in Asia after Japan. How to formulate culturally effective advertising strategies in this rapidly globalizing market has become a crucial concern for multinational corporations and advertisers, especially when merely "being



foreign” is losing favor among Chinese consumers. This increases the incentive for all advertisers to localize or “sinolize” their advertising. In this paper, different strategies of “Sinolization” of advertising are discussed from the perspective of visual and linguistic elements of advertising, as well as media choice of outdoor advertising. Factors influencing Sinolization of advertising and further implications are also discussed.

### **A Content Analysis of Environmental Advertising: Studies of Japanese, Thai, Chinese and American Advertisements**

*Worawan ONGKRUTRAKSA (Tokai University, Japan)*

This article presents the results from Content Analysis designed to uncover the structures and strategies of international green advertising. Green advertisements from Japanese, Thai, Chinese and American newspapers are empirically analyzed. The results support the finding of the previous research by Iyer, Banerjee, and Gulas (1995) and Carlson, Grove, and Kangun (1993), which stated that the environmental image of an organization are most prone to be misleading and/or deceptive. The results also suggest that even though powerful media have dominated the markets, the objectives and appeals of green advertising still largely differ among Japanese, Thai, Chinese and American advertisements.

### **SESSION 3B: THE YOUNG AND THE OLD**

#### **Function Room B**

Chair: Ronald GROVES (Edith Cowan University, Australia)

### **Compulsive behavior: A Framework for Identifying Children at Risk**

*Pingali VENUGOPAL (XLRI, India)*

Consumer researchers have increasingly become interested in studying various forms of consumer behaviors that are considered abnormal or undesirable (clubbed under the broad head of compulsive behavior). Though compulsive behavior tends to vary across social and demographic factors, the foundation for compulsive behavior is often established in childhood. This study developed a framework to identify and estimate the children who are at risk of compulsive behavior.

### **Children’s influence on family purchase behavior: the role of family structure**

*Maggie GEUENS (University of Brussels, Belgium), Gitte MAST (University of Brussels, Belgium) & Patrick De PELSMACKER (Universiteit Antwerpen Management School, Belgium)*

The impact of new family structures (single vs. one parent, two vs. one income, high vs. low working hours, small vs. large size) on children’s influence on family purchase decision-making is measured in a sample of 186 parents of children between 9 and 13. Children’s influence is conceptualized as relative influence, choice and consumption autonomy, parent yielding behavior, and socio- and concept-orientation of parents. The results show that contemporary family structures have a minor impact on the influence of children in various decision-making processes, except in some cases for products such as candy, snacks, CD’s and children’s wear.

### **Teaching Children to be Safe: A study of the Intervention effectiveness of a Puppet Show**

*Simone PETTIGREW (Edith Cowan University, Australia)*

Part of the child colonization process includes the learning of road rules and other safety information, such as how to handle unwelcome advances by strangers and what to do with abandoned syringes. This paper explores the effectiveness of a children’s puppet show in disseminating such safety information to children between the ages of six and eight. The



findings suggest that puppet shows may be an effective means of reinforcing existing knowledge and communicating new information.

### **Segmenting the Senior Market: Professional and Social Activity Level**

*Bert WEIJTERS (Vlerick Leuven Gent Management School, Belgium) & Maggie GEUENS (Vlerick Leuven Gent Management School, Belgium)*

A segmentation of the senior market is presented based on two dichotomous variables: social and professional activity / inactivity. The resulting four groups are labeled socially active employees, socially passive employees, socially active retirees and socially passive retirees. By means of analyses of variance, the main and interaction effects of the two segmentation bases on a wide range of consumer behavior related variables are investigated. Significant relations are found for (among others) personality, values, discretionary time, discretionary income, cognitive age, media usage, several aspects of purchasing behavior, and leisure activities.

### **Australia, Alcohol and the Aborigine: Alcohol Consumption Differences between Mainstream and Indigenous Australians**

*Ronald GROVES (Edith Cowan University, Australia) & Simone PETTIGREW (Edith Cowan University, Australia)*

While Australia was colonized by settlers with a strong dependency on alcohol and strongly established behaviours associated with its consumption, the indigenous inhabitants had no experience with this commodity. In the two centuries that followed, but especially in the brief period since alcohol became universally available to Aborigines, this situation has changed dramatically. Alcohol problems within Aboriginal society are severe. This paper investigates the similarities and differences that exist between the alcohol consumption behaviours of non-indigenous and indigenous Australians.

## **SESSION 3C: SPECIAL SESSION: DETERMINANTS OF ONLINE CONSUMER BEHAVIOR: A COMPARATIVE PERSPECTIVE**

### **Function Room C**

Chair: Hairong LI

Discussant: Hairong LI

### **Products and Services in E-commerce: A Consumer Psychology View**

*Curtis HAUGTVEDT (The Ohio State University, USA)*

This presentation will include an overview of successful products and services on the Internet with particular focus on social and consumer psychology principles exemplified by these successful companies. Research methods needed to understand potentially unique aspects of the customer-computer interaction and the integration of traditional shopping with online shopping will be described and an agenda for important future research issues will be outlined.

### **Consumers' Perception of the Internet as a Marketing Channel**

*Cheng KUO (National Chengchi University, Taiwan)*

This presentation will examine consumers' perception of the Internet as a shopping and buying venue in Taiwan. Three discrete yet related functions of the Internet are investigated—communication, transaction and distribution—in comparison with retail stores and catalogs. Scale items were developed to measure each of the three functions. Findings indicate that consumer's perception of these functions bear significant impacts on their online behavior.

**Characteristics of Online Consumers in China**

*Simon CAO (Software Center Inc., China) & Frank JIANG (Smith Kline and French Labs, China)*

This presentation will explore the characteristics of online consumers in China, including their Internet use and knowledge, attitude toward and perception of online shopping and buying as well as patterns of buying behavior. The participants will share their experience in managing e-commerce businesses in China, with emphasis on practical issues on business-to-consumer e-commerce, in addition to reviewing the literature and recent survey findings on online shopping and e-commerce in China.

**The Current Status of E-commerce in China: Challenges and Solutions**

*Linbo JING (Institute of Finance and Trade Economics, Chinese Academy of Social Sciences, China)*

This presentation addresses several major issues facing e-commerce in China. First, it is the old management philosophy. China is at its transition stage, with the change from the seller market to the buyer market. With the establishment of a modern enterprise system, businesses, especially the state-owned enterprises must reform. Second, it is the secure payment system. Like many other countries, China is adopting protocols for secure transactions, including SSL (Secure Sockets Layer) and SETs (Secure Electronic Transactions). With asymmetry information, businesses and consumers face many risks in pre-contractual, contractual, post-contractual stage. Trusted third party firms can provide the linkage between the consumers and businesses in e-commerce.

**FRIDAY, MAY 17, 2002**

**SESSION 4**

**4:15 – 6:00**

**SESSION 4A: PRODUCT PERCEPTION, PREFERENCE AND LEARNING**

**Function Room A**

Chair: Joseph W. CHANG (UMIST, UK)

**Assimilation and contrast effects on consumers' choices**

*Hao SHEN (CEIBS, China)*

The perceived difference depends on the size of the reference. A given difference will be perceived greater if the reference value is low than if that is high. Because of that, in multiattribute choice, people will be more likely to choose the option that is superior on the attribute if the reference value for that attribute is low than if that is high.

**Consumers' Views of University Promotion Campaign – Evidence from Malaysia, Singapore and Hong Kong**

*Kim Shyan FAM (City University of Hong Kong, Hong Kong), Brendan J. GRAY (University of Otago, New Zealand), Regan LAM (City University of Hong Kong, Hong Kong) & Zhilin Yang (City University of Hong Kong, Hong Kong)*

Although universities are increasingly competing for international students, little has been written about the influence of cross-cultural values on the positioning of global education brands. This study investigates the values that students in three Asian markets place on overseas university education, and the media they use to gain information about universities. The results have important implications for the positioning of global university brands in Asian markets.

**Consumer Perceptions of Value: A Multi-Item Scale for Its Measurement**

*Md. Humayun Kabir CHOWDHURY (Yokohama National University, Japan) & Shuzo ABE (Yokohama National University, Japan)*

The paper presents a framework for assessing consumer perceptions of value for electronic product class. The purpose was to develop a most effective and generalizable scale that would allow the researcher to use the same measure across various research studies. Items were developed considering the multidimensional approach to the measurement of the construct. The scale met standards for internal scale reliability, validity by changing wording, reliability over time, criterion-related validity, and convergent validity. Finally, validity was assessed whether the scale is an appropriate operational definition of the construct. The paper concluded with a discussion of the limitations of the study.

**National Identity, Consumer Ethnocentrism and Product Preferences in Vietnam: A Conjoint Analysis**

*Garold LANTZ (Monmouth University, USA), Sandra LOEB (Institute of Economics and Information Technology, Ukraine), Tuyet Thi Mai NGUYEN (National Economics University, Vietnam) & Tang Van KHANH (National Economics University, Vietnam)*

This paper explores the concepts of national identity and consumer ethnocentrism in regard to product preferences in Vietnam. A conjoint analysis is used to determine purchase preferences of motorbikes manufactured in Thailand, Vietnam and China. The conjoint analysis and perceived product quality indexes indicate that the order of preference among Vietnamese respondents is: Thailand, Vietnam and then China. Further, regression analysis indicates that national identity is positively related with consumer ethnocentrism and consumer ethnocentrism is positively related to

1) perceived product quality of domestic products and 2) purchase preference of domestic products.

### **Profiling Consumer Groups of Green Products in a Transitional Economy: China**

*Yong GAO (University of Hong Kong, Hong Kong), Fang GU (University of Hong Kong, Hong Kong), Quqing GUO (University of Hong Kong, Hong Kong) & David K. TSE (University of Hong Kong, Hong Kong)*

This paper studies the acceptance of green products in a transitional economy, China. We are interested in this topic because of the wide spread pollution problem in transitional economies and their insufficient resources in dealing with this social problem. By examining how consumers in China, the world's most populous economy, accept green product, we aim to find possible solution to similar issues in other transitional economies. Using a shopping-mall intercept sample of about 1,000 consumers in Beijing, we identify three distinct consumer groups: universal acceptors, selective acceptors and universal rejecters, according to their acceptance of two green products in China. The findings provide some implications on communicating and value-engineering different product offering so that green products can gain wider acceptance in China.

## **SESSION 4B: ECONOMIC PSYCHOLOGY**

### **Function Room B**

Chair: June-Horng SHIESH (National Taichung Institute of Technology, Taiwan)

### **The Persuasive Power of Warranties: The Effects of Competing Signals, Supporting Quality Information, and Need for Cognition**

*Subimal CHATTERJEE (Binghamton University, USA), Timothy B. HEATH (Miami University, USA) & Debi Prasad MISHRA (Binghamton University, USA)*

We investigate how warranties influence the consumers' choice of an automobile service in markets with varying supporting information about quality (quality across shops are comparable / no quality information is available), where competitors actively signal quality (AAA certifications, or free extra service), and consumers vary in the amount of thinking they devote to the decision (low versus high in *need for cognition*, or NFC). We find that warranties persuade more than other signals (1) when there is limited supporting quality information, (2) among lower compared to higher NFC consumers, but (3) less so among higher NFC consumers when pitted against free extra service offers.

### **Toward Understanding of Dual Entitlement Principle in Consumer Fair Price Judgments**

*Alexey NOVOSELTSEV (Catholic University of Leuven, Belgium) & Luk WARLOP (Catholic University of Leuven, Belgium)*

Prior research on the consumer price fairness judgments mostly concentrates on the Dual Entitlement principle as a dominant rule for evaluation of the fairness of price changes introduced by firms. However, current literature provides a very limited theoretical explanation for this principle. Building our reasons on equity and motivational theories we tested how the choice of a fairness principle is influenced by several situational factors. Using experimental approach we found that individuals apply the Dual Entitlement principle when they have no information about a firm's profit margins or when they identify themselves with the seller. In other cases subjects followed an equity-based fairness rule. The findings suggest that the Dual Entitlement principle is far from universal and open broad opportunities for future research in price fairness judgments domain.

### **Antecedents and consequences of moral ties in close marketing relationships.**

*Kåre SANDVIK (Buskerud University College, Norway.), Bendik M. SAMUELSEN (Norwegian*

*School of Management BI, Norway) & Håvard HANSEN (Norwegian School of Management BI, Norway)*

The paper is dedicated to the study of moral ties that might arise in the relationship between a consumer and a service firm. We derive a model that explains how moral ties might mediate effects of service satisfaction and sales rep's benevolence on customer loyalty. The model is tested in close service relationships between bank clients and their dedicated bank-reps. The results indicate the importance of moral ties in monitoring and developing lasting service relationships. Finally, we discuss implications, limitations, and suggestions for future research.

### **Consumer Response to Volume Display: Product Attitude, Price Evaluation, and Purchase Intention**

*Miyuri SHIRAI (Yokohama National University, Japan)*

Even though there is widespread use of special displays such as volume displays in retail stores, there is little empirical evidence as to why they are so effective. This study investigates effects that such displays, together with seasonality and price promotion, have on consumer responses. Our study found that the effect of a volume display largely depended on product type, display format, and the consumer's evaluation of how useful the display was. Our additional study pertaining to volume display found that variety was not an influential factor, but discount size had a relationship to responses.

### **A Stock-Price-Concerned Messages Analysis System on the Data Mining Technique**

*June-Horng SHIESH (National Taichung Institute of Technology, Taiwan), Tung-Shou CHEN (National Taichung Institute of Technology, Taiwan), Yi- Chen LIAO (National Taichung Institute of Technology, Taiwan) & Chi-Te HUANG (Providence University, Taiwan)*

The efficient ways to gather and organize different data in different formats so as to enhance the performance of database management, numerous researches have been focused on the development of the data mining technique in recent years. This paper uses the concept of k line and association rule technique and applies them to the management of market databases to find price fluctuation patterns of stocks, so as to provide the reference for investors. Experiment results of our research shows that the data mining technique can be of considerable help in the prediction of the prices of some individual stocks.

## **SESSION 4C: SPECIAL SESSION: PREDICTING CONSUMER BEHAVIOR BY IMPLICIT ATTITUDES**

**Function Room C**

Chair: Henning PLESSNER

### **Using the Implicit Association Test to study the relation between consumer's implicit attitudes and product usage**

*Dominika MAISON (University of Warsaw, Warsaw, Poland)*

The goal of the research project was to investigate the relation between consumer's implicit attitudes and behavior. Three studies were conducted using IAT method as a measure of implicit attitudes. The first experiment showed the difference in implicit attitudes between users of two leading yogurt brands. In the second experiment, users of one of two fast food restaurants (McDonald's and Milk Bar) showed different implicit attitudes toward those two restaurants. In the third study, users of two soft drinks (Coca-Cola and Pepsi) showed implicit attitudes reflecting their product preferences, product usage, and product taste differentiation in a "blind" test.

### **When implicit attitude measures predict brand choice - and when they don't**

*Michaela WÄNKE(Universität Erfurt, Germany), Henning PLESSNER(Universität Heidelberg, Germany), & Malte Friese(Universität Heidelberg, Germany)*

Implicit attitudes are thought to guide spontaneous consumer behavior whereas more deliberative behavior is influenced more by explicit attitudes. We tested this assumption by measuring implicit and explicit attitudes towards no-name food products and well-known food brands as well as actual choices. Consumers whose explicit and implicit attitudes were incongruent with each other were more likely to chose the explicitly preferred brand over the implicitly preferred one as long as they had ample time to make their choice. However, when choices were made under time pressure, consumers tended to chose the implicitly preferred brand over the explicitly preferred one.

### **Using “partially structured” attitude measures to enhance behavioral prediction**

*Patrick T. VARGAS (University of Illinois, USA)*

The goal of this research is to present a new way to think about attitude measurement, and how different attitude measures relate to behaviors. A deliberative implicit attitude measure is introduced – deliberative in that it requires respondents to consciously and effortfully make social judgments, but implicit in that it does not require recollection of stored evaluations. A series of studies demonstrate that deliberative implicit measures can reliably predict unique variance in both self-reported and actual behavior, beyond that predicted by traditional, explicit attitude measures. This research suggests that implicit measures may be of greater utility than has previously been assumed.

### **Consumer persuasion as a function of explicit and implicit self-beliefs**

*S. Christian WHEELER(Stanford University, USA), Pablo BRINOL(The Ohio State University, USA), & Richard E. PETTY(The Ohio State University, USA)*

Two experiments examined how implicit and explicit self-beliefs impact persuasion outcomes. In Experiment 1, participants engaged in a speeded evaluation task in which they rated products and services with brand personalities that either matched or mismatched their implicit and explicit self-beliefs. Results indicated that targets matching both implicit and explicit self-schemata were rated more favorably. In experiment 2, participants read at their own pace an advertising message in an explicitly evaluative context. Results indicated greater argument quality effects for individuals who had contradictory implicit and explicit need to evaluate self-beliefs.

**SATURDAY, MAY 18, 2002**

**SESSION 5**

**8:30-10:15**

**SESSION 5A: CROSS-CULTURAL RESEARCH I**

**Function Room A**

Chair: Nan ZHOU (City University of Hong Kong, Hong Kong)

**To Choose or to Reject: It Is up to Who I Am. The impact of self-construal on decision strategy**

*Yinlong ZHANG (University of Pittsburgh, USA), Vikas MITTAL (University of Pittsburgh, USA) & Larry FEICK (University of Pittsburgh, USA)*

Drawing on recent research in culture orientation, self-construal and self-regulatory focus, this paper proposes that there is a systematic impact of self-construal on decision strategy. More specifically, decision makers with independent self-construals tend to use a choosing strategy while decision makers with interdependent self-construals tend to use a rejecting strategy. We further hypothesize that this difference is moderated by task compatibility. We test these hypotheses using a sample of 83 subjects who made decisions about a vacation spot. Results seem to support most of our hypotheses.

**Perceptions and Patronage of Ethnic Portal Sites: An Exploratory Study of Chinese Internet Users**

*Wenyu DOU (St. Cloud State University, USA), Boonghee YOO (St. Cloud State University, USA) & Ma Liang YU (South China University of Technology, China)*

The emergence and diffusion of the Internet has prompted the surge of portal sites that are designed to meet the specific needs of ethnic Internet users who may not be native English speakers. In this study, we first analyzed the differences and similarities among different types of ethnic portals. We then proposed a conceptual model concerning the factors that may affect the patronage of different types of ethnic portals. An empirical study was designed to test the conceptual model. Lastly, implications of the study results for ethnic portals were presented.

**Responses to Global and Local Appeals in Chinese Television Advertising (video)**

*Russell BELK (University of Utah, USA) & Nan ZHOU (City University of Hong Kong, Hong Kong)*

Since 1978, when advertising re-emerged in China. There has been an influx of foreign brands, Western actors, foreign words, and global ad images. Despite superficial Westernization, global images need not mean that local brands and advertising are overpowered. We examined "reader" responses to global and local television advertising among 40 upscale consumers in Shenzhen. They favored global imagery in certain product categories and local imagery in others. Ads that emphasize Chinese values were more positively received. The video presents both ads and "reader" responses to these ads in Puhongua, with English subtitles and voice-overs.

**American Brand Names and Chinese Consumers: A Relationship Model**

*Lily Chunlian DONG (University of Kentucky, USA), Scott B. DROEGE (University of Kentucky, USA) & Kelly Tepper TIAN (University of Kentucky, USA)*

When an American brand enters the Chinese market, the brand name must be translated from English letters into Chinese characters, which often bear completely different meanings. The new meaning that is communicated transforms the identity of the American brand in the Chinese



market. Drawing on various streams of research including brand management, consumer-brand relationship, movement of cultural meanings in consumer products, and signaling theory, the authors present a framework of how the transformed identity of an American brand name signals and influences its relationship with Chinese consumers and, ultimately, enhances the brand performance in the Chinese market.

### **Distributional Patterns of Consumer Expenditure Tested in Two Cultures: How Men and Women Expect From Each Other**

*X.T. WANG (University of South Dakota, USA)*

From an evolutionary perspective, natural selection should have equipped both men and women with a kinship rule for investment distribution while sexual selection entailed a higher expectation for the investment from a man than from a woman. In a hypothetical task, we asked participants to estimate what a typical man or woman would invest money among a list of possible beneficiaries. (1) In both US study and Chinese study, the distribution of expenditures closely matched genetic relatedness. (2) Men were less generous than expected while women were more generous than expected. (3) Cultural differences in expenditure distributions were found, suggesting different consumer values in a social network.

## **SESSION 5B: FAMILY DECISION-MAKING**

### **Function Room B**

Chair: Anil MATHUR (Hofstra University, USA)

### **The Perils of Predicting Partners' Product Preferences**

*Davy LEROUGE (KULeuven, Belgium) & Luk WARLOP (KULeuven, Belgium)*

Many consumer choices require predictions of a relationship partner's preferences. This paper investigates the impact of the mere awareness that one is predicting the partner's attitudes on the prediction process. An experiment was conducted in which participants were asked to predict product attitudes of their partner, but we manipulated whether the participant was aware of this. After each prediction, feedback on the partner's real attitude was provided. The results indicate that knowing you are predicting your partner's attitudes hurts prediction accuracy when similarity in actual preferences between the partners is low. Further analyses looked at the cause of this disadvantage.

### **Judgments of relative influence in family decision-making using observations**

*Christina Kwai-Choi LEE (Hong Kong University of Science and Technology, Hong Kong) & Sharon E. BEATTY (University of Alabama, USA)*

The purpose of our study is to examine the relationship between measurements of relative influence using self-reports and those using recorded observations of nonverbal and verbal communication. Observational data were taken from videotaped discussions of nuclear families with two adolescents, conducted in their homes. The discussion was based on a scenario where they have won some money to spend at a family restaurant. We provide preliminary results, which indicate that observations of interactions between family members can provide some indicators of relative influence, which are strongly associated with self-report measures.

### **Love and money: Chinese couples' decisions on wedding expenses**

*Kara CHAN (Hong Kong Baptist University, Hong Kong) & S. F. CHAN (Lingnan University, Hong Kong)*

Spousal roles at different stages in the decision process of wedding-related products and services were examined for a convenience sample of 91 Chinese couples married in Hong Kong in 1999 and 2000. Spousal role influence varied by type of products and services although most



decisions were made jointly. Male-dominance was found for two out of the three items with the highest expenses. There was little change in marital roles between the information search and the final decision stage. There was no tendency for more joint-decisions at the final stage. Spousal role influence did not depend on resources and power.

### **Which Comes First, Product Knowledge or Brand Knowledge?**

*Saeran DOH (S&R Global Consulting, Korea)*

This study examined the order of consumer's knowledge formulation. The contents of knowledge can be categorized into product category knowledge and brand knowledge. Generally, the product category knowledge is thought to be formulated first, and then brand knowledge is formulated (Howard 1977). But this order of knowledge formulation has not been extensively explored yet. Based on the method of qualitative analysis, this paper investigates the order of consumer's knowledge formulation. Which knowledge does a consumer formulate first, product category knowledge or brand knowledge?

### **A Market Segmentation Approach Based On Life Events**

*Anil MATHUR (Hofstra University, USA), Euehun LEE (Sejong University, Korea) & George P. MOSCHIS (Georgia State University, USA)*

Based on life-course perspectives and relevant consumer research this paper advocates the use of life events for market segmentation. Data collected from a large-scale survey are used to develop the segmentation model, which is tested and compared to competing demographic models in explaining consumer behavior. The results suggest the life-events may be better segmentation bases than age- or cohort-based segments.

## **SESSION 5C: SPECIAL SESSION: THE NEGATIVE EFFECT OF THINKING ON CONSUMER CHOICE**

### **Function Room C**

Chair: Itamar SIMONSON (Stanford University, USA)

### **The Role of Thought in Decision Biases and Bias (Over-) Correction**

*Joseph R. PRIESTER (University of Michigan, USA), Utpal M. DHOLAKIA (University of Michigan, USA) & Monique A. FLEMING (University of Michigan, USA)*

This research proposes that decisions made under relatively thoughtful conditions are more likely to demonstrate biases than decisions made under relatively non-thoughtful conditions. It is further hypothesized that correction instructions will have a greater impact under conditions of thoughtful compared to non-thoughtful decision-making conditions. These predictions were supported in three studies, supporting the notion that the role of thought is important in understanding when and why both decision biases emerge and how correction processes influence such biases.

### **Post Choice Effects of Pre-Choice Adaptation**

*Ziv CARMON (INSEAD, France), Klaus WERTENBROCH (INSEAD, France) & Marcel ZEELBERG (Tilburg University, Netherlands)*

We propose that pre-choice deliberation processes, such as carefully elaborating on benefits of different desirable decision alternatives, can lead consumers to adapt to an anticipatory sense of owning these alternatives. When choosing one item over desirable others, the decision maker forfeits that sense of ownership of any non-chosen alternative, leading to temporary distress. We further propose that due to the focus on what is forgone in transactions the unfavorable sensation may be attributed to increased attractiveness of the non-chosen option. In a series of studies we find consistent support for our ideas.

### **The Effect of Thinking on Preferences for Uncertain Advantages**

*Itamar SIMONSON (Stanford University, USA), Thomas KRAMER (Stanford University, USA), & Maia YOUNG (Stanford University, USA)*

In this research, we propose that any task and context effect that causes consumers to think more carefully about their choices will tend to enhance the share of option that is superior on a more uncertain dimension (e.g., brand name). These predictions were supported in a series of studies using a variety of seemingly unrelated manipulations, such as anticipating regret, rating of individual options, articulating reasons for choice, involvement, being evaluated, and incidental exposure to choices of others.

**SATURDAY, MAY 18, 2002**

**SESSION 6**

**10:45 – 12:30**

**SESSION 6A: CROSS-CULTURAL RESEARCH II**

**Function Room A**

Chair: Sio Wang NG (Macao Polytechnic Institute, Macao)

**In Search of a Broadened Paradigm for Cross-Cultural Study: The Influence of Bicultural Competence On Cross-Cultural Chinese Consumption**

*Jufei KAO (City University of New York, The Graduate Center/Baruch College, USA)*

As the world becomes more globalized, a broadened paradigm of high generalizability is necessary to advance knowledge in cross-cultural consumer behavior. This paper uses qualitative methods to investigate how *bicultural competence* influences cross-cultural consumption, and concludes with four themes: (1) *consumer expertise*. Consumer expertise in a cross-cultural context includes not only cognitive processing ability, but also attitude, confidence and behavior dimensions. (2) *Learning*. Bicultural competence moderates the learning process. The learning process mediates cross-cultural product adoption. (3) *Information processing*. Bicultural competence moderates information processing. (4) *Involvement*. The five antecedents theory needs to be broadened to include culture-specific constructs.

**Compensation Structure in the Chinese Travel Services Industry: Problems and Solutions**

*Lily Chunlian Dong (University of Kentucky, USA), Scott B. DROEGE (University of Kentucky, USA) & Nancy B. JOHNSON (University of Kentucky, USA)*

The travel services industry is a fast-growing part of the Chinese economy. A key factor in maintaining reputation of a travel services company's (TSC) is the level of quality services provided by tour guides employed by these firms. Using an agency theory framework, this paper suggests that the optimal compensation contract of tour guides is a mixture of an outcome-based and a behavior-based contract. We propose specific contract components that balance TSC revenue requirements and their need to maintain a strong reputation while providing incentives for tour guides to act in the best interest of the company.

**A Meta-Analysis of the Relationships between Happiness, Materialism, and Spirituality in the U.S. vs Singapore**

*William R. SWINYARD (Brigham Young University, USA), Ah-Keng KAU (National University of Singapore, Singapore) & Hui-Yin PHUA (Media Research Pte, Ltd, Singapore)*

This study examines relationships between happiness, materialism, and religious experience in the United States and Singapore. Happiness and materialism were found to be negatively related in both countries, but adults in Singapore are less happy and more materialistic than those in the U.S. It was also found that happiness is positively related to both intrinsic and extrinsic religiosity, but negatively related to religion as a "quest." We conclude that happiness is related, not to material accumulation, but to a person's inner world. And religion, to happy people, is not what they "do" but what they "are."

**Traditionalism and Modernism in Chinese Weddings: Spousal Materialistic Contributions and Expectations**

*Francis PIRON (Nanyang Technological University, Singapore) & Hong Xia ZHANG (Peking University, China)*

Marriage is an important affair to Chinese. As two families unite, and a net work of connections

develops, gifts are exchanged. We analyze gift expectations and contributions, for both new spouses and their families, and find that, while some traditional values and roles are reemerging after being absent in the revolutionary period, modern (Western?) values are creeping in. We further analyze plans for the wedding ceremony and find that the large (conspicuous?) spending and entertainment of big crowds are also resurfacing, in contrast to the modesty of revolutionary weddings. In all, we suggest that weddings, as a significant instance of consumer behavior, are going the way China itself seems to be moving: a warm embrace of modernity to the detriment of many traditional values.

### **Understanding Software Piracy in Collectivistic Countries**

*C. Simmons LEE (The Nanyang Technological University, Singapore) & Brian R. TAN (The Nanyang Technological University, Singapore)*

Piracy is a problem that has plagued the software industry. It is a major concern for developing countries as it undermines their entrepreneurs and innovators by taking away the reward aspect from the risk-reward equation. To reduce piracy rates, one must understand the causes and mechanisms of piracy across cultures. Possible reasons for the different piracy rates are presented. The mechanisms discussed are; shame culture vs. guilt culture, and degree of collectivism vs. individualism. The concept of guanxi, and how it influences and interacts with the level of collectivism and shame are also explored.

### **Profiling Chinese Consumers Styles – A Cross-Cultural Generalizability Study of the Consumers' Decision-Making Style**

*Sio Wang NG (Macao Polytechnic Institute, Macao)*

Researches germane to Consumers' Decision-Making have been conducted in different countries to seek the generalizability and applicability of consumer style inventory (CSI) (Sproles and Kendall, 1986). However, none has yet been carried out in China. This study attempts to confirm the Consumers' Decision-Making traits identified by Sproles and Kendall (1986) as well as compare the internal consistency of each of the previously related studies. The eight-factor model of Sproles & Kendall (1986) was confirmed and two more decision-making characteristics were also found as parts of the Chinese Eleven-Factor Model of CSI.

## **SESSION 6B: QUALITY OF LIFE AND HEALTH AND SAFETY ISSUES**

### **Function Room B**

Chair: Kau Ah KENG (National University of Singapore, Singapore),

### **Psychographic Segmentation of Beijing Adult Population and Food Consumption**

*Anthony Chun-Tung LOWE (RMIT University, Australia) & Anthony WORSLEY (Deakin University, Australia)*

Responses from a large (801) random sample of Beijing's adult population were used to carry out this "values and lifestyles" segmentation process. The results indicate that "values and lifestyle" segmentation provides marketers with a more comprehensive understanding of the consumers than by demographics alone. This study also demonstrates that marketers should not carry out segmentation automatically. They need to determine where consumers perceive a particular category of product on the "luxury" and "non-luxury" continuum before deciding whether to carry out the segmentation process or not.

### **Fear Appeals in Anti-Tobacco Campaigns: Cultural Considerations, Role of Fear, Proposal For an Action Plan**

*Karine GALLOPEL (Université de Rennes, France) & Pierre Valette-FLORENCE (Université Pierre Mendès-France, France)*

While fear appeals messages have become an important consideration in social marketing studies, little has been done outside the anglo-saxon culture and in the tobacco health context to evaluate their efficiency. This article deals with the use of scare tactics in French anti-tobacco prevention. Whereas most practitioners are reluctant to use this strategy, results of our study show that French young people do appreciate fear appeal messages. Concerning mechanisms underlying persuasion, findings reveal that fear and self-efficacy play central roles in explaining intentions. We also observe that the cessation program proposed to smokers is not sufficient to help them quitting their habits.

### **Drifting Away from the Consumption Spiral: Trait Aspects of Voluntary Simplicity**

*Hélène CHERRIER (University of Arkansas , USA)*

The idea of living more simply has shifted into a life choice phenomenon. Away from religion constraints, contemporary voluntary simplifiers deliberately escape the consumption spiral to gain control over their money and their time, and engage in plain living and high thinking. Recognized as a fast growing market segment, voluntary simplicity still lacks a reliable measure. This paper develops measures of three specific traits of voluntary simplifiers: “self-determination”, “attitude toward money” and “personal growth”. Results from principal components analysis on two different samples and a confirmatory factor analysis for each dimension are presented.

### **Quality of Life in Singapore: An Analysis of the Influence of Materialism Religiosity**

*Kau Ah KENG (National University of Singapore, Singapore), William R. SWINYARD (Brigham Young University, USA) & Phua Hui YIN (National University of Singapore, Singapore)*

This paper aims to examine the influence of materialism and religiosity on the perception of quality of life (or life satisfaction) in Singapore. The study concludes that although materialism and religiosity were noted to have an impact on the life satisfaction of Singapore residents, the influences were found to be not as great as have been exhibited in the western cultures.

## **SESSION 6C: SPECIAL SESSION: VALUES OF YOUNG ASIA PACIFIC CONSUMERS: CONSUMPTION, TRADITION AND INNOVATION**

### **Function Room C**

Chair: Siok Kuan TAMBYAH (National University of Singapore, Singapore)

### **Values and Consumption Behaviors of Young Adults in Singapore**

*Siok Kuan TAMBYAH (National University of Singapore, Singapore), Ah Keng KAU (National University of Singapore, Singapore), Kwon JUNG (National University of Singapore, Singapore) & Soo Jiuan TAN (National University of Singapore, Singapore)*

Tambyah et al's paper explores the values and lifestyles of young adults in Singapore using a combination of surveys and in-depth interviews. From a nation-wide survey of 1500 Singaporeans, specific findings pertaining to the consumption behaviors of 356 young adults (aged 25 to 34 years old) will be discussed. In addition, insights from 20 in-depth interviews will be presented. The findings highlight how various value systems influence young adults' consumption behaviors. Their narratives also reveal tensions between individual expression and social expectations, and the negotiations between traditional values and bohemian aspirations.

### **Traditional Values versus Modern Values: Measuring Status Orientations in the Context of Vietnam, a Transitional Economy**

*Thi Tuyet Mai NGUYEN (National Economics University, Vietnam)*

Tambyah et al's paper explores the values and lifestyles of young adults in Singapore using a combination of surveys and in-depth interviews. From a nation-wide survey of 1500

Singaporeans, specific findings pertaining to the consumption behaviors of 356 young adults (aged 25 to 34 years old) will be discussed. In addition, insights from 20 in-depth interviews will be presented. The findings highlight how various value systems influence young adults' consumption behaviors. Their narratives also reveal tensions between individual expression and social expectations, and the negotiations between traditional values and bohemian aspirations.

### **Value Systems and Consumer Innovativeness**

*Daniel John CHESSON (Southern Cross University, Australia)*

This research investigates the relationships between value systems and consumer dispositions to purchasing innovative products. While previous research has relied on data gathered from Europe, Canada, and Africa, this study expanded existing theories by incorporating findings from the Asia Pacific Region. Building on previously published research, a self-administered questionnaire survey was utilised to collect data from university students in Australia, Singapore and Indonesia. The research findings support those of Steenkamp, Hofstede and Wedel (1999), suggesting that *Resultant Openness to Change* shares a positive relationship with consumer dispositions to purchasing innovative products. Further, the data analysis suggests that both Personal Values and National Values contribute to a portion of the variance in Consumer Innovativeness. The academic and managerial implications are discussed, along with the ensuing limitations.

**SATURDAY, MAY 18, 2002**

**SESSION 7**

**2:00 – 3:45**

**SESSION 7A: CROSS-CULTURAL RESEARCH III**

**Function Room A**

Chair: Krairoek PINKAEO (Bangkok University, Thailand)

**Psychological Experience of Attitudinal Ambivalence as a Function of Manipulated Source of Conflict and Individual Difference in Self-Construal**

*Kiwan PARK (University of Michigan, USA), Joseph R. PRIESTER (University of Michigan, USA), Richard E. PETTY (Ohio State University, USA), Kyu-Hyun LEE (Hannam University, Korea) & Yu-Peng Wang (Shih Chien University, Taiwan)*

We explore the relationship between individual differences in self-construal and the relative influence of intrapersonal versus interpersonal conflict on feelings of evaluative tension (i.e., attitudinal ambivalence). Our results support the hypothesis that individuals who define themselves by their relationships with others (i.e., interdependent) are more influenced by inter- than intrapersonal conflict, whereas those individuals who define themselves by their own traits and attributes (i.e., independent) are more influenced by intra- than interpersonal conflict.

**Consumer Vanity: A Cross-Cultural Study in the U.S. and China**

*Paul Z. WANG (University of Technology, Australia)*

Given the unmistakable trend toward a more integrated global economy and the tremendous impact of vanity on consumer demand for countless goods and services, there is an urgent need for more cross-cultural research on the important psychological construct known as consumer vanity. Survey data were collected in the U.S. and China. The 21-item consumer vanity measure was found to possess adequate metric invariance and scalar invariance for factor mean comparisons across the countries. Hypothesis testing results lent support to most of the research hypotheses. The findings have implications for both academics and practitioners in cross-cultural consumer research and marketing.

**Cultural psychology and its significance to consumer research**

*Giana M. ECKHARDT (AGSM, Australia) & Michael J. HOUSTON (University of Minnesota, USA)*

Cultural psychology is a relatively new discipline in the social sciences that incorporates elements of anthropology, sociology and social psychology and does not construe culture as an independent variable but rather views culture and psychology as mutually constitutive phenomena. Fundamentally, cultural psychology seeks to understand people in an “experience-near” fashion, and advocates relativistic views with reference to psychological diversity. It is argued that by taking a cultural psychological approach to studying consumer behavior in varying cultural contexts, more meaningful results (compared to a cross-cultural approach) ensue. Representative methodologies and suggestions on how to apply this framework in consumer behavior are offered.

**Consumer Susceptibility to Interpersonal Influence and Identity: An Examination of the Underlying Relationships in Korea**

*Fredric KROPP (Monterey Institute of International Studies, USA), Anne M. LAVACK (University of Regina, Canada), David H. SILVERA (The University of Tromsø, Norway) & Bong Jin CHO (Keimyung University, Korea)*



This exploratory study examines interrelationships in Korea between consumer susceptibility to interpersonal influence (CSII) and two conceptually related constructs – values, using the List of Values (LOV; Kahle 1983), and collective self-esteem (CSE), using Luhtanen and Crocker's (1992) scale. Results indicate there were differences in four of the nine possible values in the LOV for high versus low conformers in Korea. Those scoring high in the normative component of CSII place a higher value on *being well respected, fun and enjoyment in life, security, and sense of accomplishment*.

### **Country of Origin Effects on Expectation of Service Quality for Life Insurance among Thai Consumers**

*Krairoke PINKAEO (Bangkok University, Thailand) & Mark SPEECE (Bangkok University, Thailand)*

This study investigates expectations of service quality toward life insurance across service brand origin, design origin, and nationality of service provider i.e., sales representatives. The effect of country of origin (COO) was measured against three dimensions of expected service quality, generated from empirical data. Results showed that brand origin and nationality have significant effects on expectations, while design origin has a minimal effect. However, COO effects seem to be specific dimension of expected service quality. Furthermore, nationality has the most relative importance for overall quality expectations, followed by brand, and design origin.

## **SESSION 7B: INFORMATION PROCESSING**

### **Function Room B**

Chair: Joseph W. CHANG (UMIST, UK)

### **Beyond Information Search: Browsing as Consumer Information Acquisition**

*Lan XIA (University of Illinois at Urbana-Champaign, USA) & Kent B. MONROE (University of Illinois at Urbana-Champaign, USA)*

Research on consumer information acquisition has focused on direct information search, which assumes consumers know what they want. In this paper, we propose that consumer information acquisition should also include information acquired through casual, unstructured, or even nonconscious acquisition activities, which is conceptualized as browsing. Our studies demonstrated that people acquired information when there was no immediate purchase purpose present and people acquired information that was irrelevant to their tasks. Such information further influenced their subsequent purchase behaviors.

### **A New Intelligent Tour System Based on Web Mining Technique**

*Tung-Shou CHEN (National Taichung Institute of Technology, Taiwan), June-Horng SHIESH (National Taichung Institute of Technology, Taiwan), Yuan-Cheng Cheang (National Taichung Institute of Technology, Taiwan) & Chi-Te HUANG (Providence University, Taiwan)*

Now, in Taiwan, people have two days off every weekend. Much more time can be scheduled for leisure activities. Under such circumstances, it seems necessary for everyone of us to come up with new plans as to how to spend our leisure hours. Therefore, the purpose of this paper is to construct an intelligent tour system on the Internet, through which users can gather all kinds of information about traveling and plan a suitable schedule to meet their requirements. The system uses web mining and hyperlink techniques to gather traveling-related and applies the minimum distance algorithm to arrange the route of a trip.

### **Metrics for Designing Web Pages**

*Surendra N. SINGH (University of Kansas, USA), Nikunj DALAL (Oklahoma State University, USA) & Sanjay MISHRA (University of Kansas, USA)*



In the business-to-business electronic commerce, companies are trying to build “sticky” Web sites to retain impatient visitors. The efforts of Web site designers have been stymied by the lack of theories explaining how users perceive Web pages in their everyday Web browsing. Currently, designers and usability engineers incorporate user input in the Web page design and testing process focused on molecular page attributes rather than the totality of the user experience. We develop a theory-based model from marketing and allied literatures for obtaining user reaction to Web pages in terms of feelings, evaluations, attitudes and behavior. The model provides an approach for incorporating user input in Web page design and the effectiveness of Web pages on a pre- and post-test basis.

### **The Role of Evoked Range in the Integration of Discrepant Sales Forecasts: Process and Resultant Bias**

*Anne ROGGEVEEN (Babson College, USA) & Gita Venkataramani JOHAR (Columbia University, USA)*

The authors explore the process used to integrate discrepant market research projections. It is hypothesized that while integrating projections managers evoke a range within which they believe the forecast will fall, from approximately zero to the largest projection received. The forecast formed is expected to be close to the mean of the evoked range and, hence, is likely to be closer to the lower of the two projections – a “lower number bias”. Experiment 1 finds support for this bias. Experiment 2 rules out a conservatism explanation. The final two experiments provide direct evidence for the role of evoked ranges.

### **Expectation Disconfirmation as A Moderator of Brand Extension Evaluation**

*Joseph W. CHANG (UMIST, UK) & Yung-Chien LOU (National Chengchi University, Taiwan)*

This research inspects the moderating role of consumer’s negative expectation disconfirmation on brand extension and parent brand evaluations. The stated issues are discussed with a conceptual two-step brand evaluation model and examined by laboratory experiments. Research results indicate that, similar to the typicality of brand extension, expectation disconfirmation on brand extension is more influential than the category similarity of brand extension both on parent brand and brand extension evaluations. Moreover, expectation disconfirmation affects brand extension evaluation directly and, via affecting the typicality of brand extension directly, affects parent brand evaluation indirectly.

## **SESSION 7C: INTERNET & TECHNOLOGY**

### **Function Room C**

Chair: Fang LIU (University of Western Australia, Australia)

### **Gender and Identity Play on the Net – Raising Men for Fun?**

*Lola C.P. CHEN (University of Exeter, UK), Andrea DAVIES (University of Exeter, UK) & Richard ELLIOTT (University of Exeter, UK)*

Rising Men for Fun”, a game of making friends on the web, reverses traditional Chinese gender relationships where women are ‘masters’ and men are ‘pets’. On-line gendered identity representations are found to reflect and reinforce cultural expectations and entrenched hierarchies. Gender switching and the creation and maintenance of several on-line identities frees men and women to experience profound emotions and roles unavailable as experiences in ‘real-life’ off-line. We explore the boundaries of ‘male’ and ‘female’, ‘on-line’ and ‘off-line’, ‘morality’ and ‘deceit’, ‘playing fun’ and ‘real life’ and conclude that virtual identity play is not just a game.

### **The Relationship between the Use of the Internet and Subjective Leisure Activity**

*Leyland PITT (Curtin University of Technology, Australia), Ian PHAU (Curtin University of*

*Technology, Australia) & Fen TEO (Curtin University of Technology, Australia)*

This study examines Australian university students' use of the Internet as a subjective leisure activity. Understanding how consumer preferences for Internet services evolve over time is critical for marketers as this new medium continues to impact the marketplace. Besides being a marketing medium for retail and service products, the Internet may also be perceived as a leisure activity (Teo et al, 1997). This complements well with the phenomenal growth that the leisure industry has enjoyed in recent years.

**Consumer Purchase Behavior as Influenced by Online Retailers' Provision of Customer Services: The Case of Unobservable Customer Service Quality**

*Hao ZHAO (Rutgers University, USA) & Yong CAO (University of Iowa, USA)*

**Paradoxes and Technology Adoption: A Retail Banking Analysis**

*Catherine MUNENE (Edith Cowan University, Australia), Simone PETTIGREW (Edith Cowan University, Australia) & Katherine MIZERSK (Edith Cowan University, Australia)*

The study reported in this paper explores consumers' experiences with technology-assisted service encounters by investigating the applicability of Mick and Fournier's paradoxes of technology adoption to the electronic banking scenario. In-depth interviews were conducted to explore consumers' experiences when using electronic banking and the results were compared to those of Mick and Fournier. The findings are similar, suggesting that when consumers adopt technology they can simultaneously develop positive and negative attitudes. The findings of this study also suggest that the nature of some of the paradoxes experienced by consumers may depend on the industry and the technology being investigated.

**Exploring Online Buying and Online Trust in China**

*Fang LIU (University of Western Australia, Australia), Jamie MURPHY (University of Western Australia, Australia) & Mark DIXON (University of Western Australia, Australia)*

There is a wealth of Western research on communication media and building trust arguing that communication media affects building trust. Online buying, exemplified by computer-mediated communication (CMC), is generally criticized for not providing a trust-building context and thought to be less effective than face-to-face contact (FFC). Despite rhetoric that CMC is unconstrained by geography, local culture should be considered for selling successfully online. This paper's literature review and survey suggest that China's cultural characteristics and low level of consumer confidence constrain the ability of CMC to build online trust, even more so than in Western cultures. Trust-building strategies with "Chinese characteristics" are suggested for successful online business in Mainland China.

**SATURDAY, MAY 18, 2002**

**SESSION 8**

**4:15 – 6:00**

**SESSION 8A: BEHAVIORAL DECISION THEORY**

**Function Room A**

Chair: Thi Tuyet Mai NGUYEN (National Economics University, Hanoi- Vietnam)

**Implicit Expected Utility Theory for Decision Making and Choice**

*W. Fred van RAAIJ (University of Tilburg, The Netherlands) & Gewei YE (Ohio State University, USA and University of Tilburg, the Netherlands)*

Recent studies on expected utility theory and consumer unconscious information processing are reviewed, along with the rationality hypothesis. A new hypothesis is proposed, the implicit economic cognition hypothesis, suggesting that decision-making is not only based on cognitive processes, but also on unconscious and affective processes. Implicit expected utility theory is thus proposed with the intent to extend the bounded rationality hypothesis and prospect theory, with additional components of unconscious, affective, and guessing processes. These mental processes, backed up with their mathematical models, can be adopted from a multinomial decision process model. Two experiments are designed to investigate the price bubble-crash phenomenon and unconscious and affective processes in financial investment markets.

**A Dynamic Choice Process: How Choices Generate Biased Memory that Influences Future Choices**

*Cathy Yi CHEN (UCLA, USA) & Shi ZHANG (UCLA, USA)*

This research examines the biasing impact of choice on memory and the impact of biased memory on future choices. We found after a long delay, subjects in high conflict (vs. low conflict) condition selectively recalled more positive attributes about the chosen option, were more likely to attribute positive attributes to the chosen option, and were less likely to switch to the new option in the second choice. The level of differentiation of the new option moderates the effect of biased memory. The research offers a more complete understanding of the dynamic choice process and provides new insights on biased memory.

**Impact of situational factors on Chinese mall shoppers' buying decision**

*Guijun ZHUANG (Xi'an Jiaotong University, China), Nan ZHOU (City University of Hong Kong, Hong Kong) & Fuan LI (Eastern Kentucky University, USA)*

This study investigated the impact of situational factors on Chinese mall shoppers' buying decisions. It found that, of the 14 situational factors considered, three (Buying Intention, Weekend Shopping, and the amount of Time Spent in the Mall) had positive impacts and one (Travel) had a negative impact on Chinese mall shoppers' buying decisions. It also found that the factors influencing Chinese mall shoppers to buy food and nonfood products were different. Implications of the findings were suggested.

**Trip Distance and Time Duration Judgments**

*Yong-Soon KANG (Binghamton University, USA) & Paul M. HERR (University of Colorado, USA)*

We find that, for shopping trip decisions, consumers' driving-time knowledge is both more accessible from memory and more accurate than the corresponding driving distance information. This asymmetry in consumer knowledge, especially in the urban driving

environments, is consistent with the literatures on time and distance perceptions. Literature also suggests that external information search will further amplify the knowledge asymmetry. Corroborating predictions generated from the literature on information use, we find that, in memory-based judgments, the chronically more accessible time knowledge has a dominant influence on distance judgments. In contrast, map-based judgments are biased by the perceptually salient distance information.

### **An Exploratory Investigation into Impulse Buying Behavior in a Transitional Economy: A Study of Urban Consumers in Vietnam**

*Thi Tuyet Mai NGUYEN (National Economics University, Hanoi- Vietnam), Kwon JUNG (KDI School of Public Policy and Management, Seoul, Korea), Garold LANTZ (Monmouth University in New Jersey, USA) & Sandra G. LOEB (Zaporozhzhia Institute of Economics and Information Technology, Zaporozhzhia, Ukraine)*

As a transitional economy, Vietnam is opening up to many new marketing experiences. This paper considers the impulse buying behavior of urban consumers in Vietnam. An exploratory study was conducted, comprised of both qualitative and quantitative methods. The results support the hypotheses that individualism, age and income were significantly related to impulse buying. Also, personal-use products were found to be the most common impulse purchase items, despite the collectivist nature of the consumers in Vietnam. Other observations discovered from the qualitative study are also discussed.

## **SESSION 8B: COMMUNICATION, PERSUASION AND BRAND EQUITY AND LOYALTY**

### **Function Room B**

Chair: Abe BISWAS (Louisiana State University, USA)

### **Measuring Brand Equity among Thai Consumers: An Individual Consumer Approach**

*Saravudh ANANTACHART (Chulalongkorn University, Thailand)*

Though brand equity has become a major marketing issue, non-proprietary research on brand equity at an individual consumer level has been rare. One of the reasons for this is a lack of an agreed-upon measure of brand equity. This study developed and tested a brand equity measure with Thai consumers. Acceptability and purchase intent were used as criterion variables. The key measure of success for a brand equity measure was its ability to predict a differential brand response. The results showed that the equity of one brand predicted negative responses to other brands. Nonetheless, the model worked well only when brands competed with each other in consumer's mind.

### **Dimensions of Credibility in Marketing Communication**

*Martin EISEND (Freie Universität Berlin, Germany)*

The purpose of this study is to conceptualize the credibility of different objects in marketing communication. Credibility is defined as a multi-dimensional variable attributed by the consumer to different objects (spokesperson, salesperson, advertisement message, company, medium). In the survey, students were required to rate the credibility of different objects when given the same information. To overcome the weakness of previous factor models of credibility, a factor-model approach with higher-order factors as well as criteria of validity and reliability based on confirmatory factor analysis is applied to the data. Conceptualizations of credibility for each object are identified and discussed.

### **A Case for Replication: Fitting Product Variants Data to the Dirichlet Model**

*Rachel KENNEDY (University of South Australia) & Jaywant SINGH (South Bank*

*University, UK)*

To-date replication has been undervalued in marketing resulting in a focus on single studies. Non-replicated results have thus become disseminated as established knowledge. This paper discusses replication and why it is important. It looks at datasets from different countries and time periods as an example of how easy it can be to conduct differentiated replications. The model tested is the well-established NBD Dirichlet model of buyer behavior. Here it is extended to look at its application to purchasing of product variants (e.g. purchasing across different pack sizes). The results show the usefulness of replication studies and open up further areas of investigation.

### **An Exploration of the Relationships between Innate Innovativeness and Domain Specific Innovativeness**

*Gilles ROEHRICH (Ecole Supérieure des Affaires, France), Pierre Valette-FLORENCE (Ecole Supérieure des Affaires, France) & Jean-Marc FERRANDI (IUT d'Auxerre, France)*

Innate Innovativeness (II) may be perceived as a general tendency toward new product purchasing, whereas Domain Specific Innovativeness (DSI) is the same tendency limited in only one product category. Using Roehrich's scale for measuring II and Goldsmith and Hofacker's for DSI, the authors show that DSI is an expression of two antecedents : II and Interest in the product category (IPC), as measured by the Laurent and Kapferer scale. More important, DSI appears to depend more heavily on IPC than on II.

### **Capturing the Image of Second-hand Stores: Investigating the underlying image dimensions**

*Malaika BRENGMAN (University of Brussels, Belgium), Maggie GEUENS (University of Brussels, Belgium) & Tine FASEUR (Ghent University, Belgium)*

Store image is one of the explanatory variables of store patronage. However, store image is not a one-dimensional construct, but consists of several dimensions. These image dimensions may vary for different types of stores due to the variety in products they carry. Since recycle stores are very different from the traditional retail outlets to which most of the studies pertain, the objective of the current study is to investigate the store dimensions that underlie the image of recycle stores. To this end two existing image scales, developed for the traditional retail market, are applied to the specific case of recycle stores. The results of the study indicate that the image of recycle stores can be captured in the same image dimensions as is the case for traditional outlets.

## **SESSION 8C: ATTITUDES AND INTENTIONS**

### **Function Room C**

Chair: Robyn McGUIGGAN (University of Technology, Sydney, Australia)

### **The Effects of Dissimulation on the Accessibility, Confidence, Persistence and Predictive Power of Weakly Held Attitudes**

*Jaideep SENGUPTA (Hong Kong University of Science and Technology, Hong Kong) & Gita V. JOHAR (Columbia University, USA)*

This research examines the effects of repeatedly lying about one's attitudes (attitude dissimulation) on various strength-related consequences for weakly held attitudes. It can be argued that repeated dissimulation for weak attitudes might either produce a strengthening effect on the underlying attitude (if lying involves activation of the true attitude) or a weakening effect (if lying sets up a competing link to the false attitude). Results from two experiments support the strengthening hypothesis, as manifested in increased attitude accessibility, attitude confidence, attitude persistence, and also an improved attitude-

behavior link as a result of dissimulation. These findings provide evidence for the far-ranging consequences of lying about one's attitudes. Other implications and opportunities for future research are discussed.

### **Consumer evaluations of Brand Extensions: Empirical Evidences from China**

*Guoqun FU (Peking University, China) & John SAUNDERS (Aston Business School, Birmingham, England)*

This paper examines the applicability of Aaker and Keller's (1990) US developed model of consumers' evaluation of brand extensions in China, a developing economy where consumers are less familiar with brands. Residual Centering regression is used to correct the collinearity between main and interactive variables in a regression model (Lance 1988). The results re-confirmed Bottomley and Doyle's (1996) conclusion that consumers' attitudes towards brand extension are primarily driven by the main effects that are moderated by interaction terms. In contrast to the earlier results from developing economies, this study found that extending established brand to a product that the consumer sees as being easy to make can unfavorably affect consumers' attitudes towards the extension.

### **Impact of playground communication on environmental friendliness: An exploratory study**

*Wim JANSSENS (University of Antwerp, Belgium), Maggie GEUENS (Vlerick Leuven Gent Management School, Belgium & Patrick De PELSMACKER (Universiteit Antwerpen Management School, Belgium)*

The objective of the study is to investigate the impact of an in-school environmental friendly programme. The study shows that the green school project did not have any effect on the environmental friendly opinions, attitudes, intentions, behaviour and knowledge of pupils aged between 15 and 18. Teachers may not have any impact anymore on this age group, Maybe the project did not contain any elements to be cool or in, or the opinion leaders of the schools were not affected by the project and as a consequence, none of the other pupils wanted to support it.

### **Consumer Beliefs and Attitudes Toward Marketing: An Emerging Market Perspective**

*Tsang-Sing CHAN (Lingnan University, Hong Kong) & Geng CUI (Lingnan University, Hong Kong)*

The burgeoning consumerism in emerging market economies has significant implications for both multinational corporations and local companies. Based on a survey in four cities of China, this study examines the effect of consumer beliefs and attitudes towards marketing on satisfaction. The results suggest that attitudes towards marketing practices and beliefs about marketing have significant effect on consumer satisfaction, but these effects are not uniform across marketing mix variables. Implications for future research and marketing operations in emerging markets are explored.

### **Personality and Normative Influences on Online Shopping Behavior**

*Chung-Leung LUK (City University of Hong Kong, Hong Kong)*

Personality and normative influences on online shopping behavior were examined. A survey of 309 Hong Kong web users has identified five dimensions of perceptions about online shopping. The five dimensions were utilities, hedonic value, price, autonomy, and transaction risk. The personality factors of need for cognition, attention to social comparison information, separateness-connectedness, and relative efficacy were related to these dimensions. Normative influences on perceptions about online shopping were moderated by attention to social comparison information. Finally, perception of hedonic value in online

shopping was singled out to the most important determinant of actual online behavior.

**Sun and surf or adventure: Who plays what tourist roles? – An Australian perspective**

*Robyn McGUIGGAN (University of Technology, Sydney, Australia) & Jo-Ann FOO (Eureka Strategic research, Australia)*

The aim of this study was to determine whether Yiannakis and Gibson's (1992) 15 leisure tourist roles developed in the United States were applicable in the Australian context. The study also investigated whether demographics or personality, as measured by the Myers-Briggs Type Indicator (MBTI), provided a better indicator of roles undertaken. The findings verified the applicability of the tourist roles for the Australian sample. Regression analysis indicated that demographics, rather than personality, provided a better explanation for most tourist roles, but in most cases, a combination of demographics and personality led to a significant improvement in explanatory power.