

Friday, May 17, 2002		8:30-10:15	
Session 1A Consumer Education, Information and Satisfaction			
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)			
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)			
Pioneer Brand and Information search: A study in Rural India			
Pingali VENUGOPAL (XLRI, India)			
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)			
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)			
Session 1B Industrial/Organizational Buying, Diffusion and Innovation			
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)			
Profiling Internet users based on their propensity to adopt online shopping			
Malaika BRENGMAN (University of Brussels, Belgium) & Maggie GEUENS (University of Brussels, Belgium)			
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)			

	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)	
	A Dynamic Relationship Approach and Complex Exchange Study within Service Activities: Towards “Extended” Interface Management	
	Frédéric JALLAT (Groupe ESCP-EAP, France)	
	Session 1C Special Session: Interpretive Brand Theory	
	Chair: Søren ASKEGAARD	Discussant:
	The Embodied Brand: The Use of Brand Symbols in Body Expressions	
	Anders BENGTSSON (Lund University, Sweden) & Dannie KJELDGAARD (University of Southern Denmark, Odense, Denmark)	
	Metaphor in Branding and Theory of Brands	
	Fabian F. CSABA (Bilkent University, Ankara, Turkey)	
	Brand as a Global Ideoscape	
	Søren ASKEGAARD (University of Southern Denmark, Odense, Denmark)	
	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)	

Friday, May 17, 2002	10:45 – 12:30
Session 2A Attribution/Self-Perception and self control	
Consumer Causal Reasoning on Product Failure	
Moonkyu LEE (Yonsei University, Korea) & Moonhee CHA (Yonsei University, Korea)	
Cognitive Dissonance and the Development of a Sustainable Consumption Pattern	
John THØGERSEN (Aarhus School of Business, Denmark) & Folke ÖLANDER (Aarhus School of Business, Denmark)	
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)	
Exploring the sources of self-efficacy in consumer behavior	
Francine GARLIN (University of Technology, Sydney, Australia) & Robyn McGUIGGAN (University of Technology, Australia)	
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)	
Session 2B Acculturation, Buyer Interaction and Imagery	
Shopper's Paradise - Hong Kong: Poststructuralism and Acculturation	
Wing-sun LIU (The Hong Kong Polytechnic University, Hong Kong) & Richard ELLIOTT (University of Oxford, UK)	
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)	
Why Do They Tell? Antecedents to Consumers' Disclosing Intimacy with Service Employees	
Håvard HANSEN (Norwegian School of Management, Norway)	
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)	
Australians and Their Leisure Time	
Simone PETTIGREW (Edith Cowan University, Australia)	
Session 2C Special Session: The Effects of Option Presentation and Preference Measurement on Elicited Preferences	
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)	
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)	
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)	

Friday, May 17, 2002	2:00 – 3:45
Session 3A Advertising Effects	
	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)
	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)
	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)
	Sinolization: How to Advertise to Chinese Consumers
	Xin ZHAO (University of UTAH, USA) & Russell W. BELK (University of UTAH, USA)
	A Content Analysis of Environmental Advertising: Studies of Japanese, Thai, Chinese and American Advertisements
	Worawan ONGKRUTRAKSA (Tokai University, Japan)
Session 3B The Young and the Old	
	Compulsive behavior: A Framework for Identifying Children at Risk
	Pingali VENUGOPAL (XLRI, India)
	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)
	Teaching Children to be Safe: A study of the Intervention effectiveness of a Puppet Show
	Simone PETTIGREW (Edith Cowan University, Australia)
	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)

	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)	
	Session 3C Special Session: Determinants of Online Consumer Behavior: A Comparative Perspective	
	Chair: Hairong LI	Discussant: Hairong LI
	Products and Services in E-commerce: A Consumer Psychology View	
	Curtis HAUGTVEDT (The Ohio State University, USA)	
	Consumers' Perception of the Internet as a Marketing Channel	
	Cheng KUO (National Chengchi University, Taiwan)	
	Characteristics of Online Consumers in China	
	Simon CAO (Software Center Inc., China) & Frank JIANG (Smith Kline and French Labs, 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, Beijing, China)	

Friday, May 17, 2002	4:15 – 6:00
Session 4A Product Perception, Preference and Learning	
Chair: Joseph W. CHANG (UMIST, UK)	
Assimilation and contrast effects on consumers' choices	
Hao SHEN (CEIBS, China)	
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)	
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)	
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)	
Profiling Consumer Groups of Green Products in a Transition Economy: China	
Yong GAO (University of Hong Kong, Hong Kong), Fang GU (University of Hong Kong, Hong Kong), Quoqing GUO (University of Hong Kong, Hong Kong) & David K. TSE (University of Hong Kong, Hong Kong)	
Session 4B Economic Psychology	
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)	
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)	
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)
	Consumer Response to Volume Display: Product Attitude, Price Evaluation, and Purchase Intention
	Miyuri SHIRAI (Yokohama National University, Japan)
	A Stock-Price-Concerned Messages Analysis System on the Data Mining Technique
	June-Horng SHIESH, Tung-Shou CHEN, Yi- Chen LIAO, Chi-Te HUANG (All at National Taichung Institute of Technology, Taiwan)
Session 4C Special Session: Predicting Consumer Behavior by Implicit Attitudes	
	Chair: Henning PLESSNER
	Discussant:
	Using the Implicit Association Test to study the relation between consumer's implicit attitudes and product usage
	Dominika MAISON (University of Warsaw, Stawki 5/7, 00-183 Warsaw, Poland)
	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)
	Partially structured" attitude measures to enhance behavioral prediction
	Patrick T. VARGAS (University of Illinois, USA)
	Consumer persuasion as a function of explicit and implicit self-beliefs
	S. Christian WHEELER(Stanford University, USA), Pablo BRIÑOL(The Ohio State University, USA), & Richard E. PETTY(The Ohio State University, USA)

Saturday, May 18, 2002	8:30 – 10:15
Session 5A Cross-Cultural Research I	
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)	
Perceptions and Patronage of Ethic 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)	
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)	
American Brand Names and Chinese Consumers: A Relationship Model	
Lily Chunlian DONG (University of Kentucky, USA), Scott B. DROEGE (University of Kentucky, USA)	
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)	
Session 5B Family Decision-Making	
The Perils of Predicting Partners' Product Preferences	
Davy LEROUGE (KULeuven, Belgium) & Luk WARLOP (KULeuven, Belgium)	
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)	
Love and money: Chinese couples' decisions on wedding expenses	
Kara CHAN (Hong Kong Baptist University, Hong Kong) & S. F. CHAN (Lingnan University, Hong Kong)	
Which Comes First, Product Knowledge or Brand Knowledge?	
Saeran DOH {Saeran Doh(S&R Global Consulting)}	
A Market Segmentation Based on Life Events	
Anil MATHUR (Hofstra University, USA), Euehun LEE (Sejong University, Korea) & George P. MOSCHIS (Georgia State University, USA)	

Session 5C Special Session: The Negative Effect of Thinking on Consumer Choice	
Chair: Itamar SIMONSON	Discussant:
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)	
Post Choice Effects of Pre-Choice Adaptation	
Ziv CARMON (INSEAD, France), Klaus WERTENBROCH (INSEAD, France) & Marcel ZEELENBERG (Tilburg University, Netherlands)	
The Effect of Thinking on Preferences for Uncertain Advantages	
Itamar SIMONSON (Stanford University,USA), Thomas KRAMER (Stanford University,USA), & Maia YOUNG (Stanford University,USA)	

Saturday, May 18, 2002	10:45 – 12:30
Session 6A Cross-Cultural Research II	
	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)
	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)
	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)
	Traditionalism and Modernism in Chinese Weddings: Spousal Materialistic Contributions and Expectations
	Francis PIRON (Nanyang Technological University, Singapore) & Hong Xia ZHANG (Peking University, China)
	Understanding Software Piracy in Collectivistic Countries
	C. Simmons LEE (The Nanyang Technological University, Singapore) & Brian R. TAN (The Nanyang Technological University, Singapore)
	Profiling Chinese Consumers Styles - A Cross-Cultural Generalizability Study of the Consumers' Decision-Making Style
	Sio Wang NG (Macao Polytechnic Institute, Macao)
Session 6B Quality of Life and Health and Safety Issues	
	Psychographic Segmentation of Beijing Adult Population and Food Consumption
	Anthony Chun-Tung LOWE (RMIT University, Australia) & Anthony WORSLEY (Deakin University, Australia)
	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)
	Drifting Away from the Consumption Spiral: Trait Aspects of Voluntary Simplicity

	Hélène CHERRIER (University of Arkansas , USA)	
	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)	
	Session 6C Special Session: Values of Young Asia Pacific Consumers: Consumption, Tradition and Innovation	
	Chair: Siok Kuan TAMBYAH	Discussant:
	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 Juan TAN (National University of Singapore, Singapore)	
	Traditional Values versus Modern Values: Measuring Status Orientations in the Context of Vietnam, a Transitional Economy	
	Thi Tuyet Mai NGUYEN (National Economics University, Vietnam)	
	Value Systems and Consumer Innovativeness	
	Daniel John CHESSON (Southern Cross University, Australia)	

Saturday, May 18, 2002	2:00 – 3:45
Session 7A Cross-Cultural Research III	
Psychological Experience of Attitudinal Ambivalence as a Function of Manipulated Source of Conflict and Individual Difference in Self-Construal	
Kiwon 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)	
Consumer Vanity: A Cross-Cultural Study in the U.S. and China	
Paul Z. WANG (University of Technology, Australia)	
Cultural psychology and its significance to consumer research	
Giana M. ECKHARDT (AGSM, Australia) & Michael J. HOUSTON (University of Minnesota, USA)	
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)	
Country of Origin Effects on Expectation of Service Quality for Life Insurance among Thai Consumers	
Krairoek PINKAEO (Bangkok University, Thailand) & Mark SPEECE (Bangkok University, Thailand)	
Session 7B Information Processing	
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)	
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)	
Metrics for Designing Web Pages	
Surendra N. SINGH (University of Kansas, USA), Nikunj DALAL (Oklahoma State University, USA) & Sanjay MISHRA (University of Kansas, USA)	
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)
	Expectation Disconfirmation as A Moderator of Brand Extension Evaluation
	Joseph W. CHANG (UMIST, UK) & Yung-Chien LOU (National Chengchi University, Taiwan)
Session 7C Internet & Technology	
	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)
	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)
	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)
	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)

Saturday, May 18, 2002	4:15 – 6:00
Session 8A Behavioral Decision Theory	
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)	
A Dynamic Choice Process: How Choices Generate Biased Memory that Influences Future Choices	
Cathy Yi CHEN (UCLA, USA) & Shi ZHANG (UCLA, USA)	
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)	
Trip Distance and Time Duration Judgments	
Yong-Soon KANG (Binghamton University, USA) & Paul M. HERR (University of Colorado, USA)	
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)	
Session 8B Communication, Persuasion and Brand Equity and Loyalty	
Chair: Abe BISWAS (Louisiana State University, USA)	
Measuring Brand Equity among Thai Consumers: An Individual Consumer Approach	
Saravudh ANANTACHART (Chulalongkorn University, Thailand)	
Dimensions of Credibility in Marketing Communication	
Martin EISEND (Freie Universität Berlin, Germany)	
A Case for Replication: Fitting Product Variants Data to the Dirichlet Model	
Rachel KENNEDY (University of South Australia) & Jaywant SINGH (South Bank University, UK)	
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)
	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)
Session 8C Attitudes and Intentions	
	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)
	Consumer evaluations of Brand Extensions: Empirical Evidences from China
	Guoqun FU (Peking University, China) & John SAUNDERS (Aston Business School, Birmingham, England)
	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)
	Consumer Beliefs and Attitudes Toward Marketing: An Emerging Market Perspective
	Tsang-Sing CHAN (Lingnan University, Hong Kong) & Geng CUI (Lingnan University, Hong Kong)
	Personality and Normative Influences on Online Shopping Behavior
	Chung-Leung LUK (City University of Hong Kong, Hong Kong)
	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)