

Friday, May 17, 2002	10:45 – 12:30
<b>Session 2A Attribution/Self-Perception and self control</b>	
<b>Consumer Causal Reasoning on Product Failure</b>	
Moonkyu LEE (Yonsei University, Korea) & Moonhee CHA (Yonsei University, Korea)	
<b>Cognitive Dissonance and the Development of a Sustainable Consumption Pattern</b>	
John THØGERSEN (Aarhus School of Business, Denmark) & Folke ÖLANDER (Aarhus School of Business, Denmark)	
<b>Understanding the Psychology of Mood-Alleviative Consumption: A Control Theoretic Perspective</b>	
Harri T. LUOMALA (University of Vaasa, Finland) & Philip E. LEWIS (University of Vaasa, Finland)	
<b>Exploring the sources of self-efficacy in consumer behavior</b>	
Francine GARLIN (University of Technology, Sydney, Australia) & Robyn McGUIGGAN (University of Technology, Australia)	
<b>Does Language Matter? A Study of Bilinguals' Responses to Questionnaires Framed by Language</b>	
Roger MARSHALL (Nanyang University, Singapore), Eliza KANG (Nanyang University, Singapore), Kang Wai GEAT (Nanyang University, Singapore) & Kok CHEW (Nanyang University, Singapore)	
<b>Session 2B Acculturation, Buyer Interaction and Imagery</b>	
<b>Shopper's Paradise - Hong Kong: Poststructuralism and Acculturation</b>	
Wing-sun LIU (The Hong Kong Polytechnic University, Hong Kong) & Richard ELLIOTT (University of Oxford, UK)	
<b>Behavioral Acculturation among Korean Americans</b>	
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)	
<b>Why Do They Tell? Antecedents to Consumers' Disclosing Intimacy with Service Employees</b>	
Håvard HANSEN (Norwegian School of Management, Norway)	
<b>The Effect of Affect and Initial Expectation on Information Seeking and Judgments</b>	

	Catherine YEUNG (Hong Kong University of Science and Technology, Hong Kong) & Robert S. WYER, Jr. (Hong Kong University of Science and Technology, Hong Kong)	
	<b>Australians and Their Leisure Time</b>	
	Simone PETTIGREW (Edith Cowan University, Australia)	
	<b>Session 2C Special Session: The Effects of Option Presentation and Preference Measurement on Elicited Preferences</b>	
	Chair: Dipankar CHAKRAVARTI	Discussant: Dipankar CHAKRAVARTI
	<b>Partitioning Prices of Hedonic and Utilitarian Components of Products: Salience Effects on Information Processing, Evaluations and Choice</b>	
	Dipankar CHAKRAVARTI (University of Colorado, USA) & Joydeep SRIVASTAVA (University of California, USA)	
	<b>Generated and Selected Favorites: On Availability as a Cue for Preference</b>	
	Yuval ROTTENSTREICH (University of Chicago), Sanjay SOOD (UCLA, USA) & Lyle BRENNER (University of Florida)	
	<b>Coping with Ambivalence: The Effect of Removing a "Fence Sitting" Option on Consumer Attitude and Preference Measurement</b>	
	Stephen M. NOWLIS (Arizona State University), Barbara E. KAHN (University of Pennsylvania) & Ravi DHAR (Yale University, USA)	