

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)	