

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 Frieze(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)