

Saturday, May 18, 2002	8:30 – 10:15
<b>Session 5A Cross-Cultural Research I</b>	
	<b>To Choose or to Reject: It Is up to Who I Am. The impact of self-construal on decision strategy</b>
	Yinlong ZHANG (University of Pittsburgh, USA), Vikas MITTAL (University of Pittsburgh, USA) & Larry FEICK (University of Pittsburgh, USA)
	<b>Perceptions and Patronage of Ethic Portal Sites: An Exploratory Study of Chinese Internet Users</b>
	Wenyu DOU (St. Cloud State University, USA), Boonghee YOO (St. Cloud State University, USA) & Ma Liang YU (South China University of Technology, China)
	<b>Responses to Global and Local Appeals in Chinese Television Advertising (video)</b>
	Russell BELK (University of Utah, USA) & Nan ZHOU (City University of Hong Kong, Hong Kong)
	<b>American Brand Names and Chinese Consumers: A Relationship Model</b>
	Lily Chunlian DONG (University of Kentucky, USA), Scott B. DROEGE (University of Kentucky, USA)
	<b>Distributional Patterns of Consumer Expenditure Tested in Two Cultures: How Men and Women Expect From Each Other</b>
	X.T. WANG (University of South Dakota, USA)
<b>Session 5B Family Decision-Making</b>	
	<b>The Perils of Predicting Partners' Product Preferences</b>
	Davy LEROUGE (KULeuven, Belgium) & Luk WARLOP (KULeuven, Belgium)
	<b>Judgments of relative influence in family decision-making using observations</b>
	Christina Kwai-Choi LEE (Hong Kong University of Science and Technology, Hong Kong) & Sharon E. BEATTY (University of Alabama, USA)
	<b>Love and money: Chinese couples' decisions on wedding expenses</b>
	Kara CHAN (Hong Kong Baptist University, Hong Kong) & S. F. CHAN (Lingnan University, Hong Kong)
	<b>Which Comes First, Product Knowledge or Brand Knowledge?</b>
	Saeran DOH {Saeran Doh(S&R Global Consulting)}
	<b>A Market Segmentation Based on Life Events</b>
	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:
	<b>The Role of Thought in Decision Biases and Bias (Over-) Correction</b>	
	Joseph R. PRIESTER(University of Michigan, USA), Utpal M. DHOLAKIA (University of Michigan, USA) & Monique A. FLEMING (University of Michigan, USA)	
	<b>Post Choice Effects of Pre-Choice Adaptation</b>	
	Ziv CARMON (INSEAD, France), Klaus WERTENBROCH (INSEAD, France) & Marcel ZEELLENBERG (Tilburg University, Netherlands)	
	<b>The Effect of Thinking on Preferences for Uncertain Advantages</b>	
	Itamar SIMONSON (Stanford University,USA), Thomas KRAMER (Stanford University,USA), & Maia YOUNG (Stanford University,USA)	