

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)