# **AMA Winter Marketing Educators' Conference 2015**

# Marketing in a Global, Digital and Connected World

**AMA Educators Proceedings Volume 26** 

San Antonio, Texas, USA 13-15 February 2015

**Editors:** 

Tom Brown

Vanitha Swaminathan

ISBN: 978-1-5108-0450-0

#### Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2015) by the American Marketing Association All rights reserved.

Printed by Curran Associates, Inc. (2015)

For permission requests, please contact American Marketing Association at the address below.

American Marketing Association 311 S. Wacker Drive, Suite 5800 Chicago, Illinois 60606

Phone: (800)AMA-1150 or (312)542-9000

Fax: (312)542-9001

www.marketingpower2.com

### Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Fax: 845-758-2634

Email: curran@proceedings.com Web: www.proceedings.com

### **Table of Contents**

reface and Acknowledgments	xiii
Awards	XV
List of Reviewers	xvi
Part A: Brand Management and Corporate Reputation	A-1
New Directions on Brand Perceptions Research	
Brand Cohesiveness and Extension Feedback Effects  Joseph W. Chang, Jiayun (Gavin) Wu	A-2
Direct Versus Indirect Comparative Advertising: The Roles of Valence and Message Claim Type Tommy Hsu, John B. Ford, Leona Tam, Yuping Liu-Thompkins, Edward Markowski	A-4
A New Brand Personality Scale for Professional Sport Clubs Michael Schade, Rico Piehler, Christoph Burmann	A-6
Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction Lora Mitchell Harding, Ashlee Humphreys	A-7
Global Branding, Consumer Experiences, and Product Recalls	
Global Versus Local: Understanding Cultural Differences on Facebook Business Pages Carlos Torelli, Yuquin Ren, Maria Rodas	A-9
The Good, the Bad, and the Ugly of Going Global: The Perspective from a Developing Country Brand <i>José Mauro C. Hernandez, Scott A. Wright, Renata F. Galhanone</i>	A-11
Evaluations of Iconic Versus Genuine Experiences Depend on Attitude Functions Gulen Sarial-Abi, Ezgi Merdin, Zeynep Gürhan-Canli, Kathleen Vohs	A-13
Product Recalls: From Brand Perceptions to Financial Market Performance Sheila Goins, Qiang Fei, Lopo Rego, Cathy Cole	A-15
Insights into Corporate Reputation	
Exploring the Relationship Between Brand Pride, Brand Identification and Brand Citizenship Behavior of Employees  Sabrina V. Helm, Uwe Renk, Anubha Mishra	A-17
Internal and External Communication as Antecedents of Employee Brand Understanding, Brand Commitment, and Brand Citizenship Behavior  *Rico Piehler, Michael Schade, Christoph Burmann*	A-19
How Reputation Relates to Firm Value: The Roles of Industry and Market Sentiment Alexander Haas, Anne Eckert	A-21
Toward an Institution-Based View of Crisis Management in Emerging Markets: An Analysis of Food Safety Crises in China Hongzhi Gao, Yuri Seo, Dan Laufer	A-23
Part B: Channels of Distribution and Interorganizational	
Relationships/Business-to-Business	B-1
Interfirm Strategies and Firm Performance	
Asymmetric Product Distribution Between Symmetric Manufacturers Using Dual Marketing Channels Kenji Matsui	B-2

How Does Distributor's Network Change Effects of Manufacturer's Influence Strategy? An Integrating Perspective Liyang Ruan, Yi Liu, Yuan Li	B-4
Stock Market Reactions to Customer Service Outsourcing in Manufacturing Firms  Andreas Eggert, Eva Böhm, Christina Cramer	B-6
Stock Market's Influence on Product Alliance Formation Sudha Mani, Prabakar Kothandaraman, Rajiv Kashyap, Bahar Ashnai	B-8
A Relational Perspective on Marketing Channels	
The Influence of Distributor Consistency on Supplier Commitment Claude Obadia, Irena Vida	B-10
Familiarity Breeds Contempt: Manifestations of Complacency in Key Account Relationships <i>Jeff S. Johnson, Scott B. Friend</i>	B-11
Recognizing Value Creation Opportunities in Business Markets  Eva Böhm, Andreas Eggert, Harri Terho, Wolfgang Ulaga, Alexander Haas	B-13
Behavioral Aspects of Buyer-Seller Working Relationship: A Meta-Analysis  Leonidas C. Leonidou, Bilge Aykol, Chris Medlin, Michael A. Talias	B-15
Part C: Consumer Behavior	C-1
Consumer Decision Making and Beyond	
All Too Familiar with the Bad: Goal Relevance, Valence, and the Encoding of Information in Consumer Decisions <i>Michael Hair, Samuel Bond</i>	C-3
How Do You Measure Customer Value Co-Creation?  Arash Hosseinzadeh	C-4
Post-Consumptive Experience in Servicescapes: The Impact of Mental Reenactment on Consumers' Loyalty Bernd Frederik Reitsamer	C-6
Why Do People Share? Investigating the Needs That Sharing Activities Satisfy Kristine Fritz, Verena Schoenmueller, Manfred Bruhn	C-15
The Digital Age	
Is "The Bigger the Better" Always True? Big Data and Knowledge Production in Marketing Research Mathieu Alemany Oliver, Jean-Sébastien Vayre	C-17
Let Your Fingers Do the Shopping: How Touchscreens Are Changing Purchase Behavior Ying Zhu, Jeffrey Meyer	C-18
Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital Versus Physical Products Silvia G. Van Riper, Sabrina V. Helm, Tony Stovall	C-20
Let's Be Social: New Findings on Social Aspects of Marketing	
Understanding Responses to Inconsistent CSR Activities: The Role of Dialectic Thinking Alokparna (Sonia) Monga, Zeynep Gürhan-Canli, Vanitha Swaminathan	C-22
Abstract Versus Concrete Semantic Cues: Their Impact on Social Coupon Redemption Chinintorn Nakhata	C-24
Could Social Currency Lead to Superior Brand Experience?  Sabrina Trudeau-Hamidi, Saeed Shobeiri	C-25
The Attitude-Behavior Hypothesis and Green Purchasing Behavior: Empirical Evidence from German Milk Consumers  Andrea K. Moser	C-27
Quite the Experience: Four Papers on the Consumer Experience	
Is Play the Work of New Adulthood? An Interpretive Approach of Childlike Behavior  Mathieu Alemany Oliver	C-29

A Dimension of Fun at Experiential Market Settings: Exploring Consumer Experience Intensity Ebru Ulusoy, A. Fuat Firat	C-30
Investigating the Pleasures of Sin: The Contingent Role of Telic Personality Disposition on Consumers' Evaluations of Vice and Virtue Product Offerings Swati Verma, Abhijit Guha, Abhijit Biswas	C-32
The Relationship Between Family Identity and Communication, Commitment, and Continuity in Family Activities: An Examination of Family Meals in Four Chinese Cities Hongyan Yu, Ann Veeck, Fang (Grace) Yu	C-33
The Price Is Right: New Behaviors Perspectives on Behavioral Pricing	
Adding New Perspectives to the Zero-Price Effect: The Role of Non-Monetary Cost Perceptions <i>Björn A. Hüttel, Christian J. Wagner, Jan H. Schumann</i>	C-34
Did You Earn Your Louis Vuitton? The Impact of Unearned Conspicuous Signals Saerom Lee, Hans Baumgartner, Karen Page Winterich	C-35
A Meta-Analysis on the Consequences of Price Fairness Perceptions: The Moderating Influence of the Economic Situation	C-37
Farid Tarrahi, Martin Eisend, Florian Dost  It Is Not Fair to Pay More! A Study of the Perception of Justice and Price Fairness in Hedonic and Utilitarian	
Purchases  Giuliana Isabella, José Afonso Mazzon	C-39
Advertising for the Masses: New Insights on Guilt, Avoidance, and Competitive	
Advertising	
Show the Devotion, Not the Depravity: Implicit and Explicit Guilt Appeals in Advertising <i>Joshua T. Coleman</i>	C-41
Why Is It Still Here? Examining the Determinants of Consumer Avoidance of Personalized Advertising on the Web Satomi Hasuoka, Takashi Irei, Takashi Naito, Hideki Sumita, Haruka Tsuchiya, Akinori Ono	C-48
Is Naming Your Competitor in the Comparative Ad a Good Idea? The Effects of Typicality and Alignability <i>Tommy Hsu, John B. Ford, Leona Tam, Yuping Liu-Thompkins, Edward Markowski</i>	C-50
Competitive Advertising Clutter in a Real-World Media Context: Exploring Positive and Negative Ramifications Nadine A. Schirmer	C-52
Part D: Consumer Culture Theory	D-1
Market System Dynamics: Struggling with Identity	
Consuming Ambiguity: Multiracial Identity Development and the Marketplace Robert Harrison, Kevin D. Thomas, Samantha Cross	D-2
From Counterculture Movement to Mainstream Market: Market Emergence in the Organic Food Industry John Schouten, Diane M. Martin, Andrei Botez, Hedon Blakaj	D-4
From Dresser Drawer to Top Shelf: Product Design as a Mechanism for Cultural Legitimacy Aimee Dinnin Huff, Sarah J.S. Wilner	D-6
Consuming Kitsch: Memetic Idolization of the Middlebrow Pleasure  Soonkwan Hong, Chang-Ho Kim	D-8
Part E: Digital Marketing and Social Media	E-1
Country-of-Origin-Based Strategies	
The Huge Gap: The Price Differences of Branding Clothes Between the United States and China Zijing Zhou	E-2

Country Image Research Review  Irene R.R. Lu, Louise A. Heslop, D. Roland Thomas, Ernest Kwan	E-4
Explaining the Differing Effects of Corporate Reputation Across Nations	E-5
Bernhard Swoboda, Cathrin Puchert	23
Online Piracy and Country-Level Influencers  Maria Petrescu, John Gironda, Pradeep K. Korgaonkar	E-7
Cross-Cultural Marketing	
Meaning in Life, Life Reminiscence, and Brand Relationship  Yupin Patarapongsant, Nicha Tanskul	E-8
Cross-Cultural Success of Low-Fit Brand Extensions: The Impact of Information Type <i>Pragya Mathur</i>	E-14
Customer Responses to Switching Costs: The Moderating Influence of Culture Martin Eisend, Doreén Pick	E-16
Love Yourself and Like the Others: Why Domestic Favoritism Is Different from Consumer Ethnocentrism Justina Gineikienė, Bodo B. Schlegelmilch, Viltė Auruškevičienė	E-18
Cross-National Comparative Strategies	
National Culture Versus Organizational Culture: An Empirical Assessment of the Implementation of Market Orientation Across Nations  Ahmet H. Kirca	E-20
Does Listening to the Customer Pay Off? Customer Orientation-Performance Links in Developed Versus Emerging Markets Johanna Frösén, Maria M. Smirnova, Alexander Rozhkov, Henrikki Tikkanen, Vera Rebiazina	E-21
(Un)Truth in Bilingual Consumer Recall of Brands in Advergames: A Three-Country Comparison <i>Monica D. Hernandez, Michael S. Minor</i>	E-23
Marketing Luxury Brands Across Asian Markets: An Investigation of Consumer Luxury Value Perceptions in China, India, and Indonesia Paurav Shukla, Jaywant Singh, Madhumita Banerjee	E-24
Part F: Global and Cross-Cultural Marketing	F-1
Innovation Processes and Outcomes	
An Empirical Investigation of Composite Product Choice  Kalpesh Desai, Dinesh Gauri, Yu Ma	F-2
The Effect of Superstar Software in the Video Game Industry: The Moderating Role of Product Generation Lifecycles  *Richard Gretz, Suman Basuroy*	F-12
The Mitigating Effect of Personal Agency on Escalation of Commitment  Sunil Contractor	F-13
Suitti Colli actor	
An Exploratory Study of Antecedents and Consequences of Radical Product Innovation Capability Sanjit Sengupta, Stanley F. Slater, Jakki J. Mohr	F-15
An Exploratory Study of Antecedents and Consequences of Radical Product Innovation Capability	F-15
An Exploratory Study of Antecedents and Consequences of Radical Product Innovation Capability Sanjit Sengupta, Stanley F. Slater, Jakki J. Mohr	F-15 F-17
An Exploratory Study of Antecedents and Consequences of Radical Product Innovation Capability Sanjit Sengupta, Stanley F. Slater, Jakki J. Mohr  Open, Low-Cost Innovation  Avoiding a Babylonian Confusion: A Systematic Review on Low-Cost Innovation	

B.J. Allen	F-22
Part G: Innovation and New Product Development	G-1
Marketing Analytics, Marketing Metrics, and Research	
A Video-Based Garment Recommendation Model Shasha Lu, Li Xiao, Min Ding	G-2
The Impact of Coupons in Coalition Loyalty Programs: Promotion and Waste Effects Markus Kindler, Nancy V. Wünderlich	G-4
New Product Development Heterogeneous Conjoint Choice Design Qing Liu, Yihui (Elina) Tang	G-6
How Do Initial Discounts Affect Customer Retention?  Maria Jose del Rio Olivares, Jaakko Aspara, Pekka Mattila	G-7
Part H: Marketing of Services and Retailing	H-1
Sensory Effects in the Retail Space	
Effectiveness of Retail Atmospherics: A Comparative Study Between Normally Sighted and Visually Impaired Consumers  Alex H. Cohen, Rolph E. Anderson	H-3
Tipping Behavior: The Impact of the Bill Folder Color Na Young Lee, Stephanie M. Nobel	H-5
The Influence of Visual Representations on Consumers' Selection of Intangible Experiences Ying Zhu, Eric Li	H-7
Do Touch Screen Users Feel More Engaged? The Impact of Touch Interfaces on Online Shopping Sorim Chung	H-9
Brand Value and Customer Behaviors	
The Customer Shopping Experience: A Love/Hate Relationship Sarah Alhouti, Erin Adamson Gillespie, Woojung Chang, Lenita Davis	H-11
Investigating Reciprocal Effects Between Retail Brand and Perceived Value Bernhard Swoboda, Julia Weindel, Frank Haelsig	H-12
Overall Restaurant Brand Image: An Informational Antecedent to Customer Loyalty and Behavioral Intentions Jennifer A. Espinosa, Lisa Monahan, David J. Ortinau	H-14
Retail Patronage as a Network: An Alternative Approach to Customer Segmentation Natalie David, Hanna Schramm-Klein, Olaf Rank, Gerhard Wagner	H-16
Retail Pricing and Returns	
How to Provide an Efficient Payment Offer in B2C E-Commerce?  Jan Kemper, Robert Maximilian Grüschow, Malte Brettel	H-17
Don't Remove That Tag: A Look at Customer Motivation for Product Returns Jennifer A. Espinosa, Lisa Monahan	H-19
Charity at Checkout: The Implications for Retailers  Efua Obeng, Casey Newmeyer	H-21
Frontline Employees and Service Productivity	
Testing Competing Models of Frontline Employee External Customer Mindset Rajesh Iyer, Mark C. Johlke	H-23

A Different Perspective on Service Productivity in Manufacturing Firms  Mirjam Velleuer, Jens Hogreve, Alexander Hübner	H-24
A Typology of Customer Territorial Responses to Closing Time Intrusions by Frontline Employees Christy Ashley, Stephanie M. Noble	H-25
Dual-Objective Incentives and Marketing Employee Performance: Evidence from Laboratory and Call Center Field Experiments  Sung H. Ham, Chanho Song	H-26
Price Strategies and Consumer Responses	
"Dear Customer, We Must Increase Our Prices" How Service Firms Utilize Types of Price Increase Communications  Doreén Pick, Stephan Zielke	H-28
How Customers Manage Purchase When They Lost or Gain? Effects of Price Surcharges and Savings on Expenditures <i>Yiyuan Liu, Sanjoy Ghose</i>	H-30
Time Marches On: Effects of Temporal Orientation, Time of Release, and Discount Sizes on Purchase Intentions Amaradri Mukherjee, Subhash Jha, Ronn J. Smith	H-32
Determinants of Consumers' Response to Pay-What-You-Want Pricing Strategy on the Internet Fei L. Weisstein, Monika Kukar-Kinney, Kent B. Monroe	H-34
Customer Orientation and Referrals	
Referral Engineering in Service Markets: Initial Evidence and Consumer Motivations  Ina Garnefeld, Sabrina V. Helm	H-36
How and to What Extent Customer Orientation Leads to Deep Acting: The Roles of Emotional Sensitivity and Dysfunctional Customer Behavior Severity <i>Yu-Shan Huang</i>	H-38
The Impact of Personality Traits on Customer Orientation Among Call Center Workers: The Moderating Effect of Work–Family Conflict and Role Conflict Sunil Sahadev, Sudarshan Seshanna, Keyoor Purani, Bradley Barnes	H-40
High-Tech Services	
Intertemporal Demand Effects in Fashion E-Commerce  David Heuer, Malte Brettel	H-41
Optimal Distance Between Franchising Outlets and Intra-Brand Competition  Pui Ying "Yoshi" Tong, Christopher Yencha	H-43
Service Experience, Failures, and Recovery	
Unintended Effects of Customer Participation in Recovery: Can Choice Availability Be a Remedy? Nicola Bilstein, Shashi M. Matta, Jens Hogreve	H-44
Conceptualizing Service Failures Through the Lens of Service-Dominant Logic: A Value-Based Approach George Skourtis, Jean-Marc Decaudin, Ioannis Assiouras	H-46
Recovery Strategies Involving Bundled Products Patrick Fennell, Matthew M. Lastner, Dan Hamilton Rice, Ronald W. Niedrich	H-48
The Impact of Tri-Dyadic Fit on the Service Experience Sidney Anderson, Jeffery Smith	H-50
Customer and Employee Surveys: Development, Participation, and Use	
Customer Inspiration: Conceptualization, Scale Development, and Validation  Thomas Rudolph, Tim Boettger, Thilo Pfrang, Heiner Evanschitzky	H-51
Customer Relationship Management: Should Absence of Attitudinal Data Prevent Designing Effective Consumer Promotions?  Srinivasan Swaminathan, Anubhav Aggarwal	H-52

Ionlinear Effects of Frontline Store Managers' Entrepreneurial Role Performance: Retail Profit and Revenue Analysis Using Item Response Theory  Yuechen Wu, Jagdip Singh, Gary K. Rhoads, Detelina Marinova	H-54
Turning to the Role of Propensity to Participate in the Participation–Satisfaction Link  Jakob Braun, Mohammadali Zolfagharian	H-56
Part I: Marketing Strategy	I-1
Marketing Strategies and Firm Performance	
Linking Stakeholder Orientations to Firm Performance: The Role of Job Satisfaction and Innovativeness Ruby P. Lee, Susan Wei	I-2
Go Expand, but How Far? The Impact of Internationalization and Distance on Brand Strategy Performace Saejoon Kim, Pravin Nath	I-3
Complement or Substitute? The Contingency Value of Firm Capabilities Under Different Market Conditions Hui Feng, Neil A. Morgan, Lopo L. Rego	I-4
Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability:	1.6
A Mixed Model Assessment Clay Voorhees, Roger Calantone, Blake Andrew Runnalls, Praneet Randhawa, Michael McCall	I-6
Aligning Marketing Strategy and Finance	
Investor Horizon and Executive Compensation: Implications for Myopic Management and Firm Performance Atanas N. Nikolov, Sundar G. Bharadwaj	I-7
Understanding Strategic Change Xinchun Wang, Mayukh Dass, Dennis B. Arnett	I-8
Value Dynamics in the Secondary Market: Advancing a Model for Product Line Valuation of Used Goods Kashef Abdul Majid, Cristel Antonia Russell	I-9
Connecting Marketing Activities, Accounting Policies, and Financial Strategy  Jared Hansen	I-10
Evolving Marketing Strategies	
Mission Statements as a Key Tool for Marketing Strategy  Meredith E. David, Fred R. David	I-12
Examining the Effectiveness of Sponsorship and Ambush Marketing  Regina-Viola Frey, Elias Ertz, Marion Büttgen	I-13
The Chief Marketing Officer: A Role Theory Perspective  Kimberly A. Whitler, Neil Morgan	I-15
Marketing Alliances	
A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships  Joseph Matthes, Amit Saini	I-16
Safeguarding Customer Strength Through Contract Design: Theory and Evidence  Desmond (Ho-Fu) Lo, Giorgio Zanarone, Mrinal Ghosh	I-18
Two Sides to a Coin: Investigating the Customer Value of Strategic Service Alliances Nancy V. Wünderlich, Anne Scherer	I-20
Quality–Efficiency Trade-offs in Service Organizations: A SFA-Based Approach with Application in Health Care Sandy Zhu, Detelina Marinova, Jagdip Singh	I-22

Part J: Sales and Customer Relationship Management	J-1
Intra- and Inter-Organizational Issues in Sales Management	
The Spillover of Training Among Competing Salespeople  Michael Ahearne, Yashar Atefi, James G. Maxham, Brad Carlson, Todd Donavan	J-2
Helping Colleagues with the Sale of Innovations: Does It Harm or Benefit Salesperson's Own Performance? Michel Van der Borgh, Ad de Jong, Ed Nijssen	J-3
Till Death Do Us Part or Maybe Not? On Customer Firing in Business Markets Nikolaos G. Panagopoulos, Jessica Ogilvie, Catherine Johnson	J-5
Social Media Usage in Business-to-Business Sales: Conceptualization, Antecedents, and Outcomes Alexander Rossmann, Gerald Stei, Kumar Rakesh Ranjan	J-7
Sales Force Management and Performance	
From an Absolute to Relative Perspective of Customer Orientation: Its Effect on Frontline Employees' Job Satisfaction and the Underlying Process Seigyoung Auh, Bulent Menguc, Constantine Katsikeas, Yeon Sung Jung	J-9
Age Differences at the Customer Encounter: The Role of Customer Orientation and Customer Perceptions of Empathy <i>Ruth Maria Stock, Kai Rödiger, Gisela Bieling</i>	J-11
Reaping Benefits from Investing in Solution Selling Capability: Do Product and Customer Characteristics Matter? Nikolaos G. Panagopoulos, Adam A. Rapp	J-13
The Effects of Polychronicity on Salesperson Performance: The Moderating Effect of Job Complexity Jeffrey R. Carlson, William T. Ross, Jr., Robin A. Coulter	J-14
Part K: Social Media and Digital Marketing	K-1
Internet Technologies and Online Sales	
User Reviews Variance, Critic Reviews Variance, and Product Sales: An Exploration of Customer Breadth and Depth Effects  Xuefeng Liu, Feng Wang, Eric Fang	K-2
The Impact of Friending on Sales  Junni Zhang, Yuchi Zhang, Cheng Zhang, Xueming Luo	K-4
Competitive Poaching in Contextual Targeting Advertising Yiping Song, Chee Wei Phang, Shuai Yang, Xueming Luo, Catherine Tucker	K-6
The Effect of Online Review Variance on Product Evaluations: Information Diagnosticity Framework Ryan Langan, Ali Besharat, Sajeev Varki	K-8
Branding on Social Media	
Social Transformation via Social Networking Sites? Consumer Motivation to Participate in Brand Boycotts via Facebook Whitney Ginder, Wi-Suk Kwon	K-9
Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations	
Hongbum (Anthony) Kim, Scott A. Thompson	K-11
Hongbum (Anthony) Kim, Scott A. Thompson  Collaborative Brand Attacks in Social Media: Exploring the Antecedents, Characteristics, and Consequences of a New Form of Brand Crises  Nadine Kammerlander, Philipp A. Rauschnabel, Bjoern S. Ivens	K-11

Part L: Social Responsibility, Sustainability, and Public Policy	L-1
Social Responsibility: Culture and Image	
Building a Socially Responsible Image: An Analysis of the <i>Fortune</i> Global 500 Companies Through Their Websites <i>Rachel Lim, Yoon Hi Sung, Wei-Na Lee</i>	L-3
Effort and Culture in Environmental Persuasion Sukki Yoon, Yeonshin Kim, Tae Hyun Baek	L-5
European Union Consumers' Willingness to Pay for Green Products: An Investigation into the Effects of Country, Gender, Age, and Types of Region  Diana Gregory-Smith, Pelin Demirel, Danae Manika	L-7
Environmentally Friendly Consumer Choices: Cultural Differences in the Self-Regulatory Function of Anticipated Pride and Guilt Marleen C. Onwezen, Jos Bartels, Gerrit Antonides	L-8
The Effects of Warning Messaging	
Do Not Text and Drive: The Impact of Creativity on Message Effectiveness and the Role of Discrete Emotions on Creativity  Ilgim Dara, Elizabeth G. Miller, Kunal Swani	L-9
Smokers vs. Vapers: The Intended and Unintended Consequences of an E-Cigarette Warning Statement on Perceived Health Risks and Mediating Effects on E-Cigarette Use Intention Christopher Berry, Scot Burton, Elizabeth Howlett	L-11
Thanks, But No Thanks: A Social Contract Perspective on the Effects of High-Intensity Warning Disclosures Cassandra Davis, Scot Burton	L-13
Behavior and Sustainability	
Home vs. Workplace Energy Saving Attitudes and Behaviors: The Moderating Role of Satisfaction with Current Environmental Behaviors, Gender, Age, and Job Duration  Danae Manika, Diana Gregory-Smith, Victoria Wells, Sonja Graham	L-15
All Marketing Is Local: Using Support Theory to Examine Perceptions of Local Government Riley G. Dugan, Xin Wang	L-17
Obesogenic Environments: An Empirical Examination of the Relationship Between the Retail Food Environment and Childhood Obesity  Elizabeth Howlett, Cassandra Davis, Scot Burton	L-18
Sustainamorphism: The Role of Attachment Style and Anthropomorphism in Sustainable Consumption Kealy Carter, Meredith David	L-20
Social Responsibility: Loyalty, Satisfaction, and Profits	
Corporate Social Responsibility, Attribution, and Customer Satisfaction: New Findings from the Expectancy Confirmation/Disconfirmation Paradigm  Roberto "Bobby" Saldivar, Mohammadali Zolfagharian	L-21
Exploring the Dynamics of Corporate Social Responsibility and Brand Loyalty Sami Kajalo, Annukka Jyrämä	L-23
Measuring an Enterprise's Progress Toward Social Profit Goals: Suggesting Useful Metrics Linda L. Golden, Danae Manika, Heather M. Schulz	L-25
Social Responsibility: Customer Interaction with the Firms	
Overcoming Ownership Risks at the Base of the Pyramid with Access-Based Services  Tobias Schaefers, Roger Moser, Gopalakrishnan Narayanamurthy	L-26
Taken for Granted or Taken with Gratitude? An Examination of the Differential Effects of Donations of Time and Money on Consumers' Evaluation of Corporate Philanthropy <i>Ryan Langan, Anand Kumar</i>	L-27

Co-Created Social Responsibility: How Letting the Consumer Choose the Brand's Donation Recipient Strengthens Consumer-Brand Relationships Alexander J. Kull, Timothy B. Heath	L-29
Social Responsibility: Frugality, Boycotts, and Covertness	
A Definition and Typology of Covert Marketing  Jenifer Skiba, Les Carlson	L-31
A Typology of Environmentalism and the Frugality Connection Nese Nasif	L-32
Why Do Boycotters Cool Down Over Time? An Analysis of the Intra-Personal Dynamics of Boycotting W. Lasarov, S. Hoffmann, U. Orth, K. Held	L-34
Author Index	AI-1