

AMA/ACRA Triennial Retail Conference
RETAILING IN A CONNECTED WORLD
April 19-21, 2012
SEATTLE
Conference Chairs:

Barry Berman, Hofstra University
 Anne Roggeveen, Babson College

Dhruv Grewal, Babson College
 Rodney Runyan, University of Tennessee

Thursday, April 19th

7:00- 8:25 am	ACRA Board Meeting
7:30– 8:25am	BREAKFAST
8:30 – 10:00 am	Session 1: Organics Session 2: Corporate Social Responsibility
10:00 – 10:15 am	COFFEE BREAK
10:15 – 11:45 am	Session 3: Cutting Consumption and Private Labels Session 4: Retail Strategy
12-1:30 pm	LUNCH & INDUSTRY SPEAKER
1:30-3:00 pm	Session 5: Shopper Marketing Special Session Session 6: The Impact of Culture
3:00-3:15 pm	COFFEE BREAK
3:15-5:00 pm	Session 7: Plenary Session: Making the Research Process Successful
5:00-6:00 pm	RECEPTION
6:30-8:00 pm	CONFERENCE DINNER

Friday, April 20th

7:30– 8:25am	BREAKFAST
8:30 – 10:00 am	Session 8: Plenary Session: Kent Monroe, Dhruv Grewal
10:00 – 10:15 am	COFFEE BREAK
10:15 – 11:45 am	Session 9: Consumer Behavior Session 10: Salespeople
12-5:00 pm	TOURS

Saturday, April 21st

7:30– 8:25am	BREAKFAST
8:30 – 10:00 am	Session 11: Counterfeit Products, Self Image and New Age Retailing Session 12: Consumer Reactions to New Technologies – I Session 13: Service Learning Special Session
10:00 – 10:15 am	COFFEE BREAK
10:15 – 11:45 am	Session 14: Potpourri Session 15: Promotions and Value Session 16: Consumer Reactions to New Technologies – II
12-1:30 pm	LUNCH & INDUSTRY SPEAKER
1:30-3:00 pm	Session 17: Global Retailing Session 18: Qualitative Retailing Research
3:00-3:15 pm	COFFEE BREAK
3:15-5:00 pm	Session 19: Retail Atmospherics Session 20: Special Session on International Retailing Theory
5:00-6:00 pm	RECEPTION

Thursday, April 19th

7:30 am – 8:25 am Breakfast

8:30 am – 10:00 am Sessions: 1 & 2

Session 1 Organics

To Buy or Not to Buy? Exploring Gender Differences in Locally Produced Foods Shopping

Jeffrey Campbell, University of South Carolina, Ann Fairhurst, University of Tennessee Knoxville

Consumers' Attitudes and Loyalty in Purchasing Organic Foods: A Cognition-Affect-Behavior Approach

Hyun-Joo Lee, and Cynthia Goudeau - Oklahoma State University

Consumer Willingness to Purchase Organic Products: Application of the Theory of Planned Behavior

Min-Young Lee, Jennifer Maloney, Vanessa Jackson, University of Kentucky

Role of Organic Cues on Purchase Intentions

Taeim Han, Jae-eun Chung, Ohio State University

Session 2 Corporate Social Responsibility

Apparel Specialty Companies' Corporate Social Responsibility Communications on their Websites: Range, Strategies, Problems, and Opportunities

Manveer Mann, Kelli Hogle, Sang-Eun Byun, Hyejeong Kim, Auburn University

Food Retail CSR in the UK: Promise and Practice

Diogo M. Souza Monteiro, Kent Business School, University of Kent, Neil H. Hooker, Saint Joseph's University

Retail Employee Perception of Corporate Social Responsibility: How much is too much?

Chitra Srivastava Dabas, California Polytechnic State University – Pomona, Brenda Stenquist, Michigan State University

10:00 am – 10:15 am Coffee Break

10:15 am – 11:45 am Sessions: 3 & 4

Session 3 Cutting Consumption and Private Labels

Managing Chaos: Ritual Performances and Outcomes as Creators of Retail Store Culture

Robert L. Harrison III, Western Michigan University, David B. Wooten, University of Michigan

Trimming Down on Consumption: Voluntary Simplicity among The Great American Apparel Diet (GAAD) Participants

Dorothy Wu, Marguerite Moore, Kate Carroll, North Carolina State University, Jane Boyd Thomas, Winthrop University

Are Private Labels the Same as Brands? Consumer Preference within Brand Extension

Monica Grosso, Sandro Castaldo, Bocconi University

Private Label Brand Equity: A Conceptual Framework

Duarte Xara-Brasil, Escola Superior de Ciencias Empresariais do Instituto Politecnico de Setubal Portugal, Cristina Marreiros, Andreia Dionisia, Universidade de Evora Portugal

Session 4 Retail Strategy

Internalization of International Retailing Activity: Origins of the Flagship Store

Nicholas Alexander, Lancaster University

Fashioning Relationships: Competitive Co-Operation in the Changing Geographies of the Italian Apparel Industry

Stephen Doyle, Christopher Moore, Glasgow Caledonian University, Steve Wood, University of Southampton

The Role of Institutions in Retail Buying: A Three-Country Investigation Using Critical Incident Analysis

Sonia Manjeshwar, Brenda Sternquist, Linda Good, Michigan State University

CRM Implementation in SMEs: A Conceptual Model

Andrea Reid, Karise Hutchinson, Audrey Gilmore, University of Ulster

12:00 pm – 1:30 pm Lunch & Industry Speaker

1:30 pm – 3:00 pm Sessions: 5 & 6

Session 5 Shopper Marketing Special Session- Dan Flint and Rodney Runyan, University of Tennessee

Session 6 The Impact of Culture

Shopping Experience and Store Loyalty: An Analysis of U.S. and Australian Costco Customers

Patricia Huddleston, Jie Li, Michigan State University, Stella Minahan, Deakin University, Constanza Bianchi, Queensland University of Technology

Consumer Demographics, Ethnocentrism, Cultural Values and Acculturation to the Global Consumer Culture

Jason Carpenter, University of South Carolina, Marguerite Moore, North Carolina State University, Nicholas Alexander, Lancaster University Management School, Anne Marie Doherty, University of Glamorgan

Cross-Cultural Difference of the Role of Reputation and E-tail Quality in Consumers' Emotional, Cognitive, and Behavioral

Response

Jiyoung Kim, Kiseol Yang, University of North Texas, By Yong Kim, Sookmyung Women's University, Kiseal Yang, University of North Texas

Modeling cultural value effects on relationships between eWOM characteristics and consumers eWOM behavior

Sun Young Ahn, Laee Choi and Sherry L. Lotz – University of Arizona

3:00 pm – 3:15 pm Coffee Break

3:15-5:00 pm Session 7

Session 7 PLENARY SESSION: Making the Research Process Successful- Michael Brady, Florida State University, Dan Flint and Rodney Runyan, University of Tennessee

5-6 pm Wine reception

6:30-8 pm Conference sponsored dinner off premises

Friday, April 20th

7:30 am – 8:25 am **Breakfast**

8:30-10 am **Session 8**

Session 8 **PLENARY SESSION: Kent Monroe, Dhruv Grewal**

10:00 am – 10:15 am **Coffee Break**

10:15 am – 11:45 am **Sessions: 9 & 10**

Session 9 **Consumer Behavior**

Impact of Retail Displays on Consumer Behavior

Anne Roggeveen, Babson College, Dhruv Grewal, Babson College and Jens Nordfält, Stockholm School of Economics

Cognitive Age and Grocery Store Patronage Behavior of Elderly Shoppers

Christoph Teller, University of Surrey, Ernst Gittenberger, Austrian Institute for SME Research, Peter Schnedlitz, Vienna University of Economics and Business

How to Increase Satisfaction of Impulsive Consumers by Providing Persuasive Post-Purchase Reasons

Chia-Chi Chang, National Chiao Tung University, Ai-Hua Tseng, Chung Hua University

Consumer's Need for In-Store Interpersonal Privacy and Its Role in Customer Satisfaction and Re-patronage Intentions

Carol Esmark, University of Tennessee at Knoxville

Session 10 **Salespeople**

Creative Retail Selling: The Impact of First Impressions

Adam Finn, University of Alberta

The Evolving Role of Salespeople

Joon Hee Oh, Georgia State University

The Value of Knowing What Customers Really Want: Employee Ability to Read Affect as an Environmental Cue

Nancy Puccinelli, Oxford University, Dhruv Grewal, Babson College, Scott Motyoka, Babson College, Susan A. Andrzejewski, Franklin and Marshall College, Ereni Markos, University of Massachusetts, Tracy Noga, Bentley University

Merchandising program relocation: A case study Retailing Education Track

Kelly Green Atkins, East Tennessee State University, Anne Diggins Roberts, E. Tennessee State University

12 – 5 pm **TOURS**

Saturday, April 21st

7:30 am – 8:25 am **Breakfast**

8:30 am – 10 am **Sessions: 11, 12 & 13**

Session 11 Counterfeit Products, Self Image and New Age Retailing

Surreptitious Counterfeit Consumers' Rationale: The Role of Desire and Perceived Counterfeit Detection

Jiayun Wu, University of Mount Union, Anita D. Bhappu, Sabrina V. Helm, University of Arizona

The Effects of Consumer Orientations on Purchase Intention of Counterfeit Luxury Brands

Vertica Bhardwaj, University of Texas at Austin, Youn-Kyung Kim, University of Tennessee

The Effects of Consumers' Perceived Appearance and Self-Image Congruence on Retail Store Patronage and Brand-name Preference

Eunyong Sung, Patricia Huddleston, Michigan State University

Spirituality in the Marketplace: Understanding the Growth of New Age Retailing

Keri Davies, Paul Freathy, Jennifer Thomson – University of Stirling

Session 12 Consumer Reactions to New Technologies - I

Antecedents and Outcomes of Decision Self-Efficacy in an E-Social Shopping Environment

Zee-Sun Yun, Western Michigan University, Linda K. Good, Michigan State University

Exploring and Developing Measures of Experiential Value Gained Via Consumers' Multichannel Shopping Experiences

Mary Ann Eastlick, Sherry L. Lotz, University of Arizona

The Wallpaper Matters Digital Signage as Customer Experience Provider at the Harrods (London, UK) Department Store

Charles Dennis and Eleftherios Alamanos, University of Lincoln, J. Josko Brakus, University of Leeds

Prosumers in QQ China: Transforming Relational Social Capital to Transactional Capital with a Mediation of Virtual Engagements

Ran Huang, HaeJung Kim, Ph.D, and Jiyoung Kim, Ph.D – University of North Texas

Session 13 Service Learning Special Session- David Aron, Dominican University, Dana Connell, Columbia College-Chicago,

Ann Fairhurst, University of Tennessee

10:00 am – 10:15 am **Coffee Break**

10:15 am – 11:45 am **Sessions: 14, 15 & 16**

Session 14 **Potpourri**

Retail Internationalization Failure: An Organizational Learning Theory Perspective

Jie Li, Michigan State University

Loyalty By Any Other Name: A Literature Review on Brand and Store Loyalty

G.W. Stovall, University of Arizona

Does Bigger and More Mean Better?: An Examination of Product Presentation Mix for Handbags in Online Shopping

Sarah S. Song, Oregon State University and Minjeong King, Oregon State University

The Importance and History of Retailing Education to the Retail Industry

Susan Fiorito, Karla McCormick, Florida State University

Session 15 Promotions and Value

Social Commonalities and Subjective Discounting

Mark S. Rosenbaum, Richard Wozniak, Northern Illinois University, Carolyn Massiah, University of Central Florida

Consumer Response to Conditional Promotions: An Investigation of the Influence of Promotion Type and Original Basket Sizes on Consumers' Search Behavior

Atul A. Kulkarni, University of Missouri, Hong Yuan, University of Illinois at Urbana-Champaign

What Makes an Object Valued?

Maryanne Martin, University of Oxford, Gregory V. Jones, Warwick, UK, Christopher N. Dawes, London, UK

Effective Structuring Of Low Price Guarantees: Should Retailers Incorporate A Surprise Element Into The Refund?

Abhijit Guha, Wayne State University, Sujay Dutta, Wayne State University, Abhijit Biswas, Wayne State University, Daniel Friesen Wayne State University

Session 16 Consumer Reactions to New Technologies - II

Do Not Reply: An Analysis of the Outcomes of Refused Interactivity

Thomas Foscht and Judith Schloffer – University of Graz

The Influence of Social Media on Buying Behavior of the Millennials and Generation Y

Sharon Pate, University of Louisiana Lafayette, Melinda K. Adams, University of the Incarnate Word

Effects of Website Design, Self-Congruency, and Flow on Behavioral Intention

Erin Cho, Parsons New School for Design, Youn-Kyung Kim, University of Tennessee

“I Won’t” or “I May”: A Study of Non-Adopters’ Appraisal and Resistance Coping Strategies of a Mobile Technology

Anubha Mishra, University of Idaho, Moscow, Mary Ann Eastlick, University of Arizona, Tucson

12 – 1:30 pm Lunch & Industry Speaker

1:30 – 3 pm Sessions 17 & 18

Session 17 Global Retailing

Retail Brands Fighting for Consumer Loyalty: A Cross-Cultural Study

Daniela Spanjaard, University of Western Sydney, Lynne Freeman, University of Technology, Sydney

The Role of Inter- Firm Market Orientation in International Retailing

Kannika Leelapanyalert, Brikbeck College, University of London

Retail Entrepreneurship: A Latino Perspective

Hye-Young Kim, University of Minnesota, Kim K.P. Johnson, University of Minnesota, Ju-Young M. Kang, University of Minnesota

Hedonistic shopping in Saudi Arabia: The Role of Perceptions of Pricing and Retailer Cues in The Kingdom

Greg Clare, Brenda Sternquist Michigan State University

Session 18 **Qualitative Retailing Research**

The Essential Role of Retailing in Enabling Environmental Sustainability

Gopalkrishnan R. Iyer, Florida Atlantic University, Sandra Rothenberger, University of Innsbruck, Austria

Women Owned Micro-Enterprises in Bridgetown, Barbados: The Individual Dimension

Amanda J. Muhammad, Bowling Green State University, Jana Hawley, University of Missouri

How Do Consumers Feel about Retail Place Attachment? A Qualitative Study

Katherine Shaw, Eastern Illinois University, Pauline Sullivan, Texas State University

Romantic Relationships and the Gift Market: An Analysis of Valentine's Day Advertisements

Margaret Rucker, Joanne Brasch, and Carrie Haise - University of California

3 – 3:15 pm

Coffee Break

3:15-5 pm

Sessions: 19 & 20

Session 19 **Retail Atmospherics**

Making Sense of Consumers' Senses: A Review of Ambient Store Atmospherics Research

Charles Aaron Lawry, University of Arizona

Brand-Related Background Music and Consumer Choice

Claudiu Dimofte, San Diego State University, Arnd Florack, University of Vienna, Susanne Leder, Zeppelin University

Impacts of Store Environmental Cues on Attitudes, Love and Loyalty: Assessing Gender Differential Item Functioning

WanMo Koo, Youn-Kyung Kim, University of Tennessee Knoxville

A Comprehensive Research Framework of Retailer Personality

Ya-Hui Kuoa, Mary Ann Eastlick, University of Arizona

Session 20 **Special Session on International Retailing Theory-** *Anne Marie Doherty, University of Glamorgan, Leigh Sparks,*

University of Stirling, Brenda Sternquist, Michigan State University

5-6 pm

Wine reception