

## 2013 Pricing and Retailing Conference

August 7-9, 2013

Babson College

Co-chairs: Dhruv Grewal, Anne Roggeveen, Jens Nordfält

**Sponsored by:** Babson Retail Supply Chain Institute;  
AMA Retailing & Pricing SIG; and Center for Retailing at the Stockholm School of Economics.

### Wednesday, August 7, 2013

6:00-6:45 pm RECEPTION (WOODSIDE LIVING ROOM)  
6:45-8:00 pm DINNER (SORENSEN COMMONS)

### Thursday, August 8, 2013

7:00-8:30 am BREAKFAST (SORENSEN COMMONS)  
8:30-10:15 am Session 1: Shopper Buying Behavior (Yukon Room)  
Session 2: Price, Price Promotion and Value Perceptions (St. Lawrence A Room)  
10:15-10:30 am BREAK  
10:30-12:15 pm Session 3: Information Cues and Price Perceptions (Yukon Room)  
Session 4: Role of Retailing Attributes (St. Lawrence A Room)  
12:15-2:00 pm LUNCH (SORENSEN COMMONS)  
2:00-3:45 pm Session 5: Behavioral Pricing (Yukon Room)  
Session 6: Online Pricing & Retailing (St. Lawrence A Room)  
3:45-4:00 pm BREAK  
4:00-5:45 pm Session 7: Retail and Channel Issues (Yukon Room)  
Session 8: Auctions and Related Pricing Issues (St. Lawrence A Room)  
5:45-6:30 pm RECEPTION & PRESENTATION TO DISSERTATION COMPETITION WINNER  
(WOODSIDE LIVING ROOM)  
6:30-8:00 pm DINNER (SORENSEN COMMONS)

### Friday, August 9, 2013

7:00-8:30 am BREAKFAST (SORENSEN COMMONS)  
8:30-10:15 am Session 9: Behavioral Pricing and Price Images (Yukon Room)  
Session 10: Price Fairness (St. Lawrence A Room)  
10:15-10:30 am BREAK  
10:30-12:00 pm Session 11: Evaluations and Experiences (Yukon Room)  
Session 12: Price Promotions (St. Lawrence A Room)  
12:00-2:00 pm LUNCH (SORENSEN COMMONS)  
2:00 pm Bus to Boston for AMA conference hotel

**Thursday, August 8, 2013**

**7:00 - 8:30 Breakfast**

**8:30 – 10:15 Sessions 1 & 2**

**Session 1: Shopper Buying Behavior**

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Shopping basket composition in different grocery retail formats

*Fredrik Lange, Joel Ringbo, and Angelica Blom; Center for Retailing, Stockholm School of Economics*

Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket

*Minakshi Trivedi, SUNY at Buffalo; Dinesh K Gauri, Syracuse University; Yu Ma, University of Alberta*

Where Multi-Store Shoppers Buy: Theory and Empirical Evidence

*William R. Dillon, Edward J. Fox, John H. Semple - Southern Methodist University*

Consumer Responses To Variations In Store Mannequins Is Regulated By Level Of Consumer Knowledge

*Jens Nordfält, Stockholm School of Economics; Anne Roggeveen, Babson College; Dhruv Grewal, Babson College; Annika Lindström, Stockholm School of Economics/Innventia AB; Hanna Berg, Stockholm School of Economics*

**Session 2: Price, Price Promotion and Value Perceptions**

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JC Penney: Is Fair and Square the Right Price?

*Marla Greene, LIM College; Charles Goldfine, LIM College; Michael Londrigan, LIM College; Nicole Kirpalani, LIM College*

The coupon is unfair: The effect of consumer perception of fairness and transparency on coupon redemption

*Khalil Rohani, Vinay Kanetkar - University of Guelph*

Net Transaction Value: A Model Of High-Involvement Decision-Making In Buyer Choice Behavior

*Blaine J. Branchik, Quinnipiac University; Eric H. Shaw, Florida Atlantic University*

Price, Value and Green Purchase Intentions

*Pramod Iyer, Arezoo Davari - University of North Texas*

**10:15-10:30 Break**

**10:30-12:15 Sessions 3 & 4**

**Session 3: Information Cues and Price Perceptions**

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Effects of Classical Music and Math Anxiety on Price Perceptions: Does Tempo of Music Help Overcome Math Anxiety  
*Rajneesh Suri, Drexel University; Shan Feng, William Patterson University; Monique Bell, Drexel University*

An Empirical Study of Determinants of Consumers' Willingness to Pay for Multiplatform Newspaper Subscription Packages

*Murali K. Mantrala, University of Missouri; Vamsi K. Kanuri, University of Missouri; Esther Thorson, University of Missouri; Vithala R. Rao, Cornell University*

Evaluation of Sale Prices: Role of the Subtraction Principle vs. the Division Principle

*Sandeep Bhowmick, Indiana State University; Dhruv Grewal, Babson College; Abhijit Biswas and Abhijit Guha, - Wayne State University*

Cues Utilization during Social Coupon Purchasing-Decision

*Chinintorn Nakhata and Hsiao-Ching Kuo, University of South Florida*

## **Session 4: Role of Retailing Attributes**

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Limiting Retail Hours and Offering Lower Prices

*Nancy J. Miller, Ruoh-Nan Yan, and Sage Calamari, Colorado State University*

Manufacturer-provided Services vs. Retailer-provided Services: Effect on Product Quality, Channel Profits and Consumer Welfare

*Sreya Kolay, University of California*

You Are What You Sell: Relationship Between Retail Store Types And Price Expectation

*Sua Jeon, University of North Texas*

**12:15-2:00 Lunch**

**2:00-3:45 Sessions 5 & 6**

## **Session 6: Behavioral Pricing**

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Advertised Reference Prices as Signals of Price Competitiveness: What Happens When Perceived Information Asymmetry is Low?

*Sandipan Sen, Southeast Missouri State University; Sujay Dutta, Wayne State University*

Does Pricing Vary By Service Characteristics? Price And Quality Relationship In Service

*Balaji C. Krishnan, The University of Memphis; Subhash Jha, IFHE University*

Price As a Signal and a Cue

*Kent B. Monroe, University of Illinois; Lillian L. Cheng, independent marketing researcher*

A few moments of buying joy followed by long-term disappointment: the usage value of a great deal

*Crina Tarasi, Central Michigan University*

## **Session 7: Online Pricing & Retailing**

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Reverse Pricing: The Role of Customer Expectations

*Scott Fay, Syracuse University*

How is online price competition changing the retail landscape?: A view from Auction Theory

*Blake Runnalls, Michigan State University*

Anchors Aweigh – The Informational Influence of Prices in Online Auctions

*Kashef A. Majid, Pradeep Rau, Andrew P. Bryant - The George Washington University School of Business*

Online Customer Reviews Leads to Impulsive Buying Behavior

*M. Elizabeth Aguirre, Maastricht University; Scott Motyka, Retail Supply Chain Institute; Dhruv Grewal, Babson College; Dominik Mahr, Maastricht University; Ko de Ruyter, Maastricht University; Martin Wetzels, School of Business and Economics at Maastricht University*

**3:45-4:00 Break**

**4:00-5:45 Sessions 7 & 8**

## **Session 8: Retail and Channel Issues**

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Business owners' and consumers' perceptions of the downtown brand: An investigation of brand congruency across stakeholder groups

*Nathan Line, Florida State University; Rodney C. Runyan, Texas State University; Jane L. Swinney, Oklahoma State University; Christopher Sneed, University of Tennessee*

Can advertising creativity affect price perceptions and retailer reputation?  
*Erik Modig, Sara Rosengren- Stockholm School of Economics, Sweden*

Shrinking Package Volume in Times of Economic Downturn: How Does It Affect Consumers' Choice Judgment?  
*Dong Hwan Lee, School of Business, Manhattan College*

Channel Coordination with Complementary products  
*Tieshan Li, Concordia University; Yong Liu*

### **Session 9: Auctions and Related Pricing Issues**

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Acting Justly or Just Acting Lazy? Exploring Dual Processing With Pay What You Want Pricing  
*Catherine Armstrong Soule, Robert Madrigal - University of Oregon*

Is Silence Golden? The Effect of Bidder's Short-Term Experience On Overbidding In Electronic Auctions  
*Cong Feng, Syracuse University, Scott Fay, Syracuse University, K. Sivakumar, Lehigh University*

Non-linear Price Incentives and Dynamic Brand Allocation  
*James C. Reeder III, University of Rochester*

**5:45-6:30 Reception & Presentation to Dissertation Competition Winner – Stephen Atlas, Columbia**

**6:30-8:00 Dinner**

**Friday, August 9, 2013**

**7:00-8:30 Breakfast**

**8:45-10:15 Sessions 9 & 10**

### **Session 10: Behavioral Pricing and Price Images**

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Profiling Behavioral Pricing Research in Marketing  
*Outi Somervuori, Aalto University School of Business*

The Behavioral Impact of Price Images - An Analysis of Cognitive, Emotional and Inferential Dimensions  
*Stephan Zielke, Aarhus University; Deonir De Toni, University of Caxias do Sul; Jose Afonso Mazzon, University of Sao Paulo*

The Impact of Unit Pricing on Store Price Image and Purchase Intention  
*Stefan Roth and Lena Himbert, University of Kaiserslautern, Stephan Zielke, Aarhus University*

Optimal Selling Strategies for Sequentially Offered Events  
*Sreya Kolay and Rajeev Tyagi, University of California, Irvine*

### **Session 11: Price Fairness**

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The Influence of Price Fairness on Customer Absolute Satisfaction vs. Relative Satisfaction  
*Feng (Oliver) Liu, California State University, Sacramento; Juan (Gloria) Meng, Minnesota State University, Mankato; Kevin M. Elliott, Minnesota State University, Mankato*

Will Consumers Pay More (or Less) for "Normative" Products?  
*Melissa Bishop, Nelson Barber, Shuili Du – University of New Hampshire*

Communicating Cost-Caused Price Increases in Service Markets

*Doreen Pick, Freie Universitaet Berlin; Stephan Zielke, Aarhus University; Wayne D. Hoyer, University of Texas, Austin*

Value Creation in B2B Markets: An “Ecosystem” Perspective

*R. Krishnan, A. Parasuraman; University of Miami*

**10:15-10:30 Break**

**10:30-12:00 Sessions 11 & 12**

**Session 12: Evaluations and Experiences**

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Trial-Attitude Formation in Green Product Evaluations

*Christy Ashley, James E. Zemanek, Jason D. Oliver - East Carolina University*

Price-Quality Relationship and Pricing Strategies for Private Labels

*Hans C. Jansen/Rainer Olbrich - University of Hagen*

Auditory feedback affecting the online shopping experience

*Ryann Reynolds-McInay - Temple University Fox School of Business*

**Session 13: Price Promotions**

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What Do Young People Know About In-store Alcohol Prices?

*Birger Boutrup Jensen, Alice Grønhøj, Birgitte Gadensgaard and Diana Godt - Aarhus University*

Price Promotions and Uncertainty

*Sungchul Choi, University of Northern British Columbia*

The Flip-Side of Drip-Pricing

*Thomas Robbert & Stefan Roth, - University of Kaiserslautern*

**12:00-2:00 Lunch**

**2:00 Bus to Boston for AMA conference hotel**