# 2014 Shopper Marketing & Pricing Conference

May 8-10, 2014 at the Stockholm School of Economics  
Co-chairs: Dhruv Grewal, Anne Roggeveen, Jens Nordfält

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<td>2:00-3:15 pm</td>
<td>SESSION 1.1- Retail Atmospherics</td>
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<td>4:10-4:20 pm</td>
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<td>4:20-5:15 pm</td>
<td>SESSION 2.2- New Directions in Retailing and Pricing</td>
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| 5:15-6:00 pm                | PLENARY SESSION: Research In Retailing: A Personal Perspective  
V. Kumar, Georgia State University, Journal of Marketing Editor |
| 6:00 pm                     | RECEPTION                 |

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<th>Friday, May 9, 2014</th>
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| 8:30-9:00 am                | Opening remarks: Dhruv Grewal, Anne Roggeveen, Jens Nordfält, Conference Chairs  
Welcome: Karl-Olof Hammarkvist, SSE President  
Welcome: Claes-Göran Sylvén, ICA Chairman |
| 9:00-9:30 am                | Pär Strömberg, CEO, ICA |
| 9:30-10:00 am               | Peder Larsson, CEO, Hemtex |
| 10:00-10:15 am              | Q&A                      |
| 10:15-10:40 am              | COFFEE BREAK             |
| 10:40-11:25 am              | V. Kumar, Professor, Georgia State University |
| 11:25-12:10 am              | Kusum Ailawadi, Professor, Dartmouth College, Kirk Hendrickson, CEO, EyeFaster |
| 12:10-1:15 pm               | LUNCH                    |
| 1:15-1:30 pm                | Welcome from Caroline Berg, Vice Chairman of the Board, Axel Johnson AB |
| 1:30-2:00 pm                | Marcus Larsson, Executive Vice President, Mekonomen |
| 2:00-2:30 pm                | Jörgen Wennberg, CEO, ICA Banken |
| 2:30-3:00 pm                | Pontuz Bjelfman, CEO & Nanna Hedlund, CMO, Kick’s |
| 3:00-3:30 pm                | COFFEE                    |
| 3:30-4:00 pm                | Fredrik Brandt, CEO, InkClub Online |
| 4:00-4:30 pm                | Ray Burke, Professor, Indiana University |
| 4:30-5:00 pm                | Jens Nordfält, Dean, Stockholm School of Economics, Dhruv Grewal, Professor, Babson College, Anne Roggeveen, Professor, Babson College |
| 5:00-5:30 pm                | Concluding Panel          |
| 5:30-7:00 pm                | RECEPTION                 |

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<td>8:00-9:15 am</td>
<td>Sessions 3.1-Pricing II &amp; 3.2-Social Media</td>
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<td>Sessions 4.1-Price Promotion &amp; 4.2-Merchandise</td>
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<td>11:00-12:15 pm</td>
<td>Sessions 5.1-Mobile &amp; 5.2-Search</td>
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<td>Sessions 6.1-Consumer Behavior &amp; 6.2-Data</td>
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<td>2:45-4:00 pm</td>
<td>Sessions 7.1-Multichannel &amp; 7.2-Retail</td>
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<td>Sessions 8.1-Online &amp; 8.2-Retail</td>
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Thursday, May 8, 2014

2:00 – 3:15  Session 1.1

**Session 1.1: Retail Atmospherics**

Session Chair: Anne Roggeveen, Babson College

How In-Store Attributes Impact Shoppers Store Loyalty. Do Different Countries and Categories Follow the Same Loyalty Building Process?
Monica Grosso - EMLYON Business School; Sandro Castaldo - SDA Bocconi

Role of Scent Congruency and Target Scope in Sales-Focused Scent Marketing.
Kaisa Kivioja - Uttarakhand Technical University

Face-To-Face Encounters in the Store and Their Impact on Consumers.
Magnus Söderlund - Stockholm School of Economics

Factors Influencing Electronic Word of Mouth After Retailer’s Complaint Handling Efforts.
Teresa Fayos-Gardó, Beatriz Moliner-Velázquez, Maria-Eugenia Ruiz Molina - Universidad de Valencia

3:15-4:10  Session 2.1

**Session 2.1: Pricing I**

Session Chair: Abhijit Biswas, Wayne State University

Odd Pricing and Even Pricing Practice in the Luxury Goods
Annalisa Fraccaro, Sandrine Macé - ESCP Europe

The Causes and Consequences of Price Unfairness
Outi Somervuori, Essi Pöyry and Petri Parvinen - Aalto University

Feel Nicked-and-Dimed: Consequences of Drip Pricing
Thomas Robbert and Stefan Roth - University of Kaiserslautern

4:10-4:20  Break

4:20-5:15  Session 2.2

**Session 2.2: New Directions in Retailing and Pricing**

Returns from Customized Mobile Loyalty Programs: Spatial and Temporal Aspects
Rajkumar Venkatesan - University of Virginia, Joseph Pancras - University of Connecticut , Bin Li - University of Connecticut

Self-Disclosure is Rewarding: How Customer Reviews Can Lead Individuals to Engage in Impulsive Behaviors
M. Elizabeth Aguirre - Maastricht University, Scott Motyka, Dhruv Grewal - Babson College, Dominik Mahr, Ko de Ruiter, and Martin Wetzels - Maastricht University
Delighting Customers with Surprises in the Context of Pre-Purchase Guarantees: A Test Using Low-Price Guarantees
Sujay Dutta, Abhijit Guha, Abhijit Biswas - Wayne State University; Dhruv Grewal - Babson College

5:15 – 6:00  PLENARY SESSION: Research in Retailing: A Personal Perspective
Session Chairs: Dhruv Grewal, Babson College and Anne Roggeveen, Babson College
Speaker: V.Kumar, Georgia State University, Journal of Marketing Editor

6:00  RECEPTION

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5:00-5:30  Concluding Panel

5:30-7:00  RECEPTION
8:00-9:15 Session 3.1 & 3.2

**Session 3.1: Pricing II**

Session Chair: Lena Himbert - University of Kaiserslautern

Pay-What-You-Want – A Field Experiment on Anonymity and Reference Price Cues
*Essi Poyru, Petri Parvinen - Aalto University School of Business*

The Influence of Unit Price Measure on Purchase Intention
*Lena Himbert, Stefan Roth - University of Kaiserslautern*

Temporal Price Promotions
*Koert Van Ittersum, University of Groningen; Daniel Sheehan, Georgia Institute of Technology*

**Session 3.2: Social Media**

Session Chair: Karinna Nobbs - London College of Fashion

Eat a Bit Better: Choosing Healthy Meals with the Aid of Your Phone
*Alicia de la Peña, Raquel Castaño - Tecnológico de Monterrey*

Social Media and Their Influence on the Selection of the Purchase Channel
*P. H. Steiner, T. Schlager, P. Maas - Institut für Versicherungswirtschaft*

Mobile Device Shopping Behavior - A Retail Store Perspective
*Roger Ström - Halmstad University*

The Power of the Visual – An Exploratory Study of Fashion Brands’ Engagement with Pinterest
*Karinna Nobbs, Matteo Montecchi, Kat Duffy - London College of Fashion, UK; Hanna Kontu -University of Essex, UK*

9:30-10:45 Session 4.1 & 4.2

**Session 4.1: Price Promotion**

Session Chair: Birger Boutrup Jensen, Aarhus University

Consumer-Related Facilitators and Barriers for Coupon Use in a Coupon-Immature Market
*Birger Boutrup Jensen, Kasper Vestergaard and Kasper Bach - Aarhus University*

Daily Deals Hunters – Insight From Croatian and Polish Market
*Kristina Petljak, Ivana Stulec, Ph.D - University of Zagreb; Dr. Hab. Prof. US Edyta Rudawska, University of Szczecin*

Bargain Effectiveness in Differentiated Store Environments: When a Good Deal Goes Bad
*Lieve Douce (Hasselt University), Kim Willems (Vrije Universiteit Brussel, Hasselt University), Wim Janssens (Hasselt University)*
From Good Deal Hunters to Pirates: Sailing the Market Seeking Pleasure and/or Fighting for Glory? 
Michaël Korchia - Connected Commerce and Services Chair, KEDGE Business School, Bordeaux; Christine Gonzalez (Montpellier Recherche en Management, Universite de Montpellier II), Pauline de Pechpeyrou

**Session 4.2: Merchandise**

Session Chair: Fredrik Lange, Stockholm School of Economics

Does it Make Sense to Use Creative Window Displays? 
Angelica Blom, Fredrik Lange & Sara Rosengren - Stockholm School of Economics

Smiling Faces in the Store: The Typicality of Smiling Faces in Product Packaging Design 
Hanna Berg, Magnus Söderlund, Annika Lindström - Stockholm School of Economics

Neatness Matters: The Effect of Display Neatness on Product Color Choice 
Ryann Reynolds-McIlney, Maureen Morrin- Temple University | Fox School of Business

**11:00-12:15 Session 5.1 & 5.2**

**Session 5.1: Mobile**

Session Chair: Nathalie Demoulin - IESEG School of Management

Smartphone or Tablet, When Global Positioning Systems May Vary Consumer Product Choices 
Jean-Eric PELET - LEMNA, IAE-IEMN – Nantes, University

Is Less Sometimes More? The Influence of Additional Information from Mobile Apps on Purchase Decisions at the POS 
Gunnar Mau, Sascha Steinmann, Gerhard Wagner, Hanna Schramm-Klein - University of Siegen, Germany

Smartphone Usage in Store: Motivations and Barriers at Different Stages of the Buying Process 
Nathalie Demoulin, Gwarlann De Kerviler - IESEG School of Management

Variables Differentiating Mobile Buyers from Non-Buyers: A Large Scale Study. 
Manon Arcand, David Pauze - The University of Quebec at Montreal

**Session 5.2: Search**

Session Chair: Stephan Zielke - Aarhus University

Too Expensive for Me Right Now: Young Danish Consumers Elaborating on Their In-Store Choice of Organic Versus Non-Organic Food 
Jessica Aschemann-Witzel, Emilie Marie Niebuhr Aagaarda - Aarhus University

The Influence of Search Channels and Variety Seeking on Channel Willingness to Pay 
Matthias Rüfenacht, Tobias Schlager, Peter Maas - Projektleiter und wissenschaftlicher Mitarbeiter

Nobody Said Leaving was Easy - How the Number of Search Channels Influences Consumer Purchase Channel Choice 
Tobias Schlager - University of St. Gallen

Drivers of Price Information Search in Brick-and-Mortar and Online Channels 
Stephan Zielke, Thomas Dobbelstein - Aarhus University
12:15-1:15  LUNCH

1:15-2:30  Session 6.1 & 6.2

**Session 6.1: Consumer Behavior**

Session Chair: Gopalkrishnan R. Iyer - Florida Atlantic University

Give and Thou Shall Receive: Consumer Reciprocity in a Retail Setting
*Paul W Fombelle (College of Business Administration, Northeastern University), Anders Gustafsson (Service Research Center, Karlstad University, Sweden), Lars Witell (Service Research Center, Karlstad University, Sweden; Linkopings Universitet, Sweden), Martin Lofgren (Service Research Center, Karlstad University, Sweden)*

Shopper Marketing and the Post Crisis Consumer
*Cristina Ziliani and Maria Grazia Cardinali - Universita' degli Studi di Parma*

Beyond Charitable Giving: A Cross-National Investigation of Psychological Distance in Cause-Related Product Buying Decisions
*Tao Xue, Sarah Hong Xiao - Durham University Business School; Gopalkrishnan R. Iyer - Florida Atlantic University*

Consumer Behavior Analysis in the Digital World
*R.G. Vishnu Menon, Reykjavik, Valdimar Sigurdsson, Hildur Einarsdottir-Reykjavik University; Gordon R. Foxall, Cardiff University*

**Session 6.2: Data**

Session Chair: Mart Ots - Jönköping International Business School

Mobile Media and In-Store Shopping Experiences: Profiling App Usage in Food Retailing
*Hamid Jafari, Benjamin Hartmann, Mart Ots - Jönköping International Business School*

Tracking Mall’s Shopper Behavior Using Intelligent Positioning
*Pedro Quelhas Brito, Tiago Costa - INESC-LIAAD and Faculdade de Economia, Universidade do Porto*

Eye-tracking Customers’ In-store Search Behavior: The Effect of Store Familiarity on Visual Attention at Different Stages of the Search Process
*Tobias Otterbring, Erik Wästlund, Poja Shams, Anders Gustafsson - Karlstad University*

Identifying Shopping Missions by Mining Point of Sale Data
*Panagiotis Sarantopoulos (ELTRUN: The eBusiness Research Center; Athens University of Economics and Business), Aristeidis Theotokis (Leeds University Business School), Katerina Pramatari (ELTRUN: The eBusiness Research Center; Athens University of Economics and Business)*

2:45-4:00  Session 7.1 & 7.2

**Session 7.1: Multichannel**

Session Chair: Thomas Metzler - University of St. Gallen

Consumers Across a Range of Platforms
*Andrzej Szymkowiak - Uniwersytet Ekonomiczny w Poznaniu*
Social Exclusion, Shopping and Well Being: A Three - Shopping Channel Approach
Eleftherios Alamanos, Charles Dennis - University of Lincoln; Savvas Papagiannidis - Newcastle University; Michael Bourlakis - Cranfield University

Touchpoint Usage in a Shoppers’ Path-to-Purchase
Thomas Rudolph, Thomas Metzler, Oliver Emrich - University of St. Gallen

**Session 7.2: Retail**

Session Chair: Anne Odile Peschel - Aarhus University

Online Buying Behavior in Technological and Office Products
Hélia Gonçalves Pereira* Margarida Cardoso; Pedro Dionísio

Analysis of Consumers' Interactions of eWOM Behaviour in Microblog
Wen-Ling Liu, Chen Jia, Xingzheng Xie (The Hull Business School)

Sustainability Influences on Price and Profit – The Case of the Industrial Shopper in the Fishing Industry
Dirk C. Moosmayer, Björn Schuppar - Nottingham University Business School China

Unconscious Price Perception and Information Transfer in Consumer Choice
Anne Odile Peschel - Aarhus University

**4:15-5:30  Session 8.1 & 8.2**

**Session 8.1: Online**

Session Chair: Kim Willems - Hasselt University

The Shopper’s Path-to-Purchase is Paved with Digital Opportunities: An Overview of Technologies to Augment the Shopping Experience
Kim Willems, Randy Lauriers - Vrije Universiteit Brussel; Johannes Schöning, Kris Luyten - Hasselt University; Antonio Krüger - Saarland University

Online vs. Offline Channels? Testing the Effect of Promotional Communication on Shopper Behavior
Marco Ieva, Prof. C.Ziliani - University of Parma; Prof. J.C.Gazquez-Abad - University of Almeria

Used Car Markets: The Influence of Online and Offline Word-of-Mouth on Consumer Channel Choice
Sonika Singh, Valeria Noguti (UTS Business School)

The Path to Purchase Online is Versatile - An Overview and Classification of E-Channels from a Consumer's Perspective
Gerhard Wagner (University of Siegen, Germany), Julian Kellner (University of Gottingen, Germany), Hann Schramm-Klein (University of Siegen, Germany), Sascha Steinmann (University of Siegen, Germany)

**Session 8.2: Retail**

Session Chair: Natasha Lamoureux - Ryerson University

Identifying Segments in the Multichannel Retailing Environment: A Study of British and Spanish Apparel Retail Shoppers
Marta FRASQUET, Alejandro MOLLÁ, Eugenia RUIZ - University of Valencia

Luxury Fashion Advertising: Transitioning in the Age of Digital Marketing
Natasha Lamoureux, Hong Yu - Ryerson University