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 Hoggle, 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**

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<td>7:30 am – 8:25 am</td>
<td>Breakfast</td>
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<td>8:30-10 am</td>
<td><strong>Session 8</strong></td>
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<td><strong>PLENARY SESSION:</strong> Kent Monroe, Dhruv Grewal</td>
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<td><strong>Session 9</strong></td>
<td><strong>Consumer Behavior</strong></td>
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|                  | 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. Andrzewiski, 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

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**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**  
  Eunyoung 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**

- **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 Kuo, 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