Dear Participants of EMAC 2000

Welcome at the 29th EMAC Conference! Welcome also in Rotterdam and at the Erasmus University, the place where it all happens. I hope, that attending EMAC 2000 will be a most pleasant and useful experience for you.

We have tried hard to create the conditions for such a positive experience. The program contains over two hundred twenty five papers and posters, that were selected in a meticulous review procedure. This year the reviewing process was organized by track, and as can be seen from the information on the Program Committee later in this volume, we have been able to recruit a set of high quality scholars to act as reviewers in the different tracks.

Marketers value innovation highly, and also this year the EMAC Conference contains new elements. We have (three) Keynote Speakers, and also the (four) Special Sessions are a novelty. Also new is the policy that participants could only submit papers with a maximum length of five pages. This is in line with the trend that conferences are increasingly used to exchange the most recent research outcomes, of which the best work will later find its way into the journals. Posters, another innovation of EMAC 2000, also are an effective way to communicate about work in progress.

Marketing is a diversified field and consequently the topics in this volume cover a lot of ground, ranging from emotions to cointegration and from neural nets to transvection analysis. If you want to grasp the precise meaning of these terms, read the abstracts in this book, or, even better, the full papers that you find on the CD ROM. As you can see from the program, in this conference the tracks with the largest numbers of papers are: Consumer Behavior (9 sessions), Marketing Strategy & International Marketing (8 sessions) and Marketing Models and Marketing Research (7 sessions) and Marketing Communications and Brands (7 sessions). These areas may well be considered as four solid pillars carrying the building of marketing.

I want to thank my co-members of the Organizing Committee, the members of the Scientific Committee and the reviewers in the Program Committee for their contribution to EMAC 2000. I also want to thank the Executive Task Force, who did the logistics and planning for the conference, organized the social events and prepared all the materials, including this book. A conference like this has an academic and a managerial side, and can only be a success if both elements are first rate.
I especially want to thank the sponsors of EMAC 2000. You find their names in this book. In particular I want to thank Unilever. There is a longstanding relationship between Unilever, headquartered in Rotterdam, and the Erasmus University and we are happy that this company is the most important sponsor of EMAC 2000.

I hope that attending EMAC 2000 will be a most rewarding experience for all of you. I have learned in the course of many conferences, that attending such an event has been useful if you take home at least two ideas that you can immediately put into use in your own research. In this sense, I hope that EMAC 2000 will turn out to be a “two-plus” conference.

Berend Wierenga,

Chairman Organizing Committee EMAC 2000
## Organization

| **Organizing Committee** | Berend Wierenga, *Conference Chair*  
Gerrit Antonides, *Treasurer*  
Joke van Oost, *Executive Secretary* |
|--------------------------|----------------------------------------------------------------------------------|
| **Scientific Committee** | Gerrit Antonides  
Gerrit van Bruggen  
Harry Commandeur  
Yvonne van Everdingen  
Philip Hans Franses  
Mark Leenders  
Paul MatthysSENS  
Ad Pruyn  
Fred van RaaIJ  
Ale Smidts  
Willem Verbeke  
Eric Waarts  
Berend Wierenga |
| **Executive Task Force** | Caroline Beukers  
Willem Smit  
Karen Lampe  
Dennis Goedhart  
Karin Birken  
Wybe Popma |
In collaboration with the Erasmus University Rotterdam, the European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) organized the 13th colloquium for doctoral students in marketing from Sunday, May 21 – Tuesday, May 23, 2000.

The colloquium aims to provide doctoral students in marketing with an opportunity to discuss their research with leading academics in the field of marketing.

This year the colloquium has been organized by

João Borges de Assunção (Universidade Católica Portuguesa)
Marnik Dekimpe (Catholic University of Leuven)
Ale Smidts (Erasmus University Rotterdam)
Marion Hebbelynck (EIASM)

The EMAC CD-Rom provides you with further information on the Program, Faculty, Reviewers and Participants of the Doctoral Colloquium 2000.
General Information

Registration at the Conference Building
Tuesday, May 23rd  
Information Desk  
13:00 to 21:00

Wednesday, May 24th  
Room: Heidelberg (M1-16)  
08:30 to 17:00

Thursday, May 25th  
Room: Heidelberg (M1-16)  
08:30 to 17:00

Opening Hours Conference Office
Wednesday, May 24th  
Room: Heidelberg (M1-16)  
08:30 to 17:00

Thursday, May 25th  
Room: Heidelberg (M1-16)  
08:30 to 17:00

Friday, May 26th  
Room: Heidelberg (M1-16)  
08:30 to 14:30

Conference Fees
Your registration will be entered upon receipt of the conference fee.

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<th>Before April 1, 2000</th>
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<tbody>
<tr>
<td>EMAC Members</td>
<td>350 Euro</td>
<td>390 Euro</td>
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<tr>
<td>Non-members</td>
<td>430 Euro</td>
<td>475 Euro</td>
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<tr>
<td>Accompanying person</td>
<td>100 Euro</td>
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Paper Presentation
EMAC Conference parallel sessions start Wednesday at 11.15.
For those of you presenting a paper, the following rules apply:
- 20 minutes has been set aside for each paper: 15 to 18 minutes for the presentation, followed by a few minutes for discussion.
- In order to insure that every presenter has sufficient time to present his or her paper, we urge you to adhere to this time schedule.

Badges
Please note: Always wear your badge at conference events! Badges should be worn at all times during conference events, to indicate that you have registered and are therefore eligible for participating in all scheduled events (including lunches and dinners). Participants of the conference will wear white badges and accompanying persons will wear orange badges.

Liability
Although our cloak room is guarded, the Organizing Committee cannot accept any responsibility for personal accidents, valuables lost or stolen, or damage to the private property of participants.
E-mail address and website
Our e-mail address is emac2000@fbk.eur.nl
The website is www.fbk.eur.nl/PRJ/EMAC/

Telephone Numbers
Hotline during the conference: Tel: +31 10 4088820

Dell Internet Café
During the Conference, connection to the Internet is available at the Dell Internet Café in the Lund Room (M118). The Dell Internet Café will be open from Wednesday, May 24th, 08:30 till Friday, May 26th, 14:00.

Book Exhibition
During the Conference, the Book Exhibition will be held at the restaurant on the first floor of the EMAC Conference Building. The Book Exhibition will take place from Tuesday, May 23rd, 13:00 till Friday, May 26th, 14:00.

Address of the Conference Building
Erasmus University Expo & Congress Centre (M-Building)
Woudenstein Campus
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands
Track A  Interactive Marketing
Ale Smidts & Philip Hans Franses (track coordinators)

Jacques-Marie Aurifille  Université de la Reunion
Bart Bronnenberg  UCLA
John Deighton  Harvard Business School
Pete Fader  University of Pennsylvania
Janny C. Hoekstra  University of Groningen
Harald Hruschka  University of Regensburg
Eelko Huizingh  University of Groningen
Peter Leeftang  University of Groningen
Ed Peelen  Nijenrode University
Byron Sharp  University of South Australia
Bernd Skiera  University of Frankfurt am Main

Track B  Marketing and Emotions
Willem Verbeke & Berend Wierenga (track coordinators)

Rick Bagozzi  University of Michigan / Houston
Patrick van Kenhove  University of Ghent
Harish Sujan  Pennsylvania State University
Marcel Zeelenberg  Tilburg University

Track C  Consumer Behavior
Gerrit Antonides & Ad Pruyn (track coordinators)

Joseph W. Alba  University of Florida
Alain d’Astous  Groupe H.E.C.
Hans Baumgartner  Pennsylvania State University
Suzanne C. Beckmann  Copenhagen Business School
Robert East  Kingston University
Gordon R. Foxall  Keele University
Guliz Ger  Bilkent University
Klaus G. Grunert  Aarhus School of Business
Flemming Hansen  Copenhagen School of Econ. & Business Adm.
Frenkel ter Hofsteede  Carnegie Mellon University
Patrick van Kenhove
Gilles Laurent
Patrick de Pelsmacker
Christian Pinson
John Roberts
Hans van Trijp
Marc Vanhuele
Theo Verhallen
Luk Warlop
Klaus Wertenbroch

University of Ghent
Groupe H.E.C.
University of Antwerp
INSEAD
University of New South Wales
Unilever Research Laboratory
Groupe H.E.C.
Tilburg University
Catholic University Leuven
INSEAD

Track D  Marketing Communications and Brand Management
Fred van Raaij (track coordinator)

Karel Jan Alsem
Alain d'Astous
Gary Bamossy
Patrick Barwise
Russell Belk
Christian Derbaix
Chris Fil
Christian Pinson
Theo Poiesz
Johan van Rekom
Cees van Riel
Rik Riezebos
John Rossiter
Tiziano Vescovi

University of Groningen
HEC, Montreal
University of Utah
London Business School
University of Utah
F.U.C.A.M, Mons
University of Portsmouth
INSEAD
Tilburg University
Erasmus University Rotterdam
Erasmus University Rotterdam
Erasmus University Rotterdam
University of Wollongong
Universita Ca' Foscari

Track E  Marketing Models and Marketing Research
Philip Hans Franses & Ale Smidts (track coordinators)

Greg M. Allenby
Albert C. Bemmoar
Tammo Bijmolt
Roderick Brodie

Ohio State University
Groupe ESSEC
Tilburg University
University of Auckland
Lee G. Cooper  
Marnik Dekimpe  
Tulin Erdem  
Paul Farris  
Fred Feinberg  
Sunil Gupta  
Bruce Hardie  
Harald Hruschka  
Tom Wansbeek  
Michel Wedel  
Dick R. Wittink  

UCLA  
Catholic University Leuven  
University of California at Berkeley  
Darden School  
University of Michigan  
Columbia University  
London Business School  
University of Regensburg  
University of Groningen  
University of Groningen  
Yale University

Track F  Marketing Decision Making and Support Systems  
Gerrit van Bruggen & Berend Wierenga (track coordinators)

Jehoshua Eliashberg  
Andrew A. Mitchell  
Luiz Moutinho  
Hermann Simon  

University of Pennsylvania  
University of Toronto  
University of Glasgow  
Simon – Kucher & Partners

Track G  Marketing Strategy, Competition and International Marketing  
Eric Waarts & Yvonne van Everdingen (track coordinators)

Frank Bradley  
Susan P. Douglas  
Hubert Gatignon  
Pervez N. Ghauri  
Oliver P. Heil  
Graham J. Hooley  
Mary Lambkin  
Fred Langerak  
Peter Leejlang  
Lalita A. Manrai  
Lars-Gunnar Mattsson  
Hans Mühlbacher  
Ed Nijsen

University College Dublin  
New York University  
INSEAD  
University of Groningen  
Johannes Gutenberg University  
Aston University  
University College Dublin  
Erasmus University Rotterdam  
University of Groningen  
University of Delaware  
Stockholm School of Economics  
Universität Innsbruck  
University of Nijmegen

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Stanley Paliwoda  
John Saunders  
Bodo Schlegelmilch  
Jean-Claude Usunier  
Robin Wensley  

University of Calgary  
Aston University  
Vienna University  
Pierre Mendes University  
University of Warwick  

Track H  **Business-to-Business Marketing**  
Harry Commandeur & Paul Matthyssens (track coordinators)  

Klaus Backhaus  
Wim G. Biemans  
Keith Blois  
Christophe van den Bulcke  
Ruud T. Frambach  
Lars-Gunnar Mattsson  
Kristian Möller  
James A. Narus  
Robert E. Spekman  

Universität Münster  
University of Groningen  
Templeton College  
University of Pennsylvania  
Tilburg University  
Stockholm School of Economics  
Helsinki School of Economics  
Wake Forest University  
University of Virginia  

Track I  **Sales Management**  
Ad Pruyn & Willem Verbeke (track coordinators)  

Sönke Albers  
Rene Darmon  
Ravipreet S. Sohi  
Tom Ingram  
Bulent Menguc  
Harish Sujan  

University of Kiel  
Groupe ESSEC  
University of Nebraska-Lincoln  
Colorado State University  
Lincoln University  
Pennsylvania State University  

Track J  **Marketing Interfaces**  
Mark Leenders & Eric Waarts (track coordinators)  

Ulrike de Brentani  
Abie J. Griffin  
Lutz Hildebrandt  

Concordia University  
University of Illinois at Urbana-Campaign  
Humboldt University Berlin
Teck H. Ho
Erik Jan Hultink
Christer Karlsson
Rudy Moenaert
Bart Nooteboom
Joost Pennings
Henry S.J. Robben

University of Pennsylvania
Delft University of Technology
Stockholm School of Economics
University of Ghent
Erasmus University Rotterdam
University of Illinois at Urbana-Campaign
Nijenrode University

Track K  Channels and Retailing
Gerrit van Bruggen (track coordinator)

Louis P. Bucklin
Benedict Dellaert
Inge Geyskens
Manish Kacker
Harmen Oppewal
Jan Benedict Steenkamp

University of California at Berkeley
Tilburg University
Tilburg University
Pennsylvania State University
University of Surrey
Tilburg University

Track L  Marketing of Services
Ale Smidts (track coordinator)

José Bloemer
James Carman
Christine Ennew
Christian Grönhroos
Evert Gummesson
Hans Kasper
Jos Lemmink
Ko de Ruyter

Limburg University Centre Diepenbeek
University of California at Berkeley
University of Nottingham
Swedish School of Economics
Stockholm University
University of Maastricht
University of Maastricht
University of Maastricht
### Scientific Program

**Wednesday May 24th**

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**Keynote Speakers:**
- Emotions and Human Behavior - Nico Frijda (University of Amsterdam)
- Emotions in Marketing - Rick Bagozzi (University of Michigan / Houston)

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1.1 Complaining and the Structure of Consumption Emotions, Cognitive Evaluations and Satisfaction
- Andreas H. Zins

1.1.1 Passion or Rationalism: Emotional Determinants versus Rational Determinants of Customer Delight in Service Processes
- Joëlle Vanhamme, Adam Lindgreen, Roderick J. Brodie

1.1.2 Factors that Determine Social Behaviour: The Case of Urban Waste
- Concepcion García Ayerbe, Alberto Lafuente Félez, Marta Pedraja Iglesias, Pilar Rivera Torres

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1.2.1 Price Differentiation and Demand Bundling
- Klaus Backhaus, Cordelia Baumeister

1.2.2 International Marketing of Motion Pictures: An Analysis of Adoption Patterns in the US and UK
- Anita Elberse

1.2.3 Exploring a Non-Reactive Market Research Method: Evaluating Readership of Circulars by Analyzing Fingerprints
- Marcus Schmidt, Niels Krause
1.3 Marketing Communications and Brand Management I

1.3.1 How Brand Names Affect Consumer Store Choice

1.3.2 A Categorisation of Circulars in Terms of Retail Communication Strategy

1.3.3 Pursuing the Value Conscious Consumer: Store Brands versus National Brand Promotions

1.3.4 Hypermarkets versus Traditional Retail Stores: Consumers and Retailers’ Perceptions: A Comparative Analysis

Room: Shanghai (M2-12).
Chair: John Rossiter
Harmen Oppewal, Victor Leung
Mogens Bjerre, Camilla Palmy Christiansen
Kusum L. Ailawadi, Scott A. Neslin, Karen Gedenk
Minoo Farhangmehr, Susana Marques

1.4 Marketing Strategy, Competition and Internat. Marketing I

1.4.1 Entrepreneurial Startups: An Examination of Marketing Orientations and Values

1.4.2 Market Orientation of Distribution Networks

1.4.3 The Impact of Market Orientation on Innovation and Profitability

1.4.4 Developing a Market Oriented Learning Organisation

Room: Athene (M1-19).
Chair: Robin Wesley
Fredric Kropp, Noel J. Lindsay, Aviv Shoham, Gregory M. Rose
Ulf Elg
Kare Sandvik, Kjell Grønhaug, Hakon Ogaard
Mark A. Farrell

1.5 Consumer Behavior I

1.5.1 Exchange Relationships: Consumers’ Ways, Reasons, and Pleasure

1.5.2 A model of the Relationship between Trust and Commitment in Consumer Markets

1.5.3 The Customer Profiles of Competing Brands

1.5.4 Which Loyalty Concept Does the Verbal Probability Scale Capture?

Room: Tokyo (M1-17).
Chair: Patrick De Pelsmacker
Sofia Daskou, Susan Hart
Sonia San Martin Gutierrez, Maria Carmen Camarero Izquierdo, Jesus Gutierrez Cillan
Rachel Kennedy, Andrew Ehrenberg, Steven Long
Sharyn Rundle-Thiele, Erica Riebe

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<td>2.4.1 The Dichotomy between Proactive and Reactive Strategic Behaviour of a Firm – Practicable Tool or Useless Fad?</td>
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3.4.4 Performance Measurement in International Strategic Alliances

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3.5.1 The Hierarchy of Cognitive & Affective Effects on Satisfaction Formation


3.5.3 Customer Satisfaction through Fair Pricing

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3.6.2 Market Structure and Intrafirm Rates of Diffusion: The Case of the ATMs in the Spanish Savings Banks

3.6.3 The Use of Push and Pull Technologies as Communication Channels

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4.6.2 Near Optimal Solutions for Product Line Design Using Genetic Algorithms

4.6.3 Developments in Model Building for Marketing Decisions

4.7 Channels and Retailing I

4.7.1 Establishing the Internet Channel: Short-Term Pain but Long-Term Gain?

4.7.2 Experimental Study of the Effect of the Switch to the Euro on the Intention to Buy a Private Label Brand

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4.8.1 The impact of Attention to Television Coverage and Consumer Characteristics on Meat Consumption Decisions

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4.8.3 Whether and How Much to Bundle: The Influence of Consumer and Supplier Characteristics

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Dan Martin, Wendy Lomax

5.1.2 Internet Marketing the News: Same players, different playground
Enrique Dans, Koen Pauwels

5.1.3 Redress Seeking as Planned Behaviour for Goods Purchased via the World Wide Web
Francesca Dall’Olmo Riley, Anthony Burns, Robert East, Wendy Lomax

5.1.4 Social Influences on the Use of the Television as a Service and Shopping Delivery Channel in the Home: Who Holds the Remote?
Kathy Keeling, Peter McGoldrick, Denise Fowler

5.2 Business-to-Business Marketing I

5.2.1 Value-Creation Customer-Supplier Relationships: The Role of Adaption, Trust and Commitment
Achim Walter, Thomas Ritter

5.2.2 Economic and Behavioral Determinants of Long-Term Buyer-Seller Relationships in Industrial Markets
M. Carmen Camarero Izquierdo, Jesus Gutierrez Cillan

5.2.3 Objective Measures of Relationship Quality
Narelle Page, Byron Sharp

5.3 Marketing Communications and Brand Management V

5.3.1 Single-Item vs. Multiple-item Measurement in Advertising Research
Lars Bergkvist

5.3.2 The Use of Testimonial in Advertising: Bi-Directional Relationships betweenCelebrities and Product Classes
Ilaria Baietti, Isabella Soscia

5.3.3 Advertising Persuasion: An Integrative Framework of Information Processing Theories of Persuasion
Joan Meyers-Levy, Prashant Malaviya

5.3.4 The Form that Ads Take (FAT): A Snapshot of UK Magazine Ads as Seen by the Public
Andrew Ehrenberg, Pam Mills, Rachel Kennedy
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5.4.1 The Category Demand Effects of Price Promotions

5.4.2 Forecasting Repeat Sales at CDNOW: A case Study

5.4.3 The Impact of Stock-Outs on Whether, How Much and What to Buy

5.4.4 Forecasting Market Shares From Attraction Models: Some First Simulation Results

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5.5.2 From Intangibility to Tangibility in Service Quality Perceptions

5.5.3 Evaluation Differences Between Goods and Services

5.5.4 Examining Relationships in Professional Services: A Cross-Cultural Comparison

5.6 Consumer Behavior VII

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5.6.2 An investigation into the Impact of Consumers' Personality Traits on Their Colour Preferences

5.6.3 Sensory Modality Dominance in the Consumer Information Encoding Process

5.6.4 Exploring the Influence of Background Musical Tempo upon Perceived Duration and Satisfaction Levels in a Student Registration Queue Scenario
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5.7.1 Preliminary Findings on the Relationship between Market Orientation: NPD-Activities and NPD-Performance
Fred Langerak, Erik Jan Hultink, Henry Robben

5.7.2 Attitudes towards Marketing in a Market Orientation Context
Amparo Cervera Taulet, Manuel Sanchez Perez

5.7.3 The Development Process of "Really new Products": Criteria for Different Evaluation Gates
Pilar Carbonell Foulquie, José L. Munuera Aleman, Ana I. Rodriguez Escudero

5.7.4 An Empirical Investigation of the Determinants of Product Innovation in Small and Medium Sized Firms
George Baltas, Eleni Salavou

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5.8 Eye Movement Research

5.8.1 How Eye Fixations to Print Ads Build Brand Memory: Model and Findings
Michel Wedel, Rik Pieters

5.8.2 Internet Advertising: Consumer’s Search Behaviors and Memory Effects
Xavier Drezé, François-Xavier Husscherr

5.8.3 How Conspicuous Packages Influence Consumers’ Visual Orientation and Memory
Johan de Heer

5.8.4 The Effects of Point-of-Sales Marketing on Consumer In-Store Search and Choice
Pierre Chandon, J. Wesley Hutchinson, Scott H. Young

Session 6

6.1 Interactive Marketing III

6.1.1 Improving the Accessibility of Websites by Higher Ranking in Search Engines
Jordi Haarman, Ed Peelen

6.1.2 Marketing of Tourism Services on the Internet: Investigating the Impact of Website Attributes on Hit Rate
Simon Best, Devashish Pujari

6.1.3 Personalised vs Standard Advertising on the Internet: Does it Work?
Stéphane Bourliataux-Lajoinie

6.1.4 The Commercial Use of Selection and Segmentation Techniques for Database Marketing
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George J. Avlonitis, Paulina Papastathopoulou

6.5.2 The Effect of Knowledge Management on New Service Development  
Chris Storey, David Kelley

6.5.3 City Marketing: Towards Marketing of Services  
Jan van 't Verlaat

6.5.4 The Adoption of Internet Financial Services: A Qualitative Study  
Nancy Jo Black, Andy Lockett, Heidi Winkhofer, Christine Ennew

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6.6.1 Constructing reliable and valid scales for environmental consciousness and environmentally friendly behaviour of consumers  
Irene Roozen, Patrick de Pelsmacker

6.6.2 The Effect of Stimuli Presentation on Customers Preferences and Sales Shares for Innovative Products  
Klaus Backhaus, Ekkehard Stadie, Thorsten Schmidt

6.6.3 Method Effects in Elicitation of Attributes: A Comparison of Four Techniques  
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6.6.4 Comparison of a Semi Parametric Utility Choice Model Estimated by Two Different Algorithms  
Makoto Abe, Yasemin Boztug, Lutz Hildebrandt

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Luiz Moutinho, Graeme Hutcheson

6.7.2 Vertical Price Leadership within a Channel: A Cointegration Study  
W. Erno Kuiper, Matthew T.G. Meulenberg

6.7.3 Triple Jeopardy for Store Brands - Disconfirming Evidence  
Byron Sharp, Erica Riebe

6.7.4 Internet as a New Channel to Market: Implications for International Marketing  
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<td>Enhancing Salespeople’ Effort toward Competitive Intelligence: The Necessary Attitudinal vs. Motivational Perspective</td>
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Friday May 26th

| EMAC General Assembly | 8:30 – 9:45 |
| Room: Forum (M3-15) |

<p>| Session 7 | 9:45 – 11:15 |
| Room: Santander (M2-11), Chair: Fred Langerak |
| Global New Product Development Programs: Pilot Studies of Success Factors in Industrial Goods and Services Firms | Ulrike de Brentani, Elko J. Kleinschmidt |
| Pricing Strategies and Practices of High-Technology Companies | Mai Antilla, Kristian Möller |
| Transvection Analysis- A Reverse Perspective on Distribution | Lars-Erik Gadde, Kaisa Hulthén, Ivan Snehota |</p>
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<td>The Contribution of the Brand Personality Construct to Explain Brand Loyalty Behavior</td>
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<td>Are Negative Perceptual Responses an Indicator of Customer Vulnerability / Switching?</td>
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| Marta Frasquet, Alejandro Molla, Irene Gil |
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| Kenneth R. Lord, Sanjay Putrevu |
| Room: Forum (M3-15). |
| Chair: Suzanne Beckmann |
| Fredrik Lange, Richard Wahlund |
| Fergus Bolger, Gerrit Antonides |
| Pascalle C.M. Govers, Jan P.L. Schoormans |
| Prashant Malaviya, Susan Jung, Brian Sternthal |
| Room: Santander (M2-11). |
| Chair: Veronica Wong |
| Roger Bennet, Helen Gabriel |
| Andrew D. Pressey |
| Arnt Buvik, Kjell Gronhaug |
| Ravipreet Sohi, Jean L. Johnson |</p>
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Retailer Attitude Matters! The case of the german carpet market

8.5.3 The Influence of Atmospherics in a Car Dealership: Measuring Customer Perceptions of a Change in the Selling Environment

8.6 Consumer Behavior IX

8.6.1 Environment Related Consumer Behaviour in a Macro-Cultural Perspective: An Anthropological Approach

8.6.2 Influences Affecting Consumers' Vegetarian-Oriented Attitudes and Behaviors

8.6.3 Reference Group Influence on Environmental Responsible Purchase and Disposal

8.6.4 Consumer Procrastination and Purchase Delay

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Room: Rochester (M2-10),
Chair: József Berács

Erica van Herpen,
Rik G.M. Pieters

Nicolaus Franke,
Andreas Unterreitmeier

Gary Reed, Vicky Story,
Louise Hurdley,
Jim Saker

Room: Forum (M3-15),
Chair: Johan van Rekom

Annemarie G. Christensen,
Suzanne C. Beckmann,
Alice Slater Christensen

Swinder Janda,
Phillip J. Trochcia, Dane Foster

Ynte K. van Dam

Denis Darpy