## **ANZMAC Annual Conference 2010**

Welcome to the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2010 - 'Doing More with Less'



Hosted by:

Date: Venue:

Conference Chairs: Conference Programme Chair: Conference Proceedings Editors: Publisher:

ISBN for Programme and Abstracts: ISBN for Proceedings: College of Business and Economics University of Canterbury 29 November - 1 December 2010 University of Canterbury, Christchurch, New Zealand Dr David Fortin and Dr Lucie K. Ozanne Dr David Fortin

Dr Paul Ballantine and Dr Jörg Finsterwalder Department of Management College of Business and Economics University of Canterbury 978-0-473-17819-2

978-0-473-17820-8



First Published 2010 By Department of Management, College of Business and Economics University of Canterbury For the ANZMAC 2010 Conference Edited by: Dr Paul Ballantine and Dr Jorg Finsterwalder Department of Management University of Canterbury ISBN: 978-0-473-17820-8 CONFERENCE SECRETARIAT The Conference Company PO Box 3727, CMSC Christchurch 8140 New Zealand Tel: +64 3 365 2217 Fax: +64 3 365 2247

This medium contains papers which have been accepted as fully refereed for the ANZMAC 2010 Conference. All papers have been subject to a double-bilnd peer reviewing process in accordance with DIISR requirements. ANZMAC WebSite: http://www.anzmac.org/

This content and any opinions expressed represent the views of the authors only. This publication is copyright. Apart from fair dealing for the purpose of private study, research, criticism or review as permitted under the Copyright Act, no part may be reproduced without prior written permission from the Publisher.

## **ANZMAC Annual Conference 2010**

- <u>Home</u>
- Welcome Messages
- <u>Overview</u>
- Papers
- <u>Tracks</u>
- <u>Sponsors</u>
- <u>Conference Committee</u>

<u>S</u>earch

## **ANZMAC Papers**

## $|\underline{A}|\underline{B}|\underline{C}|\underline{D}|\underline{E}|\underline{F}|\underline{G}|\underline{H}|\underline{I}|\underline{J}|\underline{K}|\underline{L}|\underline{M}|\underline{N}|\underline{O}|\underline{P}|\underline{Q}|\underline{R}|\underline{S}|\underline{T}|\underline{V}|\underline{W}|\underline{Y}|\underline{Z}|$

Papers listed by first author's last name.

## A | <u>BACK TO THE TOP</u>>

## Trade Me: The Building of an Offline Community

Abdul-Ghani, Eathar; Hyde, Kenneth F.; Marshall, Roger 07. Electronic Marketing

#### Identification of the Factor Components Influencing the Continued Use of Internet Banking By Australian Consumers

Adapa, Sujana 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### <u>Macro and Micro Thematic Categories Hindering Customer Adoption of Internet Banking in</u> <u>Australian Context</u>

Adapa, Sujana 15. Services Marketing

#### Strategic Phlanthropy in a Turkish Tourism Context

Akdemir, Atay; Atay, Lütfi; Marangoz, Mehmet; Hall, Edward John; Polonsky, Michael J; Viecili, Julian 05. Corporate Social Responsibility and Ethics

#### Passion for the Brand and Consumer Brand Relationships Albert Noel: Merunka Dwight: Valette-Florence Pierre

Albert, Noel; Merunka, Dwight; Valette-Florence, Pierre 01. Branding

Empirical Evidence on the Antecedences of Customer Loyalty Alfansi, Lizar; Nanere, Marthin; Admaja, Ferry Tema; D'Souza, Clare 15. Services Marketing

#### <u>Measuring Winery Cellar Door Servicescape: Testing the Validity of a Visual Content</u> <u>Analysis Approach</u>

Altschwager, Teagan; Habel, Cullen; Goodman, Steve 18. Tourism, Sports, Arts and Heritage Marketing

#### Influences on Survey Response Rates For Online Panels

Anderson, Katherine; Sharp, R. Anne; Reynolds, Scott 13. Marketing Research and Research Methodologies

#### The Profile of Bounce Backs in Online Panels and Implications for Representativeness

Anderson, Katherine; Sharp, R. Anne; Moore, Patrick 13. Marketing Research and Research Methodologies

#### The Temporal Construal of Work and Leisure Results in Illusory Daily Mood Patterns

Areni, Charles; Burger, Mitchell 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Representative but Irrelevant Arguments in Advertising

Areni, Charles 10. Marketing Communications

#### Exploring Patterns of Corporate Community Involvement in Social Impact Measurement

Arli, Denni; Cadeaux, Jack; Zappalà, Gianni 05. Corporate Social Responsibility and Ethics

### B | BACK TO THE TOP>

Causes of Consumer Complaint Behaviour in Saudi Arabia: A Proposed Framework Badghish, Saeed; Fletcher, Richard; Stanton, John 09. International Cross-Cultural Marketing

Strategic Options for Retailers for Branding Private Label Portfolios Bakker, Diederich 14. Retailing, Pricing and Personal Selling

#### Exploring Consumer's Propensity to Resist Marketers' Influences Banikema, Annie Stéphanie 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

Evaluating the Impact of the Dandenong Public Drinking Campaign Barrie, Lance; Jones, Sandra; Macik, Dona; Griffith, Peter 16. Social, Not-For-Profit and Sustainable Marketing

#### Sounding it out! Phonetic Symbolism and Children's Brand Name Preference

Baxter, Stacey; Lowrey, Tina 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Examining the Nature of Australian Child-directed Magazine Advertising

Baxter, Stacey; Perkins, Alicia 10. Marketing Communications

#### How Do Networks Schedule Program Promotions?

Beal, Virginia; Sharp, Byron 10. Marketing Communications

#### Modeling Perceived Value of Professional Business Services

Bell, Ralitza 15. Services Marketing

#### Evaluation of Social Marketing Communication in a Disaster Recovery Organisation

Bell, George; Quazi, Ali; Clayton, Peter 16. Social, Not-For-Profit and Sustainable Marketing

#### <u>Toddler Milk Advertising in Australia: The Infant Formula Ads We Have When We Don't</u> <u>Have Infant Formula Ads</u>

Berry, Nina; Jones, Sandra; Iverson, Don 05. Corporate Social Responsibility and Ethics

## Employee's Perceptions of Rebranding Process: Case Study of Rebranding of an Australian Supermarket Chain

Beus, Shenae; Matanda, Margaret Jekanyika 01. Branding

#### The Influence of Communication Sources on a Student's Evaluation of University Selection: <u>A Regional University Study</u>

Bilbe, Ashleigh; Rose, Janelle 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Promoting the Websites of Community-Based Organisations

Bingley, Scott; Burgess, Stephen; Hunter, M Gordon 16. Social, Not-For-Profit and Sustainable Marketing

#### A Conceptual Framework for Investigating Fish Consumption in Australia

Birch, Dawn; Lawley, Meredith 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Adopting Educational Technology to Enhance the Marketing Curriculum: Is it Worth the Effort?

Birch, Dawn; Sankey, Michael; Gardiner, Michael 11. Marketing Education

## Engagement with Social Media and Outcomes for Brands: A Conceptual Framework Bond, Camilla

04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Social Media Advertising: An Investigation of Consumer Perceptions, Attitudes, and Preferences for Engagement

Bond, Camilla; Ferraro, Carla; Luxton, Sandra; Sands, Sean 10. Marketing Communications

#### The Application of Neuro-Linguistic Programming in a Sales Process Context

Borg, Susanne; Freytag, Per 14. Retailing, Pricing and Personal Selling

## The Effect of a Chocolate Incentive on Sample Composition and Item Non-response in a Mail Survey

Brennan, Mike; Holdershaw, Judith; Macpherson, Terry 13. Marketing Research and Research Methodologies

#### Impulse Buying: A Comparison of Influences for Young and Adult Consumers

Brici, Natalie; Sullivan Mort, Gillian; Hodkinson, Chris 14. Retailing, Pricing and Personal Selling

#### Brand Love, Brand Image and Loyalty in Australian Elite Sport

Broadbent, Sarah; Bridson, Kerrie; Ferkins, Lesley; Rentschler, Ruth 18. Tourism, Sports, Arts and Heritage Marketing

## Don't Care about Service Recovery - Inertia Effects Buffer the Impact of Complaint Satisfaction

Brock, Christian; Blut, Markus; Evanschitzky, Heiner; Kenning, Peter 15. Services Marketing

<u>Key Drivers of Successful Marketing Strategy in Times of Recession Versus Growth</u> Brooksbank, Roger; Garland, Ron 17. Strategic Marketing

The Influence of Shopping Motivation, Optimum Stimulation Level, Perception of Store Atmosphere, and Satisfaction on Repatronage Intention Budisantoso, Tjong; Mizerski, Katherine 14. Retailing, Pricing and Personal Selling

#### C | <u>BACK TO THE TOP</u>>

Personal Values and Mall Shopping Behavior: The Mediating Role of Attitudes of Chinese and Thai Consumers Cai, Yuanfeng; Shannon, Randall 09. International Cross-Cultural Marketing

The Contribution of Salient Mall Attributes to Customer Satisfaction: an Importance-Performance Analysis Across Nations

Cai, Yuanfeng; Shannon, Randall 14. Retailing, Pricing and Personal Selling

<u>Creative Consumers: Awareness, Attitude + Action - Instrument + Preliminary Results</u> Campbell, Colin; Bethon, Pierrer; Pitt, Leyland; McCarthy, Ian 17. Strategic Marketing

Examining the Effects of Perceived Web Innovativeness in E-Retailing

Carlson, Jamie; O'Cass, Aron 07. Electronic Marketing

#### Enhancing Marketing Student Engagement Via Team-Based-Learning

Chad, Paul 11. Marketing Education

#### Introduction of Market Orientation into Charities, Easier Said than Done?

Chad, Paul; Kyriazis, Elias; Motion, Judy 16. Social, Not-For-Profit and Sustainable Marketing

#### Consumer Innovativeness and Chinese's Really New Product Adoption Behaviour

Chao, Chih-Wei; Reid, Mike 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Increasing Response Rates: You CAN Tell a Questionnaire by its Colour

Charbonneau, Jan; Brennan, Mike 13. Marketing Research and Research Methodologies

Making Sense of Consuming Less in a Culture of Excessive Alcohol Consumption: An Exploratory Study of the Neutralisation and Affirmation Techniques Used by British Students

Chatzidakis, Andreas; Piacentini, Maria; Banister, Emma 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### An Exploratory Study Investigating the Dimensions Influencing Consumers' Purchase Intentions Relating to Organic Food in Urban China

Chen, Jue; Lobo, Antonio 09. International Cross-Cultural Marketing

## Conceptual and Semantic Analysis in Ambush Marketing Utilizing LEXIMANCER Software Tool

Chen, Ning 18. Tourism, Sports, Arts and Heritage Marketing

## The Construction of Place Citizenship Behaviour: From a Resident Perspective

Chen, Ning; Dwyer, Larry 18. Tourism, Sports, Arts and Heritage Marketing

## <u>Timing of New Brand Entry and New Brand Performance: A Conceptual Framework and Research Propositions</u>

Chmielewski, Danielle 17. Strategic Marketing

## Targeting Gay Men: The Cryptic Marketing Approach

Choong, Kelly 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Can a Focus on Study Outcomes Make Gleeful Students? Examining Study Outcomes' Mediating Effects on Student Experience and Satisfaction

Chuanuwatanakul, Pattamaporn; Quintal, Vanessa Ann; Shanka, Tekle 11. Marketing Education

#### Inattentional Learning of Brand Associations

Chylinski, Mathew; Lau, William 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## The Evolution of the Relationships Between Product Attributes in Determining Consumers' Behavioural Loyalty

Corsi, Armando Maria; Rungie, Cam 12. Marketing Metrics and Modelling

## D | <u>BACK TO THE TOP</u>>

## Do Students Know Best When it Comes to Assessment? A Best/Worst Analysis of Assessment Choices

D'Alessandro, Steven; Winzar, Hume 11. Marketing Education

## Got any Piggy Sound Effects? Always Amusing. Oink Moo Quak' Exploring Consumer Interactivity in Response to Campaigns Coupling Ubiquitous Media

Davis, Robert; Tiseli, Tuna 07. Electronic Marketing

#### Exploring Entrepreneurship in Developing Countries: The Case of Vanuatu

Davis, Robert; Tiseli, Tuna; Solomona, Malama 08. Entrepreneurship, Innovation and New Product Development

## Exploring Entrepreneurship in Tonga: Factors that Constrain and Promote Entrepreneurial Activity

Davis, Robert; Solomona, Malama 08. Entrepreneurship, Innovation and New Product Development

#### Exploring Service Industry Culture Transformation as a Consequence of Legislative Change: The Case of the Real Estate Agents Act 2008

Davis, Robert; Crotty, Mary; Hawkins, Roger 15. Services Marketing

## The Role of Gender in Determining Season-ticket Holder Satisfaction

Davis, Patrick; McDonald, Heath; Karg, Adam 18. Tourism, Sports, Arts and Heritage Marketing

#### An Exploration of Business Communication Course Design

Dawson, Bonnie; Caddy, Ian 11. Marketing Education

## Implementing Market Orientation in Large Multi-Divisional Organisations

de Leon, Maria-Teresa; Uncles, Mark 17. Strategic Marketing

#### Cultural Pluralism as a Consumption Behaviour

Demangeot, Catherine; Sankaran, K. 09. International Cross-Cultural Marketing

#### International Student Learning and Avatar Collaboration in an Immersive World

Demangeot, Catherine; Ramsay, Howard 11. Marketing Education

Children's Selection of Fruit and Vegetables in a "Dream versus Healthy' Lunch-box Survey Dresler-Hawke, Emma; Whitehead, Dean; Jin, Ying 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Accessing Fruit and Vegetable Consumption Behaviours in Children - Visual Evaluation Techniques

Dresler-Hawke, Emma; Parker, Leigh 13. Marketing Research and Research Methodologies

#### Building Customer-Equity in Supermarket Retailing

Dwivedi, Abhishek; Merrilees, Bill; Miller, Dale; Herington, Carmel 14. Retailing, Pricing and Personal Selling

## E | <u>BACK TO THE TOP</u>>

#### Demographic Bases of Word of Mouth

East, Robert; Lomax, Wendy 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Keep It Simple: Easy Ways To Estimate Choice Models For Single Consumers

Ebling, Christine; Frischknecht, Bart; Louviere, Jordan 12. Marketing Metrics and Modelling

## The Structure of Customer Behaviour among University Students

Eisingerné Balassa, Boglárka 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Problem-Solution Framing: A New Look at Framing Effects in Advertising

El Jurdi, Hounaida; Fernandez, Karen 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## Sports Sponsorship in Athletics: The Athlete's Perspective

Ennis, Sean; Marck, Michael; Crawford, Catherine 18. Tourism, Sports, Arts and Heritage Marketing

## F | <u>BACK TO THE TOP</u>>

A Competitive Positioning Analysis of UK Universities Fahy, John; DeLuca, Luigi; Hooley, Graham 16. Social, Not-For-Profit and Sustainable Marketing

<u>Understanding the Role of Service Quality, Customer Involvement and Rapport on Overall</u> <u>Satisfaction in Bangladesh Banking Service</u> Fatima, Johra; Razzaque, Mohammed

15. Services Marketing

#### The Impact of Marketing Services on Loyalty and Return Business Qualitative Approach

Fazel, Hesham; Guo, Wenxia; Qiu, Pingping 17. Strategic Marketing

#### Retailers' Adoption of Multiple Channels for Transaction: The interplay of Innovation, Market Orientation and Organisational Capabilities

Ferraro, Carla; Sands, Sean 14. Retailing, Pricing and Personal Selling

#### Cosmopolitan Communities

Figueiredo, Bernardo; Cayla, Julien 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Cosmopolitan Transcultures

Figueiredo, Bernardo; Cayla, Julien 09. International Cross-Cultural Marketing

## It's about Me, You, You and You...: Social and Task-oriented Customer Engagement in a Group Service Encounter

Finsterwalder, Jörg; Kuppelwieser, Volker 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## Community Engagement and the International Student Experience: A Definition

Fleischman, David; Lawley, Meredith; Raciti, Maria 11. Marketing Education

## An Examination of Outcome Expectancies of Physical Activity as a Function of Stage of Change

Forbes, Sarah; Robertson, Kirsten; Lawson, Rob 16. Social, Not-For-Profit and Sustainable Marketing

## Using Social Marketing to Improve Community Cohesion: An Evaluation of an Innovative Communications Training Programme in the East End of London Fowlie, Julie; Wood, Matthew

16. Social, Not-For-Profit and Sustainable Marketing

#### Insights into the Barriers and Motivators Impacting Chlamydia Screening Rates amongst Male Students

Fowlie, Julie; Wood, Matthew; Reuter, Julian 16. Social, Not-For-Profit and Sustainable Marketing

Effective Returns Management: Enhancing Retailer-Supplier Relationships Frankel, Robert; Mollenkopf, Diane; Russo, Ivan 02. Business Relationships and Networks

#### Does Firm Location Influence the Export Performance of Australian SMEs? Freeman, Joanne; Lawley, Meredith; Styles, Chris 02. Business Relationships and Networks

#### Critical Friends: Reflections on Peer Review of Teaching

Fulcher, Patricia; Paull, Megan 11. Marketing Education

### G | <u>BACK TO THE TOP</u>>

#### <u>Materialism and Cultural Orientation: The Role of Vertical/Horizontal Individualism within</u> and across Cultures

Garbarino, Ellen; Lee, Julie A.; Soutar, Geoffrey N. 09. International Cross-Cultural Marketing

#### UK Expatriate Self Identity and the UK Election: A Working Paper

Garry, Tony; Roper, Stuart 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### <u>Building Friendships and Relationships: The Role of Conversation in Hairdressing Service</u> <u>Encounters</u> Garzaniti, Ivana; Pearce, Glenn; Stanton, John

15. Services Marketing

#### New Zealand Niche Export Marketers: Critical Success Factors

Gendall, Phil; Charbonneau, Jan; Henricksen, Brody 09. International Cross-Cultural Marketing

## Evaluating Tobacco Branding: Implications for Tobacco Control

Gendall, Phil; Hoek, Janet; Gifford, Heather; Pirikahau, Gill; Pene, Gina; McCool, Judith; Edwards, Richard; Thomson, George 16. Social, Not-For-Profit and Sustainable Marketing

#### Service Co-creation: Different Meanings for Different Players

Gill, Liz; White, Lesley; Cameron, Ian 15. Services Marketing

#### Interaction of Trust with Transaction Cost Factors on Foreign Entry Mode Choice

Gilmore, Andrew; D'Souza, Clare; Quazi, Ali 06. Distribution Channels and Supply Chain Management

#### Exploring the Emotional Antecedents and Interactions on Nurses' Job Satisfaction, Coworker Support and Customer Orientation

Gountas, Sandra; Gountas, John 15. Services Marketing

#### Motives of Touring Independent Travellers

Gountas, John; Gountas, Sandra 18. Tourism, Sports, Arts and Heritage Marketing

#### Keeping the Faith! An Agenda to Investigate the Decline in Spiritually Based Communities

Granger, Karen; Habel, Cullen; Veale, Roberta 16. Social, Not-For-Profit and Sustainable Marketing

#### Predicting Online Consumer Information Needs Using Heuristics

Grant, Robert; Clarke, Rodney J.; Kyriazis, Elias 07. Electronic Marketing

Audience Satisfaction with Television Drama: A Conceptual Model

Gray, David; Dennis, Don 10. Marketing Communications

#### The Influence of Student Engagement Levels on Satisfaction and Behavioural Intentions

Gray, David; Daymond, Jarryd 11. Marketing Education

### To Blend or Not to Blend? Synchronous and Asynchronous Teaching Perspectives in Online Marketing Education

Greenland, Steven; Ho, Henry 11. Marketing Education

#### Doing More with Less? Comparing the Effectiveness of Traditional versus Technology-Based and Participant Media Communication

Gruner, Richard; Lukas, Bryan; Homburg, Christian 10. Marketing Communications

## <u>Targeting Support to Growth Businesses in a Resource Constrained Environment: Evidence</u> <u>Favour the Use of a Mixed Approach</u>

Gunaratne, Asoka 08. Entrepreneurship, Innovation and New Product Development

## The Co-creation Fairytale: What's Behind it and How Companies Can Benefit from it

Gutknecht, Stefanie; Doerflinger, Tim; Froschauer, Malte; Voth, Anna 13. Marketing Research and Research Methodologies

## H | BACK TO THE TOP>

#### The Eight Faces of Risk in Entrepreneurial Research

Hamlin, Robert08. Entrepreneurship, Innovation and New Product Development

#### Why Small Samples Can Increase Accuracy

Hamlin, Robert 13. Marketing Research and Research Methodologies

## An Investigation of the Antecedents for Participation in Malaysian-hosted Online Discussion Forums: Preliminary Results

Haron, Hazliza; Abdur Razzaque, Mohammed 07. Electronic Marketing

#### Art Entrepreneurs and the Need for Entrepreneurial Marketing

Hausmann, Andrea 18. Tourism, Sports, Arts and Heritage Marketing

#### Employability and Marketing Education: Insights from the United Kingdom

Heffernan, Troy; Feng, Weizhe; Angell, Robert; Fang, Yan 11. Marketing Education

The Identification of Marketing Focused Employability Attributes for Graduates in China Heffernan, Troy; Feng, Weizhe; Angell, Robert; Fang, Yan 11. Marketing Education

## Modelling the Dynamics of Relations and Networks in B2B Markets - First Steps of a Research Project

Held, Fabian; Marks, Robert; Wilkinson, Ian; Young, Louise 02. Business Relationships and Networks

#### Managerial Service Experience in Public Service Innovation

Helkkula, Anu 15. Services Marketing

#### Organic Food: How Choice of Retail Outlet Determines Purchase Behavior

Henryks, Joanna; Pearson, David 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Adopting Self Service Technology to Do More with Less

Hilton, Toni; Hughes, Tim; Little, Ed; Marandi, Ebi 15. Services Marketing

## Business Service Innovation: A Preliminary Conceptual Framework of Success Drivers

Ho, Joanne; Lu, Vinh08. Entrepreneurship, Innovation and New Product Development

#### The Role of Physical Attractiveness in Marketing Education: An Exploratory Study

Ho, Henry; Mulyanegara, Riza 11. Marketing Education

## The Influence of Service Culture on Customer Service Quality: Local vs. Foreign Service Firms in Emerging Markets

Hoang, Hung; Rao Hill, Sally; Lu, Vinh 15. Services Marketing

#### When Less Is More: Branding, Plain Packaging and Young Adult Smokers

Hoek, Janet; Wong, Christiane; Gendall, Phil; Louviere, Jordan; Cong, Karen 01. Branding

#### If 1P = 103 W, What Does B=0 Mean?

Hoek, Janet; McCool, Judith; Gendall, Phil; Gifford, Heather; Pirikahu, Gill; Edwards, Richard; Thomson, George; Pene, Gina 05. Corporate Social Responsibility and Ethics

#### The Customer Engagement/Value Interface: Conceptual Model + Research Implications

Hollebeek, Linda 15. Services Marketing

#### Social Supermarkets: Typology within the Spectrum of Social Enterprises

Holweg, Christina; Lienbacher, Eva; Schnedlitz, Peter 16. Social, Not-For-Profit and Sustainable Marketing

#### Implementing Whole of Chain Analyses for the Seafood Industry: A Toolbox Approach

Howieson, Janet; Lawley, Meredith 06. Distribution Channels and Supply Chain Management

#### Strategic Marketing of Educational Institutions

Huang, Hsun (Tony); Binney, Wayne; Hede, Anne-Marie 11. Marketing Education

## Exploring the Potential Impact of Culture and Language Issues on the Application of Internal Marketing

Huang, Yu-Ting; Rundle-Thiele, Sharyn; King, Ceridwyn 15. Services Marketing

## It's a Family Affair: Mothers, Daughters and Siblings Shopping Experiences

Huddleston, Patricia; Schrader, Jodi; Minahan, Stella 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Market Orientation, Innovation Capability and Business Performance: Insights from Different Phases of the Business Cycle

Huhtala, Juho-Petteri; Jaakkola, Matti; Frösén, Johanna; Tikkanen, Henrikki; Aspara, Jaakko; Mattila, Pekka

17. Strategic Marketing

<u>The Influence of Donation Magnitude and the Donation Recipient on Consumer Attitude</u> toward the Offer and Participation Intentions in Cause-Related Marketing Human, Debbie; Terblanche, Nic 16. Social, Not-For-Profit and Sustainable Marketing

## I | BACK TO THE TOP>

Jerry Seinfeld: Exploring Human Brand Associations Ilicic, Jasmina; Webster, Cynthia M. 01. Branding

## J | <u>BACK TO THE TOP</u>>

## Behavioural Dimensions of Financial Decisions From a Chronically Poor Rural Area of Bangladesh

Jackson, Laurel; Low, David 05. Corporate Social Responsibility and Ethics

## The Shopping Behaviors of Fashion Innovative Thai Consumers

Jantarat, Jaratchwahn; Laisawat, Sarinya; Shannon, Randall 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## The Effect of Fashion Involvement on Shopping Behaviors: An Exploratory Study in Thailand

Jantarat, Jaratchwahn; Laisawat, Sarinya; Shannon, Randall A. 09. International Cross-Cultural Marketing

#### The Impact of Product Repeat Purchasing on Supply Chain Strategy

Jarvis, Wade; Golicic, Susan 06. Distribution Channels and Supply Chain Management

#### Doing Well By Doing Good with Corporate Volunteering Programs

Johnson, Claire; Quester, Pascale; Plewa, Carolin 16. Social, Not-For-Profit and Sustainable Marketing

## Alcohol Energy Drinks: Is it Time for the Alcohol Industry to Demonstrate some Corporate Social Responsibility?

Jones, Sandra 05. Corporate Social Responsibility and Ethics

#### Point-of-sale Alcohol Promotions in the Perth and Sydney Metropolitan Areas

Jones, Sandra; Barrie, Lance 05. Corporate Social Responsibility and Ethics

#### <u>Process Evaluation of an Innovative Sun Protection Intervention Targeting Adolescents</u> Jones, Sandra; Johnson, Keryn; Iverson, Don; Thom, Jeffrey 16. Social, Not-For-Profit and Sustainable Marketing

## K | <u>BACK TO THE TOP</u>>

## Brand Authenticity: Scale Development and Validation

Kadirov, Djavlonbek 01. Branding

Firm-Level Factors Associated with Export Performance Kahiya, Eldrede; Dean, David; Heyl, Jeff 09. International Cross-Cultural Marketing

Incidence and Factors Influencing Brand Trial in the Whisky Market Kapulski, Natasha; Bogomolova, Svetlana; Lockshin, Larry 01. Branding

Application + Procedure of Grounded Theory: Gaining Insight into Brand Choices Kapulski, Natasha; Villani, Christopher; Bogomolova, Svetlana 13. Marketing Research and Research Methodologies

When The Packaging Tells More About The Unfamiliar Brands: A Cross-Cultural Research With American and French Consumers Karsaklian, Eliane

09. International Cross-Cultural Marketing

#### Indigenous Intellectual Property Rights: Ethical Insights

Kennedy, Ann-Marie; Laczniak, Gene 05. Corporate Social Responsibility and Ethics

#### Examination of the Effects of Corporate Sponsorship on Employees of the Sponsor

Khan, Aila; Stanton, John 10. Marketing Communications

#### Relational Effects of Supplier Communication upon Distributor Commitment

Kingshott, Russel PJ; Pickering, Paul 06. Distribution Channels and Supply Chain Management

#### <u>Targeting Key Influentials for Direct Marketing Activities in Social Networks: Methodical</u> Progress and an Application

Klaus, Martin; Schwerdtfeger, Jörg; Wagner, Ralf 07. Electronic Marketing

#### Doing More with Less: Understanding the Contributions of Regional Art Gallery Members

Kleinschafer, Jodie; Dowell, David; Morrison, Mark 18. Tourism, Sports, Arts and Heritage Marketing

#### Negotiating Stigmas: Contributions from A Narrative Approach

Koivisto, Elina Maria; Toyoki, Sammy; Salo, Jari; Sihvonen, Antti 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### <u>Perceived Customer Value from an Ecological Perspective: Conceptual Thoughts, Qualitative</u> <u>Findings and Proposed Research Agenda</u>

Koller, Monika; Floh, Arne; Zauner, Alexander; Viola, Loredana 17. Strategic Marketing

## Retail Analytics in the Context of 'Segmentation, Targeting, Optimisation' of the Operations of Convenience Store Franchises

Kolyshkina, Inna; Nankani, Ekta; Simoff, Simeon; Denize, Sara 14. Retailing, Pricing and Personal Selling

## Predicting Faculty Membership - Application of Student Choice Logit Model

Kopanidis, Foula 11. Marketing Education

#### The Dark Side of Brand Equity

Korkofingas, Con; Ang, Lawrence 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Spill-over: The Effects of Product Recall on Private Labels versus National Brands

Korkofingas, Con; Ang, Lawrence 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

<u>The Influence of Product Placement Prominence on Consumer Attitudes and Intentions: A</u> <u>Theoretical Framework</u> Kozary, Ben; Baxter, Stacey 10. Marketing Communications

#### Return on Marketing Investments in Two-Sided Markets

Kraemer, Tim; Hinz, Oliver; Skiera, Bernd 07. Electronic Marketing

#### Health Lifestyle in Pregnancy: How Women See It

Krisjanous, Jayne; Thirkell, Peter 16. Social, Not-For-Profit and Sustainable Marketing

#### "I Really still Care about my Teaching": The Impact of Breaches of the Psychological Contract upon Academic Staff within an Australian University

Krivokapic-Skoko, Branka; O'Neill, Grant; Dowell, David 11. Marketing Education

#### The Impact of Service Failures and Recovery in the Hotel Industry on Destination Image

Kuenzel, Sven; Katsaris, Nektarios 18. Tourism, Sports, Arts and Heritage Marketing

#### Strategic Options in a Fragmented Sport Media World

Kunz, Reinhard; Woratschek, Herbert 18. Tourism, Sports, Arts and Heritage Marketing

#### <u>I Can't Get No Satisfaction? - How Different Roles in Customer Groups Influence</u> <u>Satisfaction with the Service</u>

Kuppelwieser, Volker; Finsterwalder, Jörg; Tuzovic, Sven; Simpson, Merlin 15. Services Marketing

#### Detecting Attribute by Covariate Interactions in Discrete Choice Model

Kwak, Kyuseop; Wang, Paul; Louviere, Jordan 13. Marketing Research and Research Methodologies

## L | <u>BACK TO THE TOP</u>>

How Word of Mouth Behaviour Changes Across Different Types of Services Lang, Bodo 15. Services Marketing

#### The Roles of Consumers' Need for Uniqueness and Status Consumption in Haute Couture Luxury Brands

Latter, Chelsey; Phau, Ian; Marchegiani, Chris 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Luxury and Haute Couture in the Generation Y Market: Consumers' Need for Uniqueness and Status Consumption

Latter, Chelsey; Phau, Ian; Marchegiani, Chris 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### What Determines Mobile Banking Non-adoption?

Laukkanen, Tommi; Cruz, Pedro 07. Electronic Marketing

#### Personal Values and Energy Efficiency

Lawson, Rob; Mirosa, Miranda; Gnoth, Daniel; Hunter, Amy 16. Social, Not-For-Profit and Sustainable Marketing

#### Multitier Brand Influence on Premium Private Label Products

Lee, Jong-Ho; Garrett, Tony; Lee, Sungku 01. Branding

#### Against Medical Advice: The Anti-consumption of Vaccines

Lee, Michael SW; Male, Mike 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## The Role of Parents in Children's Overseas Education Institution Choices: A Study of Chinese Families

Lee, Christina; Morrish, Sussie 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### An Investigation of Viewer's Perception and Acceptance of Digital Signage

Lee, Maria R.; Lan, Yi-Chen 07. Electronic Marketing

#### Consumers Who Don't Want to Look for Information

Lee, Alvin; Chua, Hui Min; Wang, ShaSha 10. Marketing Communications

#### Examining the Antecedents and Structure of Festival Loyalty

Lee, Jenny (Jiyeon); Kyle, Gerard 18. Tourism, Sports, Arts and Heritage Marketing

#### Destination Personality: Cross-country Comparisons

Lee, Julie; Soutar, Geoff; Quintal, Vanessa 18. Tourism, Sports, Arts and Heritage Marketing

#### The Effect of Food Toppings on Calorie Estimation and Consumption Volume

Lei, Jing; Jiang, Ying 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

Examining the Antecedents of Store Brand Purchase Intention: A Contingency Approach Leong, Sun May; Yap, Sheau Fen; Liew, Kok Hong 01. Branding

Exploring the Role of Putative Human Pheromones in Consumer Behaviour Li, Colin; Chylinski, Mathew 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### A Proposed Study on Illegal Downloading of Video Games

Liang, Johan; Phau, Ian 07. Electronic Marketing

#### An Empirical Research of Willingness to Purchase Generic Prescription Medicines

Liang, Johan; Phau, Ian 16. Social, Not-For-Profit and Sustainable Marketing

#### The Impact of Emotion on Effective Packaging for Consumer Goods

Liao, Lewis Xinwei; Lockshin, Larry; Kennedy, Rachel; Corsi, Armando 10. Marketing Communications

Short three-line Advertisements Reveal Lots of Online Marketing Learning Ling, Peter 11. Marketing Education

## Evaluating Consumer Response Associated with Sponsorship of Major Sporting Events in Australia

Lobo, Antonio 18. Tourism, Sports, Arts and Heritage Marketing

#### One Plus One Equals Three; Proactive Partnering Multiplies CSR Benefits

Lodge, Elizabeth; Binney, Wayne; Lloyd-Walker, Beverley 05. Corporate Social Responsibility and Ethics

#### <u>The Relative Importance of Sustainability, Quality Control Standards and Traceability for</u> <u>Wine Consumers: a Cross-national Segmentation</u>

Loveless, Kellie; Mueller, Simone; Lockshin, Larry; Corsi, Armando Maria 16. Social, Not-For-Profit and Sustainable Marketing

## M | <u>BACK TO THE TOP</u>>

Effects of the Perceived Quality of the Bonus Compensation System on the Key Account Manager Job Performance Mahlamäki, Tommi; Leppänen, Marja; Mikkola, Toni

02. Business Relationships and Networks

#### Public Attitudes towards the "Customer" Metaphor in Social Institutions: An Exploratory Study in Hong Kong and Singapore

Mak, Angela Ka Ying; Leung, Vivien; Hutton, James 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

Emotional and Rational Homepage Content: Separate Dimensions rather than a Continuum Manirujjaman, MD; Polonsky, Michael; Robertson, Nichola 07. Electronic Marketing

How the Economic Downturn has Affected Personal Selling Strategies Marck, Michael; Ennis, Sean; Crawford, Blair 14. Retailing, Pricing and Personal Selling

#### Networks and Networking: What's Social and What's Business?

Marroun, Sana; Young, Louise 02. Business Relationships and Networks

#### Undergraduate Marketing Students' Preferred Class and Assessment Activities

Marroun, Sana; Thompson, Megan 11. Marketing Education

#### Marketing Student Perceptions of Market Research as a Career Option

Marshall, Al 13. Marketing Research and Research Methodologies

#### Does Understanding of Network Context by Actors Really Matter? Martin, Simon; Palakshappa, Nitha; Benson-Rea, Maureen

02. Business Relationships and Networks

## An Empirical Test of the Information Processing and Socio-political Perspectives in New Product Development Projects

Massey, Graham; Kyriazis, Elias 08. Entrepreneurship, Innovation and New Product Development

## Gender Differences in the Customer Service Understanding of Frontline Employees

Mathies, Christine; Burford, Marion 15. Services Marketing

#### <u>The Impact of Culture on Brand Loyalty - A Study of the Young Affluent Chinese</u> Mattison Thompson, Frauke; Newman, Alex; Liu, Martin 09. International Cross-Cultural Marketing

#### 'Future Money' and its Impact on the Attitudes of Young Chinese towards Saving

Mattison Thompson, Frauke; Worthington, Steve 09. International Cross-Cultural Marketing

#### Alcohol Use within the Sibship

McAndrew, Ryan; Russell-Bennett, Rebekah; Rundle-Thiele, Sharyn 16. Social, Not-For-Profit and Sustainable Marketing

#### Labelling Salt and Food Choice: Why Less is More

McLean, Rachael; Hoek, Janet; Mann, Jim 16. Social, Not-For-Profit and Sustainable Marketing

#### <u>There's a Fly in my Soup: The Influence of Service Guarantees and Personal Requests on</u> <u>Customer Voice</u> McQuilken, Lisa; Robertson, Nichola

15. Services Marketing

#### Assessing the Validity of Brand Equity Constructs: A Comparison of Two Approaches

Menictas, Con; Wang, Paul; Louviere, Jordan 13. Marketing Research and Research Methodologies

## Examining the Role of Value Offering in Creating Competitive Advantages for Street Food Vendors against Restaurants in Mumbai, India

Meshram, Kanika; O'Cass, Aron 17. Strategic Marketing

## Integration of Technology Perceptions in Discrete Choice Experiments: Connecting CBC and TAM via the No-Choice-Option

Messerschmidt, Christian M.; Lilienthal, Markus; Skiera, Bernd 12. Marketing Metrics and Modelling

#### Market Validation in the Context of New High-tech Ventures

Miles, Morgan; Little, Victoria; Brookes, Richard; Morrish, Sussie 17. Strategic Marketing

Doing More With Less: Toward A Parsimonious Approach to Examining Brand Luxury Miller, Karen; Mills, Michael 01. Branding

#### Online Social Networks and Friending Behaviour: A Self-Determination Theory Perspective

Miller, Lucy; Prior, Daniel 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Marketing Practices of Tropical Fruits Producers and Exporters: A Comparison between Malaysia, Indonesia and Thailand

Mohd Yasin, Norjaya; Abd. Aziz, Norzalita; Ahmas, Azhar 17. Strategic Marketing

## Value System Innovation in a Stagnant Industry

Möller, Kristian; Laukkanen, Mikko; Salo, Jari 02. Business Relationships and Networks

#### Country or University: How Do Chinese Students and Parents Choose an International Tertiary Education Provider?

Morrish, Sussie; Lee, Christina 17. Strategic Marketing

<u>Gender Differences and Store Characteristics: A Study of Australian Supermarket Consumers</u> Mortimer, Gary; Clarke, Peter 14. Retailing, Pricing and Personal Selling

#### Website Globalisation: Analysis of Australian, Chinese and New Zealand University Websites

Moura, Francisco; Deans, Kenneth R.; Xie, Jinhong 07. Electronic Marketing

Exploring Consumer Choices in Shopping for Authentic and Counterfeit Goods Munshaw-Bajaj, Neha; Steel, Marion 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Fairly Sold? 'Doing More' With Fair Trade Coffee in Cafes

Murphy, Andrew; Jenner-Leuthart, Ben 14. Retailing, Pricing and Personal Selling

## N | BACK TO THE TOP>

 'Building-Up' versus 'Paring-Down' Customisation Strategies: The Influence of Recommendations Made by the Firm On Consumer Decision Making
Nagpal, Anish; Coker, Brent
O3. Consumer Behaviour (A) Empirical Studies and/or Experiments

## Gender Differences in Non-Users' Attitude towards WIG-Cellphone Banking

Nel, Jacques; Raleting, Tsietsi 07. Electronic Marketing

#### Customer Equity Drivers in Prepaid and Postpaid Airtime Markets

Nel, Deon; Lester, Laurence; Chan, Anthony; Pitt, Leyland 17. Strategic Marketing

#### I Don't Like it so I Don't Buy it - Negative Perceptions and Private Label Brands

Nenycz-Thiel, Magda; Winchester, Maxwell 01. Branding

## The Importance of Mobile Phone Applications to Young Consumers: An Exploratory Study in Malaysia

Ng, Poh Yen; Voges, Kevin; Goi, Chai Lee 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Relationship Marketing Orientation and Customer Satisfaction: Evidence from Vietnam

Ngo, Liem; Le, Hau Nguyen; Lee, Jenny Ji-Yeon 09. International Cross-Cultural Marketing

#### Job Satisfaction as a Mediator of the Effects of Psychological Climate Perceptions on Job Performance in Service Firms

Ngo, Liem; Mathies, Christine 15. Services Marketing

## Accuracy in Word of Mouth Valence Classification: Coder versus Respondents

Nguyen, Cathy; Romaniuk, Jenni 10. Marketing Communications

Consumer Investments in Socially Responsible Mutual Funds: Is Customer Satisfaction Dependent on Financial Return or on Social, Environmental and Ethical Quality? Nilsson, Jonas; Jansson, Johan 05. Corporate Social Responsibility and Ethics

#### The Continuum of Influences on Caregivers: A Social Marketing Study of Childhood Obesity

Norton, Julie; Raciti, Maria 16. Social, Not-For-Profit and Sustainable Marketing

## O | <u>BACK TO THE TOP</u>>

#### Firm Advocacy Strategy: The Role of Issue Selection and Consumer Mobilisation

O'Brien, Ingrid; Jarvis, Wade; Soutar, Geoff 05. Corporate Social Responsibility and Ethics

#### Behavioural Clusters in Online Learning

Olaru, Doina; Purchase, Sharon; Letch, Nick 11. Marketing Education

#### The Differential Effects of Retail Attribute on Utilitarian versus Hedonic Shopping Value

Olsen, Svein Ottar; Skallerud, Kåre 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### The Impact of Alcohol Advertisement Elements on Underage Youth Ad Liking and Desire to Try the Brand

Ouschan, Robyn; Fielder, Lynda; Donovan, Rob 16. Social, Not-For-Profit and Sustainable Marketing

## P | <u>BACK TO THE TOP</u>>

Growth Willingness and Market Orientation as Antecedents of Brand Orientation Párdányi, Szandra; Tuominen, Sasu; Reijonen, Helen; Laukkanen, Tommi 01. Branding

Cost as a Barrier to Eating Fruit and Vegetables: A Service Design Approach Parker, Leigh; Dresler-Hawke, Emma 13. Marketing Research and Research Methodologies

## The Role of Mother-centred Factors Influencing the Complex Social Behaviour of Breastfeeding: Social Support and Self-efficacy

Parkinson, Joy; Russell-Bennett, Rebekah; Previte, Josephine 16. Social, Not-For-Profit and Sustainable Marketing

Do You Need to Change Your Store Atmosphere? Parsons, Andrew; Wilkinson, Helene 14. Retailing, Pricing and Personal Selling

## The E-Novation Project: E-Marketing 2.0 and Beyond

Pattinson, Hugh 07. Electronic Marketing

## Sustainable Consumption in Australia: What Do Generation Y Consumers Know about their Food Choices?

Pearson, David; Henryks, Joanna; Rowe, Pia 16. Social, Not-For-Profit and Sustainable Marketing

## Identification in Popular Music: A Netnographic Exploration of Online Fan Communities

Perkins, Alicia 18. Tourism, Sports, Arts and Heritage Marketing

#### An Exploratory Study into Influence of Corporate Social Responsibility on Consumer Price Sensitivity

Petricevic, Tatjana; Bell, Ralitza 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Distinctive Elements in Packaging (FMCG): An Exploratory Study

Piñero, Maria A; Lockshin, Larry; Kennedy, Rachel; Corsi, Armando 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Assessing Connectivity in ICT-Driven Consumer Empowerment

Pires, Guilherme; Rita, Paulo; Stanton, John 07. Electronic Marketing

#### Market Orientation and Mode of Focus: An Exploration

Pitt, Leyland; Terblanche, Nic; Nel, Deon; Halvorson, Wade; Crittenden, Victoria; Hair, Joseph; Rundle-Thiele, Sharyn; Heinrich, Daniel; Lefroy, Kathryn; Parent, Michael; Toma, Boris

17. Strategic Marketing

## A Hierarchical Model of Virtual Experience (VE) and Its Influence on Customer Perceived Value and Loyalty

Piyathasanan, Bhuminan; de Ruyter, Ko; Wetzels, Martin; Patterson, Paul; Mathies, Christine 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### <u>Understanding Barriers to Blood Donation by Sub-Saharan African Migrants and Refugees:</u> <u>Preliminary Focus Group Results</u>

Polonsky, Michael; Renzaho, Andre; Brijnath, Bianca 16. Social, Not-For-Profit and Sustainable Marketing

#### Survey Completion Speed of Online Panellists - The Role of Demographics and Experience Polonsky, Michael; Vocino, Andrea

13. Marketing Research and Research Methodologies

Webethnography: A Typology of Online Contexts and Consequent Research Implications

Prior, Daniel; Miller, Lucy 13. Marketing Research and Research Methodologies

## Q | <u>BACK TO THE TOP</u>>

#### Decomposing Country of Origin for Services: A Conceptual Model

Quester, Pascale; Veale, Roberta 09. International Cross-Cultural Marketing

## R | <u>BACK TO THE TOP</u>>

#### Does Relationship Marketing Stem First-Year Student Attrition? Raciti, Maria 11. Marketing Education

#### Parental Control and Teenagers Television Involvement in a Developing Country

Rahman, Syed; Haq, Md. 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Using Targeted Marketing to Increase Foster Carers: Making Smarter Use of Limited Marketing Dollars

Randle, Melanie; Dolnicar, Sara 16. Social, Not-For-Profit and Sustainable Marketing

#### The Use of Positive Versus Negative Appeals for Foster Care Advertisements

Randle, Melanie; Dolnicar, Sara 16. Social, Not-For-Profit and Sustainable Marketing

## <u>The Effect of Accent of Service Employee on Customer Service Evaluation: The Role of</u> <u>Customer Emotions</u>

Rao Hill, Sally; Tombs, Alastair 15. Services Marketing

A Novel Romance: Conceptualising Emotional Attachment as a Barrier to Adoption Read, Wayne; McQuilken, Lisa; Robertson, Nichola 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

International Students' Perception of the Australian Tertiary Learning Environment Ringer, Allison; Volkov, Michael; Bridson, Kerrie 11. Marketing Education

## <u>Cultural Diversity in the Modern Tertiary Environment: The Role of Assessment and Learning Approaches</u>

Ringer, Allison; Volkov, Michael; Bridson, Kerrie 11. Marketing Education

<u>The Fascination of Flat-Rates - How Tariffs Influence Consumption Behaviour</u> Robbert, Thomas; Roth, Stefan 14. Retailing, Pricing and Personal Selling

Developing Memory Structures for Brand Identity Elements in Packaged Goods Markets Romaniuk, Jenni; Nenycz-Thiel, Magda; Hartnett, Nicole; Corsi, Armando 01. Branding

Investigating the Relationship between Branding Execution and Advertisement Liking in Television Advertising Romaniuk, Jenni; Hartnett, Nicole

10. Marketing Communications

Relationship between Cognitive Age and Technology Readiness: An Exploratory Analysis of Mature Consumers

Rose, Janelle; Ogunmokun, Gabriel 15. Services Marketing

#### The Influence of Perceived Authenticity on Attitudes Towards the Ad

Ross, Louisa; Johnstone, Micael-Lee; Gazely, Aaron 10. Marketing Communications

#### E-Customer Relative Share of Mind: The Role of Website Quality Dimensions, Sitecustomers' Attitudes and E-Satisfaction

Roy, Sanjit Kumar; Butaney, Gul 07. Electronic Marketing

#### Exploring Student Preferences for the Master of Marketing

Rundle-Thiele, Sharyn; Buyucek, Nuray 11. Marketing Education

## A Qualitative Investigation of Socio-cultural Factors Influencing Binge-drinking: A Multicountry Study

Russell-Bennett, Rebekah; Hogan, Steven; Perks, Keith 16. Social, Not-For-Profit and Sustainable Marketing

## S | <u>BACK TO THE TOP</u>>

On First or On Second Thought - How Response Instructions May Impact on the Quality of Measurement in Marketing Research Salzberger, Thomas; Koller, Monika 13. Marketing Research and Research Methodologies

#### <u>What Channels Should Be Employed? A Comparison of Traditional and Emerging Channel</u> <u>Effects on Perceived Value and Satisfaction</u>

Sands, Sean; Ferraro, Carla; Dagger, Tracey 14. Retailing, Pricing and Personal Selling

#### A Sport Celebrity Image Model: Focusing Efforts to Improve Outcomes

Sassenberg, Anne-Marie; Verreynne, Martie-Louise 01. Branding

Doing More with Less: Reduced Dual Response Schlereth, Christian; Skiera, Bernd 12. Marketing Metrics and Modelling

#### Antecedents and Consequences of Intellectual Property Protection in China

Schmidt, Thomas R.W.; Roth, Stefan 08. Entrepreneurship, Innovation and New Product Development

#### Customer-Centric Reporting: An Analysis of Banks to Outline the Decomposition of Customer Business and Non-Customer Business

Schulze, Christian; Bermes, Manuel; Skiera, Bernd 12. Marketing Metrics and Modelling

A Ground up Approach for Consumer Choice Behavior Model of Tourism Destination Loyalty: The Case of Cox's Bazar, Bangladesh

## Shanka, Tekle; Quaddus, Mohammed; Hossain, Enayet 18. Tourism, Sports, Arts and Heritage Marketing

<u>Understanding the Antecedent Factors of Visitors' Destination Loyalty Using Partial Least</u> <u>Square: A Preliminary Study of Cox's Bazar, Bangladesh</u> Shanka, Tekle; Quaddus, Mohammed; Hossain, Enayet

18. Tourism, Sports, Arts and Heritage Marketing

#### A Comparative Analysis of Values and Shopping Patterns Among Chinese and Thai Mall Shoppers

Shannon, Randall; Cai, Yuanfeng 09. International Cross-Cultural Marketing

#### Banning Retail Use of Plastic Bags: Do Shoppers Do More with Less?

Sharp, R. Anne; Wheeler, Meagan 16. Social, Not-For-Profit and Sustainable Marketing

#### Can Customers' Be Classified Using Facial Expressions?

Shergill, Gurvinder; Fourie, Leon; Sarrafzadeh, Abdolhossein; Chu, Minhao 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## How Is Customer Relationship Investment Transformed into Relationship Commitment: The Case of China

Shi, Yizheng; Shi, Guicheng; Chan, Allan; Fam, Kim-Shyan 02. Business Relationships and Networks

#### A New Brand Commitment Scale for Market Segmentation

Shuv-Ami, Avichai 01. Branding

#### Dynamic Managerial Capabilities and Strategic Marketing -The Hierarchy of Capabilities

Sihvonen, Antti; Hietanen, Joel; Salo, Jari; Koivisto, Elina 17. Strategic Marketing

<u>Consumers' Impulse Buying of Ready Meals</u> Skallerud, Kåre; Olsen, Svein Ottar 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## Now or Never: Using the Financial Crisis to Get Serious about Customer Equity in Financial Reporting

Skiera, Bernd; Bermes, Manuel; Horn, Lutz 12. Marketing Metrics and Modelling

#### Consumer Attitude Confusion, Mental Imagery and Purchase Intentions

Small, Felicity 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### An Exploration of Ethical Consumers' Response to Social Labelling of Wool Apparel

Sneddon, Joanne; Lee, Julie; Soutar, Geoff 05. Corporate Social Responsibility and Ethics An Exploratory Study of the Role of Emotional Intelligence and Self-Efficacy on Service Quality and Adherence in a Weight Loss Setting

Snell, Lan; White, Lesley 15. Services Marketing

What are They Tweeting and Why?: Corporate Twitter Use in Australia and the USA Soboleva, Alena; Burton, Suzan 07. Electronic Marketing

Examining the Interactive Roles of Marketing, Innovation and Social Networking Capabilities on Firms' Customer-Based Performance

Sok, Phyra; O'Cass, Aron 17. Strategic Marketing

## The Impact of Price Satisfaction on Supplier Commitment in the Australian Wine Supply Chain

Somogyi, Simon; Gyau, Amos 06. Distribution Channels and Supply Chain Management

#### Segmentation Analysis: an Empirical Study of the Two-Wheeler Owner's Purchase Intentions for the Small Car-Nano

Sondhi, Neena 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### The Agents' Socially Desirable Responding (ASDR) Scale in an Australian Professional Service Setting

Soutar, Geoff; Sweeney, Jill 02. Business Relationships and Networks

#### Locavors: To Target or Not to Target

Stanton, John; Wiley, James; Wirth, Ferdinand 09. International Cross-Cultural Marketing

#### Would You Recommend Counterfeit Goods? Examining Consumer Recommendations to Friends

Steel, Marion; Nguyen, Diep Bich; Munshaw-Bajaj, Neha; Reid, Mike 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

Marketing Management Decision Making

Stewart, David 17. Strategic Marketing

<u>Is a 'Niche' Brand in the Market also a 'Niche' in Consumers' Mind?</u> Stocchi, Lara; Wright, Malcolm; Guerini, Carolina 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## Front of Package Nutritional Icons and their Influence on Adolescent Consumers' Attitude towards and Purchase Intentions of Packaged Food

Stokes, Michael; Goodman, Steve; Rao Hill, Sally 05. Corporate Social Responsibility and Ethics

#### Environmental Innovation and Customer Value

Stolze, Hannah; Mollenkopf, Diane; Flint, Daniel 08. Entrepreneurship, Innovation and New Product Development

#### Strategic Account Management Programs: Identifying Design Elements and Best Practices

Storbacka, Kaj 02. Business Relationships and Networks

## Traditional Cultural Values, Political Ideologies and Luxury Consumption Desire in China: A Conceptual Model.

Sun, Gong; D'Alessandro, Steven; Winzar, Hume 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

## The Role of Third Places in Reduction of Mental Fatigue

Sweeney, Jill; Rosenbaum, Mark 15. Services Marketing

#### T | <u>BACK TO THE TOP</u>>

#### Corporate Reputation and Business Performance

Taghian, Mehdi; D'Souza, Clare; Polonsky, Michael 17. Strategic Marketing

#### Do Brands Matter to Chinese Consumers? A Cross-Regional Analysis

Tam, Charles Chin Chiu; Elliott, Greg 09. International Cross-Cultural Marketing

#### Reaching a Wide Audience in a Fragmented Market: A Lesson from the United Kingdom

Tanusondjaja, Arry; Kennedy, Rachel; Taylor, Jennifer; Riebe, Erica 10. Marketing Communications

#### The Demographic Composition and Consumer Goods Buying Behaviour of Light TV Viewers

Taylor, Jennifer; Ceber, Melanie 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### <u>Generational Cohort Differences in Consumer-Brand Relationships of Chinese Consumers</u> Teo, Theresa; Uncles, Mark D.; Burford, Marion R. 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Retail Mixes in Diverse Retail Formats for Involvement Needs and Customer Loyalty Terblanche, Nic

14. Retailing, Pricing and Personal Selling

#### <u>Trust, Commitment and Satisfaction: New Perspectives from Business-to-business (B2B)</u> <u>Financial Services Relationships in South Africa</u>

Theron, Edwin; Terblanche, Nic; Boshoff, Christo 02. Business Relationships and Networks

#### Predictors of Attitude and Intention to Revisit a Winescape

Thomas, Ben; Quintal, Vanessa; Phau, Ian 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### A Research Proposal to Explore the Factors Influencing Wine Tourist Satisfaction

Thomas, Ben; Quintal, Vanessa; Phau, Ian 15. Services Marketing

#### Developing a Scale that Measures the Winescape

Thomas, Ben; Quintal, Vanessa; Phau, Ian 18. Tourism, Sports, Arts and Heritage Marketing

#### They May Play Up but it's Your Fault: The Attributions Toward other Customers

Tombs, Alastair; McColl-Kennedy, Janet R. 15. Services Marketing

#### <u>Anticipated Consumption: Leading the Customer Experience</u> Turnbull, John 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### V | <u>BACK TO THE TOP</u>>

## From Scrooges to Stewards: How an Empathic Other-Focus Triggers Customer Stewardship in Response to Negative Blog Posts

van Laer, Tom; de Ruyter, Ko; Cox, David 07. Electronic Marketing

#### Service Logic is Ecologic: Doing Less for More

Varey, Richard 16. Social, Not-For-Profit and Sustainable Marketing

#### The Impact of Self Referencing on Lust Filled and Loving Advertising Effectiveness

Veer, Ekant; Storen, Anne Marheim 10. Marketing Communications

## An Exploration of the Propensity of Consumers to Recall Brand Associations for Fabricated Brands

Vieceli, Julian; Chifamba, Clive 01. Branding

#### Measuring Relationship Quality in a Membership Association Vincent, Nathan; Winzar, Hume; Webster, Cynthia 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## <u>An Exploratory Study on Assessment of Creativity in First-year Undergraduate Marketing</u> <u>Units</u>

von der Heidt, Tania 11. Marketing Education

# Experiential Learning and Assessment in First-year Undergraduate Marketing Units: An Exploratory Study von der Heidt, Tania

11. Marketing Education

### W | BACK TO THE TOP>

#### Communication Matters: The Relevance of Communication Management in the Customer-Company Interface

Wagner, Olivia; Stokburger-Sauer, Nicola; Teichmann, Karin 10. Marketing Communications

#### Doing More with Less; the Analytical Secrets of Dyadic Data Watne, Torgeir; Brennan, Linda

13. Marketing Research and Research Methodologies

#### Online Brand Community as a Social Apparatus

Weijo, Henri; Hietanen, Joel; Aspara, Jaakko; Luoma, Jukka; Vassinen, Antti 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### Should Students do More? A Case for Peer Learning and Immediate Feedback

Westberg, Kate 11. Marketing Education

#### Ad-Haters: Why Do They Hate the Ad and Will They Still Buy The Brand?

Wight, Samuel; Newstead, Kate 10. Marketing Communications

#### Leveraging Brand Associations in Developing Line Extensions

Wilkie, Dean; Johnson, Lester; White, Lesley 08. Entrepreneurship, Innovation and New Product Development

#### Buyer-Seller Relationship Taxonomies in Stable and Unstable Environments

Wilkinson, Ian; Wong, Charles; Young, Louise 02. Business Relationships and Networks

## The Role of Sponsor Brand Loyalty in Sponsorship Arrangements - FMCG Context

Woodside, Frances; Summers, Jane 10. Marketing Communications

## Modelling the Complex Choices of a Business Purchase

Wright, Owen; Winzar, Hume 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

## Australian Franchising Research: Review, Synthesis and Future Research Directions

Wright, Owen; McAuley, Andrew 06. Distribution Channels and Supply Chain Management

#### The Temporal Stability of a Stochastic Model

Wright, Malcolm; Stocchi, Lara 13. Marketing Research and Research Methodologies

### Y | <u>BACK TO THE TOP</u>>

#### An Economic Analysis of the Generic Competition Paradox in the Pharmaceutical Market: The Role of Physician's Prescription Decision

Yamada, Kenichiro; Ohkita, Kenichi; Minamikawa, Kazumitsu 14. Retailing, Pricing and Personal Selling

#### <u>Using Brand Knowledge to Predict Beer Brand Preference and Loyalty for Samples of New</u> <u>Frequent Users in Perth and Beijing</u>

Yang, Jinchao (Alex); Mizerski, Richard; Lee, Alvin; Fang, Liu; Olaru, Doina; Chua, Hui Min

09. International Cross-Cultural Marketing

#### Effects of Unit Pricing on Consumer Grocery Shopping Behaviour

Yao, Jun; Oppewal, Harmen; He, Yongfu 14. Retailing, Pricing and Personal Selling

#### Marketing to Healthy Lifestyle Segment in Today's Competitive Environment

Yap, Sheau Fen; Othman, Md Nor; Lim, Lynn L K 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

#### Privacy from a Consumer's Perspective: Shared Meanings and Goals

Yap, Jo En; Beverland, Michael B.; Bove, Liliana L. 04. Consumer Behaviour (B) Exploration Studies and/or Conceptual Models

#### <u>The Impact of Marketing Planning, Market Orientation and Service Quality on Institutional</u> <u>Performance; an Evidence from Indonesian Higher Education</u>

Yeni, Yulia; Herington, Carmel 17. Strategic Marketing

In Times of Need Are There More Reasons to Be Green?

Young, Louise; Benn, Suzanne; Donald, Melissa; Freeman, Lynne; Marroun, Sana 05. Corporate Social Responsibility and Ethics

#### Fit as Matching in Distribution Flexibility Strategies: An Exploratory Multiple Case Study Yu, Kangkang; Cadeaux, Jack; Song, Hua

06. Distribution Channels and Supply Chain Management

Acting Ambidextrously in Retail Banking to Achieve Service and Sales Goals Simultaneously: A Multilevel Perspective

Yu, Ting; Patterson, Paul; de Ruyter, Ko 15. Services Marketing

Z | <u>BACK TO THE TOP</u>>

#### Country of Origin Effect and Employer Attractiveness: A Missing Link

Zaveri, Moulik; Mulye, Rajendra 09. International Cross-Cultural Marketing

The Effect of Third-Party Product Reviews on Product Choice

Ziniel, Wolfgang 03. Consumer Behaviour (A) Empirical Studies and/or Experiments

First Published 2010 By Department of Management, College of Business and Economics University of Canterbury For the ANZMAC 2010 Conference Edited by: Dr Paul Ballantine and Dr Jörg Finsterwalder Department of Management University of Canterbury

ISBN: 978-0-473-17820-8

CONFERENCE SECRETARIAT The Conference Company PO Box 3727, CMSC Christchurch 8140 New Zealand Tel: +64 3 365 2217 Fax: +64 3 365 2247 info@tcc.co.nz