

2014 Shopper Marketing & Pricing Conference

May 8-10, 2014 at the Stockholm School of Economics

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

Thursday, May 8, 2014

2:00-3:15 pm	SESSION 1.1- Retail Atmospherics
3:15-4:10 pm	SESSION 2.1-Pricing I
4:10-4:20 pm	COFFEE BREAK
4:20-5:15 pm	SESSION 2.2- New Directions in Retailing and Pricing
5:15-6:00 pm	PLENARY SESSION: Research In Retailing: A Personal Perspective V.Kumar, Georgia State University, Journal of Marketing Editor
6:00 pm	RECEPTION

Friday, May 9, 2014

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

Saturday, May 10, 2014

8:00-9:15 am	Sessions 3.1-Pricing II & 3.2-Social Media
9:30-10:45 am	Sessions 4.1-Price Promotion & 4.2-Merchandise
11:00-12:15 pm	Sessions 5.1-Mobile & 5.2-Search
12:15-1:15 pm	LUNCH
1:15-2:30 pm	Sessions 6.1-Consumer Behavior & 6.2-Data
2:45-4:00 pm	Sessions 7.1-Multichannel & 7.2-Retail
4:15-5:30 pm	Sessions 8.1-Online & 8.2-Retail

Thursday, May 8, 2014

2:00 – 3:15 Session 1.1

Session 1.1: Retail Atmospheric

Session Chair: Anne Roggeveen, Babson College

How In-Store Attributes Impact Shoppers Store Loyalty. Do Different Countries and Categories Follow the Same Loyalty Building Process?

Monica Grosso - EMLYON Business School; Sandro Castaldo - SDA Bocconi

Role of Scent Congruency and Target Scope in Sales-Focused Scent Marketing.

Kaisa Kivioja - Uttarakhand Technical University

Face-To-Face Encounters in the Store and Their Impact on Consumers.

Magnus Söderlund - Stockholm School of Economics

Factors Influencing Electronic Word of Mouth After Retailer's Complaint Handling Efforts.

Teresa Fayos-Gardó, Beatriz Moliner-Velázquez, Maria-Eugenia Ruiz Molina - , Universidad de Valencia

3:15-4:10 Session 2.1

Session 2.1: Pricing I

Session Chair: Abhijit Biswas, Wayne State University

Odd Pricing and Even Pricing Practice in the Luxury Goods

Annalisa Fraccaro, Sandrine Macé - ESCP Europe

The Causes and Consequencies of Price Unfairness

Outi Somervuori, Essi Pöyry and Petri Parvinen - Aalto University

Feel Nickered-and-Dimed: Consequences of Drip Pricing

Thomas Robbert and Stefan Roth - University of Kaiserslautern

4:10-4:20 Break

4:20-5:15 Session 2.2

Session 2.2: New Directions in Retailing and Pricing

Returns from Customized Mobile Loyalty Programs: Spatial and Temporal Aspects

Rajkumar Venkatesan - University of Virginia, Joseph Pancras - University of Connecticut , Bin Li - University of Connecticut

Self-Disclosure is Rewarding: How Customer Reviews Can Lead Individuals to Engage in Impulsive Behaviors

M. Elizabeth Aguirre- Maastricht University, Scott Motyka, Dhruv Grewal- Babson College, Dominik Mahr, Ko de Ruyter, and Martin Wetzels- Maastricht University

Delighting Customers with Surprises in the Context of Pre-Purchase Guarantees: A Test Using Low-Price Guarantees

Sujay Dutta, Abhijit Guha, Abhijit Biswas - Wayne State University; Dhruv Grewal - Babson College

5:15 – 6:00 PLENARY SESSION: Research in Retailing: A Personal Perspective

Session Chairs: Dhruv Grewal, Babson College and Anne Roggeveen, Babson College

Speaker: V.Kumar, Georgia State University, Journal of Marketing Editor

6:00 RECEPTION

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- 8:30-9:00** **OPENING** remarks: Dhruv Grewal, Anne Roggeveen, Jens Nordfält, Conference Chairs
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Saturday, May 10, 2014

8:00-9:15 Session 3.1 & 3.2

Session 3.1: Pricing II

Session Chair: Lena Himbert - University of Kaiserslautern

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

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

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

Session 3.2: Social Media

Session Chair: Karinna Nobbs - London College of Fashion

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

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

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

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

9:30-10:45 Session 4.1 & 4.2

Session 4.1: Price Promotion

Session Chair: Birger Boutrup Jensen, Aarhus University

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

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

Bargain Effectiveness in Differentiated Store Environments: When a Good Deal Goes Bad
Lieve Douce (Hasselt University), Kim Willems (Vrije Universiteit Brussel, Hasselt University), Wim Janssens (Hasselt University)

From Good Deal Hunters to Pirates: Sailing the Market Seeking Pleasure and/or Fighting for Glory?
Michaël Korchia - Connected Commerce and Services Chair, KEDGE Business School, Bordeaux; Christine Gonzalez (Montpellier Recherche en Management, Université de Montpellier II), Pauline de Pechpeyrou

Session 4.2: Merchandise

Session Chair: Fredrik Lange, Stockholm School of Economics

Does it Make Sense to Use Creative Window Displays?

Angelica Blom, Fredrik Lange & Sara Rosengren - Stockholm School of Economics

Smiling Faces in the Store: The Typicality of Smiling Faces in Product Packaging Design

Hanna Berg, Magnus Söderlund, Annika Lindström - Stockholm School of Economics

Neatness Matters: The Effect of Display Neatness on Product Color Choice

Ryann Reynolds-McIlroy, Maureen Morrin - Temple University | Fox School of Business

11:00-12:15 Session 5.1 & 5.2

Session 5.1: Mobile

Session Chair: Nathalie Demoulin - IESEG School of Management

Smartphone or Tablet, When Global Positioning Systems May Vary Consumer Product Choices

Jean-Eric PELET - LEMNA, IAE-IEMN – Nantes, University

Is Less Sometimes More? The Influence of Additional Information from Mobile Apps on Purchase Decisions at the POS

Gunnar Mau, Sascha Steinmann, Gerhard Wagner, Hanna Schramm-Klein - University of Siegen, Germany

Smartphone Usage in Store: Motivations and Barriers at Different Stages of the Buying Process

Nathalie Demoulin, Gwralann De Kerviler - IESEG School of Management

Variables Differentiating Mobile Buyers from Non-Buyers: A Large Scale Study.

Manon Arcand, David Pauze - The University of Quebec at Montreal

Session 5.2: Search

Session Chair: Stephan Zielke - Aarhus University

Too Expensive for Me Right Now: Young Danish Consumers Elaborating on Their In-Store Choice of Organic Versus Non-Organic Food

Jessica Aschemann-Witzel, Emilie Marie Niebuhr Aagaarda - Aarhus University

The Influence of Search Channels and Variety Seeking on Channel Willingness to Pay

Matthias Rüfenacht, Tobias Schlager, Peter Maas - Projektleiter und wissenschaftlicher Mitarbeiter

Nobody Said Leaving was Easy - How the Number of Search Channels Influences Consumer Purchase Channel Choice

Tobias Schlager - University of St. Gallen

Drivers of Price Information Search in Brick-and-Mortar and Online Channels

Stephan Zielke, Thomas Dobbstein - Aarhus University

12:15-1:15 LUNCH

1:15-2:30 Session 6.1 & 6.2

Session 6.1: Consumer Behavior

Session Chair: Gopalkrishnan R. Iyer - Florida Atlantic University

Give and Thou Shall Receive: Consumer Reciprocity in a Retail Setting

Paul W Fombelle (College of Business Administration, Northeastern University), Anders Gustafsson (Service Research Center, Karlstad University, Sweden), Lars Witell (Service Research Center, Karlstad University, Sweden; Linkopings Universitet, Sweden), Martin Lofgren (Service Research Center, Karlstad University, Sweden)

Shopper Marketing and the Post Crisis Consumer

Cristina Ziliani and Maria Grazia Cardinali - Universita' degli Studi di Parma

Beyond Charitable Giving: A Cross-National Investigation of Psychological Distance in Cause-Related Product Buying Decisions

Tao Xue, Sarah Hong Xiao - Durham University Business School; Gopalkrishnan R. Iyer - Florida Atlantic University

Consumer Behavior Analysis in the Digital World

R.G. Vishnu Menon, Reykjavik, Valdimar Sigurdsson, Hildur Einarsdottir-Reykjavik University; Gordon R. Foxall, Cardiff University

Session 6.2: Data

Session Chair: Mart Ots - Jönköping International Business School

Mobile Media and In-Store Shopping Experiences: Profiling App Usage in Food Retailing

Hamid Jafari, Benjamin Hartmann, Mart Ots - Jönköping International Business School

Tracking Mall's Shopper Behavior Using Intelligent Positioning

Pedro Quelhas Brito, Tiago Costa - INESC-LIAAD and Faculdade de Economia, Universidade do Porto

Eye-tracking Customers' In-store Search Behavior: The Effect of Store Familiarity on Visual Attention at Different Stages of the Search Process

Tobias Otterbring, Erik Wästlund, Poja Shams, Anders Gustafsson - Karlstad University

Identifying Shopping Missions by Mining Point of Sale Data

Panagiotis Sarantopoulos (ELTRUN: The eBusiness Research Center; Athens University of Economics and Business), Aristeidis Theotokis (Leeds University Business School), Katerina Pramataris (ELTRUN: The eBusiness Research Center; Athens University of Economics and Business)

2:45-4:00 Session 7.1 & 7.2

Session 7.1: Multichannel

Session Chair: Thomas Metzler - University of St. Gallen

Consumers Across a Range of Platforms

Andrzej Szymkowiak - Uniwersytet Ekonomiczny w Poznaniu

Social Exclusion, Shopping and Well Being: A Three - Shopping Channel Approach
Eleftherios Alamanos, Charles Dennis - University of Lincoln; Savvas Papagiannidis - Newcastle University; Michael Bourlakis - Cranfield University

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

Session 7.2: Retail

Session Chair: Anne Odile Peschel - Aarhus University

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

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

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

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

4:15-5:30 Session 8.1 & 8.2

Session 8.1: Online

Session Chair: Kim Willems - Hasselt University

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

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

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

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

Session 8.2: Retail

Session Chair: Natasha Lamoureux - Ryerson University

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

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