# 1st EMAC Research Camp PROGRAM

## THURSDAY, 1st September 2016

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<td>Registration</td>
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<td>09:30 - 10:30</td>
<td>Plenary I “How to Identify Relevant Research Topics in Marketing”</td>
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### 1.141. 1st Floor

**Towards an Improved Understanding of the Privacy Paradox**

*Mirja Bues, University of Muenster, Germany*

The current research seeks to understand why consumers disclose vast amounts of personal information online despite their allegedly high level of privacy concerns, a phenomenon known as the privacy paradox. We show that consumers’ disclosure willingness better predicts their actual disclosure behavior than do behavioral intentions and also which factors influence the situation-specific willingness. In specific, descriptive norms, i.e., what other people do, and prototype images, i.e., how individuals perceive others engaging in a certain behavior, influence disclosure willingness and hence actual disclosure behavior.

### 1.141. 1st Floor

**Celebrity Co-Branding as a Quality Signal for Premium Private Labels – Spillover Effects on Retailer Brand Image and a Multi-tier Private Label Portfolio**

*Olivier Reimann, University of Vienna, Austria*

During the last decades Private Labels (PL) have become a significant threat to National Brands (NB). Though, the “hottest trend in retailing” are Premium PL. That are PL which are better and cheaper or even higher in quality and more expensive vis-à-vis NB. However, blind tests reveal that PL suffer from a perceived quality handicap. Probably an aftermath of long history as cheap NB alternatives. Drawing on existing literature, we propose celebrity co-branding as a potential branding strategy to overcome this handicap and increase quality perceptions of a multi-tier PL portfolio via spillover effects to and from store image.
2.137. 2nd Floor
Chairs: Adamantios Diamantopoulos, Gerrit van Bruggen and Udo Wagner

The Cultivation Effect of Social Network Site Use on Consumers’ Brand Attitudes, Ethnic Diversity Perceptions and Attitudes

Erik Hermann, European University Viadrina, Frankfurt

This dissertation investigates the cultivation effect of Facebook use on ethnic diversity perceptions and attitudes and on attitudes towards brand names and brands. Based on cultivation theory and research related to Facebook, ethnic diversity, and brand attitudes, hypotheses are developed and tested by four empirical investigations. A content analysis reveals that ethnic diversity is more prevalent on Facebook than in the real world. A cross-sectional survey and two experiments demonstrate that Facebook use increases the perceived prevalence of ethnic diversity and decreases attitudes towards local brand names and unknown global brands (marginal significance level). The results provide socio-ethical and marketing implications.

12:30 - 13:15 Lunch break
Room: Mensa (1st Floor)

13:15 - 14:45 PARALLEL SESSIONS 2

1.141. 1st Floor
Chairs: Martin Natter and Udo Wagner

The Interactive Effect of Regulatory Focus and Review Valence on Helpfulness Ratings

Alexander Mafael, Freie Universität Berlin, Germany

Helpfulness ratings are an indicator for the persuasiveness and impact of reviews. I argue that focusing on psychological processes that underlie helpfulness voting can lead to a better understanding of what makes reviews helpful. Specifically, because goal orientation strongly impacts information processing, individual regulatory focus interacts with review valence to create regulatory fit. Regulatory fit increases consumers’ likelihood to vote a review as helpful. This effect occurs because regulatory fit increases engagement with the review, which subsequently amplifies the gratitude towards the review’s author. This process leads consumers to express their feelings of gratitude through voting a review as helpful.

Cross Category Competitive Effects of Price Promotions: The Role of Category Complementary

Sandra Lizzeth Hernandez Zelaya, University of Salamanca, Spain

The management of product categories in the point of sale requires a good comprehension of the relationship between categories. To evaluate the inter-category complementarities, we focus on price promotions that can produce a positive effect on complementary categories and could have a negative effect on substitutive categories; the complementary effect could also be asymmetric. Our study combines consumer surveys and scanner data from one representative hypermarket in Spain. Our results show that it is important to take into account the category complementarities when designing the marketing plan and promotions. Finally the results provide some evidence about the product complementary asymmetries that may exist in complementary products in order to optimize category management.
Impact of the Discrepancy between External and Internal Branding on Organizational Citizenship Behaviour Considering Organizational Culture, Organizational Identification and Job Satisfaction

Verena Eichel, University of the Federal Armed Forces Munich, Germany

This study focuses on the process of organizational branding and especially on the impact of the discrepancy between external and internal branding on organizational citizenship behaviour (OCB). Based on the existing literature, external branding is considered being composed of both employer branding as well as corporate branding, compared to internal branding. It is hypothesized that the relationship between the above-mentioned discrepancy and OCB is mediated through organizational culture, organizational identification and job satisfaction. Data is collected through an employee online questionnaire in different companies in Germany to enlarge the current research in managing multiple brands.

Symmetric and Asymmetric Brand Extensions: An Empirical Investigation of Success Drivers Across Different Categories

Charles Jurgen Kemp, Newcastle University Business School, UK

Brand extensions are both highly lucrative and volatile investments for both consumers and brands themselves. The research addresses the gap in the literature by aiming to provide a comprehensive framework regarding the drivers of positive brand extension evaluation across differing extension categories (product-to-product and service-to-service) and (service-to-product and product-to service). Secondly, a universal and rigorously defined perceived fit scale is developed in order to homogenise outputs across different extension categories and answer calls for a better conceptualised perceived fit scale. This research presents a more comprehensive investigation into brand extensions and the importance of a reconceptualised perceived fit construct.

14:45 - 15:15 Coffee break
Room: 4.313, 4th Floor (meeting room)

15:15 - 16:45 PARALLEL SESSIONS 3

Impact of Friendship among Customers on their Perceived Value from Consumption

Diptiman Banerji, Indian Institute of Management Calcutta, India

In this study we investigate the effect of consumer friendships on the customer perceived value (CPV) during joint consumption. We hypothesize that the impact of presence of a friend on CPV is higher (vs. lower) in case of close (vs. less close) friends. We also model the mediating impact of positive affect (PA) and thought confidence (TC) levels on this relationship. We also hypothesize the impact of CPV on re-patronage intention (RPI). We use experimental studies and find empirical support for main effects as well as the mediating effects of PA and TC on the relationships that extends up to RPI. Our study has theoretical and managerial implications.
Feeling of Missing Out (FOMO): Implications for Consumer Behavior  
*Ceren Hayran, Koc University, Istanbul, Turkey*

We investigate a popular but under-researched concept, the feeling of missing out (FOMO) on desirable experiences in an individual’s social environment that one is aware of, but doesn’t partake in. We show that FOMO is driven by the awareness of favorable and self-relevant experiences taking place in one’s environment from which the person is absent, whereas the popularity of alternatives doesn’t influence the generation of FOMO. We also show that experiencing FOMO decreases one’s intentions to repeat a current experience and may also decrease the valuation of and recommendation intentions for the current experience.

2.137. 2nd Floor  
Chairs: Adamantios Diamantopoulos and Gerrit van Bruggen

**Does Dressing Foreign Really Pay Off? Investigating Consumers’ Cognitive and Affective Responses to Brand Origin Misperception**  
*Timo Mandler, University of Hamburg, Germany*

While research on COO effects in general is abundant, research addressing the wide-spread phenomenon of brand origin misclassification (i.e., consumers’ association of a brand with a wrong country) remains scarce. Our study contributes to literature by investigating consumers’ cognitive and affective responses to misperceptions of brand origin based on appraisal theory. Our results show that such misclassifications can enhance a brand’s perceived quality, social signaling value, and credibility. Further, we show that educating consumers about the true origin of a brand can trigger positive as well as negative emotions depending on changes in brand evaluation as well as certain consumer characteristics.

**The Impact of Alterative Consumer Stereotypes on Value and Risk Perceptions of Brands**  
*Ziva Kolbl, University of Vienna, Austria*

This research integrates stereotype-, perceived value- and risk literatures to investigate how different consumer stereotypes about (a) brand origin, (b) the brand itself, and (c) buyers of the brand influence two key determinants of consumer behavior: perceptions of value and risk and through them on consumer-brand identification and willingness to buy/pay. The simultaneous comparison of different consumer stereotypes (operationalized by warmth and competence as in the Stereotype Content Model in social psychology) offers novel insights into their interplay of predicting the above outcome variables, with the warmth dimension serving as a risk inhibitor and the competence dimension as value generator.

17:30 - 19:30 RECEPTION  
Room: Sky Lounge 12th Floor

- Jean-Robert Tyran, Vice Dean of the Faculty of Economics, Business and Statistics, University of Vienna
- Udo Wagner, University of Vienna
- Adamantios Diamantopoulos, University of Vienna
FRIDAY, 2nd September 2016

08:30 - 09:30  PLENARY II
Room: HS 15 2nd Floor

“Some Recommendations on How to Submit Research Papers to Top-Rated Journals in Marketing”
Martin Natter

09:30 - 10:00  Coffee break
Room: 4.313, 4th Floor (meeting room)

10:00 - 11:30  PARALLEL SESSIONS 4

1.141. 1st Floor
Chairs: Martin Natter and Gerrit van Bruggen

Anticipating Vulnerability and Consumer Switching Risk in B2C Relationships
Sadrac Cenophat, Europe University Viadrina, Germany

Marketing scholars and practitioners acknowledge that consumer switching represents a major challenge for businesses. To anticipate switching risk, a profound understanding of switching - that goes beyond some critical incidents such as, convenience, dissatisfaction, core service failure, etc... - is crucial. While these critical incidents may appear to be the situation leading to switching risk, it seems consequential that the predisposition of consumers to react adversely to these incidents is of significant relevance. We therefore propose and validate a model that anticipates switching risk before the inception of B2C relationships.

Multi-Tier Pay What You Want
Karl Akbari, University of Vienna, Austria

Pay what you want (PWYW) is a participative pricing mechanism, where the customer is given full power over the price. In this proposal, I introduce a modification of PWYW, namely multi-tier PWYW (MTPWYW). In MTPWYW the seller’s offer is divided into different pricing tiers. The buyer can still choose the price. However, only if the buyer’s payment exceeds certain predefined thresholds, she will be eligible for the offering in the respective tiers. This project investigates the financial performance of MTPWYW and buyer’s payment motives under MTPWYW in comparison with PWYW. Furthermore, it aims to study how to optimally set threshold prices under MTPWYW.
2.137. 2nd Floor
Chairs: Adamantios Diamantopoulos, Franziska Völckner and Udo Wagner

Return to Sender: Exploring the Consequences of WOM on the Person Who Articulates It
Rahul Chawdhary, Kingston University, UK

Past research on word-of-mouth (WOM) has focused on the impact of WOM on the recipients. This study redresses the balance by examining the sender, the neglected participant in the dyad. We research the consequences of articulating offline WOM on the sender within two services contexts. Affective commitment (AC) and future WOM intentions (FWI) are firm-related outcomes, whereas self-enhancement (SE) is a self-related outcome. We provide evidence that singular episodes of WOM hold implications for the firm as well as psychological implications for the sender. Findings suggest that the WOM behaviour is likely to affect the sender’s FWI about the service provider and will also influence their SE, irrespective of WOM valence. We note that the effect of WOM on AC is service context dependent. Additionally, AC mediates the relationship between WOM behaviour and intended WOM behaviour. Finally, the relative impact of PWOM and NWOM varies between the sender’s firm- and self-related outcomes.

The Impact of Word-Of-Mouth on Consumer Reactions to Service Failure
Sabrina Gottschalk, Freie Universität Berlin, Germany

Understanding consumer reactions to service failure is crucial for firms. This paper examines whether relying on positive WOM as pre-purchase information source (vs. supplier information like advertising) impacts consumer reactions to failure. A large-scale quasi-experiment, as well as laboratory experiments indicate that WOM acts as a buffer that reduces consumers’ negative reactions towards failure. After a WOM-based (vs. supplier information-based) purchase, consumers show for instance a higher degree of satisfaction and a lower negative WOM intention. This work establishes WOM as an important influencing factor of failure reactions and holds insightful implications for firms that wish to employ WOM-based strategies.

12:30 - 13:15 Lunch break
Room: Mensa (1st Floor)

12:15 - 13:45 PARALLEL SESSIONS 5

1.141. 1st Floor
Chairs: Franziska Völckner and Udo Wagner

Near and Yet So Far: How Physical Barriers at the Point of Sale Affect Goal Pursuit and Buying Decisions
Vanessa Junc, University of Cologne, Germany

Physical barriers between consumers and products are common in retail environments, with unknown effects on consumers’ in-store decision-making processes. In particular, physical barriers might constitute not only a tangible but also a mental impediment: They increase perceived, psychological distance from products, which then shapes consumers’ behavior and buying decisions, in line with construal level theory. With a laboratory experiment and an experimental field study to investigate purchase decisions in a real store setting, this article reveals that psychological distance decreases unplanned buying decisions. However, this negative effect diminishes when consumers have high purchase motivations.
Facial Expressions in Social Media Communication: Effects on Consumer Responses and the Role of Social Ties
Lisa Schoner-Schatz, University of Innsbruck, Austria

Drawing on emotional contagion theory, this doctoral project investigates the role of endorsers’ facial emotion expressions and their interplay with contextual factors in social media communication. Results of experimental studies reveal that the message’s source (user-generated vs. marketer generated) as well as the level of tie strength between the transmitter and the receiver of the social media post (high vs. low) interact with endorser’s facial emotion expression and affect consumers affective, attitudinal and behavioral intentions. The studies contribute to emotional contagion theory in a social media marketing context and outline important implications for social media marketers.

2.137. 2nd Floor
Chairs: Adamantios Diamantopoulos, Martin Natter and Gerrit van Bruggen

Decision Methods for Marketing Budget Allocation Across Products: Inferences from Actual Firm Behavior
Alexander Edeling, University of Cologne, Germany

This study seeks to infer the prevalence of budget allocation decision methods from actual budget allocation behavior. To this end, the authors apply a budget allocation model to a unique dataset from the U.S. pharmaceutical industry that covers 198 firms and their product portfolios over a 7-year period. The authors find that most firms try to achieve different budgeting objectives simultaneously by combining several budget allocation drivers. Only a small minority of firms incorporates the effectiveness of marketing investments on sales in their budgeting decisions. Further analysis investigates organizational and market-specific variables that correlate with the budget allocation decision regime.

Xiaoning Liang, Dublin City University, Ireland

This project looks at the indirect and contingent effects of comprehensive MPMSs on firm performance from the dynamic capabilities (DC) perspective. Using data collected from 209 Irish companies, this study finds that 1) companies utilize MPMSs interactively to enhance their marketing capabilities, thus improving firm performance; and 2) the effectiveness of MPMSs is subject to contingent factors. This study contributes to the literature by 1) developing a novel MPMSs-use-capabilities-performance approach to explain indirect effects of MPMSs on firm performance, 2) empirically confirming the contextuality of MPMSs, and 3) extending DC theory by empirically supporting the relationships between management practices (i.e., the use of MPMSs) and marketing capabilities.

13:45 - 14:15 Coffee break
Room: 4.313, 4th Floor (meeting room)
How to Communicate Uncertain Information towards Clients as a Professional Service Provider? Daniel Maar, University of Passau, Germany

Professional service providers regularly have to make advice without knowing which course of action will finally work out and best address their clients’ needs. To explore how professional service providers can effectively communicate suchlike uncertainties towards clients, we conducted a multi-method study. We first conceptualize “typical” strategies of uncertainty disclosure and communication styles of professional service providers. We then analyze how these factors affect key client-related outcomes. We find that the effect of uncertainty disclosure differs before and after clients experience a negative service outcome and depends on the client’s expertise, the service provider’s communication style, and the service context.

The Role of Branding in Illicit Markets
Huma Asif, Coventry University, UK

This research seeks to highlight the dark side of branding with reference to the illicit markets in terms of how drug traders use various marketing tactics for economic gain and for influencing consumers’ purchase decisions. Recent shifts in global perceptions have led to drugs trafficking organisations being viewed increasingly as business entities that exist to deliver economic results, rather than purely as criminal entities. The study intends to apply established marketing and brand-building conceptual frameworks to the illegal drugs market in order to assess how branding impacts both the illicit drug trade and consumer perceptions. The implications of the research include the development of a conceptual framework underpinning policy recommendations for governing bodies to identify existing powerful drug brands and design interventions to de-value them.

If I Enjoy Your E-Retailer Web Site, I Will Revisit and Repurchase: An Experimental Study on Individual-related and Relational Causes
Nesenu Altinigne, Istanbul Technical University, Istanbul Bilgi University, Turkey

This study attempts to investigate how an online retail store’s context visual complexity influences shoppers’ emotional states, specifically perceived enjoyment that in turn alters revisit and repurchase mechanisms. It also introduces processing fluency as a mediator and drawing on S-O-R theory, it claims that when a consumer perceives an e-retailer web site visually complex and has less fluency in visual processing they will feel less enjoyment and hence will be less likely to revisit and repurchase through this site. Moreover, it examines the impact of self-construal and recipient intimacy level as potential moderators of the mechanism proposed above.
Leveraging the Power of Word-Of-Mouth on Social Networking Sites at Scale Through Influencer Marketing

Marijke De Veirman, Ghent University, Belgium

As one of the fastest-growing online marketing channels, influencer marketing may offer obvious chances for marketers. However, despite its increasing use, the practice of stimulating bloggers and highly followed and admired social media personalities or so-called influencers to create and distribute relevant content and share it in an authentic and transparent way with their follower base, is still relatively new and little examined. In this sense, the general purpose of our research is to provide more insights in how brands can leverage the power of eWOM through social media and more specifically influencer marketing to target to their audiences indirectly.

15:45 - 16:15 Coffee break
Room: 4.313, 4th Floor (meeting room)

16:15 - 17:45 PARALLEL SESSIONS 7

1.141. 1st Floor
Chairs: Gerrit van Bruggen and Udo Wagner

Evaluative Conditioning in Marketing Communication – An Insight Into the Cognitively (Un)Controllable Impact of Affective Stimuli in Advertising on Brand Attitude
Serena D’Hooge, University of Ghent, Belgium

The aim of this PhD-project is to further investigate the psychological theory of evaluative conditioning in the field of marketing communication. According to this theory, repeated pairings of the brand with a positive or negative stimulus will respectively lead to a positive or negative change in brand attitude. Looking at the recent contributions concerning the procedural parameters (e.g. simultaneous versus sequential and homogeneous versus heterogeneous pairings) and the maintaining debates on the mental processes behind the evaluative conditioning effect and its functional characteristics (cognitively controllable versus uncontrollable), we further investigate this topic in various marketing communication techniques.

Finding Harmony between Gender Identity and Design Preferences of Consumers
Kristina Haberstroh, Kiel University, Germany

Commercial offers are often designed to visually appeal to female or male consumers. Withdrawing from cognitive consistency theory, this research tests the proposition that individuals with a more female (male) identity find visual harmony in marketing stimuli more (less) attractive due to their tendency to seek harmony in their relationships, to conform, and to compromise. Results based on using explicit measures indicate that self-congruity mediates the harmony-attractiveness relationship with gender identity (but not biological sex) moderating the effect. In contrast, using measures obtained through an implicit association test (IAT) reveals no gender identity effects relating to consumers’ identification with and liking for visual harmony. Managerial implications for gender-targeted marketing and avenues for future research are delineated.
The Different Quality Signal of the Same Product Positioned in Niche Category versus Mass-Market Category

Alisara Rungnontarat Charinsarn, Thammasat University, Thailand

The current paper aims to study whether positioning one same product in two different categories would signal quality differently. Building on specialization concept, it is proposed that consumers should perceive the product positioned in a niche (versus mass-market) category to have higher quality. In addition, consumers should perceive the product’s main feature (versus additional feature) to have higher quality. Three experiments were conducted. The first experiment measured price perception as a surrogate of the quality perception. The second one directly measured quality perception. The third one measured feature quality perception. The results is as expected, however, price perception is not a surrogate of the quality perception.

Objective Measures of Design Typicality that Predict Aesthetic Liking, Fluency, and Car Sales

Stefan Mayer, Goethe University, Frankfurt

Assessing product design typicality is vital to forecast consumers’ responses to designs. However, directly asking people for their subjective typicality experience may yield a biased measure as the rating arguably contains the overall aesthetic impression of the product. Against this background, we introduce unbiased objective measures of design typicality and demonstrate their capability of capturing the subjective typicality experience. We validate the proposed measures in the context of car designs by analyzing 77 car models from 4 segments ranging from subcompact cars to SUVs. Our findings show that the proposed objective approaches provide convenient means to easily assess design typicality.

17:45 - 18:45 PLENARY III

Room: HS 15 2nd Floor

“Some Recommendations on How to Serve the Academic Marketing Community”

Gerrit van Bruggen

18:45 Farewell and Refreshments

Room: HS 15 2nd Floor

- Udo Wagner, University of Vienna
- Adamantios Diamantopoulos, University of Vienna