

**The University of Mississippi
School of Business Administration**

**FIFTH ANNUAL SOUTHEAST MARKETING SYMPOSIUM
ITINERARY/AGENDA
February 3rd - 5th, 2011**

Thursday, February 3rd

Time	Activity
5:00 – 6:30 pm	Registration (Foyer)
6:30 – 7:15 pm	Reception, The Inn at Ole Miss; Ballrooms A & B
7:15 – 8:45 pm	Dinner, The Inn at Ole Miss; Ballrooms A & B

Friday, February 4th

Time	Activity
8:00 – 8:30 am	Registration (Foyer)
7:30 – 8:30 am	Breakfast, on your own & included with room, at The Inn at Ole Miss
7:30 – 8:30 am	Doctoral coordinators' breakfast, The Inn at Ole Miss; TBD
8:30 – 8:45 am	Introduction/Welcome: Dr. Ken Cyree , Dean, School of Business Administration, & Dr. Scott Vitell , Chair, Department of Marketing
8:45 – 10:15 am	Student concurrent research presentations, Per Posted Signs* Session I; Ballroom C Session II; Ballroom D
10:15 – 10:30 am	Refreshment break; Ballrooms A & B
10:30 – 12:00 pm	Student concurrent research presentations, Per Posted Signs* Session III; Ballroom C Session IV; Ballroom D
12:00 – 1:30 pm	Lunch; Ballrooms A & B <i>Honoring Bill Bearden, Distinguished Professor Emeritus The University of South Carolina For his continuing support of doctoral education in the marketing discipline. Sponsor: The Department of Marketing, The University of Alabama</i>

1:30 – 3:00 pm	Student concurrent research presentations, Per Posted Signs* Session V; Ballroom C Session VI; Ballroom D
3:00 – 3:15 pm	Refreshment break; Ballrooms A & B
3:15 – 4:45 pm	(1) Faculty presentation, Dr. Stephanie Noble , “Surviving the Transition to Faculty Status and Developing a Research Pipeline” or short title: “How to Stay on the Island” (2) Panel session with doctoral coordinators, Topic “Your Issues”
4:45 pm	Adjournment
5:00 – 5:30 pm	Tour of the University of Mississippi Campus and the School of Business Administration (weather permitting) Those not staying Friday night – arrange departure *Easels will identify activities for every room and also in general areas.

Opportunities if staying over Friday night

6:00 pm (negotiated)	Complimentary shuttle transportation to/from Inn at Ole Miss to/from Historic Oxford Square – Schedule per participant count and wishes. Dinner on your own –area restaurant and landmark guides provided; don’t miss William Faulkner sitting on his park bench downtown, and don’t miss Square Books – named among <i>Top 5 independent Bookstores in America</i> .
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Saturday, February 5th

9:00 am	If sufficient demand and participant time permitting, we will coordinate a Faulkner Tour including his home, haunts, and resting place (usually with the legendary Jim Beam bottle, traditionally with a swig or two, and other strange offerings on the grave). Tour takes an hour or two – <i>flexible/tailored</i> to fit schedules. Cost is \$5 per person. Docents have requested that you please bring exact change in cash. Departure from the Inn at Ole Miss
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*We would like to express our thanks for the support and sponsorship of **The University of Mississippi School of Business Administration** and the **Department of Marketing**.*

FIFTH ANNUAL SOUTHEAST MARKETING SYMPOSIUM SCHEDULE OF SESSIONS AND ABSTRACTS

Session I: Marketing Strategy; Ballroom C - Chair: Clif Eason, The University of Mississippi

CRM Capability: A Critical Link between CRM Investments and Firm Performance

Manisha Mathur, The University of Mississippi

It seems logical that to profitably manage customer relationships, firms should invest in CRM. However, practitioner skepticism is an all-time high as studies conducted by different organizations report significant failure rates for CRM initiatives. While the practitioners decry investing in CRM, academicians, conducting scholarly research on the other hand report a positive relationship between a firm's CRM investments and CRM performance. Although CRM strategies may exist in the firm's marketing strategies, firms frequently fail to effectively execute such a strategy. The current study addresses the observed variability in the effectiveness of CRM across theory and practice and explicates that effectiveness in the CRM investments may be achieved by developing the CRM capability of the firm, which enables the firms to attain an improvement in the firm performance. In this regard, the present research provides a conceptual framework of CRM capability of a firm and proposes two key dimensions of CRM capability-customer prioritization, and customer retainability. Furthermore, the divergent views about the value of CRM are explicated by considering the impact of moderating factors such as external uncertainty, relationship phase, and interaction frequency. The article concludes by providing the theoretical and practical implications of the conceptualization.

One Firm's Loss is Another's Gain: Capitalizing on the Failures of Unrelated Firms

Alexis Allen, Florida State University

Imagine that a customer who just experienced a service failure with another firm has just arrived at your business. Will this customer be a difficult sale because of this recent bad experience? Or does the preceding service failure offer an opportunity to create a more satisfied and loyal patron? Using the service recovery and spillover literatures, this research suggests the latter.

This study demonstrates how consumers' perceptions of a service failure at one firm can "spill over" to perceptions of a subsequent service encounter with an unrelated firm. Contrary to previous research in this area, this research posits the existence of an inverse relationship in certain situations involving unrelated firms, such that the service failure of one firm can create an opportunity for increasing satisfaction with the service of an unrelated subsequent provider. The study tests hypotheses related to satisfaction, service quality perceptions, repatronage intentions, and word-of-mouth intentions with the subsequent service provider through a sample of 346 consumers. The results suggest that spillover effects resulting from a service failure can result in beneficial gains for an unrelated subsequent service provider.

The current research has implications for both practice and theory and underscores the well-documented importance of front-line service workers. By giving service workers the authority to react to customer complaints, organizations can reap the rewards of increased satisfaction. From a theoretical standpoint, this research strengthens and extends prior work that supports the existence of the service recovery paradox. Whereas prior research documents the service recovery paradox in a single-organization context, our results suggest that a similar phenomenon occurs in a multi-organization context.

The Quality Orientation as an Operations Philosophy and its Impact on Business Performance

Aaron Joyal, The University of Memphis

This paper investigates the impact of the adoption of a quality orientation as a business operations philosophy on business performance. Specifically, the various indicators that comprise the quality orientation philosophy were identified and their role in improving business performance in the banking sector of the service industry was investigated. The data for the research was collected by surveying retail banking firms and structural equation modeling (SEM) was used to develop and test the study model. The model demonstrates which of the various aspects of the quality orientation philosophy impact a business's performance. Additionally, the findings of this research indicate that the adoption of the quality orientation, when operationalized as a set of indicators expanded from past research on business operations philosophies, will enhance a banking firm's performance. The study also provides insights for managers as to the process of adopting a quality orientation philosophy within their firm. The study does suffer from several limitations, as it was conducted on a specific sector of the service industry; the retail banking sector. As such, its generalizability may be reduced. However, the research does provide valuable insights as to how firms can adopt a quality orientation as a business philosophy within their operations. In addition, because this paper examines the process by which operational activities affect a service firm's performance by placing emphasis on the quality aspect of each indicator that comprises the quality orientation philosophy, it differs from other studies on the topic of quality in that it first operationalizes the quality orientation a set of indicators and then demonstrates the individual influences of each indicator on business performance.

Session II: Marketing Communications/Technology; Ballroom D - Chair: Erin Gillespie,
The University of Mississippi

Customer Loyalty Orientations among Generation Y: The Impact of Retail Information Search and Word-of-Mouth in the Mobile Application Context

Megan Keith, The University of Mississippi

The escalation of mobile application espousal among consumers is transforming the retail landscape. In 2010, experts forecasted sales of over 4.5 billion apps, generating \$6.8 billion in revenue (Foresman 2010). Mobile apps enable marketers to more effectively target advertising to specific groups of consumers (Carter 2008). Since the mobile context represents such a promising opportunity for retailers, mobile marketing is increasingly becoming a critical component of retail strategy (Galante 2010). Likewise, through their ability to connect consumers with similar interests or based on geographic location, mobile apps are altering how consumers communicate with each other.

In the mobile marketing context, academics have explored some determinants of consumer acceptance (Bauer et al. 2005), word-of-mouth via social networks (Okazaki 2009), and the impact of trust and privacy concerns on attitudes and purchase intentions (Basheer and Ibrahim 2010). However, little is known about how consumers are actually using commercial mobile capabilities. Thus, the purpose of this study is to explore how consumers are utilizing and assessing mobile retail apps and explore potential unforeseen consequences. The preliminary phase of this study explores how consumers, specifically members of the Generation

Y (Gen Y) cohort, search for product or service information, communicate about product or service experiences, and evaluate the credibility of information sources in the mobile devices context. An understanding of consumers search behavior in the mobile device context could provide marketing managers with insight into how to structure product/service comparison information on mobile retail apps in order to increase consumer ease of use, potentially increasing purchase intentions. Mobile retail information sources often offer subjective customer ratings and/or reviews in addition to objective product/service information, and the perception of credibility of both may play an important role in the consumer decision process. The qualitative results aid in the development of a conceptual model, which will be tested in the second phase of the study to examine antecedents to the frequency of use of mobile retail apps and the subsequent impact on customer loyalty orientations. Mobile retail information sources often offer subjective customer ratings and/or reviews in addition to objective product/service information, and the perception of credibility of both may play an important role in the consumer decision process.

International Internet Marketing Communications Strategy: A Conceptual Framework

Philip J. Boutin, Jr., The University of Tennessee

The availability of the Internet as a medium has undoubtedly been an important and valuable development for the business community. From a sales and marketing point of view, the medium has been a useful addition to firms' marketing and advertising options by helping them to build awareness and generate leads for their products and services, as well as increase sales revenues and profitability. The introduction of the Internet to businesses and consumers, the proliferation of personal computer use, and the ability to digitalize information has resulted in the creation of e-commerce and the development of the Internet marketing concept (Ngai 2003; Pitt, Berthon, Watson, and Zinkhan 2002). Although these developments mean that marketing tactics and strategy formulation and implementation are more complex, it also means that firms can attain global reach by using the Internet and thus are able to experience and benefit from increased levels of commerce and trade across country borders. This is just one of many ways that firms can leverage the power of the Internet to increase their levels of success (as well as deliver value to their customers). It can also help small and medium-sized enterprises (SMEs) narrow the advantages (i.e., "level the playing field") that exist between them and larger firms regarding the marketing and selling globally of their products and services (Saban and Rau 2005). However, the existence of the Internet also means that firms face increased competition in the online world, as they now have to contend with international competitors due to the global aspect of e-commerce (e.g., Hoffman and Novak 1996).

In this research paper, a multi-theoretical, multi-disciplinary approach was taken to generate a new conceptual framework for international Internet marketing (IIM) communications strategy. Literature from marketing, international business, and strategic management was utilized for this purpose, with the specific theories leveraged including the industrial organization (I/O) model of above-average returns and the resource-based model of above average returns, among others. The new conceptual framework has four general elements or categories: (1) Environmental Scanning, (2) Strategy Formulation, (3) Strategy Implementation, and (4) Evaluation and Control. A proposed model comprised of selected components from each of the framework categories is also provided. This model, as well as others based on various framework components, will be tested empirically. The data to empirically test this proposed model are going to be collected at a future date via an online self-administered, self-report questionnaire administered to managers in the marketing function of companies that operate in

the international marketplace and utilize IIM activities. The questionnaires will include previously utilized and validated measurement scales, as well as some that are newly created and others adapted from the extant literature. Structural equation modeling will be employed to examine the various hypotheses.

An investigation of customization on mobile coupon redemption

Todd J. Bacile, Florida State University

Christine Ye, Florida State University

Esther Swilley, Kansas State University

Charles F. Hofacker, Florida State University

Despite the mobile phone emerging as a viable marketing communications medium, consumers are hesitant to allow commercial promotions to be disseminated through these devices. The profitable possibilities that marketers envision with this newer channel are tempered by consumers who perceive their mobile phone to be a highly personal medium. Of concern to consumers are the perceived risks associated with how their personal information will be used by marketers and if commercial messages received through their phone could potentially turn into non-relevant, unwanted spam. The primary purpose of this research is to investigate if the use of customization can be a viable risk reducing strategy in mobile marketing text message campaigns, while a secondary purpose is to examine the causal chain of consumer attitudes that ultimately influence the intention to use commercial text messages. The results of both a laboratory study and a commercial text message marketing campaign field study suggest that customization is potentially a valuable strategy and consumer attitudes function through a different causal chain with this newer medium.

The popularity of mobile phone text messages used by consumers has prompted the growth of marketers to disseminate mobile coupons (m-coupons) as a promotional strategy. M-coupons are defined as a digital coupon distributed to consumers' mobile phones, the most popular of which is a text message (Dickinger and Kleijnen 2008; Shankar and Balasubramanian 2009). Even though mobile phones are highly personalized objects that consumers often customize with accessories (Peters, Amato, and Hollenbeck 2007), surprisingly no research has examined customization as a marketing strategy in this context. Customization is defined as the consumer participating in at least one decisional activity prior to the usage of a good or service (Etgar 2008). The monikers anytime, anywhere, personalized, and customized often accompany references to mobile marketing. However, a closer examination reveals that these labels are often discussed as a characteristic of the mobile communication medium, rather than specific firm-controlled marketing strategies that focus on customization (for an example see Balasubramanian, Petersen, and Jarvenpaa 2002). This is surprising because customization is considered a risk reducing technique (Etgar 2008; Ha 2006; Lee and Allaway 2002) that elicits favorable outcomes, responses, and attitudes from consumers (Ansari and Mela 2003; Wind and Rangaswamy 2001). This study hypothesizes that customization of m-coupons may attenuate consumers' perceived risk attributed to m-coupons and ultimately increase positive attitude and usage intention. The authors investigate the customization of the delivery time of an m-coupon, due to the importance of time in mobile marketing campaigns (Balasubramanian, Petersen, and Jarvenpaa 2002).

In addition to customization, the authors also examine the causal chain involving consumer attitudes. To help aid in the relevance of m-coupons, many countries' laws require that consumers grant permission to a firm to opt-in to mobile promotions prior to receiving m-

coupons (Barwise and Strong 2002). Due to the opt-in requirement, consumers may need to have a favorable opinion of or trust a company prior to granting permission for mobile promotions. Extant research suggests that attitude toward an advertisement with a promotional message will lead to attitude toward the brand, product, or company (Homer 1990; MacKenzie, Lutz, and Belch 1986; Mitchell 1986). This study suggests that this causal chain of attitudes work in reverse order in an m-coupon context: attitude toward the company leads to attitude toward the ad (the m-coupon), while being moderated by attitude toward the product. This hypothesized causal chain addresses the need to have a favorable attitude toward a company before granting permission, as well as m-coupons needing to be relevant to consumers' interests (Barwise and Strong 2002; Shankar, Venkatesh, Hofacker, and Naik 2010).

Two studies investigate the hypothesized relationships. In Study 1, undergraduate students from a large, southeastern U.S. university completed an online questionnaire. Detailed descriptions, images, and hypothetical situations were given to participants. To maximize the variance in the customization construct some respondents viewed an opt-in form that allowed for them to indicate what day and time they preferred to receive m-coupons, while the other participants did not have these delivery time and date options displayed.

Study 2 uses a field study involving a retailer's actual m-coupon campaign. Consumers granted permission to receive m-coupons from the retailer. Half of these consumers were able to customize the delivery time, while the other half were not given the option to customize the delivery time. The retailer sent m-coupons to the customized and non-customized groups and recorded actual purchase activity between these two groups.

Results of the structural equation model in Study 1 showed support for the hypothesized relationships. Customization lowered the perceived risk associated with an m-coupon, and this lowered risk led to a more positive attitude toward the m-coupon. In addition, the proposed causal chain for attitude toward the company leading to a more positive attitude toward the m-coupon was supported, while being strengthened also by a more positive attitude toward the product. The results of Study 2 show that more than twice as many customized m-coupons were redeemed at the retailer than non-customized m-coupons. Thus, both theory and practice support the use of customization in an m-coupon campaign.

This research is the first that the authors are aware of that examines the customization of time – in this case the delivery time of an m-coupon. This illustrates a new strategy that firms can use with emerging technology. The results also suggest that the causal chain of consumer attitudes toward the promotional message may shift with the use of newer technology. Thus, the findings illustrate that extant theory needs to be re-evaluated within the mobile medium.

Session III: Product Placement; Ballroom C - Chair: Mitch Price, The University of Mississippi

An Institutional Theory Perspective of Product Placement

Andrew Borodin, The University of Memphis

In this paper I examine product placement through the lens of institutional theory. I also explore the ways that the institutionalization of product placement serves to act in a subtle, covert way on the buying public. By acting in a subtle manner, product placement disseminates throughout the intended audience and the brands become almost taken for granted. This “taken-for-grantedness” is examined through narrative vignettes that look at two specific companies and

the ways they have used product placement in a subtle, yet powerful way to give legitimacy to their product and their brands.

My contribution to the marketing literature, and to the study of product placement, specifically, is to examine how isomorphic pressures have affected marketing strategies. I also examine how product placement has evolved into much more than just a “plug” in a film. It has morphed into a sophisticated system where products are intricately woven into the story lines of films. I show how certain companies have created powerful product placement campaigns by creating the “art” within which products are imbedded, and thus promoting the products in a very subtle way.

A multi-disciplinary approach is taken to foster a richer understanding of product placement. Research streams from three disciplines; broadcasting; management; and marketing are evaluated. In order to achieve a broader understanding, I draw on the research from broadcasting to trace the history of product placement. From the management literature I draw on the research of institutional theorists to explain how the practice of product placement has been solidly implanted into the collective psyche of today’s society. Marketing literature is used to garner support for the effectiveness of subtle product placement. By looking at product placement from three different perspectives I put forth three propositions that help to explain the mechanism by which companies are able to use product placement with great effectiveness. P1: Isomorphic pressure acts on manufacturers and movie studios to adapt similar marketing strategies. P2: Manufacturers and movie studios collaborate through the use of product placements to gain legitimacy. P3: Legitimized product placement acts in a subtle way to influence attitude towards the brand. Proposition three is evaluated by content analyzing viewer comments of videos posted on YouTube. This content is analyzed using software to get at the common themes derived from the comments. A comparison is made between the theme maps of subtle ads versus explicit ads.

Does “One Size Fit All?” Product Labeling Ambiguity and Dissociative Social Groups

David A. Norton, The University of South Carolina

Caglar Irmak, The University of South Carolina

Randall L. Rose, The University of South Carolina

Marketers create and distribute products that are “tailored” to multiple segments of consumers. Calvin Klein’s fragrance CK1 was created to be gender neutral, such that the fragrance could be worn by either men or women. APG’s Snuggie is marketed as “one size fits all” where a single blanket product is designed to accommodate a range of adult body types. Seemingly, the addition of an all inclusive label to a product would expand the potential customer pool, however marketers may unintentionally be driving customers away with their omnibus labeling practices. The following research examines how inclusion of potentially aversive groups influences consumers’ evaluations of products with omnibus labels.

Previous research has shown that consumers avoid products or behaviors associated with dissociative reference groups, or groups with whom they want to avoid being confused (Berger and Heath 2007, 2008; Simmel 1904/1957; White and Dahl 2006, 2007). Men in a restaurant, for example, avoided steaks labeled as “ladies cut” (White and Dahl 2006), and in product domains perceived to communicate identity, consumers diverged from out-group members’ choices more generally (Berger and Heath 2007).

Does explicit labeling to include potentially dissociative groups then cause consumers to give lower evaluations of a product compared to an unlabeled product? Recent research suggests

that when no social cue is present consumers tend to anchor egocentrically, that is to consider themselves and their preferences as a starting point for evaluating the appropriateness of a product (Naylor, Lamberton and Norton 2011). The explicit product label may act as a cue to consider others in a social space, thus prompting the inclusion of potentially aversive others. These questions are tested in two studies.

In the first study, 214 undergraduate students participated in a 2 (label: ambiguous v. one-size-fits-all) x 3 (prime: self v. other v. control) between subjects design. Participants were asked to write an email introducing themselves (self prime), to describe the other people in the room (others prime), or were not primed (control). Then in an ostensibly unrelated task, they were shown three different products (in random order: a ball cap, a travel pillow, and a Snuggie) which were either labeled as “one-size-fits-all” or had no such label. Participants were asked to evaluate the products and indicate their likelihood to purchase. The results show a significant interaction such that when primed to think about themselves or when not primed there was a significant difference in the ambiguous label condition and the one-size-fits-all condition. Consumers liked the products less when they were labeled “one-size-fits-all.” However, in the condition where participants were initially primed to think of others, this difference dissipates.

There is the potential that consumers in the “one-size-fits-all” condition from study 1 simply felt that the product was less customized to them and therefore lowered their evaluations accordingly. Study 2 was designed to rule this out and also to test whether the process by which these evaluations are lowered is due to the inclusion of a dissociative group (e.g., Hispanics). Study 2’s design was therefore a - 2 (Customization: no cust vs. cust) x 2 (language: English only v. English + Spanish), between subjects design. Participants were randomly assigned to one of the four conditions above. In the customization conditions, they were able to select from 18 different items to create their own frozen yogurt concoction. In the non-customized conditions they were presented with the list of potential menu items, but did not actually select any items. In the English and Spanish conditions, menu items were listed in both English and Spanish (e.g., “strawberries/ fresas”).

Participants were asked to evaluate their frozen yogurt and indicate their likelihood of purchase. They were also asked to estimate the size of the target market (expressed in percentage of the whole) for their product. Aversion to Hispanics was measured using a five item scale. Results suggest that the inclusion of others in the potential target market lowers the evaluation of a product, but only when the included group is aversive. When consumers are allowed to customize their product, the language effect persists, suggesting that when aversive others are allowed to customize as well, consumers like the product less. The estimated market size mediates the relationship between the label and product evaluation. Consumers see the dual label as increasing the potential market size, and lower their evaluations.

The present research suggests an area where marketers may unintentionally be decreasing the attractiveness of their products while attempting to expand their target market. The omnibus label cues consumers to the notion that others may purchase the product as well. When these “others” are seen as an aversive group, product evaluations decrease.

A Replication of “The Impact of Add-On Features on Consumer Product Evaluations”

Jacob Hiler, Louisiana State University

This research replicates study 1 of Bertini, Ofek, & Ariely’s (2008) “The Impact of Add-On Features on Consumer Product Evaluations.” Bertini, Ofek, & Ariely (2008) study the affects of alignability of add-ons and uncertainty on product evaluation. Add-ons are considered

alignable when the add-on enhances an existing feature of the product, and non-alignable when the add-on introduces a new capability. Uncertainty is presented as the absence of sufficient knowledge in evaluating a product. Alignability was manipulated across three conditions: a base digital camera model, the base digital camera model presented with two alignable add-ons, and the base digital camera model with two unalignable add-ons. Uncertainty was manipulated across two conditions: the presence of a Consumer Reports rating in the low uncertainty condition and the absence of a Consumer Reports rating in the high uncertainty condition. The original experiment showed that the presence of alignable add-ons had a negative effect whereas the presence of non-alignable add-ons had a positive effect on base model evaluations. These effects were expected to diminish as consumer uncertainty diminishes.

This replication extends Bertini, Ofek, & Ariely (2008) by including a number of additional dependent variables beyond the product evaluation scale used in the original experiment (i.e., product attractiveness, purchase intentions, attitude, perceived quality, and willingness to pay a price premium). In addition, the replication strengthened the manipulation for uncertainty, which proved non-significant in the Bertini, Ofek, & Ariely's (2008) study.

Session IV: Sales/Service; Ballroom D - Chair: *Manisha Mathur, The University of Mississippi*

The Role of Service Climate in Adaptive Service Offerings

Kelly M. Wilder, Mississippi State University

Previous research in services has attempted to identify front line employees (FLEs) who are most likely and willing to adapt services by exploring the personality characteristics of such employees. The current study accepts that service-driven FLEs are willing to adapt, but further investigates the factors that affect the FLEs' ability to deliver adaptive service. Using a three step process, the authors explore the process of (1) identifying customer needs, (2) generating possible alternatives to adapt a service, and (3) empowering employees to execute service alterations. The three step process is composed of employees' empathy, anticipation, creativity, and empowerment in the delivery of a service experience. Lastly, the authors explore how the service climate of an organization along with role conflict can influence employees' willingness to provide an adaptive service offering.

Emotional Calibration and Sales Success

Blair Kidwell, The University of Kentucky

Jonathan Hasford, The University of Kentucky

David M. Hardesty, The University of Kentucky

Considerable evidence supports the influence of ability on sales performance, yet research has been surprisingly silent on whether salespeople's beliefs about their ability also impact sales success. The authors introduce the concept of emotional calibration in marketing exchanges to examine how the relationship between salespeople's emotional abilities and their beliefs about their abilities impact sales performance. Salespeople who are both confident and able exhibited the highest levels of performance relative to those who are emotionally miscalibrated. These emotional calibration effects were found to predict sales outcomes beyond cognitive and emotional ability, confidence, cognitive calibration, and several control variables. In addition, findings indicated that emotional calibration influences sales performance indirectly through customer interactions (adaptive selling and customer orientation), and through

salespeople's view of their sales roles (job satisfaction and role conflict) further demonstrating that emotional calibration robustly affects marketing exchanges. The authors highlight the importance for salespeople to not only know how to use their emotions but also believe they know how to use their emotions.

Customer's Perceived Authenticity of a Service Employee

Hyunju Shin, The University of Alabama

Kyoungmi Kim, The University of Alabama

Sharon E. Beatty, The University of Alabama

As customers have gained more persuasion knowledge about marketing gimmicks (Friestad and Wright 1994; Kirmani and Campbell 2004), their desire for authenticity has increased. Previous research on authenticity in service settings primarily focused on the employee's emotional display (e.g., smiling) as part of a firm's impression management strategy (e.g., Hennig-Thurau et al. 2006). It is surprising that relatively little attention has been paid to the customer's perspective of employee authenticity as a recipient in service encounters. To this end, we explore authenticity cues in the employee's attitude or behaviors that signal authenticity to the customer.

Three main categories of customers' perceived authenticity cues from service employees emerged from our interpretation of the data from eighteen in-depth interviews: (1) core service delivery cues (i.e., perceived authenticity cues based on the frontline employee's core service delivery), (2) interactional/relational cues (i.e., authenticity cues relative to the employee's effort to build a relationship with the customer), and (3) employee presentation cues (i.e., authenticity cues given off by the frontline employee him/herself). In essence, we found that the customer's perception of authenticity comes from not only the employee's self-presentation (e.g., smiling) but also a global appreciation of an employee's attitude or behaviors in his/her core service delivery processes and relationship-building efforts.

Themes of Deception

Erin Gillespie, The University of Mississippi

Katie Hybnerova, The University of Mississippi

Deception is relatively commonplace among interactions between consumers and businesses. Since deceptions are often unavoidable, it is imperative that businesses understand what factors influence how consumers process the deception. The authors use insights derived from 13 in-depth interviews of consumers to determine the main themes that categorize consumers' views of deception in the marketplace. Four additional in-depth interviews were conducted with businesses to explore the deception from the side of the deceiver. The authors suggest that attribution theory and behavioral learning theory may be helpful in understanding why consumers may not react negatively when deception occurs.

Session V: Corporate Social Responsibility/Going Green; Ballroom C - Chair:

Katie Hybnerova, The University of Mississippi

To Give and Get Back: Do Cause Portfolio Characteristics Influence the Return on Corporate Social Responsibility?

Meike Eiler, The University of South Carolina

Stefanie Rosen Robinson, The University of South Carolina

In response to today's marketplace, companies have become socially conscious and engage in a variety of activities related to corporate social responsibility. It has been shown that being socially responsible has a positive impact on the creation of marketbased assets, such as customer relationships, brand perceptions, and satisfaction (Luo and Bhattacharya 2006, Sen and Bhattacharya 2001, Brown and Dacin 1997). In this paper we focus on the impact of the firm's charitable activities on firm performance.

Specifically, we are interested in how the cause portfolio, which we conceptualize as all cause-related relationships that a company forms as a consequence of engaging in socially responsible practices, influences firm value.

Our model investigates the direct and indirect effect of cause portfolio characteristics (CPC) relevant to managers, such as the level of commitment (i.e., monetary amount, number of non-profits and the diversity of the causes supported). Using a secondary data set and across two experimental studies, we demonstrate that a firm's commitment to a cause matters, both in terms on monetary support and the number of areas targeted. Of particular interest is the varying impact of the firm's portfolio activities with the degree of the visibility to external stakeholders. We find support that firms are more likely to benefit from charitable investments when their activities are visible and relevant to stakeholders. However, firms have to be careful when they are committed to many different causes as we find evidence that these portfolios are less likely to create value, particularly when comprehensive information about the firm's activities are present.

The results from the three studies imply that cause portfolios can create value when its characteristics are properly managed. Further, the degree to which cause portfolios are relevant and visible to stakeholders should influence how firms invest in cause portfolios.

Conservatives Get Anxious, Liberals Get Excited: Understanding the Impact of Arousal on the Adoption of Green Behaviors

Blair Kidwell, The University of Kentucky

R. Adam Farmer, The University of Kentucky

David M. Hardesty, The University of Kentucky

This research investigates the mechanisms underlying psychological conservatism and liberalism that influence consumers' adoption of green behaviors. Four studies are conducted to examine the underlying processes associated with the decisions of conservatives and liberals (studies 1 and 2), provide tailored messages to uniquely influence the valence of arousal felt by conservatives and liberals (study 3), and, in a field setting, demonstrate how recycling behavior can be significantly enhanced using tailored messages (study 4). Results indicate that when consumers are vulnerable, conservatives experience negative arousal which leads to adherence to structure and status quo behavior whereas liberals experience positive arousal which leads to higher need for openness and experiential behavior including the adoption of green products. Green behaviors were ultimately increased for each ideological orientation via messages based

on these differences. The significance of these ideological processes to future green marketing and transformative consumer research is addressed.

The Reasons Consumers are Skeptic of Corporate Social Responsibility Efforts

Sarah Al-Houti, The University of Alabama

Although the marketing literature acknowledges that there is a group of consumers who are skeptical toward companies that behave socially responsible (Webb and Mohr 1998), other studies demonstrate that consumers respond positively to Corporate Social Responsibility (CSR) initiatives (Bhattacharya and Sen 2004). Past research has examined skepticism in CSR perceptions without explaining why some consumers are skeptical. For example, Webb and Mohr (1998) stated that consumers believe that CSR tries to persuade them to buy an overpriced, low quality product, however their research did not explain why these consumers believe that CSR efforts are misleading.

Given that a total of 9.9 billion is contributed to CSR by companies (Committee Encouraging Corporate Philanthropy 2009), skepticism can affect consumer's purchase decision (Szykman, Bloom, and Levy 1997). Accordingly, having consumers respond negatively to CSR leads to an ineffective allocation of company resources. The growing interest in CSR both in research and business is evidence of the importance of understanding why consumers are skeptical of a corporation's CSR efforts. Thus, this research proposes that consumer's personal characteristic, the type of CSR initiative a company associates with, and the company's CSR reputation are major drivers for consumer skepticism toward CSR efforts.

Session VI: Strategy from a Consumer Perspective; Ballroom D - Chair: Megan Keith, The University of Mississippi

"Meri Pepsi" or "Mera Pepsi"? The Role of Linguistic Gender Markers on Brand Gender Perceptions and Brand Evaluations: A Cross-National Exploration

Kranti Dugar, Mississippi State University

The current study is an exploratory investigation into the role of linguistic gender markers in two languages -Hindi and English - and their effects on evaluations of brand gender as well as attitude and behavioral loyalty. Given the nature of differences in the two languages, the propositions predict that brand personality assessments would differ across these two languages, depending on the language's gender system and gender markers. The specific research questions that will be explored are: (1) Do linguistic gender markers have an effect on brand gender evaluations?, (2) Do these evaluations differ across two languages - English and Hindi?, (3) Since Hindi forces assignment of a gender to a noun (unlike English), do comparable "undifferentiated brands" (neuter) assume a gender in India?, (4) Is Grohmann's (2009) MBP/FBP scale valid amongst Indian consumers?, and (5) Do evaluations of brand gender have an effect on behavioral brand evaluations? A discussion of concepts from literature, the model, methodology and list of propositions, and implications for academia and managers are also discussed.

Friends & Family – To Refer or Not to Refer?

Stephanie Mangus, Louisiana State University

Lori Hoy, Louisiana State University

In an attempt to garner support from existing customers for their products, firms often employ referral rewards programs to increase their customer base. These programs allow existing customers to express their pleasure with a product by referring it to another individual and being rewarded for their referral. The authors conduct a replication of Ryu and Feick's (2007) experiment, which investigates the impact of tie strength and reward size on referral likelihood. Tie strength is defined as the degree of the relationship between the recommender and the receiver of the recommendation. A reward is an incentive provided to a customer who makes a product referral and, in turn, the receiver of the referral purchases a good from the same seller.

The authors discover that contrary to the original experiment, reward size does not impact referral likelihood in all cases. However, the study confirms that consumers are more likely to refer products in conditions where they consider themselves as having strong ties to the recipient of the referral than in conditions where relational ties are weak. The authors extended the original study by considering deal proneness and rebate proneness as moderating factors which, if present, are expected to decrease the impact of a reward on referral likelihood.

It Does Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages

Christopher L. Newman, The University of Arkansas

Elizabeth Howlett, The University of Arkansas

Scot Burton, The University of Arkansas

John Kozup, Villanova University

It is becoming increasingly evident that current patterns of consumption are not sustainable in the long-term. Clearly, the need to persuade consumers to adopt more sustainable lifestyles has never been more urgent. The present research contributes to our understanding of the effects of message framing by considering the potential moderating influence of consumer concern about global climate change within the context of sustainable consumption. The results of two experiments demonstrate that the consumer's level of concern for the message-specific issues moderates the strength of the framing effect; effects are larger when concern was low. In addition, when concern is low, more negative framing and a prevention focus have more favorable persuasive effects. Implications of these findings for consumer welfare and public policy are discussed.

FIFTH ANNUAL SOUTHEAST MARKETING SYMPOSIUM

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Downtown Oxford Dining Guide

Budget/Specialty

- **Abners Famous Chicken Tenders**, 430 South Lamar Boulevard (2 blocks from the Square) 662-232-8659. Great chicken tenders. Wall-to-wall sports memorabilia. Great sweet tea. It has now developed into a small chain with locations throughout Mississippi and the Memphis area. This is the original Abners and was started by former Ole Miss football player, Abner White.
- **Bottle Tree Bakery**, 923 Van Buren Avenue, 662-236-5000. A quaint coffee and pastry shop in the morning. A sandwich place in the afternoon (closed in the evenings). Known throughout town for their wonderful breads, muffins and pastries. Has been featured on the Food Network and Oprah, who loves their apple pie.
- **Emileigh's Bakery**, South Lamar Avenue, 662-234-7200. Tasty daily plate lunches, gourmet lunches to go, casseroles, salads and desserts.
- **Square Pizza**, 1101 Van Buren Avenue, 662-234-9333. Delicious square-cut pizza a block from the square, whole or by the slice.
- **The Rib Cage**, 311 South Lamar Boulevard, 662-238-2929. A rib joint that features an upstairs restaurant and downstairs bar.
- **Uptown Coffee**, 265 North Lamar Boulevard, 662-513-0905. A perfect place to meet up with friends to have a cup of joe and hang out. High Speed Internet available.
- **Ya Ya's Frozen Yogurt**, 100 Courthouse Square, 662-234-0038. A self-serve frozen yogurt shop with a wide variety of flavors and toppings.

Mid-range

- **Ajax Diner**, 118 Courthouse Square, 662-232-8880. Soul Food with a little spice in a funky atmosphere. Voted Oxford's best "plate lunch", "lunch", and "casual dining" and was a favorite lunch spot for Eli Manning.
- **Boure**, 309 North Lamar Boulevard, 662-234-1968. A moderately-priced offshoot of City Grocery, featuring contemporary and traditional items. Try the French Dip. Entrees \$10-20.
- **Irie**, 122 Courthouse Square, 662-259-2500. Seafood, burgers, steaks and salad bar.
- **Lenora's**, 309 North Lamar, 662-236-1144. Wide range of seafood, pasta, and steak dishes. Casual atmosphere.
- **Old Venice**, 1112 1/2 Van Buren Avenue, 662-236-6872. Upscale Mediterranean cuisine. Great gourmet pizzas and an inviting atmosphere.
- **Proud Larry's**, 211 South Lamar Boulevard, 662-236-0050. Hand tossed pizza, grill food, pasta specials, salads. By day, "Larry's" is a great place for a hot meal. By night, it becomes an Oxford hotspot featuring live music.
- **Rooster's Blues House**, 114 Courthouse Square, 662-236-7970. Grill food and great live blues.
- **Round Table**, 132 Courthouse Square, 662-513-0588. High quality hometown cuisine. Known for their country friend steak and Rebel Dip appetizer.
- **Two Stick Market and Sushi Bar**, 1007 Harrison Avenue, 662-236-6639. Great sushi, nigiri and sashimi.

Splurge

- **208**, 208 South Lamar Boulevard, 662-234-0005. Some of the best food in town. Hip, chic atmosphere. Can't go wrong with anything on the menu. Carolina Crabcakes, Wasabi Tuna over Stir fry, She-crab Soup, and great oysters.
- **City Grocery**, 152 Courthouse Square, 662-232-8080. Upscale dining in the New Orleans tradition. Good wine list. Famous for their "shrimp & grits." Probably the most well-known restaurant in Oxford. Chef John Currence was nominated for the prestigious James Beard award, the highest national award a chef can receive.
- **Downtown Grill**, 110 Courthouse Square, 662-234-2659. Upscale Dining in a traditional atmosphere. Great food. Recommended Appetizer: Fried Green Tomatoes Entree: Catfish Lafitte. Happening bar upstairs frequently hosting live jazz.
- **Prime: A Steakhouse**, 1201 Jefferson Avenue, 662-238-7750. Upscale dining steakhouse located within the Downtown Oxford Inn & Suites. One of the newest additions to Oxford's menu, serving steak, fish, soups and more. Completely renovated dining area offers a relaxed bar atmosphere as well.
- **Waltz on the Square**, 1110 Van Buren Avenue, 662-236-2760. Elegant and mod, upscale Oxford dining at its peak. The huge dining room with breathtaking decor and swanky lounge with sparkling lights are a most appropriate prelude to the fine gourmet food and specialty wine lists. Diverse menu covering Americana, Creole, Italian, Greek, and Pacific Rim.