Third Annual

Southeast Marketing Symposium

Proceedings of the Third Annual

Southeast Marketing Symposium

Hosted by The University of Alabama

February 5 – 6, 2009

Participants:

Florida State University

Louisiana State University

Mississippi State University

University of Alabama

University of Kentucky

University of Memphis

University of Mississippi

University of Tennessee

THE UNIVERSITY OF ALABAMA

ITINERARY FOR THE THIRD ANNUAL SOUTHEAST MARKETING SYMPOSIUM

February 5th – 6th, 2009

Thursday, February 5th

5:50 - 6:00 pm: Meet in the lobby of Hotel Capstone for van transport to the Natural History
     Museum (Smith Hall) on the campus of The University of Alabama

6:15 pm – 9:15 pm: Reception and dinner in the Grand Gallery, Natural History Museum

Friday, February 6th

7:40 – 7:50 am: Meet in the lobby of Hotel Capstone for van transport to campus

8:00 am – 8:40 am: Continental breakfast in Alston Parlor, 4th floor of Alston Hall

8:45 am – 10 am: Bidgood 34
     Introductions and welcome by Barry Mason and Rob Morgan; faculty presentations by
     Tom Baker (Clemson University), Nicole Ponder (Mississippi State University), and
     David Mothersbaugh (University of Alabama)

10 am – 10:25 am: Refreshment break, Alston Parlor, 4th floor of Alston Hall

10:30 am – 12:00 pm: Student concurrent research presentations in Alston 40,
     Bidgood 115, and Bidgood 117

12:00 pm – 1:10 pm: Lunch in Alston Parlor, 4th floor of Alston Hall

1:15 pm – 2:45 pm: Student concurrent research presentations in Bidgood 115 and
     Bidgood 117; Doctoral program coordinator meeting in Bidgood 104 (1:15 – 2:15 pm)

2:45 pm – 3:10 pm: Refreshment break, Alston Parlor, 4th floor of Alston Hall

3:10 pm – 4:00 pm: Tour of campus and stadium

4:00 pm: Depart for home

(7:30 pm: Gymnastics meet at Coleman Coliseum: Alabama vs. Denver)

2009 SOUTHEAST MARKETING SYMPOSIUM
SCHEDULE OF SESSIONS

8:45 am – 10 am **Faculty Presentations, Bidgood 34**	
Nicole Ponder, Mississippi State University	"Fun with Matrices: A Multi-Trait, Multi-Situation Approach to Understanding Consumers' Shopping Needs" (co-author: Michelle Beauchamp)
Tom Baker, Clemson University	"Moderated Mediation: A Brief Introduction and Application"
David Mothersbaugh, University of Alabama	"Rhetoric and the Research Process"
10:30 am – 12:00 pm **Session A, Alston 40: Marketing Strategy**	
Hulda Black, University of Kentucky	"Return on Community: The Firm's Role in Managing Customer Communities"
Vivek Dalela, University of Alabama	"Rebuilding Trust and Commitment in Buyer-Seller Relationships"
Mitch Price, University of Mississippi	"Fast Track Marketing: An Investigation of Internal and External Drivers for Firm Success"
10:30 am – 12:00 pm **Session B, Bidgood 115: Green Marketing, Retailing, and Virtual Communities**	
Chris Koch, University of Tennessee	"Valuing Green in Consumer Consumption Experiences"
Alexa Givan, University of Alabama	"Girls Who Wear 'Abercrombie & Fitch': Store Stereotyping in the World of Adolescents"
Philip J. Boutin, Jr. University of Tennessee	"A Structural Model of Virtual Community Participation for the Exchange of Product and Service Information and Opinions"
10:30 am – 12:00pm **Session C, Bidgood 117: Buyer Behavior**	
Nobu Fukawa, Louisiana State University	"The Role of Attribute Expectation, Attribute Number, and Cognitive Load on Retrieval Accuracy"
Mike Breazeale, Mississippi State University	"Consuming Fear: Exploring Collector Motivations at a Horror Convention"
Emily Plant, University of Kentucky	"The Price of Dreams: An Examination of the Market for Thoroughbred Yearlings"

1:15 pm – 2:45 pm
Session A, Bidgood 115: Services Marketing

Doug Johansen,   "Coproduction in Marketing Support Service
Florida State University   Outsourcing: A Structuration Approach to Service
                                              Environment Success"

Phillip Hart,   "Reexamining Emotional Contagion in Service
University of Memphis   Encounters"

Allyn White,   "Using Service-Dominant Logic to Achieve a
Mississippi State University   Sustainable Competitive Advantage"

1:15 pm – 2:45 pm
Session B, Bidgood 117: Realism and Authenticity

Christine Kowalczyk,   "Are Products More Real on Reality Shows?
University of Memphis   An Exploratory Study of Product Placement in
                                              Reality Television Programming"

Carolyn Garrity,   "What Makes a Celebrity Authentic? Identifying
Louisiana State University   the Antecedents of Celebrity Authenticity"

Ed Ramirez,   "Authenticity: A New Strategy for Connecting with
Florida State University   Customers"

10:30 am – 12:00 pm
Session A, Alston 40: Marketing Strategy

Return on Community: The Firm's Role in Managing Customer Communities
Hulda Black, University of Kentucky

Recent research has shown that increased levels of social support among customers can lead to improved health outcomes for customers and increased financial returns for the service firm (Rosenbaum 2008). The effects of these customer communities on consumer and firm well-being have strong strategic implications for service firms attempting to socialize its customers. A key contribution is to understand the relationship between different types of intercustomer social support and different types of well being. This research will examine strategic drivers of intercustomer social support and their subsequent effects on different types of consumer and firm well being.

Rebuilding Trust and Commitment in Buyer-Seller Relationships
Vivek Dalela, University of Alabama

This research is about reviving/repairing those buyer-seller relationships that were once strong but have faced some damage or injury resulting in reduced relationship quality. While research in relationship marketing has stressed the importance of quality of relationships characterized by trust and commitment, and scholars have examined efforts made towards developing and keeping relationship quality high, little attention has been paid to examining relationships that used to be strong previously but that, due to some reason, happen to face reduced relationship quality. While some extant literature clearly points towards possibilities of established and strong relationships going sour or becoming weak, it does not inform us about whether and how such relationships can be repaired.

Using an experimental design, this research empirically examines the impact of various reasons why established relationships might sometimes get damaged, how do seller firms try to repair such damaged relationships, and what kind of repair efforts work best-and under what conditions.

Fast Track Marketing: An Investigation of Internal and External Drivers for Firm Success
Mitch Price, University of Mississippi

More and more today, many companies are striving to shorten product development cycles. While we know that some companies are faster at development cycles than others are, we know very little about how a given company can change and expedite their new product development efforts. This research addresses the question: What are the factors influencing marketing new product development speed? This paper develops a 2 x 2 topology and a conceptual model that aids in explaining the phenomena of new product development efforts. This is followed by an extensive field study that analyzes propositions and provides validation to the model by aligning the model with what has been evident by practicing marketing managers. To contribute to the

knowledge base of competitive advantage and speed in product development efforts, we propose facilitators and barriers to Fast-Track Marketing (FTM) new product development in the form of both internal and external drivers: competitive pressures, changing regulations, cost/differentiation goals, and technology/scientific advances. . We propose that these drivers of change mandate different types of acceleration: crisis, change, revolution and evolution. The consequences of acceleration are explored in terms of product outcomes: radical innovation, strategic success, and total cost. The salient consequence is the survival of the firm.

10:30 am – 12:00 pm
Session B, Bidgood 115: Green Marketing, Retailing, and Virtual Communities

Valuing Green in Consumer Consumption Experiences
Chris Koch, University of Tennessee

The green concept is quite pervasive in society today. There is a growing quantity of research concerning all things green, and there is an established measure of research concerning consumers' values. However, there is a lack of empirical evidence of what consumers value in the green concept. Using one-on-one in depth interviews and the grounded theory methodology in qualitative research, the author seeks to interview and report what consumers value in green in relation to their consumption experiences. The end result is the emergence of a substantive, mid-level theoretical framework.

Girls Who Wear 'Abercrombie & Fitch': Store Stereotyping in the World of Adolescents
Alexa Givan, University of Alabama

This paper investigates how adolescents process store image information and how they choose the stores in which they want to shop. Both qualitative and quantitative studies are undertaken to ultimately develop and test a model of adolescent store choice. Qualitative interviews revealed that adolescents apply the expectations and associations of different peer groups to stores that are associated with each group. We refer to this as the process of *store stereotyping*. In general, adolescents seem to choose stores in a way that is similar to the way they choose their friends. They gravitate toward those that appear to be part of their group and avoid those that do not fit-in. Social identity theory provides a framework for explaining store image evaluations as well as store choice, however qualitative results indicate that there are variations between individuals in this process. Through a quantitative study, consumer need for uniqueness and group homophily are tested as potential moderating variables in the model.

A Structural Model of Virtual Community Participation for the Exchange of Product and Service Information and Opinions
Philip J. Boutin, Jr., University of Tennessee

Virtual communities are formed when an adequate number of people engage in computer-mediated non-private discussions for a sufficient period of time, with adequate human feeling so that social relationships are established with other online participants. These virtual communities organize and assemble individuals, groups, and business entities online around shared interests or objectives. Because many of the virtual communities that exist are based upon consumption activities, including e-commerce, their value to the formulation and execution

of marketing and business strategies is obvious. This is especially true due to the large number of consumers that participate in virtual communities globally, as seen with the large number of users on two of the most prominent and popular virtual communities, MySpace and Facebook. The primary focus of this theory-building research project is encapsulated in the following phenomenon statement: "Consumers exchanging information and opinions about products and services through their participation in virtual communities." In-depth interviews were conducted and the relevant extant literature was reviewed for this qualitative research study, which followed the grounded theory research tradition and utilized generally accepted ground theory practices and processes. The end result of the data collection activities and analysis was the development of a structural model of virtual community participation (VCP) for the exchange of product and service information and opinions.

10:30 am – 12:00pm
Session C, Bidgood 117: Buyer Behavior

The Role of Attribute Expectation, Attribute Number, and Cognitive Load on Retrieval Accuracy
Nobuyuki Fukawa and Ronald W. Niedrich, Louisiana State University

In this study, we investigate the influence of the number of attributes and cognitive load on the retrieval of expected vs. unexpected attributes. Past studies suggest that people attend to unexpected information more than to expected information. But, does the increased attention always improve information recall? Our study suggests that the memorability of unexpected attributes actually declines more significantly than that of expected attributes as the number of attributes and cognitive load increase.

Consuming Fear: Exploring Collector Motivations at a Horror Convention
Michael Breazeale, Mississippi State University

People have collected objects throughout history. Many of these collections have obvious value because of professional appraisals of their worth. Other collections may have meaning only to the collector. This study examines a collection that may fall into the latter category. Collectors of horror movie memorabilia are as passionate about their collections as are the collectors of fine art or rare wines, but many would assume that the similarities end there. If there is no objective market for these objects, what motivates the collector to collect? Also, because the objects are tied to what could be considered a negative experience – being frightened – what is their appeal? In this study, ethnographic field research was conducted at a horror collectors' convention in Indianapolis in August 2008. Semi-structured depth interviews allow investigation of the research question, which is "What motivates people to collect horror film memorabilia and what do they derive from their hobby?" Ethnographic data provides a rich description of the experience of horror film memorabilia collecting as well as the diverse motivations for an activity that has strong negative connotations within mainstream US society. Understanding motivations of these collectors should also allow more general observations regarding the motivations of other consumption communities that fall outside of the mainstream.

The Price of Dreams: An Examination of the Market for Thoroughbred Yearlings
Emily Plant, University of Kentucky

Two sources of quantitative data are combined with qualitative research on participants involved in the buying and selling of Thoroughbreds at auction. This setting is used as a natural quasi-experimental research design for a marketing channel involving third-party agents. Results from the quantitative data are supplemented and combined with the qualitative research to provide an integrative, grounded theory approach to identifying the antecedents to auction sale price of Thoroughbred Yearlings and the effect on price of the third-party agents. Integration into the professional world of Thoroughbred auctions via a variety of qualitative strategies is used including: visual observation; open-ended interviews; a structured problem task; and participation in the day-to-day processes of the sale.

1:15 pm – 2:45 pm
Session A, Bidgood 115: Services Marketing

Coproduction in Marketing Support Service Outsourcing: A Structuration Approach to Service Environment Success
Douglas Johansen and Daekwan Kim, Florida State University

A Service Dominant perspective on marketing argues that consumers derive value from the benefits supplied through the services provided by physical goods rather than the goods themselves. For marketers, the marketing support services components, for example, order-taking and trouble shooting customer problems are a strategic source of direct contact and communication with customers. Yet such services are increasingly outsourced and frequently to offshore service providers. While such activities are a strategic part of the benefits provided by marketers, little is known about how off-shore service providers create service environments that contribute to customer value. Structuration theory provides a robust theoretical framework to describe the coproductive processes used to create customer value in an off-shored marketing support service environment. The results of both qualitative research and an empirical study are discussed in the context of managerial implications.

Reexamining Emotional Contagion in Service Encounters
Phillip Hart, University of Memphis

In every service encounter, emotional communication occurs between employees and customers. A critical aspect of this communication is emotional contagion, which results from the flow of emotional communication. This contagion occurs when individuals mimic the emotional expressions of others, such as facial expression, tone of voice, and posture. When individuals mimic one another, they experience affective feedback, which over time, causes the moods of both individuals to coalesce (McGrath and Kelly 1986; Hatfield et al., 1992; Neumann and Strack 2000). While research has repeatedly stated that this contagion occurs both consciously and unconsciously (Barsade, 2002; Neumann and Strack, 2000), no one study has succeeded at demonstrating the conscious component independently of the unconscious component. This assumption must be tested in order to encourage and explain further investigation into conscious manipulations of emotional contagion. Furthermore, the literature has not identified valence

effects on the contagion process, which may be critical in the distinction of negative emotional contagion from positive emotional contagion. The current study proposes that with the proper measure of negative emotional gestures, high/low risk experimental conditions will demonstrate a difference in the emotional contagion process across positive and negative emotional communication.

Using Service-Dominant Logic to Achieve a Sustainable Competitive Advantage
Allyn White, Mississippi State University

Marketing thought has evolved from the economic, goods-exchange focus toward a solutions-oriented view (Tuli, Kohli, and Bharadwaj 2007; Vargo and Lusch 2004). The emergence of this service-dominant perspective has initiated a wealth of research on the concept, function, and purpose of marketing. Accordingly, firms seeking competitive advantage in the marketplace must shift their focus away from tangible, static resources of the past, and instead try to identify intangible processes and relationships as core competences for sustained success (Day 2004; Vargo and Lusch 2004). Hoffman (2000) reviewed the concept and sources of sustainable competitive advantage (SCA) and proposed a model of SCA through network relationships. This manuscript seeks to extend Hoffman's (2000) work by identifying potential sources of SCA from the service-dominant perspective. Specifically, factors that are critical to sustained superior firm performance are presented, followed by a proposed model of SCA through the co-creation of value in the service chain.

1:15 pm – 2:45 pm
Session B, Bidgood 117: Realism and Authenticity

Are Products More Real on Reality Shows? An Exploratory Study of Product Placement in Reality Television Programming
Christine Kowalczyk, University of Memphis

The integration of products and brands into movies and television has been around since the early days of these mediums; however, no research has tested product placement in reality shows. The purpose of this exploratory study is to empirically assess attitudes and behaviors toward product placement in reality programming with the concepts of perceived realism and skepticism and to expand the concept of product placement in reality shows further by introducing the concept of a "mini-mercial". Using an example of the mini-mercial featured in the Biggest Loser, a model was developed and tested. Support was found for six of the nine study hypotheses advancing the concept of product placements in reality shows.

What Makes a Celebrity Authentic? Identifying the Antecedents of Celebrity Authenticity
Julie Anna Guidry, Carolyn Popp Garrity, Louisiana State University
George M. Zinkhan, University of Georgia

While celebrities are of growing importance to marketers, relatively little research has focused on the celebrity's brand. This research focuses on the perceived authenticity of the human brand. Marketing researchers are realizing the importance of authenticity, emphasizing that modern day consumers search for authenticity in their consumption experiences. Thus, the objective of this research is to identify antecedents that lead to perceptions of celebrity authenticity. The first

study used an open-ended survey method with 220 adult respondents to identify themes associated with authentic celebrities. A follow-up study of 350 adult respondents was used to test the conceptual model developed in the first study.

Authenticity: A New Strategy for Connecting with Customers
Ed Ramirez and Joe Cronin, Florida State University

Recent changes in societal norms are reducing the efficacy of traditional marketing strategies. Specifically, it seems that now, more than ever, customers are seeking "real," "raw," and "genuine;" that is, "authentic" offerings. The research presented examines this phenomenon by operationalizing authenticity through a series of four studies (N = 1,178). Using structural equation modeling, a newly developed scale measuring authenticity and the relationship between this construct and a number of related factors is considered. Finally, a segmentation study is conducted using cluster analysis. A taxonomy of customers is developed featuring three distinct profiles, allowing for more accurate targeting. Implications for marketing strategies are identified.