



## 2010 AMA Marketing and Public Policy Conference Sustainability and Society

### Preliminary Program

#### Co-Chairs:

Kenneth C. Manning, Colorado State University  
Kathleen J. Kelly, Colorado State University  
David E. Sprott, Washington State University

SUNDAY, MAY 16 to THURSDAY, MAY 20

#### Pre-Conference Marketing and Public Policy Research Workshop

##### Sponsored by:

Colorado State University College of Business  
American Marketing Association  
Association for Consumer Research  
Marketing Science Institute  
AMA Marketing & Society Special Interest Group

THURSDAY, MAY 20

4:00 to 7:30 PM MPPC Registration

Location: xxxxxx

5:30 to 7:30 PM Welcome Reception

##### Sponsored by:

Villanova University Center for Marketing & Public Policy Research

Location: xxxxxx

7:30 to 5:30 PM MPPC Registration  
Location: xxxxxx

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8:30 to 10:00 AM SESSION 1

**1.1 Competitive Paper Session: "Young People, Brand Exposure, Advergaming, and Sexting"**

Location: Room 1

Chair: Elizabeth Moore, University of Notre Dame

**Do Food Advergaming Promote Healthy Dietary Choices and Lifestyles? An Analysis of National Marketers' Self-Regulation of Food Advergaming for Children**

Elizabeth Taylor Quilliam, Michigan State University  
Mira Lee, Michigan State University  
Richard Cole, Michigan State University  
Mikyoung Kim, Michigan State University

**Investigating Adolescents' Perceived Brand Stress: Scale Development, Antecedents and Consequences**

Carmen-Maria Albrecht, University of Mannheim  
Nicola Stokburger-Sauer, University of Innsbruck  
Hans H. Bauer, University of Mannheim

**I'll Show You Mine, If You Show Me Yours: Public Policy Implications of Adolescent Sexting**

Robin L. Soster, University of South Carolina  
Jenna M. Drenten, University of Georgia

**1.2 Competitive Paper Session: "Understanding Smoking Behavior and the Effectiveness of Anti-Smoking Communications"**

Location: Room 2

Chair: Amy Stokes, University of Arkansas

**The Symbolic Consumption of Cigarettes: Constructing Brand Personalities for the Prototypical Global and Local Cigarette Brands in Turkey**

Namita Bhatnagar, University of Manitoba  
Lerzan Aksoy, Fordham University  
Aysegül Özsoy, Koç University

**Cognitive, Affective, and Normative Mediators of the TAK NAK Antismoking Advertising Campaign: Cultural Implications for Social Marketing**

Wonkyong Beth Lee, University of Waterloo  
Geoffrey T. Fong, University of Waterloo  
Timothy Dewhirst, University of Guelph  
Ryan D. Kennedy, University of Waterloo

**Estimating the Effects of Dissuasive Packaging on Young Adult Smokers**

Christiane Wong, University of Otago  
Janet Hoek, University of Otago  
Philip Gendall, Massey University  
Jordan Louviere, University of Technology, Sydney

### **1.3 Special Session: "Emotions, Magical Beliefs and Maladaptive Health Behaviors"**

Location: Room 3

Chairs: Sayantani Mukherjee, California State University, Long Beach  
Ingrid M. Martin, California State University, Long Beach  
Discussant: Paul Bloom, Duke University

#### **Emotional Intelligence: A Moderator of Health Performance**

Paula Peter, San Diego State University  
Anjala Krishen, University of Nevada, Las Vegas  
David Brinberg, Virginia Tech

#### **Promoting Pride or Embarrassment? Potential Emotional Outcomes of the Consumption of Ability Enhancing Products**

Mohammed El-Hazzouri, University of Manitoba  
Sergio Carvalho, University of Manitoba  
Kelley Main, University of Manitoba

#### **The Magical Powers of Dietary Supplements**

Syantani Mukherjee, California State University, Long Beach  
Ingrid M. Martin, California State University, Long Beach

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10:00 to 10:30            BREAK

Location: xxxxxx

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10:30 to 12:00 NOON    SESSION 2

### **2.1 Competitive Paper Session: "Consumers Consuming Less"**

Location: Room 1

Chair: Ronald Paul Hill, Villanova University

#### **Influencing the Negative Effects of Planned Obsolescence and Product Neglect: The Influence of Instrumental and Terminal Materialism**

Kristin Scott, Minnesota State University, Mankato  
John C. Mowen, Oklahoma State University  
Alex R. Zablah, Oklahoma State University

#### **Demographic Differences across Facets of Environmental Concern: Implications for Public Policy and Public Health**

Marla Royne, University of Memphis  
Marian Levy, University of Memphis  
Jennifer Martinez, University of Memphis

#### **Trading-off Sustainability: Choice and Willingness-to-pay given a Trade-off between Sustainability and Functional Performance**

Michael Gerhard Luchs, College of William and Mary  
Jacob Brower, University of Texas at Austin  
Ravindra Chitturi, Lehigh University

### **Consumer Acculturation in an Environment of Policy Restraints**

Garrett Coble, Oklahoma State University  
Marlys Mason, Oklahoma State University

## **2.2 Competitive Paper Session: "Impacting Health Through Information Provision"**

Location: Room 2

Chair: William L. Wilkie, University of Notre Dame

### **A Study on the Effectiveness of Nutrition Labeling in Germany**

Sophie Hieke, Ludwig-Maximilians-University Munich  
Charles Taylor, Villanova University

### **Effects of Product Unit Image on Consumption of Snack Foods**

Adriana Punteva, Baruch College  
Lauren Block, Baruch College

### **The Impact of Sodium Knowledge, Sodium Content Level, and Hypertension Treatment Status on Perceived Vascular Disease Risk and Purchase Intentions**

Betsy H. Howlett, University of Arkansas  
Scot Burton, University of Arkansas  
Andrea Tangari, University of Arkansas  
Myla Bui, Loyola Marymount University

### **Gender and Regulatory Focus: Regulatory Fit Effects on Persuasion**

Jane McKay-Nesbitt, Bryant University  
Malcolm C. Smith, University of Manitoba

## **2.3 Special Session: "Contributions by Marketing Scholars to the Emerging Field of Social Entrepreneurship"**

Location: Room 3

Chair: Paul Bloom, Duke University

### **Communications Strategies for Scaling Health-Focused Social Entrepreneurial Organizations**

Lauren Trabold, Baruch College  
Paul Bloom, Duke University  
Lauren Block, Baruch College

### **Whose Change are We Talking About? When Multiple Parties and Multiple Agendas Collide**

Scott Newbert, Villanova University  
Ronald Paul Hill, Villanova University

### **Scaling Social Impact through Branding Social Causes**

Minette E. Drumwright, University of Texas at Austin  
Mercedes Duchicela, University of Texas at Austin

### **Methodological Challenges in Conducting Social Impact Research**

Cornelia Pechmann, University of California, Irvine  
Craig Andrews, Marquette University

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12:00 to 1:30 PM

AWARDS LUNCHEON

**Keynote Address**

“XXXXXXXXXXXXXXXXXXXX”

Location: xxxxxx

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1:30 to 3:00 PM    SESSION 3

**3.1 Roundtable Session: “Connecting the Dots: Links between Marketing and Public Policy Research and Sustainability”**

Location: Room 1

Chair: Jenny Mish, University of Notre Dame

Roundtable Discussion Leaders:

Diane Martin, University of Portland  
Jenny Mish, University of Notre Dame  
Debra Scammon, University of Utah  
John Schouten, University of Portland

“Sustainability” comprises the future viability of social, cultural, and ecological systems. Marketing and public policy scholars have long championed these issues. However, the links between sustainability and specific research projects have not always been articulated. This roundtable will provide tools for making those connections explicit in order to best inform public policymakers.

**3.2 Competitive Paper Session: “Trademarks, Counterfeit Goods, and Consumer Confusion”**

Location: Room 2

Chair: Mark Peterson, University of Wyoming

**Risky Business - Reducing Demand for Counterfeit Goods**

Kashef A. Majid, George Washington University  
Vanessa G. Perry, George Washington University  
Johny K. Johansson, Georgetown University

**Trademark Dilution and the Management of Brands: Some Implications of the Trademark Dilution Revision Act of 2006**

John D. Mittelstaedt, Clemson University  
Gary J. Gaeth, University of Iowa

**What is Consumer Confusion and how is it Measured? An Integrated Examination from the Marketing and Legal Disciplines**

Amy Stokes, University of Arkansas  
Steven W. Kopp, University of Arkansas  
Tracy Suter, Oklahoma State University

**Borrowed Plumes: Why do Consumers Buy Counterfeit Brands?**

Daniel Heinrich, University of Mannheim  
Hans H. Bauer, University of Mannheim  
Kai Bergner, University of Mannheim  
Carmen-Maria Albrecht, University of Mannheim  
Stefanie Exler, InteractiveMedia CCSP GmbH

**3.3 Special Session: "Role of Qualitative and Quantitative Consumer Research in Policy Development at Federal Agencies"**

Location: Room 3

Chairs: Manoj Hastak, American University  
Michael Long, ICF Macro  
Discussant: Craig Andrews, Marquette University

**Can You Understand What This Privacy Notice Says? A Report on the GLB Interagency Research Project**

Loretta Garrison, Federal Trade Commission  
Manoj Hastak, American University  
Jeanne Hogarth, Federal Reserve Board  
Susan Kleimann, Kleimann Communication Group  
Alan Levy, Food and Drug Administration

**Listening to Consumers: The Use of Empirical Research in the Development of Required Credit Card Disclosures**

Jeanne Hogarth, Federal Reserve Board  
Michael Long, ICF Macro

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3:00 to 3:30      BREAK

Location: xxxxxx

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3:30 to 5:00 PM SESSION 4

#### **4.1 Roundtable Session: "FDA and Tobacco Control: The Role of Marketing Research"**

Location: Room 1

Chair: Conrad Choiniere, Center for Tobacco Products, Food & Drug Administration

Roundtable Discussion Leaders:

Conrad Choiniere, Center for Tobacco Products, Food & Drug Administration  
Corinne Husten, Center for Tobacco Products, Food & Drug Administration  
Catherine Lorraine, Center for Tobacco Products, Food & Drug Administration  
Kathleen Quinn, Center for Tobacco Products, Food & Drug Administration  
Nancy Ostrove, Center for Tobacco Products, Food & Drug Administration  
Rosemary Rosso, Federal Trade Commission

The passage of the Family Smoking Prevention and Tobacco Control Act in June 2009 granted authority to the U.S. Food and Drug Administration (FDA) to regulate tobacco products. FDA's responsibilities under the law include the determination of manufacturing and product standards, the review of premarket applications for new tobacco products, and the establishment and enforcement of advertising, promotion and labeling restrictions. In this roundtable session, representatives from FDA will discuss the marketing and consumer research needed to provide the science base for regulatory and policy decisions.

#### **4.2 Competitive Paper Session: "Eco-Communications"**

Location: Room 2

Chair: Kelly Martin, Colorado State University

##### **An Exploratory Investigation of Environmental Message Effects: The Water Crisis in Australia's Murray-Darling Basin**

Rohan Miller, The University of Sydney  
Samantha Yates, The University of Sydney

##### **Eco-Claims and Eco- Labeling: An Analysis of Consumers' Beliefs and Choice Behaviors**

Nicole Roling, Post-graduate student  
Janet Hoek, University of Otago  
David Holdsworth, University of Otago

##### **Color and Processing Fluency: Green Can Be both Beneficial and Deceptive**

Joon Yong Seo, University of Utah  
Debra L. Scammon, University of Utah

##### **Impact of Product Attribute Wording on Consumer Acceptance of Biotechnology Applications in Produce**

Nadezhda K Novotorova, Augustana College  
Michael A Mazzocco, Verdant AgriBusiness Consultants

### **4.3 Special Session: Helping Consumers Avoid Poor Financial Decisions**

Location: Room 3

Chair: Paul Bloom, Duke University

#### **The Ironic Effect of Credit Card Balances on Consumers' Spending Control**

Keith Wilcox, Babson College

Lauren Block, Baruch College

#### **Helping Consumers Respond to the Advertising and Availability of Debt Consolidation**

Lisa Bolton, The Pennsylvania State University

Paul Bloom, Duke University

Joel Cohen, University of Florida

#### **Employee Retirement Savings: What We Know and What We are Discovering for Helping People to Prepare for Life After Work**

Punam Anand Keller, Tuck School of Business at Dartmouth

Annamaria Lusardi, Dartmouth College

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### **SPECIAL FRIDAY EVENING EVENT**

#### **“A Taste of Sustainable Colorado”**

5:30 to 7:00 Colorado Beer and Wine Tasting

The tasting will feature Colorado wineries and breweries engaged in progressive sustainable business practices. Join your colleagues for camaraderie, appetizers, and fun while tasting some of the best wines and beers produced in the state!

#### **Sponsored by:**

Colorado State University College of Business

Location: xxxxxx

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7:15 to 9:00 Dinner at “1515 Restaurant”

1515 Restaurant is a founding member of Greener DINR, a local partnership of independent restaurants concentrating on the implementation and promotion of sustainable practices within the food industry. Dinner will include a fresh salad from the restaurant’s garden, a choice of entrees (including a vegetarian option), dessert, and wine, beer or a well drink. The cost per person for dinner is \$40 and includes tax and gratuity. (Please RSVP by going to the special event link at [www.biz.colostate.edu/mppc](http://www.biz.colostate.edu/mppc).)

Location: 1515 Market Street

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8:30 to 10:00 AM SESSION 5

**5.1 Roundtable Session: Home Finance We Can Live With: Information Policies and Practices to Promote Sustainable Homeownership**

Location: Room 1

Chair: Ellen Merry, Federal Reserve Board

Roundtable Discussion Leaders:

J. Michael Collins, Center for Financial Security, University of Wisconsin-Madison

Michael Long, ICF Macro

Ellen Merry, Federal Reserve Board

Michael E. Staten, Take Charge America Institute

This session will explore lessons learned from research and from the mortgage crisis about policies and practices that may promote household choice of sustainable home finance. The design and effectiveness of policies and resources that help educate, counsel and inform consumers will be a particular focus. The discussion will draw from research in areas such as financial education, credit counseling, disclosure design, and foreclosure intervention.

**5.2 Special Session: "Public Health and Marketing Perspectives on Food Marketing to Children: Clashing or Collaborative Views?"**

Location: Room 2

Chair: Jerome Denean Williams, University of Texas at Austin

**Have It the Healthy Way Right Away? Public Health Perspectives on Food Marketing**

Christine R. Fry, National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN)

**The Legal and Policy Landscape for Limiting Junk Food Marketing to Children: A Public Health Perspective**

Graff Samantha, National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN)

**Responsible and Ethical Corporate Response to the Obesity Crisis: An Academic Marketing Perspective**

Minette E. Drumwright, University of Texas at Austin

Jerome Denean Williams, University of Texas at Austin

**5.3 Competitive Paper Session: "Privacy in the Technology Realm"**

Location: Room 3

Chair: Aditi Grover, Plymouth State University

**An Examination of the Antecedents to Information Sensitivity in the Wake of Web 2.0**

Ereni Markos, University of Massachusetts, Amherst

George R. Milne, University of Massachusetts

**Item-Level RFID: Consumer Privacy Issues & Alternative Remedies**

Anna Turri, University of Arkansas

Ronn J. Smith, University of Arkansas

Steven W. Kopp, University of Arkansas

**Privacy Behavior, Trust and Social Connectedness of Facebook Consumers**

Kristen Walker, California State University Northridge

Tina Kiesler, California State University Northridge

**Do the Digital Natives Have a Different View of Online Information Sharing and Privacy Concern?**

George R Milne, University of Massachusetts

Jason Gabisch, University of Massachusetts Amherst

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10:00 to 10:30            BREAK\*

Location:

\*Poster session participants should setup their posters at this time.

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10:30 to 12:00 NOON    SESSION 6

**6.1 Roundtable Session: "Planning, Mitigation, and Recovery in Natural Disasters: A Trans-disciplinary Approach to Public Policy"**

Location: Room 1

Chairs:        Ingrid M. Martin, California State University, Long Beach  
                  Stacey Baker, University of Wyoming

Discussant: Joshua L. Wiener, Oklahoma State University

This session will examine the role of consumers, policy makers, and institutions in times of natural disasters across disciplinary lines. A short presentation of three research papers on three different types of natural disasters sets the context and tone for the roundtable. This will be followed by a set of discussion questions that focus on the disaster management phases from the perspectives of consumers, institutions, and public policy researchers. The desired outcome of the session is to develop a set of research ideas to move this field forward.

**The 2009 Novel H1N1 Pandemic: Are We Really Ready For It?**

Deirdre Terese Guion, North Carolina Central University

Debra Scammon, University of Utah

Bo Liang, University of Utah

**Coastal Protection from Natural Disasters: A Market, Development, and Policy Perspective**

Edward Barbier, University of Wyoming

**Managing Risk and Recovering from Vulnerability: The Role of Public Policy in Wildfire Protection Measures**

Ingrid M. Martin, California State University, Long Beach

Stacey Baker, University of Wyoming

Wade Martin, California State University, Long Beach

Carol Raish, US Forest Service Rocky Mountain Research Station

## **6.2 Special Session: "Effects of Front-of-Package Health and Nutrition Claims on Consumer Comprehension of Product Healthfulness"**

Location: Room 2

Chairs: Manoj Hastak, American University  
Roland Gau, Tulane University  
Discussant: Alan Levy, Food & Drug Administration

### **Are We Making "Smart Choices" in Evaluating Front-of-Package Nutrition Icons? Assessing Effects of Smart Choices vs. Traffic Light - Guideline Daily Amounts**

Craig Andrews, Marquette University  
Scot Burton, University of Arkansas

### **Take with a Grain of Salt? Front-of-Pack Sodium Nutrition Claims**

Rachel McLean, University of Otago  
Janet Hoek, University of Otago  
Jim Mann, University of Otago

### **Can Front-of-Package Nutrition Claims Help Low-Literate Consumers Assess Product Healthfulness?**

Roland Gau, Tulane University  
Manoj Hastak, American University  
Haeran Jae, Virginia Commonwealth University  
Madhu Viswanathan, University of Illinois at Urbana-Champaign

## **6.3 Competitive Paper Session "Consumers' Financial Decisions, Business Practices, and Lobbying Efforts"**

Location: Room 3

Chair: Mary W. Sullivan, George Washington University

### **Increasing Retirement Savings: The Influence of Future Self, Imagery, and Savings Efficacy**

Pam Scholder Ellen, Georgia State University  
Joshua L. Wiener, Oklahoma State University  
Paula Bone, West Virginia University

### **Markups, loan packing, and "yo-yo" deals: An Analysis of Auto Lending Practices**

Joshua M Frank, Center for Responsible Lending  
Delvin Davis, Center for Responsible Lending

### **Understanding Lobbying From a Marketing and Public Policy Perspective: A Review of Lobbying's Regulatory Environment**

Terrance G. Gabel, University of Arkansas, Fort Smith  
Clifford D. Scott, University of Arkansas, Fort Smith

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12:00 to 1:00 POSTER SESSION LUNCHEON

Location: xxxxxx

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1:00 to 2:30 PM SESSION 7

**Poster Session**

Location: xxxxxx

SUSTAINABILITY

**Consequences of Overspecialization in the Industrial Food System**

Christy Russon, Oklahoma State University

**De-commodification and Value**

Stephen Todd Weaver, Georgia State University

Pam Scholder Ellen, Georgia State University

**Disasters, Sustainability, and Public Relations: Using Publicity Campaigns to Promote or Oppose Sustainable Disaster Recovery**

Owen Dekhani Kulemeka, University of Illinois at Urbana Champaign

**Promoting Sustainable Consumption: The Influence of Mindsets and Consumer Temporal Orientation**

Ronn J. Smith, University of Arkansas

Andrea Tangari, University of Arkansas

**Selling Good Feelings, But Do You Really Comply?**

Jörg H. Grimm, University of St.Gallen

Joerg Stefan Hofstetter, University of St.Gallen

**Sustainability: What Can We Learn From Consumption Constraints?**

Carol Kaufman-Scarborough, Rutgers University School of Business

**The Impact of Subjective and Objective Knowledge on Eco-friendly Behaviors**

Kim Daniloski, Virginia Tech

Meghan Pierce, Virginia Tech

Anne Hamby, Virginia Tech

**Understanding Consumer Resistance to Green Innovations: A Structural Equation Modeling Approach**

Marius Christopher Carl Claudy, Dublin Institute of Technology

Aidan O'Driscoll, Dublin Institute of Technology

Rosanna Garcia, Northeastern University

YOUNG PEOPLE AND CONSUMER WELFARE/POLICY

**An Investigation into Food Attitudes and Behaviors among Adults in Households with 6-11 Year Old Children**

Courtney Childers, University of Tennessee

Mariea G. Hoy, University of Tennessee

**An Investigation of the Persuasiveness of Video Game Advertising**

Jennifer Siemens, University of Dayton  
Scott D Smith, University of Central Missouri  
Dan Fisher, University of Central Arkansas  
Dustin Pezley, University of Central Missouri

**Changes in Children and Guardian's Attitudes and Behaviors toward STEM Disciplines after Participation in Kids Tech University**

Betsy Tretola, Virginia Tech  
Kristy DiVittorio, Virginia Bioinformatics Institute, Virginia Tech  
Eloise B. Coupey, Virginia Tech  
Reinhard C. Laubenbacher, Virginia Bioinformatics Institute, Virginia Tech

**Exposure to Alcohol Advertising and Alcohol Consumption among Australian Adolescents**

Sandra Carol Jones, Centre for Health Initiatives, University of Wollongong  
Christopher A Magee, Centre for Health Initiatives, University of Wollongong

**Product Enjoyment, Consumer Harm: Applying Social Learning Theory to Video Games**

Darrell Bartholomew, Oklahoma State University

**The Role of Participatory Action Research in Designing Successful Youth Risk Behavior Interventions**

Anne Hamby, Virginia Tech  
Kim Daniloski, Virginia Tech  
Meghan Pierce, Virginia Tech  
David Brinberg, Virginia Tech

**FOOD AND HEALTH****Consumer Fast Food Evaluations Given Calorie Disclosures**

Yoon-Na Cho, University of Arkansas  
Anastasia E. Thyroff, University of Arkansas  
Scot Burton, University of Arkansas  
Betsy H. Howlett, University of Arkansas  
Andrea Tangari, University of Arkansas

**e-Word-of-Mouth on Health Social Networking Sites**

Bo Liang, University of Utah  
Debra Scammon, University of Utah

**Eating Your Feelings: Understanding Emotional Eating and Overconsumption**

Elyria Kemp, Texas State University  
Myla Bui, Loyola Marymount University  
Sonya Grier, American University

**Effects of Trans Fat Labeling on Chip and Cookie Introductions in the US**

Debra Van Camp, Saint Joseph's University  
Neal Hooker, Saint Joseph's University  
Chung-Tung Lin, Food & Drug Administration

**Environmental Cues and Food Consumption among Dieters and Non-dieters**

Beth Vallen, Loyola University Maryland  
Lauren Block, Baruch College  
Chrissy Mitakakis, Baruch College

**Fiber Claims: Do They Matter?**

Gail M. Zank, Texas State University-San Marcos  
Elyria Kemp, Texas State University-San Marcos

**Rewarding Self-Efficacy: Examining Anticipated Regret and Influences of Away-from-Home Consumption Decisions**

Myla Bui, Loyola Marymount University  
Betsy H. Howlett, University of Arkansas  
Scot Burton, University of Arkansas

**Thinking Makes Me Hungry: Differences in Restrained and Unrestrained Eating Behaviors**

Melissa G. Bublitz, University Wisconsin - Milwaukee  
Laura Peracchio, University of Wisconsin-Milwaukee  
Lauren Block, Baruch College

**Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes towards Local Food**

Elizabeth Howlett, University of Arkansas  
Christopher Newman, University of Arkansas

## REGULATIONS

**Direct-to-Consumer Advertising for Prescription Drugs**

Margaret Hughes, Michigan State University  
Joelle Kendrick, Eli Lilly & Company  
Fred Morgan, Wayne State University

**Electronic Health Records and Privacy Concerns**

Jodie L. Ferguson, Virginia Commonwealth University  
Jennifer Fries, Georgia State University  
Pam Scholder Ellen, Georgia State University

**Stranger-Owned Life Insurance and Its Regulatory Environment: A Case of Consumer Protection Gone Too Far?**

Terrance G. Gabel, University of Arkansas, Fort Smith  
Clifford D. Scott, University of Arkansas, Fort Smith

## MISLEADING CONSUMERS

**Counterfeit vs. Authentic - The Impact of Situational Factors on the Ability of Consumers to Differentiate**

Kashef A. Majid, George Washington University  
Andrew Bryant, George Washington University  
Vanessa G. Perry, George Washington University

**The Differential Effect of Fake Company Information on Brand Attitude**

Brent Lynn Selby Coker, University of Melbourne

## CONSUMER BEHAVIOR AND POLICY

**A Comparison of Two Interventions for Reducing Aggressive Driving**

Mark Mulder, Washington State University  
Jeff Joireman, Washington State University  
Yu-Sheng Lin, National Taipei University

**Assessing the Impact of Product Exposure and Availability on Behavior Modifications and Consumer Wellbeing in Underprivileged Neighborhoods**

Tung-Zong Chang, Metropolitan State College  
Ruth Chavez, Metropolitan State College

**How Much Risk Can You Handle? The Development of a New Risk Tolerance Questionnaire**

Courtney Marie Droms, Valdosta State University  
William George Droms, Georgetown University

**The Effect of Hypotheticality and Self-Activation on the Predictive Accuracy of Attitudes and Behavioral Intentions**

Caroline Roux, McGill University  
Ulf Bockenholt, McGill University

**Understanding Global Service Delivery Models: Bad Customer Behavior and its Impact on CSR Well Being and CSR Retaliation**

Amit Poddar, Georgia College and State University  
Ramana Madupalli, Southern Illinois University Edwardsville

**Will Uncertainty Lead to Less Satisfaction? How Uncertainty Influences Decision Making and Satisfaction**

Jenny Jiao, Virginia Tech  
Kent Nakamoto, Virginia Tech  
Jane Machin, Virginia Tech

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2:30 to 4:00 PM    SESSION 8

**8.1 Special Session: "Research and Public Policy Perspectives on Risky Consumption Behavior Among Adolescents"**

Location: Room 1

Chair:            Craig Andrews, Marquette University  
Discussant:    Cornelia Pechmann, University of California, Irvine

**An Investigation into Antecedents and Consequences of Deviant Consumption Behavior of Adolescent: A Socialization Perspective**

Kevin Duane Bradford, University of Notre Dame  
Brennan Davis, Baylor University

**Adolescents' Exposure to TV Food Advertising: Are They at Differential Risk than Younger Children?**

Elizabeth Moore, University of Notre Dame  
Holt Debra, Bureau of Economics, Federal Trade Commission  
Debbie Desrochers, Tulane University

**Understanding Parents' and Children's Perceptions of Violent Video Games**

Russell Laczniak, Iowa State University  
Deanne Brocato, Iowa State University  
Les Carlson, University of Nebraska, Lincoln

## **8.2 Special Session: "The Elusive 'Home Sweet Home:' Perspectives on Seeking, Obtaining and Living in a Home"**

Location: Room 2

Chair: Carol Motley, Florida A&M University

Discussant: Vanessa G. Perry, George Washington University

### **Where Will I Live? Ego Depletion and Mortgage Choice**

J.D. Lee, George Washington University

Vanessa G Perry, George Washington University

### **Housing-induced Vulnerability and the Counter Effects of Hope-driven Innovativeness**

Jose Antonio Rosa, University of Wyoming

Stacey Baker, University of Wyoming

### **You Live Where? Social Stigma and Public Housing Residents**

Carol Motley, Florida A&M University

Mildred A. Motley, Evansville Housing Authority

## **8.3 Competitive Paper Session: "Consumer Rights and Corporate Responsibility"**

Location: Room 3

Chair: Jeff Langenderfer, Meredith College

### **Comparative Consumer Unfairness in the 21st Century: Is US Vague Preferable to EU Specific?**

Ross D. Petty, Babson College

### **When It All Comes To Grief: Does Mandatory Arbitration Strip Consumer's Rights?**

Clifford D. Scott, University of Arkansas, Fort Smith

Terrance G. Gabel, University of Arkansas, Fort Smith

### **"Target"ing College Students with CSR Policies and Initiatives: Do Gender and Awareness Matter?**

Courtney Childers, University of Tennessee

Huan Chen, University of Tennessee

### **Nanofoods: Consumer Attitudes, Faith in Government, and Intentions to Buy: A Pilot Study**

Anastasia E Thyroff, University of Arkansas

Steven W. Kopp, University of Arkansas