



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

May 20 – 22, 2010

Westin Tabor Center

Denver, CO

FINAL PROGRAM



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:



THURSDAY, MAY 20

4:00 to 7:30 PM **MPPC Registration**

Location: xxxxxx

5:30 to 7:30 PM **Welcome Reception**

Sponsored by:



Location: xxxxxx

FRIDAY, MAY 21

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

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

Mikyong 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

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

10:00 to 10:30 BREAK

Location: xxxxxx

10:30 to 12:00 NOON SESSION 2

2.1 Competitive Paper Session: "Consumers Consuming Less"

Location: Room 1

Chair: Greg Gundlach, University of North Florida

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 Madzharov, 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

12:00 to 1:30 PM

AWARDS LUNCHEON

Keynote Address

“XXXXXXXXXXXXXXXXXXXX”

Barton Alexander, Global Vice President, Alcohol Policy and Corporate Responsibility, Molson Coors

Location: xxxxxx

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

3:00 to 3:30 BREAK

Location: xxxxxx

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

Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances

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

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

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.)

Location: 1515 Market Street

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

10:00 to 10:30 BREAK*

Location:

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

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: Vanessa G. Perry, 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

12:00 to 1:00 POSTER SESSION LUNCHEON

Location: xxxxxx

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

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

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

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

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

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 Lacznia, 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