2014
Marketing & Public Policy Conference
Volume 24

The Past, Present, and Future of Marketing and Public Policy: Creating a Better Tomorrow

June 5 – 7, 2014
Boston, MA

Coeditors:
Elizabeth Miller
George Milne
Easwar Iyer
The Past, Present, and Future of Marketing and Public Policy: Creating a Better Tomorrow

June 5–7, 2014
Omni Parker House
Boston, MA

Coeditors:
Elizabeth Miller
George Milne
Easwar Iyer
# Table of Contents

**Preface** vii  
**Awards** viii  
**List of Reviewers** ix  

## Vulnerable Consumers

Digital Consumerism: Exploring Consumer Vulnerabilities on the Internet  
*S. Umit Kucuk*  
1

Vulnerability Among Young Consumers: Implications for Public Policy  
*Wided Batat*  
2

Power and Self-Concept for Physicians in Provider Captive Service Environments  
*Emily Tanner, Steven W. Rayburn*  
4

## Legal and Government Regulations Issues I

No Man Is an Island: Toward a Model of Perceived Negative Externalities  
*M. Paula Fitzgerald, Cait Poynor Lamberton, Michael F. Walsh*  
5

Consumer Responses to Charity Disclosures: Potential Downsides of Legislative Approaches  
*Mark Mulder, Richie Liu, Jeff Joireman*  
7

The Effect of Compensation Disclosures and Advertisements in an Online Product Review on Readers’ Perceptions of the Endorser, Site, and Product  
*Natalie M. Van Pelt, Amaradri Mukherjee, Thomas D. Jensen*  
9

The Impact of Online Negative Political Advertising: The Mediating Role of Perceived Trustworthiness on Relative Vote Preference  
*Kristen Cameron, Spencer Tinkham*  
11

## Nutrition and Well-Being

Intrinsic Versus Identified Motivations and the Frequency of Preparing Vegetables Among Main Household Food Preparers  
*Sunghwan Yi, Paula Brauer, Vinay Kanetkar*  
13

The Uncertainty Effect of Calories: How Calorie Estimation Can Ironically Make Unhealthy Foods Seem Healthier  
*Deidre Popovich*  
15

The Customization of Food Nutrition and Diet Information  
*Kelvin Balcombe, Iain Fraser, Ben Lowe, Diogo M. de Souza Monteiro*  
17

Apps, Goals, and Motivational Effects  
*Caroline Graham Austin, Agnieszka Kwapisz*  
19

## Social Marketing and Behavioral Change

Marketing Active Transportation to School: Utilizing Parental Perspectives on Walking to School in an Inner-City Environment  
*Marla B. Royne, Marian C. Levy, Stephanie S. Ivey, Alexa K. Fox, Susan Roakes*  
21

Preventing Suicide in Montana: The Implementation and Analysis of a Community-Based Advertising Campaign  
*Sarah N. Keller, Tim Wilkinson, Marie Schaaf Gallagher, Joy Crissey Honea*  
23

Applying Service-Dominant Logic to Social Change: Revising Social Marketing Benchmarks  
*Nadina R. Luca, Sally Hibbert, Ruth McDonald*  
32

Social Marketing for Health: The Case of Cuba  
*Sonya A. Grier, Luis Alberto Barreiro Pousa, Ileana Díaz Fernández*  
34
Factors Influencing (Non-)Smoking Decisions
Fast Cars and Cigarettes: Lamborghini Brand Sharing and Cigarette Advertising in the Republic of Korea
Timothy Dewhirst, Wonkyong Beth Lee
Beyond Retail Regulation: Managing the Social Supply of Tobacco
Janet Hoek, Philip Gendall, Louise Marsh, Richard Edwards, Benjamin Healey
Posting Behavior Patterns in an Online Smoking Cessation Social Network: Implications for Social Marketing Interventions
Benjamin Healey, Janet Hoek, Richard Edwards

Effects of Advertising and Media on Attitudes and Choice
Optimizing the Myth/Fact Message Format’s Impact on Attitudes Towards Those with Mental Illness
Marie A. Yeh, Robert D. Jewell
Not-So-Happily Ever After: The Influence of Story Ending on Persuasion
Anne Hamby, David Brinberg
Investigating the Potential Misleading Effects of Executional Cues in Marketing Communications
Béatrice Parguel, Florence Benoit-Moreau, Cristel Antonia Russell
The Effects of Objectification on Choice
Chrissy M. Martins, Sankar Sen, Stephen J. Gould

Children and Food
Children’s Knowledge of Packaged and Fast Food Brands and Their BMI: Why the Relationship Matters for Policy Makers
T. Bettina Cornwell, Anna R. McAlister
Friend or Foe? Food in the Eyes of Young Consumers: The Many Perceptions of Food
Elzbieta Lepkowska-White, Catherine Chang
Saved by the Bell? School Lunch Reform and the Vending Machine Vendetta
Joshua D. Dorsey

Trust and Credibility
Privacy Is Dead, Long Live Privacy
Mona Sinha
Improving Online Credibility Through Collaborative Product Development
Laurel Aynne Cook, Ronn J. Smith
Companies Can Do Well by Doing Good: Consumers’ Responses to Corporate Social Responsibility Addressing Childhood Obesity
Claudia Dumitrescu, Renée Shaw Hughner, Clifford J. Schultz II
Unlocking “Shared Value” Through Strategic Social Marketing
Mark Anthony Camilleri

Discrepancies in Consumption Behavior: Who Chooses Responsible Consumption and Why
 Licensing Effects in Environmental Consumption Decisions
R. Bret Leary, John D. Mittelstaedt
Action Identification, Firm Sustainability Reputation, and Sustainable Consumption
Kealy Carter, Satish Jayachandran
Equity Sensitivity and the Effect of Self-Interest on Prosocial Consumption Choices in the Price-Quality Context
Spencer M. Ross
When Is Responsible Acquisition Followed by (Ir)Responsible Consumption?
Nada Nasr Bechwati, Lan Xia
Communicating Risk and Production Information
Who Has Seen the Facts Up Front Nutrition Icon?
Chung-Tung Jordan Lin

Familiarity: Friend or Foe? Insights from Retroactive Think Aloud Eye Tracking Interviews on Reading Risk Information on an Rx Drug Website
Mariea Grubbs Hoy, Abbey B. Levenshus

Consumer Persuasion Knowledge and Third-Person Effect of Baseline Omission
Guang-Xin Xie, Jessie M. Quintero Johnson

Aggregating Potential Collective Action to Alleviate Drop-in-the-Bucket Despair
Adrian R. Camilleri, Richard P. Larrick

To Tree or Not to Tree: Understanding Factors That Drive Eco-Friendly Choices
Understanding Consumers’ Reactions to Overpackaging: An Exploratory Approach
Leila Elgaaied-Gambier

Making Sense of Body Disposition: Implications for Theory, Sustainability, and Public Policy
Courtney Nations Baker, Stacey Menzel Baker, James W. Gentry

Choices Between Wood, Plastics, and Innovative Wood Plastic Composites: Do Consumers Accept Eco-Innovations?
Victoria-Sophie Osburg, Micha Strack, Waldemar Toporowski

Missing the Bandwagon: When Non-Normative Information Wields Influence
Michael R. Sciandra, Cait Lamberton, Rebecca Walker Naylor

Children and Advergaming
The Natives Are Restless: The Influence of Disclosure Modality and Cognitive Load on Parents’ Attitudes Toward Children’s Advergame Regulation
Nathaniel J. Evans, Mariea Grubbs Hoy

It’s All in the Game: Parents’ Knowledge and Attitudes Toward Children’s Mobile Advergames
Elizabeth Taylor Quilliam, Sookyong Kim, Mengtian Jiang, Nora J. Rifon

“Daddy, Let Me Play on Your iPhone!”: Parental Attitudes Toward Child-Targeted Mobile Applications and Advertising
Elise Johansen Harvey, Les Carlson

Legal and Government Regulations Issues II
Antitrust and Product Strategy: A Consumer Choice Conceptualization
Ross D. Petty

The False Claims Act in the Pharmaceutical Industry: An Overview of Settled Cases and Future Policy Recommendations
Mary E. Schramm, Jennifer L. Herbst, Angela Mattie

An Exploratory Study of Reality Television and Potential Public Policy Implications
Christine M. Kowalczyk, Alexa K. Fox

Slots and the Mature Market Hypothesis: Implications for Public Policy: A Global Jackpot or Blow-out of Misery
Gwyneth Howell, Rohan Miller

Financial Risk and Decision-Making
Are Students Tightening Their Belts? Student Income and Spending Patterns in Turbulent Economic Times
Melissa Bublitz, Birgit Leisen Pollack

Homeowners’ Risk Perceptions
Ozgur Atasoy, Remi Trudel, Patrick Kaufmann

The Effect of Attributional Retraining on Consumer Credit Card Debt
Mohammed El Hazzouri, Kelley Main
Examining the Influence of Income Level on Consumer Behavior: A Multinational View
Vulnerability to Poverty: Ethnography of the Consumption of French Farmers Facing Impoverishment

Françoise Passerard

Assessing the Long-Term Attitudinal and Behavior Impact of Savings Mobilization Programs at the Bottom of the Pyramid Markets: Evidence of Timing Effects and Inter-Segment Differences from an Emerging African Economy
Charlene A. Dadzie, Kofi Q. Dadzie, Evelyn Winston, William Darley

Consumer Well-Being: Does Inter-Generational Occupational Mobility Matter?
Rajesh Nanarpuzha, Ankur Sarin

Nutrition Transition and Obesity in Developing Countries: Some Experiences from Delhi and Its Neighboring Areas
Naresh Kumar, Jayati Sinha

Author Index
Preface

The theme of this year’s Marketing and Public Policy Conference (MPPC) is “The Past, Present, and Future of Marketing and Public Policy: Creating a Better Tomorrow.” Gartner (April 29, 2014) reports that marketing expenditures accounted for 10.7% of corporate revenues in 2013, and we know that marketing has a major influence on consumer spending and behavior. Public policy is the mechanism often used to monitor and control the content of such spending, and it is imperative that we understand its relationship to marketing strategy and consumer behavior. This year’s conference follows the rich tradition of past conferences and continues to invite scholars and researchers who study the interfaces between policy, marketing activities, and consumer behavior. Our primary goal for the 2014 conference is to take stock of our current knowledge and facilitate a better tomorrow.

This is the 25th anniversary of the MPPC—an exciting and remarkable milestone. Over the past 25 years, this group’s interests have considerably expanded and now include many more substantive topics. We are glad to be a part of the expanding scope of this conference. A quick glance at this year’s conference program and proceedings shows a vast array of topics, including smoking behaviors, reusing and recycling, food purchasing and consumption behaviors, environmental marketing and behaviors, financial decision making, marketing to diverse segments, advertising claims, privacy, consumer information processing, health care–related issues, and many more.

This year also marks the centenary of the Federal Trade Commission, an agency that was central to much of this group’s early scholarship. A panel of scholars will be discussing the history of this agency, its achievements, and current role at the opening plenary session at the 2014 MPPC.

Prior to the MPPC, the Isenberg School of Management organized a three-day doctoral symposium on the campus of the University of Massachusetts Amherst that was attended by 35 doctoral students and eight visiting academics. This was the sixth symposium of its kind and is a testimony to the growing interest in marketing and policy research. We thank our many sponsors, which include the American Marketing Association (AMA), Association for Consumer Research, Isenberg School of Management, Marketing Science Institute, the AMA Marketing & Public Policy special interest group, Society for Consumer Psychology, University of Massachusetts Office of Research & Engagement, and Villanova University.

We are very grateful to the conference reviewers for their hard work and responsiveness in helping us process the competitive paper and special session submissions we received. We also appreciate those who submitted proposals for special sessions. Reviewers and special session organizers are to be commended; without them, we would not have had such a high-quality conference. We also want to recognize and thank all those who submitted their research work to this conference; their research is the primary reason we convene this conference.

The AMA took full charge in the scheduling, planning, logistics, and overall management of the 2014 MPPC; we thank the organization profusely for this. In particular, we owe a deep debt of gratitude to Matt Weingarden, Program Manager, for his dedication and professionalism. His pleasant demeanor and collegiality made it easy for us to plan and organize the program.

We appreciate the dean and our faculty colleagues at the Isenberg School of Management for their patience and support as we made our way this past year. Finally, we thank those who trusted us with this assignment and hope that we have delivered a doctoral symposium and a conference program of which we can all be proud.

Elizabeth Miller
George Milne
Easwar Iyer

University of Massachusetts Amherst
2014 Marketing and Public Policy Conference Awards

Best Paper in Conference

“Consumer Persuasion Knowledge and Third-Person Effect of Baseline Omission”
Guang-Xin Xie, University of Massachusetts Boston
Jessie M. Quintero Johnson, University of Massachusetts Boston

Brenda M. Derby Memorial Award

Anne Hamby, Virginia Tech

The Brenda M. Derby Memorial Award is presented nationally to an outstanding doctoral student who demonstrates excellence as an emerging policy researcher. The award honors a strong advocate of the public policy and marketing subdiscipline and is supported through the generosity of the Center for Marketing and Public Policy Research at Villanova University.
<table>
<thead>
<tr>
<th>Name</th>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claudia Rosa Acevedo</td>
<td>Universidade de São Paulo</td>
</tr>
<tr>
<td>Yana Andonova</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Courtney Nations Baker</td>
<td>University of Wyoming</td>
</tr>
<tr>
<td>Stacey Menzel Baker</td>
<td>University of Wyoming</td>
</tr>
<tr>
<td>Robert Wixel Barnwell</td>
<td>Mississippi State University</td>
</tr>
<tr>
<td>Andres Alberto Barrios</td>
<td>Universidad de Los Andes</td>
</tr>
<tr>
<td>Florence Benoit-Moreau</td>
<td>Paris-Dauphine University</td>
</tr>
<tr>
<td>Nilesh S. Bhutada</td>
<td>California State University</td>
</tr>
<tr>
<td>Northstate University</td>
<td></td>
</tr>
<tr>
<td>Melissa G. Bublitz</td>
<td>University of Wisconsin Oshkosh</td>
</tr>
<tr>
<td>Kealy Carter</td>
<td>University of South Carolina</td>
</tr>
<tr>
<td>Angela Chang</td>
<td>Central Michigan University</td>
</tr>
<tr>
<td>Elizabeth Crosby</td>
<td>Wisconsin–La Crosse</td>
</tr>
<tr>
<td>Ilgim Dara</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Kathleen Debevec</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Yoshiko DeMotta</td>
<td>Fairleigh Dickinson University</td>
</tr>
<tr>
<td>Debbie Desrochers</td>
<td>University of Westminster</td>
</tr>
<tr>
<td>William D. Diamond</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Joshua Dorsey</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>Courtney Droms</td>
<td>Butler University</td>
</tr>
<tr>
<td>Mohammed El Hazzouri</td>
<td>Mount Royal University</td>
</tr>
<tr>
<td>Pam Scholder Ellen</td>
<td>Georgia State University</td>
</tr>
<tr>
<td>Meryl Gardner</td>
<td>University of Delaware</td>
</tr>
<tr>
<td>Fatima Mahmood Hajjat</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Anne Hamby</td>
<td>Virginia Tech</td>
</tr>
<tr>
<td>Ronald Paul Hill</td>
<td>Villanova University</td>
</tr>
<tr>
<td>Janet Hoek</td>
<td>University of Otago</td>
</tr>
<tr>
<td>Elizabeth Howlett</td>
<td>University of Arkansas</td>
</tr>
<tr>
<td>Maria Grubbs Hoy</td>
<td>University of Tennessee</td>
</tr>
<tr>
<td>Easwar Iyer</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Sookyong Kim</td>
<td>Michigan State University</td>
</tr>
<tr>
<td>Christine Kowalczyk</td>
<td>East Carolina University</td>
</tr>
<tr>
<td>Monica LaBarge</td>
<td>Queen’s University</td>
</tr>
<tr>
<td>Jeff Langenderfer</td>
<td>Meredith College</td>
</tr>
<tr>
<td>R. Bret Leary</td>
<td>University of Wyoming</td>
</tr>
<tr>
<td>Seon (Ally) Lee</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Katherine Loveland</td>
<td>HEC Montréal</td>
</tr>
<tr>
<td>Chrissy Martins</td>
<td>Iona College</td>
</tr>
<tr>
<td>Marlys Mason</td>
<td>Oklahoma State University</td>
</tr>
<tr>
<td>Jess Mikeska</td>
<td>University of Nebraska–Lincoln</td>
</tr>
<tr>
<td>Elizabeth G. Miller</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>George Milne</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Elizabeth A. Minton</td>
<td>University of Oregon</td>
</tr>
<tr>
<td>Ann Mirabito</td>
<td>Baylor University</td>
</tr>
<tr>
<td>Fred Morgan</td>
<td>Wayne State University</td>
</tr>
<tr>
<td>Gergana Nenkov</td>
<td>Boston College</td>
</tr>
<tr>
<td>Christopher Newman</td>
<td>University of Mississippi</td>
</tr>
<tr>
<td>Thuc-Doan Nguyen</td>
<td>California State University</td>
</tr>
<tr>
<td>Atanas Nikolov</td>
<td>University of Georgia</td>
</tr>
<tr>
<td>Patricia A. Norberg</td>
<td>Quinnipiac University</td>
</tr>
<tr>
<td>Jimmy Peltier</td>
<td>University of Wisconsin–Whitewater</td>
</tr>
<tr>
<td>Paula Caterina Peter</td>
<td>San Diego State University</td>
</tr>
<tr>
<td>Ross D. Petty</td>
<td>Babson College</td>
</tr>
<tr>
<td>Dante M. Pirouz</td>
<td>Western University</td>
</tr>
<tr>
<td>Deidre Popovich</td>
<td>Emory University</td>
</tr>
<tr>
<td>Ludovica Principato</td>
<td>Sapienza University</td>
</tr>
<tr>
<td>University of Rome</td>
<td></td>
</tr>
<tr>
<td>Elizabeth Taylor Quilliam</td>
<td>Michigan State University</td>
</tr>
<tr>
<td>Reza Rajabi</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Herbert Jack Rotfeld</td>
<td>Auburn University</td>
</tr>
<tr>
<td>Marla B. Royne</td>
<td>University of Memphis</td>
</tr>
<tr>
<td>Linda Salisbury</td>
<td>Boston College</td>
</tr>
<tr>
<td>Tracey Schaller</td>
<td>Georgia Gwinnett College</td>
</tr>
<tr>
<td>Charles Daniel Schewe</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Purvi Shah</td>
<td>Worcester Polytechnic Institute</td>
</tr>
<tr>
<td>Diogo de Souza Monteiro</td>
<td>University of Kent</td>
</tr>
<tr>
<td>David W. Stewart</td>
<td>Loyola Marymount University</td>
</tr>
<tr>
<td>Chris Summers</td>
<td>The Ohio State University</td>
</tr>
<tr>
<td>Kunal Swani</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>Tanya Tang</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Emily Tanner</td>
<td>Oklahoma State University</td>
</tr>
<tr>
<td>Jennifer Taylor</td>
<td>University of Alabama at Birmingham</td>
</tr>
<tr>
<td>Emre Ulusoy</td>
<td>Youngstown State University</td>
</tr>
<tr>
<td>Akshaya Vijayalakshmi</td>
<td>Iowa State University</td>
</tr>
<tr>
<td>Guang-Xin Xie</td>
<td>University of Massachusetts Boston</td>
</tr>
<tr>
<td>Mujde Yuksel</td>
<td>University of Massachusetts Amherst</td>
</tr>
<tr>
<td>Shaoling Zhang</td>
<td>University of Massachusetts Amherst</td>
</tr>
</tbody>
</table>
Digital Consumerism: Exploring Consumer Vulnerabilities on the Internet

S. Umit Kucuk, City University of Seattle

Keywords: consumerism, consumer power, digital consumerism, vulnerability

EXTENDED ABSTRACT

This paper discusses consumer vulnerabilities in digitally-mediated markets by applying the traditional concepts of consumerism to these markets as ‘digital consumerism’. Using examples from the relevant literature digital consumerism is discussed as an extension of the paradigms of consumer empowerment and vulnerabilities. The findings of this literature survey indicate that increased consumer protections are needed for the evolution of healthier and better functioning digital markets.

Research Questions
Currently there is a limited amount of research on how the digital revolution is transforming consumerism concepts. The possibility of new threats to consumer well-being in online markets, and the barriers that consumers face to using the internet for market participation, prompts the research question: “How can consumerism be developed further in order to enhance consumer well-being in the digital marketplace?”

Method and Data
Consumerism was developed to reduce consumer vulnerabilities by reducing the power imbalance between companies and consumers. A broad literature review is conducted to determine sources of consumer empowerment and vulnerability in various digital market interactions. New and old online consumer protection laws and legal rulings are reviewed and discussed to illustrate where traditional consumerism concepts are failing in digital markets.

Summary of Findings
The findings indicate that the Internet improves consumer rights and power by enhancing ‘the right to be informed’ with easy access to additional and up-to-date information, by enhancing ‘the right to choose’ with an increasing number of search engines and destinations, and by enhancing ‘the right to be heard’ with many online media tools (Kucuk and Krishnamurthy 2007; Kucuk 2008). The ‘right to safety’ is enhanced by easy consumer access to safety information about products and services. However, consumer empowerment and consumerism are also negatively affected by breaches of personal information, by information overload, by reliability questions, and by the prevalence of deception and falsification in digital markets. These vulnerabilities are partially new to markets and may currently be weakening consumer well-being.

Key Contributions
There has not been enough progress in consumerism studies and policies since the 1980s (Rotfeld 2010). The consumerism concept is more essential than before because of the dramatic changes in digitally-mediated consumer markets. An extension of the traditional consumerism concept is proposed with six new dimensions (a right to information safety, a right to access market information, a right to know, a right to be unlocked, a right to information prioritizing, and a right to be heard). Although there are some legal protections in place that support the ‘right to information safety’ and the ‘right to be heard’ there are still legal loop holes that leave consumers vulnerable in the other dimensions of this digitally metamorphosized consumerism. Both companies and legislators need to look at these issues in order to enhance consumer welfare and facilitate the growth of well-functioning healthy market relationships across the internet.

References are available on request.

For further information contact: S. Umit Kucuk, City University of Seattle (e-mail: sukucuk.research@gmail.com).
Vulnerability Among Young Consumers: Implications for Public Policy

Wided Batat, University of Lyon 2

Keywords: vulnerability, young consumers, marketing, public policy

EXTENDED ABSTRACT

Research Question
The concept of consumer vulnerability has been defined in various ways by authors in consumer research and other human science disciplines. Attaining consensus on a definition may be difficult due to its complexity and the perspective followed by researchers within their works. In the most thorough examination of vulnerability within the field of marketing and consumer research to date, Baker, Gentry, and Rittenburg (2005) synthesized the main literature on the topic and provided an exhaustive definition of the concept. Baker and colleagues contributed to the definition of consumer vulnerability by showing in their conceptual model that vulnerability is multidimensional, related to a specific context, and does not have to be enduring. Most authors agree that for the majority of consumers, vulnerability is typically temporary because consumers ultimately develop coping mechanisms to deal with their circumstances. Situationally vulnerable consumers are at-risk for a limited period of time, and when that period ends, they are otherwise assumed to be competent in the marketplace. At the other end of the spectrum are individuals with enduring vulnerability or vulnerable of a more permanent nature. Although, different conceptualizations of consumer vulnerability have been offered (Shultz and Holbrook 2009; Baker 2009; Baker, Gentry, and Rittenberg 2005) and other recent works on disadvantaged consumers (Garett and Toumanoff 2010; Commuri and Ekici 2008) have contributed to the clarification of the concept, these research did not focus on an interesting and problematic group namely young consumers including both younger children and adolescents. Besides, these works did not explore adolescents’ perceptions of vulnerability within their youth consumption culture.

The objective of this research is then to provide a comprehensive overview of adolescent vulnerability within youth consumption culture. Using an adolescent-centric approach to consumer vulnerability leads us to understand deeply through a bottom-up approach the domains and the dimensions of consumer vulnerability as defined by adolescents aged 11-15. Among the existing studies focusing on youth vulnerabilities within the marketplace and the consumer society, Pechmann et al. (2005) have identified three adolescent vulnerabilities: 1) impulsivity, 2) self-consciousness and self-doubt, and 3) an elevated risk from product use for both alcohol and tobacco. According to Pechmann and colleagues, these factors enhance adolescent vulnerabilities to marketplace and marketer discourses. Most consumption studies on or related to youth risky behavior provide evidence about the fact that young consumers are viewed as a vulnerable group of consumers. Recent works published in Transformative Consumer Research (TCR) special issue of Journal of Public Policy & Marketing recommend the focus in future research on the “dark-side” of adolescent behavior by incorporating his limitations related to his “inaccurate perception of invulnerability” (Pechmann et al. 2011). Furthermore, Mason and colleagues (2013) suggested that future research on adolescent risky behaviors should explore youth vulnerabilities through a bottom-up approach by shifting the focus away from adult perspective to an adolescent perspective.

Certainly, individuals and groups have different viewpoints when they tend to evaluate their potential. Some of them may see themselves in regards to their skills and strengths, while others may focus on their limitations and weaknesses (Pechmann et al. 2011). Thus, adolescents’ perception of their own risks is larger than adult’s reality. Besides, adolescents do not constantly behave in ways that serve their own interest. In some situations, adolescents underestimate risks and engage in risky behaviors such as binge-drinking, smoking, drugs, consumption of unhealthy food, etc. because of their perception of invulnerability. Since the adolescence...
stage is characterized by a strong pubescent urges and inaccurate risk perceptions, adolescents are more likely to experience vulnerability by engaging in risky behaviors than adults or even children (Steinberg 2008).

**Method and Data**

Using an ethnographic adolescent-centric approach to consumer vulnerability in this study leads the researcher to explore through a bottom-up approach the domains and the dimensions of consumer vulnerability as defined by adolescents aged 11-15. To investigate the dimensions related to adolescent vulnerability within the consumption context, a longitudinal ethnographic research has been conducted (Wolcott 1994) for six months with a group of 20 adolescents. Since all of the informants were adolescents, informed written consent was obtained from each participant and his parent/guardian before inclusion in the study.

Qualitative data have been collected by using mixed methods which included participant and non-participant observations, informal conversations and formal interviews, document reviews, photographs, and drawings. A grounded theory (Strauss and Corbin 1990; Glaser and Strauss 1967) was used to analyze the data collected from in-depth interviews, followed by Wolcott’s (1994) ethnographic conventions to interpret the data emerging from specifics transcripts, artefacts, and observations. The first approach based on grounded theory led the researcher to define themes, concepts, and behaviors that were indicative of adolescent consumer vulnerability.

The second method with respect to analysis and interpretation as defined by Wolcott’s framework was used to develop patterned regularities in the data on adolescents’ perceptions of consumer vulnerability and their risky behaviors.

**Summary of Findings**

The results show that adolescent definition of consumer vulnerability appears to be more reflexive and irrational than adult definition. Consequently, the conceptualization of consumer vulnerability might incorporate a distinction between adults and youth, and provide a comprehensive framework of vulnerability from an adolescent perspective. The findings suggest that researchers should study adolescent consumer vulnerability according to two categories: (1) imposed and (2) deliberate vulnerability. The vulnerability framework defined in this research captures the multiplicity of meanings adolescents associate with consumer vulnerability according to their consumption culture.

The adolescent-centric approach to consumer vulnerability framework identifies adolescent perceptions of consumer vulnerability as a component of adolescent consumption culture shaped by a consumer society where adults, marketers, researchers, and policy makers are supposed to be the guardians and the principal socialization agents involved in educating and empowering young consumers. In this framework, consumer vulnerability appears to be based on a personal definition that is tied to the dark-side of adolescent consumption culture characterized by self-esteem and self-concept, socialization and symbolic consumption, transgression, cyberspace, and **bricolage** (Batat 2008).

**Key Contributions**

This comprehensive framework contributes to a better understanding of imposed and deliberate adolescent vulnerability within the youth consumption context. The dimensions composing each category are explained in the next section. This research contributes to the comprehension of explicit and implicit dimensions of adolescent consumer vulnerability within the consumption context. The framework based on an adolescent-centric approach to consumer vulnerability might change the way researchers are studying at-risk groups such as young consumers and have several implications for public policy. Adolescent-centric approach to consumer vulnerability framework identifies a communication campaign based on youth culture, norms, values and language.

*References are available on request.*
Power and Self-Concept for Physicians in Provider Captive Service Environments

Emily Tanner, Oklahoma State University
Steven W. Rayburn, Texas State University

Keywords: captive services, service provider, self-concept, power

EXTENDED ABSTRACT

Research Question
The dynamics in clinical encounters, in terms of patient-physician relationship, patient roles, profession of medicine, illness experience, health care systems, and treatment strategy, has changed drastically over the past 50 years. Research has indicated patient-physician relationships have become multifaceted, less paternalistic, and more pivotal to health outcomes (Boyer and Lutfey 2010). Timmermans and Oh (2010) described the medical profession’s deprofessionalization and the pressure to reclaim and redefine physicians’ professional status. Greenfield et al (2012) showed how physicians struggle between their perceived power and professional identity when trying to satisfy patients.

This research seeks abstractly to identify the power/dependence imbalance confronting physicians as they encounter multiple constituencies that effectively constrain them in the quest to perform health care services. More concretely, it seeks understanding of how this power/dependence imbalance influences their self-concept, their care-style, and potentially their relationships to care-receivers and society at large.

Summary of Findings
We have conceptualized possible influences on physicians as they face constraints in the process of delivering care. We propose that providers, specifically physicians, like consumers, face similar constraints in the marketplace and often encounter captive service environments. These captive service environments constrain consumers’ choice, voice, and power (Rayburn 2013). Specifically, we identify physicians as increasingly working in a provider captive service environment (PCSE); environments where providers find themselves facing constraints like those described for consumers. PSCE is proposed to impact physicians in multiple ways.

First, we argue that PCSE’s create uncertainty about the physician’s social identity. Due to constraints in power and control, physicians may be less likely to identify themselves as physician/caregiver; since they are often no longer the primary decision maker in the healthcare interaction. Second, we identify two power shifts in healthcare that will impact physicians as they fulfill their work-role; the empowerment of consumers in health care interactions (McColl-Kennedy et al 2012) and the shift in decision-making and pricing of healthcare services from physicians and patients to third-parties (Mittelstaedt et al 2009). These pressures negatively impact physicians’ identity and power. We anticipate the result to be physicians experiencing lower self-esteem, taking a passive approach to relationships with patients, and experiencing lower job satisfaction.

Key Contribution
We have introduced an important concept, captive service, to healthcare research due to the potential negative outcomes for physicians. These will likely carryover to their interactions with patients and potentially to patient outcomes. Based on the potential for health care to be a PCSE we feel that structural, process, and policy constraints on physicians will have a direct and substantial influence on their self-concept due to limiting their choice autonomy. We further propose that change in physician self-concept and the loss of self-determination can and will influence several care related outcomes such as provider-patient relationships, care-style, etc. This is a start to an important conversation discussing how and where service design and policy design will help to overcome the possible negative ramifications discussed in this research.

References are available on request.
No Man Is an Island: Toward a Model of Perceived Negative Externalities

M. Paula Fitzgerald, West Virginia University
Cait Poynor Lamberton, University of Pittsburgh
Michael F. Walsh, West Virginia University

Keywords: attitudes towards interventions, perceived externalities

EXTENDED ABSTRACT

Research Question
The study of externalities, the effects of a firm’s or individual’s action on the overall satisfaction and well-being of others, is a well-established core concept among economists.

Negative externalities associated with individual consumption choices can be extensive. For example, each year individual obesity accounts for $190 billion in additional medical spending and approximately one billion additional gallons of gasoline burned in automobiles (Hoffman 2012).

One response to such negative externalities is to create price or tax structures that “internalize” these costs, i.e., localize the full costs of actions to individual actors rather than imposing them on non-consenting others (Pigou 1920/2009). In theory, these “Pigovian taxes” cross political boundaries. Yet such interventions meet with a level of visceral opposition rarely observed when other price changes are proposed. Cries of “Nanny State” echo on commentaries written in response to attempts to localize some of the societal costs of an individual’s choice.

We propose that consumers’ rejection of localizing interventions is driven by biased perceptions of negative externalities. Specifically, we propose that greater perceived negative externalities should increase acceptance of interventions designed to internalize actual externalities so that they are paid by the actor and rather than imposed on other consumers or social entities.

Method and Data
A pilot experiment was conducted to explore the relationship between perceived negative externalities and acceptance of localizing interventions. In this study, Amazon’s Mechanical Turk panel was used to collect responses from 80 U.S. adults (Mage = 33.98) to a localizing intervention, where consumers presumably responsible for creating negative externalities would be assigned their cost (the localization intervention) as compared to an intervention focused on distributing the costs of externality-creating behaviors equally across consumers (the distribution intervention).

Respondents were randomly assigned to a condition that either a “Punished” behavior with negative externalities (e.g., “Due to the increased costs of carrying larger passengers, individuals who are classified as “obese” using FDA guidelines will now be charged a per-pound surcharge”) or “Equally distributed” costs across all consumers: (e.g., “For the comfort of our heavier passengers, we are now offering double seats to individuals who are uncomfortable in single-seat boundaries…we have had to raise all passengers’ ticket prices. You will see an “oversize passenger surcharge” added to your ticket price. All passengers pay this price.”

Our key measures captured acceptance of the intervention and perceived negative externalities.

Summary of Findings
We tested the effect of negative perceived externalities on acceptance of the localization intervention by estimating an

For further information contact: M. Paula Fitzgerald, Nathan Haddad Professor of Business Administration, West Virginia University (e-mail: Paula.Fitzgerald@mail.wvu.edu).
ANOVA, using individuals’ perceptions of perceived externalities, the intervention they viewed, and the interaction of the two factors to predict acceptance of their intervention. Intervention condition was contrast coded (localizing intervention = 1, distributing costs = -1) and perceived negative externalities were mean-centered (M = 3.62, SD = 1.04) for analysis.

This model reveals that overall, participants preferred the localizing intervention to the distributing intervention (M<sub>localizing</sub> = 2.55, M<sub>distributing</sub> = 1.80; F(1, 79) = 9.13, p = .003). However, this main effect was qualified by a significant interaction of perceived negative externalities and intervention condition (b = -.53, F(1, 79) = 4.95, p=.03). A floodlight analysis following Hayes and Matthes (2009) reveals that at all values of perceived negative externalities greater than -.40 from the mean (or, on the scale, 3.22 out of 5), the localization intervention was preferred to the distribution intervention. At values of perceived negative externalities below this level, participants did not show differential responses to the two interventions. Most critical for our model, analysis also shows that perceived negative externalities consistently predicted responses to the localization intervention (b = .34, p = .04).

**Key Contributions**

Herein, we offer a novel consumer construct, perceived negative externalities. We present a preliminary theoretical model of how perceived externalities might operate in the marketplace and how they might be used to attenuate nanny state perceptions of pricing and tax structures designed to internalize costs of individual consumers’ purchase and consumption choices. Additionally, we provide empirical support for the core proposition, that perceived negative externalities influence consumer acceptance of interventions.

*References are available on request.*
Consumer Responses to Charity Disclosures: Potential Downsides of Legislative Approaches

Mark Mulder, Pacific Lutheran University  
Richie Liu, Washington State University  
Jeff Joireman, Washington State University

Keywords: charitable giving, donations, disclosure, fundraisers

EXTENDED ABSTRACT

Charity watchdogs, including the websites Charity Navigator and Charity Watch, to name just a few, study the efficiency of nonprofits. To warn consumers of inefficient organizations, they help publicize nonprofits with unusually high expenses. Indeed, of the $3.1 million raised in 2001, the charity spent just over $118,000 (4%) on program services. Unfortunately, this is not an isolated case. Research has uncovered numerous occasions in which the fundraiser received 90% of the donation, with the charity receiving 10% or less (i.e., Alzheimer’s Association, Breast Cancer Survivors Organization, Firefighters Support Foundation, and Tea Party Patriots; America Now 2012). Concerned over examples such as these, lawmakers have increasingly been considering legislative and public policy approaches to this charity challenge. Indeed, concerned over high overhead and little program spending, the state of Oregon proposed legislation that would cause a charity spending less than 30% of revenues on programs to be blacklisted. The result would be that any donor making a contribution to a blacklisted charity could not claim the contribution as a tax deductible gift on their state income tax (Chronicle of Philanthropy 2011; Cohen 2013).

Research Question

Certainly, not all of the almost 1.1 million charities utilize these fundraising approaches. Yet, with legislators seeking public policy approaches to curb some of the behavior of fundraisers and charities, it is timely and important to understand possible consumer responses to these potential policy approaches. Given the opportunities for theoretical and practical contributions within charity research, the present research explores how consumers respond when they receive either pre-donation or post-donation information about their gift to a charity.

Method and Data

Three studies were conducted. In all three studies, participants imagined making a donation to a charitable organization. Additionally, independent fundraisers played a role in all scenarios presented with varying amounts of the donation retained by the fundraisers. The objectives of Studies 1a and 1b were to determine the believability of various percentages retained by independent fundraisers, perceptions of independent fundraiser’s motives, and feelings toward a donation scenario involving fundraisers. Study 2 explored how consumers respond to pre-donation disclosures, and Study 3 examined consumer responses to post-donation disclosures.

Summary of Findings

This research sought to better understand the potential consumer impact of different public policy disclosure ideas proposed by State Legislatures. In several studies, this research consistently shows that consumers report less positive attitudes and less likelihood of a future donation to the same charity when a fundraiser is involved and as the fundraiser retains a higher percentage of the donation (i.e., 20% vs. 60%). As such, the results begin to suggest that there may not be much of a difference when a disclosure is presented (pre vs. post donation), but rather that the presence of a fundraiser generates negative consumer responses. Further, the mediation analyses offer additional theoretical insight into the underlying mechanisms that explain consumers’

For further information contact: Mark Mulder, Assistant Professor of Marketing, Pacific Lutheran University (e-mail: muldermr@plu.edu).
negative responses to a fundraiser. Analyses revealed that the negative impact on likelihood to donate to the same charity in the future is associated with the perceptions of the fundraiser’s negative motives, negative emotions toward the donation, and attitudes toward the charity.

**Key Contributions**

Public policy makers should realize that while a tool for information, the cumulative impact of disclosures could reduce giving to charity. These results suggest that donors are less likely to give to the same charity in the future, and the cumulative effect of less positive attitudes, motives and emotions could ultimately harm charitable giving at a macro level. Second, while this research suggested there may not be a significant difference when a disclosure is presented (pre vs. post donation), there are some interesting insights regarding consumer responses in the pre-disclosure condition. This research suggests when presented with a predonation disclosure, almost two-thirds of participants who would not give via the fundraiser were instead likely to go straight to the charity to give their donation. Clearly, the fact that more than half of the donors would continue with their donation, even when there was a disclosure that a fundraiser was retaining a sizable portion of their gift, suggests that this may not have the effect intended by policy makers concerned about the level of funds retained by fundraisers. Thus, this issue is likely to continue to be an area of discussion within the halls of state legislatures in the future.

*References are available on request.*
The Effect of Compensation Disclosures and Advertisements in an Online Product Review on Readers’ Perceptions of the Endorser, Site, and Product

Natalie M. Van Pelt, University of Arkansas, Fayetteville
Amaradri Mukherjee, University of Arkansas, Fayetteville
Thomas D. Jensen, University of Arkansas, Fayetteville

Keywords: disclosure, online reviews, blog site, advertisements

EXTENDED ABSTRACT

In late 2009 the Federal Trade Commission (FTC) updated its guidelines on endorsements and testimonials. The revised guidelines were also extended to online reviews including blogs and social media. The updated guides added new examples (e.g., social media) for disclosing compensation including both financial and material (e.g., free products) compensation. Subsequently, in March 2013 the FTC provided examples for compensation disclosures as well as mandating that disclosures should be clear and conspicuous. In this paper we investigate the effects of compensation disclosures and presence of advertisements in online product reviews on consumers’ perceptions of the reviewer, websites, and product perceptions.

Research Question

Today, many people are using online product reviews for guidance and opinion formation regarding quality and other important attributes of the products they are planning to buy. Ernst and Young conducted a study that revealed that 16% of consumers consult online reviews before buying baby products, and 48% consult online reviews before buying electronics products (Ernst and Young 2012). Currently, there is very little publically available research examining the presence and specificity of compensation disclosures on consumers’ perceptions of online reviewer, the website and reviewed product. Jensen (2011) found that compensation disclosures in online product review decreased the perceived credibility of the review-review site although the presence of any consensus cues (i.e., reviews from others cited in the review) mitigated the effect of disclosures. The present research seeks to further understand the role compensation disclosures have on consumer perceptions by examining the effects of (a) disclosure and different types of disclosures and (b) the presence versus absence of onsite advertisements, another possible compensation cue, on readers’ perceptions of the product reviewer, website, and product. In addition, this research examines (c) the role of consumers’ susceptibility to online social influence impacts perceptions and compensation disclosures.

Methods

A 3 (no disclosure, general disclosure, or specific disclosure) × 2 (advertisements presence or no advertisements) × 2 (high or low susceptibility to online social influence) between-subjects factorial design was utilized to test the hypotheses. One hundred seventy-six undergraduate students participated in this study. The presence of advertising was operationalized by text stating “available at” and the scrolling of three retailer logos. Ohanian, (1990) source credibility scales was utilized to capture participants’ perceptions of blogger’s credibility (i.e., expertise and trustworthiness) and attractiveness on a blog site reviewing a streaming projector. Scales measuring participants’ attitudes toward the blogger, website, and product were taken from Tybout et al. (2005). Consumers’ susceptibility to online social influence were developed by adapting...
Bearden, Netemeyer, and Teel’s (1989) susceptibility to interpersonal influence to an online context.

Findings
Analysis of variance was utilized to examine the effects and it revealed that compensation disclosure had a main effect on blogger trustworthiness ($F_{2, 165} = 2.77, p < .10$) and attitude toward the blog site ($F_{2, 165} = 2.51, p < .10$) but not on blogger expertise ($F < 1$). Participants perceived the blogger to be less trustworthy when the blogger made a general disclosure (mean = 4.92) compared to when the blogger made no disclosure (mean = 5.27), $p < .05$. However, there was no difference between when a blogger made a specific disclosure (mean = 5.08) and a general disclosure or no disclosure. The presence of advertising resulted in participants viewing the blogger higher in expertise ($F_{1, 166} = 3.07, p < .10$) and trustworthiness ($F_{1, 166} = 4.65, p < .05$) relative to when there was not any advertising. Significant main effects were also found for participants’ susceptibility to online social influence such that, as would be expected, those high in susceptibility viewed the blogger, blog site, and product more positively on all measures relative to those low in susceptibility.

Significant two-way interactions were found for advertisements by disclosure on blogger attractiveness ($F_{2, 165} = 3.84, p < .05$) and attitudes toward the product ($F_{2, 165} = 3.44, p < .05$) and purchase intentions ($F_{2, 165} = 3.52, p < .05$). In addition, significant two-way interactions were found for the presence versus absence of advertisement and participants’ susceptibility to online social influence for expertise ($F_{1, 165} = 5.31, p < .05$), trustworthiness ($F_{1, 165} = 13.88, p < .001$), and attitudes toward the blogger ($F_{1, 165} = 5.36, p < .05$). Those individuals high in susceptibility to online social influence viewed the blogger more positively and were not influenced by other cues (i.e., ads). Contrary, those low in susceptibility to online social influence utilized other cues (ads) evaluating the blogger’s expertise and trustworthiness as well as their overall attitude toward the blogger more positively when ads were present versus absent.

Contribution
This study provides a foundation for future studies on compensation disclosures in general and, specifically, online compensation disclosures. The results revealed that the inclusion of a general compensation disclosure in a product review blog resulted in readers perceiving the blogger as less trustworthy relative to no disclosure while the presence of advertisements on the blog site increased readers’ perceptions of the blogger and blog site. In addition, readers who are more susceptible to online social influence perceived the blogger, the blog site, and the product more positively than those readers less susceptible to online social influence. This study revealed that compensation disclosures and advertising in an online product review impacts readers’ perceptions and has a differential effect for those high versus low in susceptibility to social influence. As with mandated disclaimers (Green and Armstrong 2012) transparency of information and disclosures may have some positive effects for consumers, our findings also sheds light aligned in the same direction. Additional research is warranted in examining the effects of online compensation disclosure on consumers and other conditions which might help consumers in making better/more informed decisions.

References are available on request.
The Impact of Online Negative Political Advertising: The Mediating Role of Perceived Trustworthiness on Relative Vote Preference

Kristen Cameron, University of Georgia
Spencer Tinkham, University of Georgia

Keywords: negative political advertising, stand-by-your-ad (SBYA) legislation, source credibility, vote preference, mediation analysis

EXTENDED ABSTRACT

Research Question
This study falls within the theoretical framework of “source factors in persuasion,” with particular emphasis placed on perceived source credibility. Our study extends the conceptualization of source to include also image of the source and voters’ perceived relationship with the source. In addition to multiple source characteristics, we also recognize that multiple sources may be perceived. Thus, the candidate as a perceived source is differentiated in this study from the “sponsor” of the ad as a source—the sponsor being the entity that pays for the ad (and may or may not be the candidate or the candidate’s organization).

H1: An online negative political attack advertisement that prominently identifies the candidate as the sponsor will be more effective in generating positive vote choice and relative vote preference than when the same message is sponsored by an outside third party (a super-PAC supporting the candidate).

RQ1: Is sponsorship of an online negative political advertisement a significant determinant of other dependent variables in the analysis, specifically: perceived relationship with the candidate, candidate credibility, image and perceived character?

RQ2: Of those dependent variables examined in RQ1, do one or more of them suggest full mediation of relative vote preference predicted in H1?

Method and Data
An online posttest-only randomized field experiment with two control groups was conducted between October 31, 2012 and November 5, 2012, immediately preceding the 2012 presidential election on November 6. The national study consisted of undergraduate students enrolled in 19 colleges and universities across the United States ages 18 or older. The study yielded 763 complete responses, a total which was further narrowed to 465 respondents after eliminating “less-informed” voters from the sample (i.e., those who did not correctly identify the sponsorship/presence of the independent variable in the online negative attack ad with varying sponsorship disclosures).

Ad sponsorship was tested as the independent variable and included four randomly assigned sponsorship attributes: candidate sponsor, super-PAC sponsor and two separate controls (ad without an identified sponsor & no ad/no sponsor). Vote choice (Barack Obama, Mitt Romney, or undecided/other) was tested as one of the primary dependent variables, with the other being a more sensitive measure of relative intensity of vote preference (Romney vs. Obama). Other secondary dependent variables included previously tested political perception scales of both candidate characteristics (perceived relationship with candidate, candidate credibility, candidate character & candidate image) and sponsor characteristics (sponsor credibility, sponsor character & sponsor image).

For further information contact: Kristen Cameron, doctoral student, University of Georgia (e-mail: kcam@uga.edu).
Summary of Findings
In support of H1, Romney received a disproportionately high vote (54.2%) compared to Obama’s low vote (28.9%) in the “candidate sponsored” condition. In contrast, rather stable vote levels across the other treatment conditions suggest that, while super-PAC sponsorship seemed to marginally enhance Romney’s vote (to 38.3%), it had virtually no impact on Obama’s percentage (47.7%) and was somewhat higher than the vote plurality favoring Obama in the no ad/no sponsor control treatment (45.3%).

Regarding RQ1, results of the analysis show only one of the secondary dependent variables, sponsor credibility (trustworthiness), formed a significant relationship with online negative political ad sponsorship ($F = 4.040, p < .05$). The “challenger sponsored” ad was found to be a significant, positive determinant of the trustworthiness dimension of sponsor credibility, while the “super-PAC sponsored” ad produced lower sponsor trustworthiness scores. Thus, the only secondary dependent variable that qualifies as a potential mediator of ad sponsorship on relative vote preference is the “trustworthiness” facet of sponsor credibility.

In further consideration of RQ2, when entered into the predictive model as a covariate, the trustworthiness facet of sponsor credibility fully suppressed the formerly significant relationship between sponsorship and relative vote preference, producing a non-significant treatment effect ($p = .279, NS$).

Key Contributions
The findings of this study reiterate previous research in traditional media identifying a positive relationship between vote preference and prominent identification of the candidate as sponsor of attack ads. Further, this study finds that the positive relationship between candidate sponsorship and vote preference is fully mediated by the trustworthiness dimension of source credibility, when that source is accurately identified.

Finally, the results of this study suggest that among viewers who are able to consciously identify the correct sponsor of the advertisement, the SBYA legislation is ineffective in its goal of discouraging negative political advertising by requiring prominent sponsorship disclosure. The results of this study also suggest that among those who can accurately identify Super PAC sponsorship, a negative message sponsored by an anonymously funded, ambiguously named source can potentially cause a boomerang effect to occur. Thus, Super PACs’ advertisements may be more effective if they focus on positive political advertisements that inform voters of positive aspects of the candidate supported by the Super PAC. Due to the enhanced credibility attributed to the sponsor, when using mandated SBYA language in attack ads, it may be more effective for the candidate rather than Super-PACs to sponsor ads that “accentuate the negative.”

References are available on request.
Intrinsic Versus Identified Motivations and the Frequency of Preparing Vegetables Among Main Household Food Preparers

Sunghwan Yi, University of Guelph
Paula Brauer, University of Guelph
Vinay Kanetkar, University of Guelph

EXTENDED ABSTRACT

Introduction and Theory
It is tempting to attribute a low intake of vegetables and other healthy foods to a lack of motivation. However, recent research indicates that consumers believe that fruits and vegetables provide a variety of health benefits and a majority report making efforts to eat more of these foods. Thus far, existing fruit and vegetable promotion campaigns have been prominently focused on provision of health information based on the assumption that becoming informed about health benefits associated with sufficient intake should prompt consumers to comply. It appears that the ultimate outcome associated with the informational approach of health promotion is people fully accepting the value and importance of healthy eating and integrating this into self, which is known as identified regulation in the Self-Determination Theory (SDT) literature (Deci and Ryan 1985). Identified regulation is one of the autonomous motivation dimensions along with intrinsic regulation, which refers to engaging in the target behavior out of a sense of pleasure and enjoyment.

Research Questions and Hypotheses
Our review of different streams of research on SDT indicates that two different predictions may be offered for the relative effectiveness of intrinsic versus identified regulation for vegetables that are generally perceived to be difficult to prepare. One line of thought is based on the theorem that intrinsic regulation is posited to be more autonomous than identified regulation along the SDT autonomy continuum (Deci and Ryan 1985). In other words, intrinsic motivation is likely to lead to greater commitment to the task of preparing vegetable-rich meals in challenging situations than identified regulation (Ryan and Connell 1989; Ryan et al. 1996).

Therefore, it is reasonable to hypothesize that the stronger association between intrinsic regulation of healthy eating is mediated by higher barrier self-efficacy to prepare meals rich in not only familiar vegetables but also vegetables that are especially healthful but taste bitter (e.g., cruciferous vegetables).

The other line of thought is based on the argument that when the goal is very challenging to achieve, identified regulation is more critical to goal pursuit than intrinsic regulation.

According to Burton et al. (2006), since most challenging goal pursuits require overcoming a series of obstacles and failures, it is not the sense of enjoyment and pleasure of engaging in the goal-relevant behavior, but personally identifying with and establishing the importance of the goal that is indispensable to achieving a challenging goal. Considering that bitter cruciferous vegetables are perceived to be difficult to prepare by the majority of consumers (authors, under review), consumption is likely to be more strongly associated with identified regulation (and not intrinsic regulation) and the consumption of cruciferous vegetables may be mediated by the barrier self-efficacy but this would not occur with he consumption of familiar vegetables.

For further information contact: Sunghwan Yi, University of Guelph (e-mail: syi@uoguelph.ca).
Methodology
The hypotheses were tested with two waves of web-based panel surveys collected as a component of a multi-wave panel study about vegetable preparation and consumption in households in Ontario, Canada. Among 826 panelists identified as main household food prepares who participated in the first wave survey, 610 participants provided usable data in the second-wave survey collected 2 months later. About 74% of participants were female.

In the first wave, motives for healthy eating were measured with Pelletier et al.’s (2004) Regulation of Eating Behavior Scale (REBS). REBS consists of 6 subscales, which include intrinsic motivation (e.g., “I take pleasure in fixing healthy meals”), identified regulation (e.g., “Healthy eating is a way to ensure long-term health benefits”), introjected regulation (e.g., “I would feel ashamed of myself if I was not eating healthily”), and external regulation (e.g., “Other people close to me insist that I eat healthily”).

From the second wave we measured the frequency of serving three cruciferous vegetables (i.e., broccoli, asparagus and Brussels sprouts) and five non-cru-ciferous fresh vegetables (i.e., tomatoes, lettuce, spinach, zucchini and mushroom) in the past 2 weeks. Confirmatory factor analysis confirmed our expectation about the consumption structure of the vegetables.

Barrier self-efficacy was measured with 3 items that assessed confidence in preparing vegetable-rich meals in commonly encountered challenging situations.

Major Findings
In order to test the hypotheses, we used the structural equation modeling approach. In particular, the model was specified such that two latent variables that denote the frequency of serving the two types of vegetables were simultaneously regressed on barrier self-efficacy, which in turn was regressed on the four types of healthy eating motives (i.e., intrinsic, identified, introjected and external motives).

The direct path from intrinsic motivation to the frequency of preparing non-cru-ciferous vegetables was significant. The indirect effect of intrinsic motive for healthy eating on the two types of vegetables was estimated with MacKinnon, Lockwood and Williams’ (2004) bootstrapping method. The indirect path estimate from intrinsic motive for healthy eating to non-cru-ciferous fresh vegetables via barrier self-efficacy was positive and significant.

Findings regarding cruciferous vegetables were markedly different than non-cru-ciferous vegetables. The direct path from intrinsic motivation to the frequency of preparing cruciferous vegetables was not significant, nor was the direct path from identified regulation. The role of barrier self-efficacy as a mediator was tested by estimating indirect paths via barrier self-efficacy by the bootstrapping method. The indirect path estimate from identified regulation to cruciferous vegetables via barrier self-efficacy was small and non-significant. However, the indirect path estimate from intrinsic motive for healthy eating to cruciferous fresh vegetables via barrier self-efficacy was positive and significant. Thus, barrier self-efficacy significantly mediated the association between intrinsic motivation for healthy eating and the frequency of preparing cruciferous vegetables.

Implications
Given the predominance of public health promotional efforts that emphasize the personal value and importance of healthy eating to individuals, our findings suggest that one way of increasing vegetable intake is to help consumers enjoy the taste of vegetable-rich meals rather than to have them consciously value their health benefits. This is consistent with Heimendinger and Duyn’s (1995) findings in which taste was found to be more important than health awareness in influencing consumers’ fruit and vegetable consumption. Our findings suggest that new marketing campaigns for vegetables are needed that focus on enhanced sensory attributes and enjoyment of preparing vegetable-rich meals.

References are available on request.
The Uncertainty Effect of Calories: How Calorie Estimation Can Ironically Make Unhealthy Foods Seem Healthier

Deidre Popovich, Emory University

Keywords: uncertainty, illusion of understanding, food, nutrition

EXTENDED ABSTRACT

Research Question
Common wisdom suggests that as people become more exposed to calorie information, they should make better food choices. Rather than leading to healthier food choices, as intended, if anything Americans’ eating habits have gotten worse as calorie information has become easier to obtain. This research proposes that the act of estimating calories can lead to increased uncertainty, particularly when people are confronted with their inaccuracy. Calorie information is viewed as familiar, and therefore most people believe they comprehend calories very well. In fact, when asked to think more carefully about calories and how they relate to healthiness, people should become more uncertain about their knowledge.

The uncertainty created by re-examining how calorie information may have an impact on healthiness judgments. Specifically, an uncertainty account predicts that evaluations of food should become less extreme, or more moderate, following a decrease in confidence. Confidence impacting extremeness of ratings and choice has been demonstrated in social psychology and consumer behavior research. As consumers estimate calories, they may become less confident in their ability to relate calories to healthiness, which should result in less extreme, or more moderate, evaluations of the healthiness of food items.

Method and Data
Participants were drawn from an online subject pool and randomly assigned to one of two conditions, an estimation condition and a no estimation condition. Dining scenarios were described to participants as if they were walking into a popular restaurant chain and thinking about ordering a specific food item. Stimuli included a description of the food, ingredients, total calories, and an image of the item. Participants in the estimation condition were asked to type a numerical response to the question, “Approximately how many calories do you think (this item) contains?” They were subsequently presented with the actual calorie count of the food item along with its description. Participants were then asked to evaluate the perceived healthiness of the same food item on a sliding scale ranging from “1 = Very Unhealthy” to “10 = Very Healthy.”

Participants in the no estimation condition were presented with the stimuli (including calories) and simply asked to evaluate the perceived healthiness of the food item. Thus, in both conditions, participants had exactly the same information when evaluating the healthiness of the foods. The only difference was whether or not participants had estimated the number of calories prior to the evaluation.

Summary of Findings
A series of six experiments demonstrated that estimating calories can increase healthiness perceptions of generally unhealthful food items and decrease healthiness perceptions of more healthful foods. When consumers estimate calories, this act can moderate their judgments of healthiness. The mechanism driving this effect is increased uncertainty, whereby estimating calories leads people to feel more uncertain about healthiness, thus leading to less extreme judgments.

Experiment 1 demonstrated that individuals who estimate calories for unhealthful food items view those foods as healthier than individuals who did not first estimate calories.

Experiment 2 provided evidence that this effect is even stronger when individuals are shown calorie information.

For further information contact: Deidre Popovich, PhD student, Emory University (e-mail: deidre.popovich@emory.edu).
Experiment 3 showed that this relationship reverses for more healthful foods. Individuals who estimate calories for more nutritious food items view those foods as unhealthier than individuals who did not first estimate calories. Experiment 4 demonstrated that the uncertainty effect of calories is further moderated by nutrition knowledge. Experiment 5 illustrated that this effect seems to be limited to the calorie content of food items, as thinking about specific nutrient content does not produce the same effect. Experiment 6 demonstrated the underlying process, that uncertainty mediates the relationship between calorie estimation and healthiness perceptions.

**Key Contributions**

This research provides important contributions to consumer choice theory. Perhaps the most interesting result is that simply thinking about calorie content by estimating calories seems to influence health perceptions of food. These studies also contribute to our understanding of when providing calorie counts may or may not be helpful for consumers. Specifically, if consumers are already thinking about how many calories they may be about to consume before ordering certain fast food items, calorie counts may serve to bias their evaluations, rather than swaying them to consume a healthier option. As a result, legislation that attempts to provide consumers with increased information with the intent of decreasing consumption may not be widely helpful.

There is overwhelming support in the media for continuing to provide consumers with increased information related to nutrition and health. In particular, many legislators wish to mandate the posting of calorie counts in restaurants. Conventional wisdom and common sense suggest that providing consumers with more information should, in fact, lead to healthier choices. However, these studies provide evidence that more information can lead to increased uncertainty and instead result in more moderate perceptions of the healthiness of food items.

*References are available on request.*
The Customization of Food Nutrition and Diet Information

Kelvin Balcombe, University of Reading
Iain Fraser, University of Kent
Ben Lowe, University of Kent
Diogo M. de Souza Monteiro, University of Kent

Keywords: customized nutrition information, attribute non-attendance, attribute importance rankings, discrete choice experiment

EXTENDED ABSTRACT

Research Question
The use of nutrition labels has been one of the key elements of information policies aiming at tackling obesity and food related diseases. The expectation, on the part of policy makers, is that consumers will use the information provided on labels to make more informed (i.e., healthy) choices about the food they purchase (Grunert and Wills 2007). As noted by Balcombe et al. (2010) and Lowe et al. (2013) the majority of studies (hypothetical or real) have analyzed consumers’ understanding and use of different food label formats for a single product. However, most shoppers typically buy a range of products in a shopping trip. In retail shopping environments consumers’ ability to keep track of complex nutritional information on food purchases is questionable. Here we propose to examine if customization of the grocery shopping experience in relation to information provision might be demanded by consumers as a means to reduce cognitive complexity and to improve the health and nutritional quality of the goods being purchased. More specifically we evaluate the propensity for consumers to pay for a technology that reduces cognitive complexity when making healthy food choices.

Method and Data
We designed a discrete choice experiment (DCE) to evaluate which attributes of a technology facilitating customization of nutrition and diet information would be more valuable to consumers. Our experiment was designed to examine consumer propensity to pay for information to customise a grocery shopping experience. The proposed customisation service had five attributes: appearance, nutrition label format, allergy alert, diet alert and price to be paid. At the end of the choice cards we presented our two de-briefing questions. These allowed us to employ recently developed econometric methods to improve the valuation of attribute importance.

The survey was implemented in Qualtrics and administered online to a panel of UK citizens over 18 years old. We obtained 791 usable responses. The sample is almost an even split between males (48%) and females (52%). About a half of the respondents had a college education and two thirds had a gross monthly income between $2,500 and $5,000. The majority of respondents (91.2%) did not report having any food related health conditions. Finally, about a third of respondents in our sample expressed they might use this type of service should it become available in supermarkets.

Summary of Findings
Our results indicate that consumers prefer more customized (personalized) nutritional information as opposed to conventional “mass-marketing” nutrition labels which are communicated to respondents under the assumption they all have the same need and comprehension of the information. This result has interesting implications for food policies using labels to change consumer behaviour. The findings also

For further information contact: Diogo M. de Souza Monteiro, Lecturer in Food Economics and Marketing, Kent Business School, University of Kent (e-mail: D.M.Souza-Monteiro@kent.ac.uk).
inform label design and more importantly suggest alternative ways for how to influence consumers to improve their diet. If nutrition is going to be taken into account at the individual level, then there needs to be more thought given to how we convert this type of information into something which is consumer specific and tailored. Thus, it is likely, that if nutritional information continues to ignore the specific requirements of the individual consumer, the expected benefits of nutritional labels will remain unobserved.

We should acknowledge some caveats of this research, first our pilots we noticed that some participants misunderstood how nutrition information could be aggregated. Despite all our efforts to mitigate this issue, it may have prevailed when we collected our final data. Second, as in any study using online surveys administered to a panel, we may have an issue of self-selection bias.

Key Contribution
Our results present a challenge for the food industry and public policy makers alike on two levels. First, if the focus on nutrition information continues to prove largely ineffective, then an alternative public marketing policy needs to be formulated. Here we align with Andrews et al. (2009), who challenge the viability of increasing levels of nutrition literacy for the majority of the population. We suggest that policies targeting consumers at risk and helping them make choices consistent with a healthy diet hold more promise. Second, information policies may be more effective if they make use of newly developed technological platforms, such as apps or hand held scanners increasingly available in retail environments, which allow consumers to tailor their shopping to their specific requirements.

References are available on request.
Research Questions

Many websites and mobile applications promise to help people achieve their goals, but are they effective? Are they worth consumers’ time and money? Might they actually do more harm than good? The evidence regarding the efficacy of such programs is sobering. In a content analysis of smoking-cessation apps, Abroms et al. (2011) found that the apps did not employ proven strategies for smoking cessation. In a meta-analysis of research examining health-care service delivery apps, Free et al. (2013) found the apps’ performance to be modest, mixed, or nonexistent, and conclude that well-designed research is needed to establish effective evidence-based apps. Thus, we examine the short- and long-term efficacy of a behavior-change program modeled after HabitForge.com, which sends daily reminder/motivational messages to subscribers.

A related question investigates the axiom that it takes only 21 days to form (or break) a habit (Maltz 1960). Despite the maxim’s prevalence (e.g., on HabitForge), the only paper that tests this hypothesis actually refutes it (Lally, Van Jaarsveld, Potts, & Wardle 2010). Herein, we measure whether 21 days is long enough for people form good habits. We also test whether merely exposing people to this conventional wisdom helps them form good habits in three weeks’ time.

Method and Data

Our experiment was a 2x2 between-subjects randomized factorial design. Factors were (a) receiving daily email reminders, or not, and (b) being informed about the 21-day “rule,” or not. For 21 days, half the subjects received a daily email, asking, “Did you accomplish your target behavior yesterday?” Also, at T1, half the subjects received information about the 21-day “rule.”

All subjects (N = 159) were asked to complete three surveys. The first survey was completed at the beginning of the test period (T1), the second 21 days later (T2), and the third (T3) after two more weeks (no intervention). At all three times, subjects reported how many days per week they were performing their chosen behavior.

Welch t-tests for differences in means (preceded by Fligner-Killeen tests of homogeneity of variances) and ANOVA tests were applied to look for significant change in the number of times the activity was performed. Next, regression analysis was used to explore characteristics that influenced the change. The following model was estimated:

\[
\text{Change}_i = \beta_0 + \beta_1 \text{dailycheck}_i + \beta_2 \text{habit}_i + \text{Internal drive} \delta + \text{Controls} \phi + \epsilon_i
\]

where Change$_i$ is the difference between the number of times the activity was performed per week at T2 and T1 (short term) and T3 and T1 (long term).

Summary of Findings

Our most important finding is evidence of a crowding-out effect—extrinsic factors decreasing intrinsic motivation. Subjects receiving daily emails were less successful in achieving their goals than subjects who did not receive reminders. A sample difference in means of days per week performing the activity for subjects receiving the intervention from T1 to T3 was 1.7; days per week for the group that did not receive reminders was 2.26 (p-value = 0.0738). Furthermore, once the daily reminders ceased (T2 to T3), the reminded group decreased their activity by 0.288 (p-value = 0.062).

We found that informing subjects about the 21-day “rule” did not significantly influence their goal achievement in the long run, although we did see a positive nonsignificant change in their behavior (mean days per week from T1 to...

For further information contact: Caroline Graham Austin, Assistant Professor of Marketing, Jake Jabs College of Business and Entrepreneurship, Montana State University (e-mail: gaustin@montana.edu).
T3 was 2.14 for the informed group vs. 1.78 for the not-informed).

Finally, our results support Self Determination Theory (Deci & Ryan 1985) by providing evidence that intrinsic motivation and internal locus of control positively influence goal achievement. The implication of these results in total is that while establishing goals can be highly beneficial, some forms of external motivation do not work, and can even have negative unintended consequences for certain sub-sets of the population.

**Key Contributions**

Sustained lifestyle changes have been shown to reduce the prevalence and progress of chronic diseases common in the modern world (e.g., diabetes, heart disease, cancers). However, inexpensive self-help websites and apps are not just applicable to physical health—if effective, they would be valuable for personal financial management, professional satisfaction, education, and more. These programs appeal to a variety of stakeholders because they are low cost and self-directed, but motivational programs are not one-size-fits-all. We demonstrate that they must be grounded in theory, and thoroughly tested before release, lest they negatively impact their users.

Another novel contribution is that we demonstrate that the crowding-out effect happens even without tangible rewards, and may be an unintended consequence of relying on an app to help achieve one’s goals. In the long run, simply receiving daily email reminders actually impeded subjects’ goal attainment. As one person commented in the final survey, “My habit was not being recorded anymore so it was harder to be motivated.”

Finally, this project empirically gives lie to the oft-repeated claim that it only takes 21 days to permanently change one’s behavior. However, belief in this “rule” may have some small positive effect, due to response expectancy (Kirsch 1985).

*References are available on request.*
Marketing Active Transportation to School: Utilizing Parental Perspectives on Walking to School in an Inner-City Environment

Marla B. Royne, University of Memphis
Marian C. Levy, University of Memphis
Stephanie S. Ivey, University of Memphis
Alexa K. Fox, University of Memphis
Susan Roakes, University of Memphis

Keywords: active transportation, children, safety, healthy lifestyles

EXTENDED ABSTRACT

Research Question
Thirty years ago, nearly half of all school-aged children walked or rode bikes to school (Federal Highway Administration 2008), but in recent years, this practice has declined significantly. Currently less than 15% of children walk or ride bikes to school (Safe Routes to School National Partnership, 2011). Encouragement of active transportation is essential for promoting healthy lifestyles, particularly for establishing healthy habits in children. One avenue for multidisciplinary collaboration in support of active transportation to school is through the National Safe Routes to Schools (SRTS) program. The goal of the SRTS program is to provide support and funding for changes to communities through the 5 E’s (Engineering, Enforcement, Encouragement, Education, and Evaluation) to make walking and bicycling to school a safer, more commonplace activity.

Active transportation to school and the SRTS program effectiveness have been widely studied. There are, however, significant gaps in the literature related to implications for areas with significant minority populations. Thus, the purpose of this study is to examine factors that influence consumers’ decisions to allow their children to walk to school in settings with significant minority populations, with the goal of creating effective marketing and communication strategies to reach parents.

Method and Data
To understand the factors motivating parental decisions allowing their children to walk to school, data were collected from parents of first through sixth grade students at a school in a large urban area of the southeastern United States that had been granted funding to implement a Safe Routes to School program at the school. However, at the time of data collection, construction to enhance traffic safety had not yet started. Eighty-two (95) percent of the students lived within a one-mile walking distance to school. Nearly 98 percent of the total students qualified for free or reduced lunch programs, the median household income was just over $22,000, and 88 percent of respondents were African American.

Questionnaire items were designed to assess students’ current mode of travel both to and from school, factors influencing decisions allowing students to walk to school, perceived importance of several safety issues related to the walk to school, neighborhood longevity and family mobility, previous walking behavior, family health history, and outlets through which parents receive school and health related information. Our questionnaire included multiple-choice,

For further information contact: Marla B. Royne, University of Memphis (e-mail: mstaffrd@memphis.edu).
rating scale (1-5), and open-ended response items. A total of 134 usable questionnaires were returned.

**Summary of Findings**
To identify specific items that predicted walking behavior, we investigated the influence of 12 safety-related items, neighborhood longevity, family mobility/past walking behavior, and family health risk on the decision to allow a child to walk to school using hierarchical logistic regression (Tangari et al. 2007). For two binary outcomes (walk = 1, or not walk = 0), we estimated four models. In Model 1, two items significantly predicted walking behavior: (a) schools should provide route maps to parents and students ($\beta = -.779$, Wald = 7.55, $p < .01$); and (b) speed limits should be strictly enforced in school speed zones ($\beta = -1.03$, Wald = 5.06, $p < .05$). In Model 2, neighborhood longevity was a significant, negative predictor variable ($\beta = -.515$, Wald = 4.29, $p < .05$). In Model 3, previous walking behavior was significantly and positively related to current walking behavior ($\beta = 2.03$, Wald = 11.46, $p < .01$), but in Model 4, health risk did not predict walking behavior.

Open-ended responses indicated that high-speed vehicles, dangerous intersections/street crossing, and nasty animals/stray dogs were the top concerns among parents. Results also indicated that mass media, particularly television, play a key role in providing health information.

**Key Contributions**
Although national SRTS studies indicate that distance is the most significant barrier to walking to school, our results show that while distance is important, parents are more concerned with protecting their children from crime and traffic. Previous walking behavior was the most significant predictor, which suggests that if parents initially allow their children to walk to school, they will likely permit the children to continue. It is critical to instill the importance of physical activity in children as early as possible, because these efforts could have long-lasting effects.

Public policymakers should broaden the scope of SRTS programs beyond traffic control, engage law enforcement to address crime and animal issues, and develop a marketing campaign to reassure parents that these new policies will ensure their children’s safety. Local broadcast news stations should be engaged, because television was identified as the most commonly accessed media source. Schools should distribute SRTS program information at school functions, and marketers should provide the information to local physicians in order to market the health benefits of active transportation to school. Marketers, public policymakers, communication specialists, public health experts, and engineers must create a synergistic effort in developing and implementing effective SRTS programs.

References are available on request.
Preventing Suicide in Montana: The Implementation and Analysis of a Community-Based Advertising Campaign

Sarah N. Keller, Montana State University Billings
Tim Wilkinson, Whitworth University
Marie Schaaf Gallagher, Montana State University Billings
Joy Crissey Honea, Montana State University Billings

ABSTRACT
This study evaluated a community-based media project to increase awareness and use of suicide prevention resources among youth in Eastern Montana. In Spring 2012 and Winter 2013, attitudinal surveys were administered to high school students in Miles City, MT to evaluate the impact of a youth theatre production, photography workshop, art exhibit, and social media website designed to highlight suicide prevention resources and enable young people to discuss emotions related to suicide and depression. Surveys were administered online at baseline and follow-up, to n = 224 at pre-test, n = 217 at post-test high school youth. Variables included students’ self-reported risk for depression and suicide, awareness of online and local suicide prevention resources, and willingness to engage with such resources and/or communicate with peers, family members or mentors about suicide and depression. A comparison between pre-test and post-test showed high levels of campaign awareness, prompted and unprompted recall, and increased self-efficacy for interpersonal communication about suicide. Quantitative data was supplemented with qualitative research to identify cultural and personal reports on campaign effectiveness and areas for improvement. These results were used to design and implement the project in a larger, more diverse community. The goal is to develop a self-sustainable curriculum that can be used by communities to administer similar community-based media projects for suicide prevention.

Keywords: community-based research, suicide prevention, self-efficacy, health communication

Background
Suicide has ravaged eastern Montana, an area known for its sparse population, extreme climate range, and “cowboy up” mentality and culture. In 2005, Montana had the highest suicide rate in the nation. Montana has ranked the top five in the nation over the past 30 years. The rate of suicide in the U.S. is 11.2 per 100,000 people, according to the most recent (2009) statistics by the Centers for Disease Control and Prevention (Xu et al., 2010). Montana ranked the second highest—just behind Wyoming—with 21 suicides per 100,000 people. There were 189 reported suicides statewide that year, according to the CDC (CDC, 2012).

Factors exacerbating the distressingly high suicide rate include a lack of mental health awareness, an inadequate availability of mental health services, widespread use of firearms, and social isolation. While people living in Eastern states experience high stress—congested cities, high crime and high cost of living—the suicide rates are much lower than Montana. People in the Eastern U.S. are more likely to seek help for mental health issues. The lowest ranking five states—whose suicide rates were far below the national average—includes Rhode Island, Connecticut, Massachusetts, New York and New Jersey. Washington, D.C., had the lowest suicide rate at 5.1 per 100,000 people. The CDC reports that 66 percent of the suicides in Montana in 2006 involved a firearm (Xu et al., 2010). The average nationally is about 50 percent for firearms used in completed suicides. The Mountain states all share similar qualities that make them ripe for high suicide rates. These states are often

For further information contact: Sarah N. Keller, Associate Professor, Department of Communication & Theater, Montana State University Billings (e-mail: skeller@msubillings.edu).
socially isolated, have a lack of public services to help with depression and thoughts of suicide and there is often easy access to firearms. Statistics in Montana show that more than 80 percent of the suicides are done by men (Montana Department of Public Health & Human Services, 2010). It’s this tough-guy attitude that makes men in Montana unable to admit they need help (Emeigh, 2010).

In order to attenuate the isolation and deficiency of knowledge in the eastern portion of the nation’s fourth-largest state geographically, an increase in suicide awareness and mental health awareness is needed. In the spring of 2000, the Montana Department of Public Health and Human Services invited a group of private organizations, concerned citizens and government officials to begin the development of a statewide plan for suicide prevention (MDPHHS, 2010). Despite this effort, no intervention has included community-based media projects, which have a proven track record in tackling other sensitive public health issues around the nation.

Examples of success with community-based approaches exist in the realm of suicide. A community based intervention for suicide prevention that focused on improving awareness and care for depression performed by the Nuremberg Alliance Against Depression (NAAD) in Europe was found to be effective in reducing suicidal behavior (MetaConnects, 2012). A CD-ROM designed for suicide prevention administered to local leaders in an Inuit community in Northern Canada effectively increasing suicide knowledge and counseling skills, and willingness to use the computer-based video for future training (Haggarty et al., 2012; Substance Abuse and Mental Health Services Administration, 2010).

Jepson et al. (2010) reviewed 103 public health media interventions and found small to moderate effects across a range of behaviors in studies published between 1995 and 2008.

Interventions that were most effective included physician advice or individual counseling, and workplace- and school-based activities. While not all interventions reviewed by Jepson et al. (2010) involved the extensive community-based involvement described in this study, a few studies have shown positive health outcomes in response to similar approaches. An evidence-based, community participatory process was used to develop Healthy Foods North (HFN), a culturally appropriate nutrition and physical activity intervention program effectively reduced the risk of chronic disease and improved dietary adequacy amongst Inuit/Inuvialuit in Nunavut and the Northwest Territories in Canada (Sharma et al. 2010). A culturally adapted behavioral intervention designed to lower blood pressure delivered to Latino communities in North Carolina achieved favorable outcomes in physiological, diet, and exercise. After six weeks of group motivational interviewing sessions, systolic BP decreased an average of 10.5 mmHg, weight decreased 1.5-3 lbs., BMI decreased 0.5, and physical activity increased 40 minutes per week (Rocha-Goldberg et al., 2010).

In addressing suicide, community-based interventions may be particularly effective if they incorporate the mounting evidence that demonstrates increasing interpersonal communication can attenuate the risk of suicide (Lafromboise & Howard-Pitney, 1995). Hence, the community-based intervention implemented in this study was designed to promote interpersonal communication between at-risk individuals and professional or personal bystanders. Such interpersonal communication can lead to early identification of self-harm or risk factors for suicide which, in turn, have been associated with reduced risk of suicide behavior (Cooper et al., 2005). Cooper and colleagues found that those who were inflicting self-harm were often avoiding close contact with others; and that such isolation was indeed an independent predictor of suicide among high risk groups. Howard-Pitney et al. (1992) identified lack of interpersonal communication among American Indian youth as a strong risk factor for suicide. A study of suicidal patients in psychiatric care identified patient-provider communication as the single most needed therapy (McLaughlin, 1999).

The Global Health Equity Foundation, an international public health non-profit organization dedicated to closing the gaps in health disparities, launched the first such effort in Miles City in 2012. This project used a three-pronged approach to increasing awareness and access of Montana’s suicide prevention resources: 1) A community-based media intervention to promote awareness and use of suicide prevention; 2) A qualitative study to identify barriers to seeking help and to improve the community intervention; and 3) A quantitative survey to identify social support and self-efficacy factors related to both suicide ideation and access of prevention resources.

In order to address the complexity of suicide and treatment a variety of research and intervention strategies must be used. Preliminary results from a pilot intervention using community-based media projects to increase youth suicide awareness and access of prevention resources showed promising results. Because the community was racially homogeneous (95% Caucasian) and did not yield significant data on minority youth. Due to the high rates of suicide among American Indian communities in Montana, we are therefore eager to replicate the pilot on a slightly larger scale, in the more diverse community of Billings, MT. Community-based media interventions have a proven track record in tackling sensitive public health issues around the nation (Jepson et al., 2010).
Pilot Study
In Spring 2012 and Winter 2013, attitudinal surveys were administered to high school students in Miles City, MT to evaluate the impact of a community-based media project on youth attitudes towards and awareness of suicide prevention resources. The project involved a youth theatre production, youth photography workshop, art exhibit, and social media web site designed to highlight suicide prevention resources and enable young people to discuss emotions related to suicide and depression. Surveys were administered online at baseline (May 2012), with a follow-up in January 2013, to approximately 225 (n = 224 at pre-test; n = 217 at post-test) high school youth in Miles City. Questions were designed to assess the impact of the project on awareness, attitudes and behavioral intentions towards suicide prevention resources, and willingness to engage with such resources and/or communicate with peers, family members or mentors about suicide and depression. The intervention took place June—September 2012. The quantitative data reported was supplemented with qualitative research to identify cultural and personal reports on campaign effectiveness and areas for improvement.

Methods

Questionnaire
An online questionnaire was administered to Miles City High School students (ages 14-18) (who have participant assent and parental consent) to assess self-reported history of depression and suicidal thoughts, awareness of suicide prevention resources, awareness of interpersonal resources for suicide prevention, willingness to access resources, willingness to engage in interpersonal communication about suicide or depression. After the first round of data collection was completed, a three-month community-based media intervention was administered to six self-selected high school students in Miles City, recruited through the high school counselor. The goal of the intervention was to raise awareness and self-efficacy around suicide and suicide prevention resources. After the intervention, a second round of data collection was conducted, asking similar questions, alongside exposure questions to assess reach of the intervention. The procedure for the second survey was identical to the first.

Measures
To understand expectancies of suicide ideation and access of prevention resources, the respondents were assessed based on the extended parallel process model (EPPM) (Witte, 1992). EPPM, based on its model of perceived threat and perceived efficacy, offers a framework for understanding behavior and attitude change in response to health messages. Witte argues that respondents are more likely to change their behavior in response to a health message if their perceived self-efficacy (behavior-specific self-confidence) and perceived response-efficacy (perceptions of the effectiveness) of the recommended solution are high. Therefore, this study sought to assess this two-dimensional concept of efficacy at baseline and follow-up.

Variables for the survey included 4- and 5-point Likert scales (labeled “extremely disagree/agree” and “extremely unlikely/very likely”) to assess self-reported experience with suicide and depression; self-reported awareness of online and community-based suicide prevention resources; self-reported self-efficacy to access online and/or community-based resources; self-reported self-efficacy to communicate interpersonally about suicide and depression.

Questions asked about students’ self-reported risk for depression and suicide, awareness of online and local suicide prevention resources, and willingness to engage with such resources and/or communicate with peers, family members or mentors about suicide and depression. A measure of stress was given to understand the quantity and quality of life stressors that each individual is experiencing. Second, a measure of depression and suicidal ideation were given to understand each adolescents’ individual risk level for psychopathology. Finally, a measure for social support was given to assess each individual’s quantity and quality of support persons available.

Two suicide prevention behavior questions were asked: self-reported “use of suicide prevention web sites” and self-reported “communication with others about suicide and depression.” Students could select options from six interpersonal communication sources. Other than demographics, questions were asked in relation to past suicidal and depressive thoughts and behavior, past communication about suicide and depression, and perceived self- and response efficacy of both talking about suicide and depression and access of prevention web sites.

Psychographic attributes were measured with established scales. Perceived severity, susceptibility, self-efficacy and response-efficacy were measured using the Risk Behavior Diagnosis Scale (Witte, 1996) (alpha = 0.71–0.99). A measure of stress was also given to understand the quantity and quality of life stressors that each individual is experiencing. Social stress was measured using the Perceived Stress Scale (alpha = 0.78) (Cohen & Janicki-Deverts, 2012). Second, a measure of depression and suicidal ideation were given to understand each adolescents’ individual risk level for psychopathology. Finally, a measure for social support was given to assess each individual’s quantity and quality of support persons available (Cutrona & Russell, 1987). Social
support was measured using Cutrona and Russell’s Social Provisions Scale, which combines emotional support, network support, esteem support, material support, instrumental support and active support (1987) (alpha = 0.55—0.99).

**EPPM Variables**

The perceived threat and efficacy measures of EPPM were administered directly in relation to suicide and interpersonal communication about the topic (Witte, Myer & Martell, 2001). The direct measures were grouped by conducting factor analysis followed by forming scales.

**Efficacy**

The components of efficacy—response efficacy and self-efficacy—were measured with 6 items for self-efficacy and 5 items for response efficacy for a total of 11 perceived efficacy items (see Tables 2 & 3). The efficacy items were averaged to create an overall index with fair reliability (a = .64 to 73).

**Sample**

Due to the small size of the community of Miles City, and the opportunity to access all teenagers currently attending high school, the sample included all current students (440) enrolled in Miles City High School (est. ages 14–18), for whom we had both parental consent and participant assent to take part in the study. The justification for inclusion is to gain better insight into the factors related to the high risk of suicide among young people statewide, specifically in rural communities in Eastern Montana, in order to identify effective strategies for suicide prevention among youth. Seniors were excluded from the pre-test in order to ensure the same students would be around for the follow-up. Hence, 224 students (freshmen, sophomores, and juniors) were surveyed at pre-test, in Spring 2012, and 217 students (sopohomores, juniors and seniors) were surveyed 9 months later, in Winter 2013, after the intervention.

**Analysis.** Descriptive frequencies on all constructs were compared at baseline and post-test to assess changes in attitudes and behavioral intentions before and after the campaign. Specifically, comparisons of means tests were used to see if the advertising campaign resulted in significant increases in self-efficacy, and response-efficacy. Campaign awareness was also examined.

**In-Depth Interviews & Focus Groups**

Due to the desire to incorporate qualitative findings into the survey and intervention design, group and individual interviews were conducted with adolescents to study the issue of youth suicide and depression from a qualitative standpoint. This part of the combined project was designed to explore attitudes among youth in a Montana community toward various treatment/intervention options for depression and/or suicidal ideation. Among adult populations research indicates that social stigma attached to mental illness, the lack of availability of services, and the cultural pervasiveness of the medical model of mental illness shape treatment preferences and behaviors. While the data explore differences across lines of race, class, and gender, little research has been conducted among adolescent populations, despite recognition of the prevalence of depression in teen populations.

This qualitative study consisted of two focus groups (n = 33) with adolescents ages 14-18 recruited through a convenience sample from contacts at Custer County High School in Miles City, plus a handful of individual in-depth interviews. Discussion questions focused on the following primary issues: a) attitudes toward help-seeking behaviors, b) barriers to help-seeking behaviors, c) knowledge about treatment options, d) preferences for particular treatment options, and e) reasons for stated treatment preferences. Interviews were conducted in the Spring/Summer 2012, with independent coding and data analysis occurring in Fall 2012.

Interviews were audio recorded and then transcribed and saved as text documents for analysis. Analysis was completed by 3 independent coders (co-author and two research assistants). No computer analysis program was used. The transcriptions were coded and analyzed using an “emergent coding” process developed by Miles and Huberman (1994). At the most general level, data were coded according to the research questions (i.e. how would you go about seeking help, what are the barriers to seeking help, effects of stigma, etc). Those categories served as the “start list” of codes (see Miles & Huberman, 1994). Other codes were developed as themes and issues emerged within the data analysis process. There was very little disagreement among those coding and analyzing the data (i.e. there was high inter-coder reliability).

**Results**

**Survey Results**

**Demographics.** In both samples, 95% (n = 200) described themselves as White or Caucasian, 1.9% American Indian or Alaska Native, 1.9% Hispanic, 0.9% African American, and 0.5% Asian or Pacific Islander. The age distribution was fairly even. At baseline, 39% (n = 87) were 17 or older, 34% (n = 75) were 16, 21% (n = 46) were 15, and 7% (n = 15) were 14. The racial difference between the two groups was not statistically significant (p = .16). The age break for post-test was significantly younger: 22% (n = 47) age 17, 33% (n = 77) age 16, 25% (n = 53) age 15, 20% (n = 42) age 14, and 0.5% (n = 1) age 13 (p < .01). There were slightly more females (61%) than males (39%) in both surveys, but the difference was not significant (p = .96).
Suicide Exposure. Responses obtained from both surveys showed consistently high levels of suicide and depression, although exposure to suicide and suicidal thoughts was slightly lower in the post-test survey (possibly explained by the younger age of participants): 81% (n = 182) at baseline and 74% (n = 160) at post-test said they knew someone who had committed suicide; 12% (n = 27) at pre-test and 10% (n = 22) at post-test said they were currently being treated for depression. Twenty-two percent (n = 49) at pre-test and 19% (n = 41) at post-test said they had sought help for depression in the past, and 14% (n = 32) at pre-test and 12% (n = 27) at post-test reported having had suicidal thoughts in the past. A full 18% (n = 41) at pre-test and 13% (n = 29) at post-test admitted they had considered killing themselves in the past year. Five percent (n = 11) at pre-test and 4% (n = 9) at post-test said they had actually attempted suicide.

Interpersonal Communication. Most, 67% (n = 151) at pre-test and 71% (n = 153) at post-test, said they would feel comfortable talking to someone if they felt suicidal or depressed. The most likely person respondents said they would talk to were (in descending order): parent/family members, friends, teacher/school counselors, health care providers, social workers, or church leaders. Most students (86%, n = 192 at pre-test; 79%, n = 187 at post-test) said they would “very likely” or “likely” tell someone else if a friend approached them about wanting to commit suicide. The most likely people a student would tell were a family member/parent or a teacher/school counselor.

Campaign Exposure. Table 1 displays the three items that were used to measure campaign awareness. A majority, 66.7%, reported having heard of a suicide prevention campaign. 35.2% of respondents claimed to know the name of the campaign, and 55.1% said that they had specifically heard of the “Let’s Talk” campaign. Interestingly, there were no negative responses to this question which, with 44.9% of the data missing, indicates that many respondents preferred not to answer the question. Overall it appears that awareness of the campaign was very high.

Table 1. Campaign Awareness

<table>
<thead>
<tr>
<th>Item</th>
<th>NO</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>Have you heard of a suicide prevention campaign?</td>
<td>71</td>
<td>32.9</td>
</tr>
<tr>
<td>Do you know the campaign name?</td>
<td>138</td>
<td>63.9</td>
</tr>
<tr>
<td>Have you heard of the “let’s talk” campaign?</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Notes: Discrepancies are due to missing data.
cated that if someone talked to them about wanting to commit suicide they would be most comfortable speaking with a teacher/school counselor (pre-test mean = 3.36, SD = 1.41; post-test mean = 3.94, SD = 1.21; $p \leq .05$), followed by parent/family member ($x = 3.90$). The lowest scores in the posttest were Church leader ($x = 2.23$, SD=1.46) and social worker ($x = 2.95$, SD=1.38). However, the post-test mean for social worker was significant ($p \leq .05$). The overall mean is also significant if a one-tailed test is used (pre-test mean $= 3.25$, SD = 1.03; post-test mean $= 3.41$, SD = .91; $p \leq .10$). Once again campaign exposure appears to have increased self-efficacy among respondents.

### Table 2. Self-Efficacy for Communicating About Personal Suicide Concerns

<table>
<thead>
<tr>
<th>If I were suicidal, I would feel comfortable talking with a</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
</tr>
<tr>
<td>Parent/family member</td>
<td>215</td>
<td>3.26</td>
</tr>
<tr>
<td>Friend</td>
<td>222</td>
<td>3.72</td>
</tr>
<tr>
<td>Teacher/school counselor</td>
<td>215</td>
<td>2.80</td>
</tr>
<tr>
<td>Church leader</td>
<td>211</td>
<td>2.71</td>
</tr>
<tr>
<td>Doctor/nurse/healthcare provider</td>
<td>211</td>
<td>2.76</td>
</tr>
<tr>
<td>Social worker</td>
<td>209</td>
<td>2.22</td>
</tr>
</tbody>
</table>

Note: * $p < .05$, two-tailed. ** $p < .01$, two-tailed.

### Table 3. Self-Efficacy for Communicating About Suicide Concerning Others

<table>
<thead>
<tr>
<th>If someone talked to me about being suicidal I would feel comfortable talking to</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
</tr>
<tr>
<td>Parent/family member</td>
<td>218</td>
<td>3.72</td>
</tr>
<tr>
<td>Friend</td>
<td>212</td>
<td>3.56</td>
</tr>
<tr>
<td>Teacher/school counselor</td>
<td>217</td>
<td>3.63</td>
</tr>
<tr>
<td>Church leader</td>
<td>207</td>
<td>3.10</td>
</tr>
<tr>
<td>Doctor/nurse/healthcare provider</td>
<td>207</td>
<td>2.99</td>
</tr>
<tr>
<td>Social worker</td>
<td>204</td>
<td>2.65</td>
</tr>
</tbody>
</table>

Note: * $p < .05$, two-tailed. ** $p < .01$, two-tailed.

### Table 4. Response Efficacy for Accessing Interpersonal Support

<table>
<thead>
<tr>
<th>The following individuals can help young people deal with depression and/or suicide</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
</tr>
<tr>
<td>Parent/friend</td>
<td>219</td>
<td>4.00</td>
</tr>
<tr>
<td>Teacher/school counselor</td>
<td>222</td>
<td>3.59</td>
</tr>
<tr>
<td>Church leader</td>
<td>219</td>
<td>3.58</td>
</tr>
<tr>
<td>Doctor/nurse/healthcare provider</td>
<td>219</td>
<td>3.69</td>
</tr>
<tr>
<td>Social worker</td>
<td>218</td>
<td>3.34</td>
</tr>
</tbody>
</table>

Note: * $p < .10$, two-tailed. ** $p < .05$, two-tailed.
Table 4 examines the pre- and post-test means and standard deviations of five items used to measure response efficacy (extent to which a response effectively addresses a threat) by asking respondents to rate how helpful various people or occupational groups would be in assisting young people with depression and/or suicide. Higher post-test means were found with two items (parent/friend and teacher/counselor), while two items had lower post-test means (church leader, social worker) and one was the same (doctor/nurse/health-care provider). In the post-test response efficacy was greatest for parent/friend and teacher/school counselor, indicating that respondents believed these categories were the most able to help young people dealing with depression or suicidal thoughts. None of the post-test items were statistically significant from pre-test items, which may be due to a shift in the preferred individuals from whom support is sought after the campaign.

Table 5 examines the pre- and post-test means and standard deviations of five items used as a general measure of self-reported behavior of accessing the Internet for health-related information. Interestingly, the means of all five items were lower in the post-test than they were in the pretest and both information about nutrition and information about eating disorders were statistically significant (p < 0.1). Moreover, the means for both categories were low, indicating that the Internet is used infrequently as a means of accessing information about health-related issues. This is notable considering that the Internet is the primary way that young people gain information. While it is unclear why the use of the Internet for health information by Miles City youth was low both before and after the campaign, several factors may be at work here: 1) Youth may not associate social media with the Web or Internet and hence did not report on social media use in response to these questions (construct invalidity); 2) Internet use for non-school activities may be discouraged at school; hence, students may have been reluctant to report on such activity in a school-based survey (authority bias); and finally, the interpersonal nature of the campaign may have provided youth with increased access to interpersonal sources of health information, thus reducing their reliance on online sources.

Interview Results
Qualitative results indicated students had a strong desire to learn more about how to peer counsel their friends and get help independently of adults. No changes were observed in the number who reported using the Internet for suicide or depression. Preliminary results from this study also suggest that the medicalization of depression and suicidal ideation among teens might actually prevent help-seeking behavior. Among high school students ranging from age 14 to 18, interview data reveal reluctance among respondents to label depression as illness. Subjects much preferred to conceptualize depression and thoughts of suicide as within the range of "normal" behavior for adolescents. In addition, they expressed a reluctance to seek help from professionals (either physicians or therapists) because, if friends and family learned of their help-seeking, they worried that they would be seen as different, strange, or abnormal. Subjects reported that they would prefer to confide in friends and if they did seek out an adult, they preferred to couch the interaction as “talking about normal problems.” In contrast to data on adults, the teens emphatically rejected medication as a treatment option, on the grounds that it would make it seem like they were “sick.” These findings suggest that schools, family, peers, and mental health practitioners might have more success in encouraging teens to seek help for thoughts of suicide by de-medicalizing depression and normalizing mental health interventions. This might alleviate the fear among teens that they will be seen as “outsiders” if they acknowledge feeling depressed.

Discussion
The findings of this project have the potential to inform future suicide prevention campaigns including the benefits of
social support for adolescents in similar areas. Such interventions could include family, friends, schools, communities, and social networking sites to implement the intervention.

Future research could analyze effects of the intervention on such outcome variables of interest as self-efficacy, response-efficacy, awareness of suicide prevention resources, and self-reported access of health-related Internet web sites. Campaign exposure could be treated as an independent variable, allowing for a comparison of means from pre-test to post-test for each of the outcome variables listed above, controlling for campaign exposure.

Preliminary results show significant increases in students’ self-efficacy (self-reported confidence for specific behaviors). Students exposed to the campaign were more willing to talk to an adult (teacher/counselor and/or social worker) about suicide and depression (concerning both themselves and others). Although means for self-reported self-efficacy for interpersonal communication with all categories of adults increased from pre- to post-test, only the increases for teachers/counselors and social workers were statistically significant. This may have been due to the close involvement by the high school counselor in the project. As students became more familiar with the counselor, they may have also increased their comfort levels in accessing the counselor for support. Although increases occurred in perceived response-efficacy of accessing prevention resources, the increases were not statistically significant. This may have occurred because the intervention focused more specifically on the importance of telling others about one’s pain, depression, and suicidal thoughts, and less on the potential outcomes of such contact.

The interdisciplinary approach to understanding the relationship between youth suicide and available prevention resources should enrich our understanding of how, when, and why students access or fail to access the help available to them. Specifically, pilot qualitative data indicated differences in gender as barriers to accessing school counselors and psychologists. For example, female respondents mentioned more barriers to approaching high school counselors than did males. Boys, who routinely access counselors for poor grades, did not express the same levels of shame associated with being seen at the counselor’s office. Some basic logistical recommendations may be implemented by school administrations to increase the use of counselors by both genders. Similarly, pilot results showing a preference among adolescents for handling suicidal complaints among themselves may require more formal instruction and resources for youth disseminated by trained youth leaders/educators. The early results on this creative approach to prevention are promising. Clearly, more information is needed about how to reach under-served populations and how to implement this community-based approach on a larger scale. It is our hope that an integration of data from the disciplines of sociology, communication and psychology will not only shed further light on how to engage youth populations around suicide prevention, but will deliver a highly useful approach that can be replicated in other communities.

References


Substance Abuse and Mental Health Services Administration (SAMHSA) (2010). *To live to see the great day that dawns: Preventing suicide by American Indian and Alaska native youth and young adults*. (DHHS Publication no. SMA 10-4480). Rockville, MD: U.S. Department of Health Human Services, SAMHSA, Center for Mental Health Services.


Applying Service-Dominant Logic to Social Change: Revising Social Marketing Benchmarks

Nadina R. Luca, University of Nottingham, United Kingdom
Sally Hibbert, University of Nottingham, United Kingdom
Ruth McDonald, University of Warwick, United Kingdom

Keywords: social marketing, service-dominant logic, benchmarks, social change

EXTENDED ABSTRACT

This article argues for a conceptual transition in social marketing from its traditional marketing management approach to a service-dominant perspective, contributing a novel theoretical frame for social change management. Prevailing social marketing theory centres on transactional exchanges and strategic decision making. The authors highlight the limitations of this perspective for social change and argue that a service-dominant view, that concentrates on networks, relationships and interaction processes, is more appropriate to address social problems. The article proposes new social marketing benchmarks and discusses the challenges of transferring service-dominant theory to social change contexts concluding with a future research agenda.

Research Question

Primary criticisms of social marketing challenge the traditional focus on individuals rather than behavioural contexts and on dyadic transactions rather than relationships and broader networks of actors. These criticisms contest the applicability of a central assumption of the traditional marketing model to social change contexts; that value producing resources reside within an independent producer organisation to be transferred to audience through exchange.

This article argues that the traditional social marketing model as defined by its benchmarks (Andreasen, 2002) needs revision. The authors advocate the application of service-dominant logic (SDL) (Vargo and Lusch 2004) to social marketing. SDL adopts a collaborative system-oriented view in which customers are active agents who create value within social contexts comprising networks of various actors. The paper argues that the main tenets of SDL are consistent with social change processes and its application provides an opportunity to rethink social change management.

The article starts with an overview of the primary critiques of social marketing, sets out the main principles of SDL and the rationale for revising the social marketing benchmarks. New benchmarks and the challenges associated with applying SDL in social marketing are discussed and a future research agenda is proposed.

Summary of Findings

Social change contexts are different from commercial marketing contexts due to the nature of behaviour change, the lack of resources and the costs involved in changing behaviour (Andreasen 2012; Peattie and Peattie 2003). As such, SDL is not simply transferred in a social context but translated and adapted to non-commercial realities. SDL builds upon scholarship on service management, relationships and the connectivity that emerged from developments in the online infrastructure (Gummesson, Lusch and Vargo 2010). Therefore, in contrast to the social marketing model derived from marketing management, the multi-disciplinary grounding of SDL theory has good potential to explain value generation processes from various stakeholder perspectives and the service management issues across networks, including the role of on-line activity. This article argues for revision of the social marketing benchmarks, to develop a change management model that is better aligned with theoretical frames that emanate from service research, and SDL in particular, which provide frameworks that are more applicable to com-
plex social change contexts. The authors propose that social marketing benchmarks include behaviour and structural change; customer orientation and engagement; value creation; competition, networks and collaboration; segmentation, relationships and customization; and a service-driven framework.

Key Contributions
The main contribution of the article is the adaptation of the social marketing benchmarks, originally rooted in a goods-dominant transactional model, to accommodate a service dominant perspective. The authors note that applying SDL in social marketing requires understanding the limitations and challenges posed by social change contexts. This paper presents an initial discussion of the applicability of SDL to social marketing with the intention of stimulating further debate and research on social change management. A programme of new research is needed to examine the validity and robustness of a service dominant perspective for social change, including the adoption of alternative theories and models that are more consistent with a service and network collaborative approach.

References are available on request.
Social Marketing for Health: The Case of Cuba

Sonya A. Grier, American University
Luis Alberto Barreiro Pousa, University of Havana
Ileana Díaz Fernández, University of Havana

Keywords: social marketing, public health, context, Cuba, health promotion

EXTENDED ABSTRACT

Research Question
Social marketing is increasingly used worldwide to address ongoing traditional and emerging social problems. The growing use of social marketing by diverse groups (e.g. governments, NGOs, and commercial companies), often includes an expansion of issues encompassed in the social marketing domain and the utilization of hybrid underlying business models (e.g. social entrepreneurship or marketing in combination with other approaches). These trends also highlight the importance of particular contextual features in the way social marketing is conceptualized and practiced. For example, in a centralized economy, the nature of the competition is defined by the particularities of the marketplace which affects the type of strategy likely to be most effective. As a set of concepts and a structured process, social marketing encompasses a variety of economic and social contexts within its rubric. Although prior studies suggest the importance of context to the conceptualization and practice of social marketing, research has not directly examined the role of context in social marketing efforts. Therefore, we investigate how particular contextual factors relate to the way in which social marketing is conceptualized and practiced.

Method and Data
In this paper we analyze social marketing for population health in Cuba and identify implications for social marketing concepts and practice in other contexts. Cuba reflects a unique context that exhibits positive outcomes in health, an important social marketing domain. These outcomes relate to the use of marketing concepts and processes to address social welfare issues. We utilize the case study method to outline key social marketing dimensions of three programs in Cuba designed to influence important health behaviors (tobacco use, HIV-AIDS and tuberculosis). The cases were constructed through review of program materials (e.g. strategy documents, program literature, memoranda), written archives and discussion with program staff. Information is also drawn from meetings with key staff from important national centers (e.g. National Center for STI HIV-AIDS, National Center for Sexual Education; CENESEX), academic researchers (e.g. National School for Public Health), media professionals, and observation of social marketing endeavors. The multiple data sources to provide a more complete picture of the focal phenomena. We utilize Andreasen’s benchmarks of social marketing (Andreasen 2002) as a framework to analyze the relevance of Cuban social change programs to social marketing. Multiple systematic reviews of social marketing campaigns have used these benchmarks to assess specific interventions (McDermott et al. 2005a; McDermott et al. 2005b; Stead et al. 2007).

Summary of Findings
Findings illuminate key actors and infrastructures, identify important strategic dimensions and highlight the implications for social marketing concepts, strategy and practice. One factor which makes the practice of the Social Marketing for Health in Cuba successful is the unique organizational approach to address population health needs and challenges. This structure involves including all state actors involved in each program and concentrating the limited resources in order to achieve results. In addition, we find that the integration of relevant institutions around a single specific social challenge allows achieving higher synergic results for program objectives. Other important findings involve national

For further information contact: Sonya A. Grier, Associate Professor of Marketing, American University (e-mail: griers@american.edu).
research which allows having relevant, real-time information in for the programs; participation of voluntary promoters and deep engagement of health personnel; the absence of commercial marketing competition; and regulatory support.

**Key Contributions**

Findings illuminate the context, processes, and approaches that underlie the effects of Social Marketing for public health in Cuba. Our analysis identifies both general marketing aspects and unique factors related to the use of social marketing, as well as particular strategies and tactics which provide insight into the holistic system of action involved in the marketing of health in Cuba. Additionally, we find that the existence of different sociopolitical conditions engenders a different approach that extends beyond the classic Marketing Mix four “Ps,” which may contribute to observed successes, and may be transferable to other contexts. An understanding of Cuban social marketing activities can inform the way social marketing is conceptualized and practiced and may help increase the effectiveness of social marketing worldwide. Findings also contribute to a broader understanding of the use of marketing to improve public health.

*References are available on request.*
Fast Cars and Cigarettes: Lamborghini Brand Sharing and Cigarette Advertising in the Republic of Korea

Timothy Dewhirst, University of Guelph
Wonkyong Beth Lee, Western University

Keywords: cigarette advertising, brand sharing and licensing, symbolic communication, South Korea, WHO’s framework convention on tobacco control

EXTENDED ABSTRACT

Research Question
Licensing and brand sharing was a relatively common strategic consideration by tobacco firms during the 1980s and 1990s (e.g., Harley-Davidson cigarettes in the U.S.), but our paper points to a recent example, with South Korea, the world’s eighth largest cigarette market, as the setting (Shin Hyon-hee 2011). Korean Tomorrow and Global (KT&G), which held a 62% market share during 2012 and is Korea’s largest tobacco firm, launched a new cigarette brand, Tonino Lamborghini, on 18 April 2012, despite implementation of the World Health Organization’s Framework Convention on Tobacco Control (WHO FCTC), which is legally binding and has been ratified by 178 Parties to date, including the Republic of Korea (“KT&G rolls out” 2012; Yi Whan-woo 2013). We use the introduction of Tonino Lamborghini cigarettes as a case illustration to demonstrate that important obligations of the WHO FCTC have not been fulfilled to date in the Republic of Korea.

Method
In this paper, we introduce licensing as a marketing and advertising strategy and then provide a semiotic analysis of packaging and promotions for Tonino Lamborghini cigarettes to illustrate the brand’s rich symbolism despite being a newly introduced product. Semiotics refers to the theory of signs, and offers an interpretive approach to study signs and produced meanings; signs and their meanings can be classified into “the signifier,” which is the tangible dimension, and “the signified,” which is the abstract concept of the sign (for a more comprehensive overview of the subject, see Anderson, Dewhirst, and Ling 2006; Danesi 2007; Leiss, Kline, and Jhally 1997; Mick 1986; Sebeok 2001). The signified or abstract meaning is partially defined by a given consumer’s personal and cultural history, and Mick (1986) points out that an image can have multiple meanings depending on which cultural group is consuming the advertisement. For our purposes, one of the paper’s authors is Korean, which served an important triangulation function as we interpreted the meaning communicated in the ads.

Summary of Findings
The licensing and brand sharing of Lamborghini to KT&G has facilitated the tobacco company’s new offering of cigarettes to possess an immediate and proven brand identity, which consists of rich symbolism and lifestyle imagery pertaining to masculinity, assertiveness, power, prestige, luxury, excitement, and technology. Key obligations of the WHO FCTC are not being fulfilled in the Republic of Korea, despite the country’s ratification of the WHO FCTC, effective 6 May 2005. For example, Article 13 stipulates that each Party shall have a comprehensive ban on tobacco advertising and promotion (and “brand sharing” or licensing is explicitly recognized in Article 13 guidelines as a form of tobacco advertising and promotion), in accordance with its constitutional principles, within five years of ratification. Nevertheless, Tonino Lamborghini cigarettes were introduced to the Korean market on 18 April 2012 and tobacco advertising and promotion persists (e.g., in magazines such as Esquire and through point-of-sale displays and signage).

Key Contributions
Our paper provides further evidence that important obligations of the WHO FCTC are not being fulfilled in the
Republic of Korea, despite the country’s ratification of the WHO FCTC. Our paper highlights that Article 6, 11, and 13 obligations are not being met. Article 6 of the WHO FCTC identifies price and tax measures to reduce the demand for tobacco, yet the Korean retail price for a pack of cigarettes typically ranges from ₩2,500 to ₩2,700 (roughly US$2.30 to US$2.50). The price of cigarettes has remained virtually the same over an eight-year span in Korea, and cigarette prices are regarded as the cheapest available among Organization for Economic Co-operation and Development (OECD) countries (Euromonitor International 2012; Hwang Ji-hye 2012). According to Article 11, tobacco packaging should possess health warnings that account for 50% or more of the principle display area, and may also include the use of pictures, yet this is clearly not being observed in Korea to date. Our case illustration focuses on a domestic example (i.e., advertising and promotion observed in Korea), although KT&G has indicated its intention to market Tonino Lamborghini cigarettes internationally or globally.

References are available on request.
Beyond Retail Regulation: Managing the Social Supply of Tobacco

Janet Hoek, University of Otago, New Zealand
Philip Gendall, University of Otago, New Zealand
Louise Marsh, University of Otago, New Zealand
Richard Edwards, University of Otago, New Zealand
Benjamin Healey, University of Otago, New Zealand

Keywords: tobacco, youth access, social supply, denormalisation, endgame

EXTENDED ABSTRACT

Research Question

Many countries have implemented policies prohibiting the sale of tobacco to minors; while these policies have contributed to reductions in youth smoking prevalence, social sources of tobacco have increased in importance. Peers and family are important tobacco sources for young experimental smokers, and friends and peers remain adolescents’ main tobacco supply route.

These sources reflect the wider importance of young people’s social networks, which may promote shared behaviours that express the group’s identity and the individual’s place within that group. Because young people belong to multiple groups, each of which reflects aspects of their evolving social identities, the routes through which they access tobacco may differ from the contexts in which they consume that tobacco. Currently, we know little about how these identity-linked supply networks function, or whether these change in response to policy interventions.

We thus addressed the following research questions:

RQ1: What trends in adolescents’ access to tobacco are evident during a period of significant policy change?
RQ2: What are the determinants of adolescents’ tobacco supply sources?

Method and Data

The data came from an annual survey of Year 10 students (14 and 15 year olds) undertaken by Action on Smoking and Health (ASH) New Zealand. Since 2006 (the first year of our analysis), school-level participation rates have ranged from 44% to 58% and more than 25,000 students have responded to the survey in each year. The results presented draw on the sub-sample that reported smoking when surveyed (N = ~9233 across all years). To adjust for some systematic over-response by ethnicity and SES, the data were weighted to remove these influences from trend analyses.

The questionnaire examined smoking behaviors and susceptibility, collected standard demographic details, and examined whether friends and family members smoked. It also explored how participants usually obtained cigarettes, though the response categories provided changed slightly during the period examined (2006-2012).

Summary of Findings

Smoking prevalence among adolescents declined significantly over the period examined, during which large excise tax increases were implemented. While the proportion reporting they purchased tobacco from a store remained steady at around ten percent, the relative importance of other sources changed. Friends declined in relative importance (from 54.6% to 46.7%; p < .01) while caregivers and other sources significantly increased in relative importance.

For further information contact: Janet Hoek, Professor of Marketing and Co-Director of the ASPIRE2025 Collaboration, University of Otago, New Zealand (e-mail: janet.hoek@otago.ac.nz).
Logistic regression analyses showed regular smokers were significantly more likely than intermittent smokers to report having either purchased tobacco or received it from their parents. Supply sources varied by gender, ethnicity and SES; lower SES students and female Maori students were significantly more likely to report being given tobacco from their parents. European students were more likely to have been given tobacco by friends, while Pacific females were significantly more likely to have purchased tobacco from friends or to have been given tobacco by older siblings.

**Key Contributions**

Decreasing smoking experimentation and subsequent uptake among adolescents is crucial to reducing smoking prevalence. Friends and peers remained a consistently important source of tobacco, a finding consistent with knowledge of how youth use smoking, and specific tobacco brands, to define their identities and exhibit their group affiliations. However, friends declined in importance as the cost of tobacco increased, suggesting measures that reduce the ease with which tobacco can be acquired and supplied could limit smoking’s role in identity construction processes. Restricting the number of tobacco outlets and implementing regular and larger excise tax increases would make it more difficult for young people to afford, access, and supply tobacco, and would make tobacco more expensive and less appealing to gift. Denormalisation campaigns that further reduce the social acceptability of smoking could also make tobacco a less desirable product to exhibit, and thus a less attractive component of social identities. Given the low reported access to commercially supplied tobacco, population-wide measures that decrease tobacco’s appeal, availability and affordability appear to offer the greatest potential for reducing smoking prevalence among youth.

*References are available on request.*
Posting Behavior Patterns in an Online Smoking Cessation Social Network: Implications for Social Marketing Interventions

Benjamin Healey, University of Otago, New Zealand
Janet Hoek, University of Otago, New Zealand
Richard Edwards, University of Otago, New Zealand

Keywords: smoking cessation, online cessation support networks, usage patterns, user profiles, social marketing

EXTENDED ABSTRACT

Research Question
Most smokers regret their addiction and wish to quit; yet, despite this desire, long-term abstinence among quitters remains low. Recent evidence has found that enhancing smokers’ access to supportive networks increased quit success and complemented existing treatment options. Studies drawing on social contagion theory have found that smoking cessation may spread across social networks independently of other factors, raising the possibility that online cessation support networks (OCSNs) may promote the diffusion of cessation behavior. To date, few studies have examined aggregate behavior within OCSNs, how this evolves over time or whether OCSNs could enhance cessation success. We addressed these knowledge gaps by exploring the following research questions:

RQ1: What are the current patterns of usage and what user profiles exist within the OCSN Quitline QuitBlogs?

RQ2: What opportunities exist for interventions that maximise OCSN efficacy?

Method and Data
We analysed 134,663 metadata items relating to interactions (blog posts and comments against those blog posts) made by users of the New Zealand Quitline QuitBlogs during 2011 and 2012. These items represent the complete set of on-network interactions between QuitBlog users during 2011–2012. Data were extracted from publically available web pages, with permission from the Quitline, and managed and analysed using open-source software.

We divided users into broad groups based on usage thresholds: “Highly Active Users” (HAUs) contributed 750 or more posts or comments (items) in a given year and made a sustained contribution to the network while “Minimally Active Users” (MAUs) contributed no more than two items in a given year. We examined patterns in aggregate interactions (all, first and repeat posts, and comments on posts) and explored how user engagement and persistence changed over time, as measured by HAU and MAU group size and contribution. We developed multivariate logistic regression models to assess whether early OCSN activity could be used to classify individual first-time users as MAUs. Finally, we used standard social network metrics to outline between-user interactions for the entire network in two different months and investigated whether the interaction patterns observed differed across periods.

Summary of Findings
Strong OCSN growth occurred between 2011 and 2012 for first-time blog posts (1,185 to 1,730—up 46%), all blog posts (6,536 to 12,043—up 84%), and comments (36,644 to 79,440—up 116%). The 1,386 unique QuitBlogs users using...
the site in 2011 grew to 2,062 unique users in 2012 (up 49%). Usage activity spiked and troughed in broadly repeating patterns, in response to policy initiatives and seasonal events (holiday periods). We also observed consistent day-of-week patterns in aggregate posting behavior, with higher activity earlier in the week and reduced activity later in the week and during weekends.

OCSN users had a high level of interaction; 90% of posts attracted three or more comments. HAUs (1.1% of OCSN users) were responsible for 50.1% of interactions in 2012 while MAUs contributed only 1.3% of interactions (41.0% of OCSN users). Logistic regression models using first-day and first-week posting data (number of posts and number of comments) correctly classified approximately 95% of MAUs, suggesting potential for interventions designed to increase activity amongst this group.

**Key Contributions**

Social contagion theory suggests *QuitBlogs* OCSN participants have considerable potential to influence cessation by supporting other quitters. Our study contributes new insights relevant to message timing, user targeting, and evaluative benchmarking. First, repeat patterns in day-of-week activity could signal relapse risk that might be ameliorated using proactive bulk messages to increase OCSN engagement and enhance quit support. Annual peaks and troughs in aggregate behavior suggest proactive messages could also anticipate changes in network dynamics, such as increased new user activity in January following New Year’s resolutions, and focus on stimulating and maintaining engagement. Second, HAUs’ high activity and longevity in the network means they are a rich repository of cessation knowledge whose insights could inform interventions to alter, or capitalise on, existing network dynamics. Integrating MAUs, who are typically struggling recent quitters, into the network could improve their access to cessation-support and create substantial network efficacy gains. Finally, the accuracy of future MAU status predictions opens the possibility of using experimental interventions, such as testing comment style, tone and content, to estimate whether these enhance integration and cessation success.

*References are available on request.*
Optimizing the Myth/Fact Message Format’s Impact on Attitudes Towards Those with Mental Illness

Marie A. Yeh, Loyola University Maryland
Robert D. Jewell, Kent State University

Keywords: mental illness, myth/fact message format, heuristic/systematic processing

EXTENDED ABSTRACT

Research Question
“Despite major gains in knowledge about mental disorders during the second half of the twentieth century, attitudes have apparently worsened. Furthermore... when individuals believe that they will be interacting with social partners who suffer from mental illness, they behave in a wary and even punitive fashion” (Hinshaw and Stier 2008, p. 372). The need to address the incorrect beliefs associated with MI and thereby change attitudes held toward individuals with MI is unquestionable. This paper examines one message framework, the Myth/Fact Message Format (MFMF), and first tests and then strengthens its effectiveness in persuading people to hold accurate views about individuals with MI. The MFMF message format is characterized by the presentation of a myth which contains a misconception of about an issue which is then explicitly countered by a fact and is commonly used on a number of public policy issues. The major research question addressed in this work is how effective is the myth/fact message format in its effort to correct misconceptions about mental illness and change people’s attitudes towards people with mental illness? We propose, and demonstrate in two studies, that the typical MFMF is processed heuristically, which is sub-optimal when persuasion is desired, whereas a message focusing on only the facts is processed systematically, thereby increasing the odds of persuasion. In the second study, we introduce a communication tactic, rhetorical questions, in an effort to increase the effectiveness of the MFMF by increasing its systematic processing, which we find.

Method and Data
We examine information processing of the MFMF using argument quality to infer processing. Study 1, a 2 x 2 between-subjects factorial design, manipulating message format (Myth/Fact vs. Fact Focused) and argument quality (Strong vs. Weak) as the independent variables and the modified attitudes towards the mentally ill (MAMI) as the dependent variable with 340 participants, found a significant 2-way interaction (F(1, 268) = 3.67, p = .05) with those viewing MFMF showing no difference in attitudes towards mental illness between strong (M = 4.67) and weak arguments (M = 4.73), suggesting a lack of needed processing resources, while those viewing the fact-focused message detected differences with more positive attitudes shown under strong arguments (M = 5.21) and less positive under weak arguments (M = 4.45). Study 2, a 2 x 2 x 2 between-subjects factorial design, manipulating message format, argument quality and grammatical form (Rhetorical questions vs. Statement) as the independent variables with 211 participants, found a significant three-way interaction (F(1, 202) = 10.19, p < .01). When rhetorical questions are included with the MFMF, a significant 2-way interaction between message format and argument quality was found such that differences between argument quality were found between strong (M = 5.71) and weak (M = 4.38) argument quality. However when rhetorical questions were included with a fact-focused format, no significant difference was found (F(1, 51) = .44). Within the statement condition, results of study 1, were replicated.

Summary of Findings
These two studies explore the effectiveness of the commonly used MFMF. Using the argument quality manipulation, in study one, the heuristic processing of the MFMF is demonstrated as message recipients do not recognize the difference between strong and weak arguments. In study two, the heuristic processing of the MFMF is complemented with rhetorical questions, increasing its systematic processing, thereby increasing the odds of persuasion.

For further information contact: Marie A. Yeh, Assistant Professor, Loyola University Maryland (e-mail: mayeh@loyola.edu).
between strong, sound arguments about MI and weak, specious ones such that the messages have no differential impact on attitudes towards people with MI suggesting a low probability of meaningful persuasion.

However, when the myth is removed, and the persuasive message is labeled as a fact, systematic processing occurs as participants respond more favorably to messages that are strong and less favorably those that are weak indicating individuals employ the necessary cognitive processing resources for meaningful persuasion. Study two demonstrates how the incorporation of rhetorical questions as a part of the message can alter the information processing of the MFMF such that those receiving a MFMF with rhetorical questions process the message as intended. However, the inclusion of rhetorical questions with fact-focused messages alters processing in such a way as to distract from the merits of the message.

Key Contributions
The results of our first study call into question the use of the standard MFMF and its use on the social and health issue of MI. A major impetus in using this communication format within the context of the issue of MI is in combating the beliefs that support the continued stigmatization of those with MI. The strong messages we used in our study were derived from those developed and used by SAMHSA to address inaccurate beliefs. For example, one message used in our study was that mental illnesses are not common. Often times, those suffering from a MI feel alone in their struggle. Simply understanding how common these ailments are may help people feel more comfortable reaching out for help and seeking treatment. If people continue to believe these and other myths about MI, such beliefs will impede their willingness to seek help. The MFMF seeks to address these issues. But as is shown, the MFMF is processed heuristically, and message recipients are not effectively processing the message’s content. Thus these misconceptions are not actually addressed in the minds of the consumer and in the case of MI, these erroneous beliefs will continue to be pervasively held. However, more effective messaging can be designed. In both studies, simple changes in the message format can alter the processing such that people do process the message content as intended. Removing the myth and labeling a message as a fact, and including rhetorical questions improved processing significantly.

References are available on request.
Not-So-Happily Ever After: The Influence of Story Ending on Persuasion

Anne Hamby, Hofstra University
David Brinberg, Virginia Tech

Keywords: narrative, persuasion, transportation, skepticism

EXTENDED ABSTRACT

Though much work has indicated narratives can lead to changes in attitudes, only recent efforts have begun to examine how within-story characteristics of narratives influence persuasion. The present work explores how differences in a narrative’s ending can influence policy support and health-related behavior.

Research Questions

Story ending is a defining characteristic of narratives and an important determinant of persuasion. We make inferences from causal relationships within a narrative; outcomes occur as a result of preceding actions (Dahlstrom 2010). The present work explores whether stories with a negative ending are more transporting and lead to more story-consistent beliefs than stories with a positive ending.

We assess a model in which the effect of story ending on transportation is mediated by the negative emotion evoked by the story and the skepticism experienced after reading the story. We also assess whether the relationship between transportation and story consistent beliefs is mediated by the reflection on the emotions associated with the story. During this process, an individual integrates the experience of the narrative into perceptions of her real world; what the story means for her. Higher levels of the vivid and emotional experience of engagement with health communication narratives should increase the likelihood that one will think about feelings in relation to the story. Noticing the emotion one experiences in response to a message and correctly attributing its source as the story should, in turn, influence persuasion-related outcomes.

Method and Data

Undergraduate participants (n=184) read one of two versions of a story describing an individual’s development of health problems following the incorrect use of conventional home pesticides (Eisenfeld 2011). The stories differed only in one sentence included at the end; the author either expresses remorse or gratitude. Participants completed four items measuring skepticism (e.g., “I found myself thinking about the credibility of the story”; α = .88.), an item measuring negative emotion (“I felt negative emotion while reading the narrative”), Green and Brock’s Transportation scale (2000; α = .78), four items measuring emotional reflection (e.g., “I thought about how the story made me feel, while reading”; α = .85) and six items related to their beliefs about pesticide use (e.g., “Exposure to pesticides can have harmful consequences,” which were aggregated to form an attitude index; α = .82).

Summary of Findings

T-tests indicated that participants who read a story with a negative ending were more transported, more likely to endorse statements about the harmful consequences of conventional pesticide use, and had higher levels of emotional reflection than participants who read a story with a positive ending.

We predicted the effect of story ending on transportation would be mediated by negative emotion and skepticism. We also predicted reflection on emotion would mediate the relationship between transportation and story-related beliefs; with higher levels of transportation leading to higher levels of reflection, which, in turn, result in higher levels of story-consistent belief.

We evaluated the model with AMOS 20 using a maximum likelihood algorithm, and asymmetric bootstrap tests of mediation (Zhao, Lynch, and Chen 2010) using bootstrapped bias-corrected confidence intervals for indirect effects to examine specific mediating relations. The initial model

For further information contact: Anne Hamby, Assistant Professor of Marketing at Hofstra University (e-mail: anne.hamby@gmail.com).
yielded poor model fit indices. Inspection of model diagnostics revealed two sources of meaningful stress; a suggested relationship between negative emotion and reflection, and between skepticism and the belief index. Addition of these paths to the model yielded good fit indices.

**Key Contributions**

The present work represents a step toward understanding how narrative message features—specifically, story ending—shape transportation and persuasion. The results of this study suggest that differences in story ending valence can lead to differences in the way a story is experienced. A negative ending results in higher mean levels of transportation, reflection, and persuasion relative to a positive ending.

The present work also explores why these differences occur; a negative ending leads to higher levels of experienced negative emotion and lower levels of skepticism, both of which enhance the level of resulting transportation. This work also introduces the idea of reflection, an additional mediator following transportation through which an audience makes sense of the emotion experienced during the story. This additional process has been empirically suggested but never formally conceptualized. We find support for the role of reflection as a mediator of the transportation–persuasion outcome relationship. Two post-hoc relationships were added to the model; the relationship between negative emotion and reflection suggests higher levels of experienced negative emotion directly enhance the extent to which one notices and thinks about how one feels. The relationship between skepticism and persuasion-related outcomes suggests that arousing one’s suspicion reduces persuasion.

*References are available on request.*
Investigating the Potential Misleading Effects of Executional Cues in Marketing Communications

Béatrice Parguel, Paris-Dauphine University
Florence Benoit-Moreau, Paris-Dauphine University
Cristel Antonia Russell, American University

ABSTRACT

This paper examines the “executional greenwashing” effect, that is, the use of nature-evoking elements in advertisements to artificially enhance a brand’s ecological image. Three experiments reveal that evoking nature does mislead consumers in their evaluation of a brand’s ecological image, especially if they have low knowledge of environmental issues. Two indicators of environmental performance are tested to counteract executional greenwashing. Whereas a raw figure is not sufficient to help nonexpert consumers revise their judgment, accompanying the figure with a traffic-light label eliminates executional greenwashing among both experts and nonexperts. Theoretical and regulatory implications are discussed.

References are available on request.
The Effects of Objectification on Choice

Chrissy M. Martins, Iona College
Sankar Sen, Baruch College
Stephen J. Gould, Baruch College

EXTENDED ABSTRACT

Research Question
There is much prior research that has found that one of the most prominently imposed values and beliefs from the media has been the objectified view of the human body. Such work has mainly focused on the negative consequences that often result from the exposure to stereotypical and objectified cultural standards, and has found that the internalization of these pervasive social standards can lead to adverse effects in many domains of endeavor, especially for females. In addition to the long-term effects often produced by objectification, self-objectification has also been associated with more immediate effects, such as the decline of peak motivational states and flow experiences, as well as decreased cognitive capacity. The current research examines another important, short-term effect produced by objectification, namely a disruption in the decision making process. More specifically, we predict that the cognitive disruptions produced by objectification will lead to a lowered state of preference fluency for females (but not males), thus making them more likely to select a middle, compromise option than males. We explore this idea across two studies.

Method and Data
In the first study, participants were given a two-part questionnaire. The first part of the questionnaire included a word scramble task in which participants were asked unscramble sets of five words to make coherent sentences. Those in the control condition were given common, neutral words, while those in the objectification condition were given words focusing on parts of the body. Next, participants were told to read about three different camera products, arranged in increasing price and feature order as part of a choice task, and asked to indicate the one they would buy. In Study 2, participants were given the same word scramble prime and a similar choice task, and also asked to indicate how they currently felt according to a set of cognitive-related words (i.e., interested, attentive) adapted from the PANAS scale, as a way of assessing the effects of objectification on cognitive capacity.

Summary of Findings
Results from both studies confirm our hypothesis. From our first study, we find that in the presence of objectification, females are more likely than males to select the compromise option from a choice set. Furthermore, we find that females who experience objectification are more likely to select the compromise option than those who did not experience objectification. We did not find any difference among males, however, given that the phenomenon of objectification affects mainly females. Similar to the first study, results from our second study suggest that objectification leads not only to greater choice of the compromise option for females, but also to lower momentary cognitive capacity, which in turn mediates the likelihood of choosing a compromise option.

Key Contributions
While objectification has long been considered a pervasive systemic problem plaguing society with detrimental, long-term issues, the current research demonstrates that its consequences can affect even more mundane, smaller-scale behavior for female individuals. Specifically, we show that the experience of objectification can lead female consumers to undergo momentary cognitive disruptions that can affect their decision process. Our findings contribute to the recent literature documenting the short-term effects of objectification on female individuals’ behavior. Though the effect of gender stereotypes in consumer behavior is not new, our work is among the first to demonstrate the effects of objectification in this domain. Given the prevalence of the exposure to real-world stimuli objectifying women, the effects we found here may be have significant policy implications. Though the current research examined the effects of objectification on choice, it may be interesting to assess how objectification can affect other processes, especially those relying heavily on cognitive capacity. Understanding such effects may lend important insight into the problem of objectification in society, yet can also provide an initial step in finding a solution.

References are available on request.

For further information contact: Chrissy M. Martins, Iona College (e-mail: cmartins@iona.edu).
Research Question
Studies regarding the advancing challenges of obesity in many countries are beginning to converge on the importance of early food exposure and consumption patterns. Allen (2012) has argued that as children grow up, they form a “theory of food” that is derived from implicitly acquired knowledge and habits associated with food and eating. Of concern in the current research, is the link between packaged and fast foods and a child’s body mass index (BMI). Thus, the research question is: do children with greater knowledge of packaged and fast food brands have higher BMI scores than those children with lesser knowledge of these food brands? Importantly, this research questions the possibility of “sampling” a child’s early brand knowledge may offer a surrogate indicator of an overall pattern of product exposure and consumption, one that might be used in prediction of future patterns.

Specifically, when controlling for age and gender effects, the following research questions were asked:

RQ1: Does exposure to commercial television significantly influence preschool children’s BMI scores?

RQ2: Does knowledge of packaged food and beverage brands significantly influence preschool children’s BMI scores?

RQ3: Does the amount of daily physical activity counteract the effect of brand knowledge or commercial television exposure on preschool children’s BMI scores?

Method and Data
Preliminary analyses, including reliability analysis, were conducted before regression analysis that predicted BMI Z-scores in each of two studies. Study 1 participants were 69 children (34 boys, 35 girls) ages three years ten months to five years four months (M = 4 years 9 months, SD = 4 months), as well as one parent of each child. Parents responded to a survey and children completed tasks including the Brand Knowledge Collage Task (McAlister & Cornwell 2010). Study 2 participants were 75 children (40 boys, 35 girls) aged three years six months to six years one month (M = 4 years 6 months, SD = 6 months), as well as one parent of each child.

Summary of Findings
Across both studies, child brand knowledge of products high in sugar, salt and fat was shown to be a significant predictor of child BMI, even after controlling for their age and gender and when also considering the extent of TV viewing. Additionally, two different collage measures of brand knowledge (utilized in the two studies) performed similarly, suggesting that this measure may be serving as a surrogate indicator of an overall pattern of product exposure and consumption.

Key Contribution
Findings show that a child brand knowledge collage task that captures only a few elements in a child’s overall exposure to food and can predict child BMI. Policy implications are discussed. Of particular importance, the food exposure of vulnerable populations via food bank offerings high in sugar, salt and fat is drawn into question.
References

Friend or Foe? Food in the Eyes of Young Consumers: The Many Perceptions of Food

Elzbieta Lepkowska-White, Skidmore College
Catherine Chang, Nielsen

Keywords: perceptions of food, emotional ties to food, young people, meanings of food

EXTENDED ABSTRACT

Research Question
In this study, we explore a range of emotions surrounding food using Ogden’s (2010) theory on food consumption that explores the different socially constructed emotions people may develop toward food. On the individual level, people may experience feelings of conflict, denial, guilt, lack of self-control, pleasure; they may use food to reward and comfort themselves or express their creativity (Ogden 2008, Lee 2011, Bower, 2004, Du Puis 2007, Nestle 2007). At the social level, food can express love, family roots, togetherness, sexuality, and religious values (Ogden 2008, Bower 2004, Booth 1994, Costell 2009, Rozin 2006, Delphy 1979, Charles and Kerr 1983).

Although emotions are, in a sense, biological, the emotional expressions that are deemed appropriate are socialized (Mennel et al.1992; Root & Denham 2010). Even though biologically, women tend to hold more body fat for childbearing, females have been targeted in ads and told that they need to be thin to be perceived as attractive (Ogden 2008). Men, on the other hand, often are depicted in the media as those who serve food to women only for special occasions. These pressures create a complicated environment particularly for women. Thus, we hypothesize that women express more emotional ties including more conflictual feelings towards food than men.

Method and Data
We administered a survey at a small liberal arts school to 101 women and 97 men. The survey contained open-ended questions that asked consumers to freely express their general perceptions of food and close-ended multi-item measures constructed based on Rozin’s (2006) scales as well as a thorough literature review of 22 food blogs with 215 followers. We pretested the scales with 30 students and used factor analysis with varimax rotation to refine them. The final 50 items were factor analyzed again and the results showed that the 14-factor solution had no mixed loadings.

We used content analysis to analyze responses to open-ended questions and grouped them into cohesive categories. To test whether females and males perceive food differently, we analyzed responses to close-ended questions with t-tests. The results supported our hypotheses.

Summary of Findings
Women express more emotional ties to food than men and have conflictual feelings towards food. Overwhelmingly, young people eat because they derive a great pleasure from eating and they love to gather around food with family and friends. Young adults also view food in terms of its physical and nutritional aspects. In the open-ended section of the study, many participants said they associate food with survival and health. Interestingly, men view food more in terms of survival and women associate food more with health. For both men and women, food also reminds them of their childhood and family roots. Food and cooking for others is an expression of love for both young females and males. Finally, to a lesser degree, both women and men use food as a way to express their identity, attraction towards others, religious values, and their creativity. Both the close-ended and open-ended responses indicate that women have significantly stronger conflictual emotions towards food than men. They feel stronger about denying themselves food to stay thin than men, express more guilty feelings about eating, and tend to use food to control their lives more than men.
**Key Contributions**

Our study shows that women express more emotional ties with food than men. Men tend to see food in more biological terms while women also focus on the nutritional aspects of food, although both groups perceive food as “fuel.” The strong association of food with nutrition is desirable from the public policy perspective as it indicates that nutrition plays an important role in food selection. In both groups, the emotional ties with food tend to be rather positive; for example, both women and men overwhelmingly associate food with sensory pleasures and social gatherings. From the public policy perspective our findings may indicate that these overall very positive feelings about food may make young people too indulgent in food. More research should investigate this link. Women also express more conflictual feelings towards food than men. These negative perceptions of food among women are not desirable from the public policy perspective as they may play a role in eating disorders. Food should be enjoyed and celebrated, but should also be chosen wisely and eaten in moderation.

*References are available on request.*
Saved by the Bell? School Lunch Reform and the Vending Machine Vendetta

Joshua D. Dorsey, West Virginia University

Keywords: school lunch, reactance theory, status quo bias, consumption norms, social norms

EXTENDED ABSTRACT

Research Question
Recently enacted federal legislation—the Healthy, Hunger-Free Kids Act of 2010 (HHKA)—has mandated the reformation of school lunch nutritional content and, in turn, has sparked the newest chapter in the dialogue on food, nutrition, and children’s health. The resulting dialogue from this legislation has focused upon student welfare, in the wake of claims of inadequate sustenance. Although these new lunches have been met with resistance from some students, many may not be aware of the actual “new” nutritional standards and their difference from the “old” standards. Opponents of the standards include students, many of whom have posted their displeasure prominently on popular social media sites (e.g., YouTube), and legislators, who have proposed new bills in an effort to repeal the HHKA. Proponents of the new school lunch and vending machine reformation have cited a mere resistance to change and the negative perception of “healthy” foods as being responsible for students’ poor receptivity to the changes. The present study examines the debate through the lens of reactance theory, status quo bias, and social norms/consumption norms, in an attempt to provide a measure of resolution to the question of why the new school lunches are not being accepted by students nationwide.

Method and Data
A 2 (meal type)× 2 (vending machine presence) between-subjects experimental design was used for the study. The school meal manipulation was a dichotomous, two-level variable consisting of a picture of a meal. Using an extant study of popular and unpopular foods for school-aged children (grades 9-12), each meal represented one of the treatment levels (popular for the “unhealthy” meal [a cheeseburger with lettuce and tomato, french fries, strawberries, and chocolate milk]; unpopular for the “healthy” meal [salad with diced, grilled chicken, garlic breadsticks with marinara sauce, blueberries, and low-fat white milk]). Although the meals were designed to create contrasting perceptions of healthfulness, they were roughly equivalent in nutritional content and each meal met the mandated reformation standards.

Respondents’ data were collected through Amazon Mechanical Turk (18 years of age at the time of study), due to its proximity to the intended age group [15-16]). Of the 122 respondents participating in the study, 53.3% were +/- 5 years of the requested age. Dependent variables included attitude towards the act, perceived healthfulness of meal, behavioral intentions to hoard (unhealthful snack foods), and behavioral intentions to leave school against school rules. MANCOVA was used to analyze the results of the experiment.

Summary of Findings
Significant main effects of meal type on perceived healthfulness provide support which indicates that students are not suffering from hunger—since the nutritional content of the two meals was comparable. The main effect of vending machine on behavioral intentions to hoard suggests that high school students are more likely to “junk up,” by stockpiling unhealthful food in their classrooms, lockers, and/or desks.

Other results of interest include marginally significant main effects of the independent variable vending machine (p<.10) on behavioral intentions to hoard. Although all of the hypothesized interactions were not yielded, the presence of some significant interaction effects within the study is promising and would suggest the presence of both reactance and boomerang effects.

Significant main effects of both meal type and vending machine show that both of these variables are capable of

For further information contact: Joshua D. Dorsey, doctoral student, West Virginia University (e-mail: jddorsey@mix.wvu.edu).
influencing students’ behaviors and intentions, when it comes to food consumption. Although the likelihood to hoard unhealthful snack food increases with the salad-based meal, it appears that concerns of students battling hunger throughout their school day may be unsubstantiated.

**Key Contributions**

The present study provides a glimpse into the minds of high school-aged students and their attitudes and intentions towards the newly-reformed school lunches. Establishing main effects of the school meals (designed to elicit perceptions of being healthful or not healthful, while maintaining congruent nutritional content) and the presence of vending machines (administration decision to retain or relinquish) provide support for the notion that, for the students’ acceptance of the reformed nutritional standards, it may simply be a matter of perception—as opposed to a deficiency of sustenance. These results, although not exclusively positive, provide a general support for school lunch reformation, as well as a focal point in the struggle for acceptance of the reformed meals—perception. If the issue at hand is merely a matter of perceptions, this study may stimulate both a measure of concern and an opportunity for change. The results proffer a measure of promise for school administrators and students, marketing managers, and public policy-makers, alike.

*References are available on request.*
Privacy Is Dead, Long Live Privacy

Mona Sinha, Southern Polytechnic State University

Keywords: privacy, social justice, information, fairness, exchange

EXTENDED ABSTRACT

Research Question
Corporate America’s self-regulatory model of privacy protection is under threat. Public outcry against privacy invasions, has led to the introduction of the 2012 White House Bill of Rights to protect consumers from potentially harmful use of their data by companies. Consumers demand privacy protection despite the benefits they accrue from firms having their information. Paradoxically, consumers also routinely reveal more about themselves than their stated intent (Bélanger and Crossler 2011, Pavlou 2011, Norberg, Horne and Horne 2007) and often fail to deploy privacy protection tools.

The privacy debate reflects the failure of the exchange paradigm (Bagozzi 1975) with respect to consumers’ information and has legal, financial, technological, and strategic implications for firms. Prior research in various disciplines like marketing, public policy, law and MIS, has identified many salient factors in the privacy conundrum. However, we still do not have a theoretical explanation of why consumers’ thoughts and feelings about privacy differs from their actions. Thus, our research questions are: (1) What do consumers think and feel about firms’ acquiring and using their personal information? (2) How and why do consumers experience privacy concerns? With these questions we also seek to identify an apt theoretical framework for consumer privacy.

Method and Data
We used the Zaltman Metaphor Elicitation Technique (ZMET), a depth interviewing process involving storytelling, sensory images, construct elicitation, metaphor elaboration, and vignettes based on psychodrama, to uncover deep-rooted thoughts and feelings. ZMET uses pictures collected by the respondents to stimulate discussion on deeply held thoughts and feelings, and bring them to the conscious level (Zaltman 1997, 2002, 2003).

Twenty respondents from a large city and a mid-sized town were interviewed for ninety minutes each to yield over 1000 pages of verbatim data. The discovery-oriented thematic analysis of the narratives used laddering to link pictures, sensory information, and verbal metaphors to meaningful benefits and causes. Ideas were identified by using surface and deep/thematic metaphors to group 260 unique meanings/terms into 60 broad constructs. When a construct was mentioned repeatedly, it was identified as a deep/thematic metaphor. Construct maps, representing each respondent’s mental models, were collated to create a comprehensive representation of consumers’ thoughts and feelings related to their privacy concerns.

Summary of Findings
We found that firms’ information action (i.e., acquisition and utilization of consumers’ information) triggers privacy concerns that are associated with intensely negative thoughts and feelings, with almost complete disregard of accrued benefits. Consumer outrage reflected in respondents’ purchase intentions and especially their information intentions, for example, offensive actions (negative word of mouth, complaining, and legal recourse) and defensive actions (using privacy protection software or providing incorrect or no information).

We uncovered three aspects of social justice theory: Distributive, Procedural and Interactional, as key moderators in the impact of firms’ information action on their privacy concerns, indicating that fairness/justice is the driving force behind consumers’ clamor for privacy protection. The need for distributive justice was reflected in consumers balancing risks and rewards. Procedural justice factors reflected in consumers needing firms to seek their permission, use information fairly, and establish firms’ motives such as by building trust, corporate/brand reputation and/or relationships. The need for interactional justice related to interpersonal and informational factors. We used verbatim data to support each

For further information contact: Mona Sinha, Assistant Professor—Marketing, Business Administration Department, Southern Polytechnic State University (e-mail: msinha@spsu.edu).
social justice dimension and then conducted a literature review to organize prior research findings under the social justice framework to demonstrate the aptness of fit and propose a conceptual model.

**Key Contributions**

We identified social justice theory as the framework that can bring together decades of research on consumer privacy. We not only affirmed the role of control in the privacy debate, but also parsed out its’ components—balance and power. We found that the clamor for privacy protection reflects consumers struggling against firms’ powers to restore balance in the firm–customer relationship.

Consumer privacy is not only an important societal, corporate and legal issue, but it also has implications for the evolution of the marketing discipline. We believe that fair treatment of consumers in the information exchange, will not only address consumer mistrust (Deighton 2005), but also propel the marketing discipline from an exchange based paradigm towards its’ future goal of value co-creation (Sheth and Uslay 2007, Boulding et al 2005). Without addressing the privacy issue, marketers cannot hope to deepen the consumer understanding required for value co-creation because even though consumers may be acting on the basis of benefits, their thoughts and feelings may still result in restrictive legislative action. To avoid this mutual loss for both firms and their consumers, corporate America needs to address consumers’ privacy concerns by following the principles of social justice and fairness.

*References are available on request.*
Improving Online Credibility Through Collaborative Product Development

Laurel Aynne Cook, University of Arkansas, Fayetteville
Ronn J. Smith, University of Arkansas, Fayetteville

Keywords: consumer collaboration, online disclosures, social distance, identity

EXTENDED ABSTRACT

Research Questions
Surreptitious attempts by firms to influence consumer-to-consumer communications (e.g., review spamming) have unfavorable effects on consumers’ attitudes and behavior once these influences are disclosed. In response, our research examines a strategy that improves how consumers identify with the firm—even in the presence of such disclosures. If a product has been collaboratively developed and is discussed in an online review, can the negative effects of a disclosure (e.g., when a disclosure reveals a blogger has been paid by the firm) be attenuated? Additionally, how are changes in perceived social distance (between the reader and the firm) underlying these effects?

Method and Data
Study 1 was an exploratory study designed to qualitatively identify factors that drive evaluations of consumer collaboration. Responses from 240 participants were coded using QSR International NVivo 9 (Bazeley and Richards 2000; Gibbs 2002). Study 2 was a 2 (collaboration: present or absent) × 3 (disclosure blog type: consumer blog-product payment; consumer blog-monetary payment; company-owned blog) between-subjects experiment with 216 adult consumers obtained through mTurk. Study 3 was conducted to test how and why a company’s strategic use of collaborative product development (CPD) results in favorable consumer responses. The design was a between-subjects experiment that followed a similar design as Study 2 (n = 215 mTurk participants). The context for both experiments included a blog written by a parent. Since 50% of consumers are more likely to purchase toys online (Nielsen 2012), an outdoor playhouse appropriate for young children was used for the product review across all conditions (to increase generalizability, another toy—an electronic learning tablet, is used in the second experiment). All participants were first required to answer a qualifier question. Finally, and given the category (toys) of the product review included in the blog, only parents of at least one child ages 3–12 were invited to participate.

Summary of Findings
Study 1 reveals the importance of (1) consumer involvement; (2) B2C and C2C company-facilitated connections; (3) communication; (4) authenticity; and (5) the importance of listening. To the extent that the most important consequence of collaboration is trust (as Study 1 suggests), a collaboratively developed product should favorably moderate the effects of a blog disclosure. Studies 2 and 3 support this premise by showing that the effect of CPD information had a significant effect where perceptions of trust, source credibility, and brand attitude (p’s < .01 for each) were all improved. All main effects are qualified by significant moderation between both experimental factors. Without (with) collaboration there is a negative (positive) effect of the blog disclosure for trust in the company, brand attitude, and consumer engagement (p’s < .05 for each). Importantly, Study 3 showed conditional indirect effects for our measures when social distance was a modeled mediator: trust in the company (CI .04 to .29), brand attitude (CI .05 to .35), consumer engagement (CI .04 to .29), and purchase intentions (CI .7 to .46). The results indicate that involving consumers in product development is a powerful way to regain online credibility. This strategy elicits favorable effects that extend to a greater number of consumers. Together, these results have important implications as firms and consumers respond to changes in the regulatory environment for online communications.

For further information contact: Laurel Aynne Cook, Marketing Ph.D. candidate, University of Arkansas (e-mail: LCook@walton.uark.edu).
Key Contributions
Our results extend previous research by increasing the external validity of our findings with stimuli modeled after actual consumer blogs (i.e., not scenario-based). The role of CPD information is shown as a useful tool in moderating the negative effects of a blog’s disclosure (e.g., monetary payment to a blogger by the firm) and source (e.g., company-owned blog) on consumer evaluations. These results extend to a greater number of companies that are unlikely to utilize direct collaboration for all customers. Together, these results have implications for producers, for consumers, and for policy makers. The significantly positive effect of collaboration information also has important managerial implications. These results are promising for those marketing managers who need to comply with FTC regulations yet want to utilize collaboration to improve brand perceptions and purchase decisions without the use of covert tactics. Even if consumers are not directly engaged by companies to co-create products (i.e., shared value), the simple knowledge of CPD may be enough to strengthen one of the most important factors needed for a strong and long-lasting relationship–trust.

References are available on request.
Companies Can Do Well by Doing Good: Consumers’ Responses to Corporate Social Responsibility Addressing Childhood Obesity

Claudia Dumitrescu, Whitworth University
Renée Shaw Hughner, Arizona State University
Clifford J. Shultz II, Loyola University Chicago

Keywords: corporate social responsibility, attributions of responsibility, childhood obesity, consumer health and well-being

EXTENDED ABSTRACT

Research Question
Marketing practices targeting children have come under intense scrutiny; food marketers being “primary targets for regulations, consumer advocates, and parents, for arguably fueling the childhood obesity epidemic” (Quilliam 2008, p. 1). Recent research has in fact confirmed that children’s food choices are influenced by the inclusion of toy premiums with a meal (McAllister and Cornwell 2012). Thus, amidst growing public concerns about childhood obesity, food marketers have recently responded with self-regulatory actions (e.g., the elimination of advertising to children, of foods that do not meet certain nutritional standards). While these corporate initiatives may be well intended, it is unclear how and why consumers respond to such efforts. Although the ethics of marketing to children have received considerable attention from academia and public policy, this topic has not been included in academic research on corporate social responsibility (CSR) (Quilliam 2008). Building on Attribution Theory, this research examines consumers’ responses to various changes in food advertising to children, as ways to engage in socially responsible behavior. Considering increased litigation against food marketers, understanding how consumers ascribe responsibility for poor-nutritional products and the way that these judgments affect company performance is particularly important.

Method and Data
We used between-subjects experimental design to examine the effects of CSR, in traditional and online advertising settings. Each participant was assigned randomly to one of the two experimental conditions: high commitments to address obesity (e.g., the elimination of advertising of poor-nutritional products) versus low commitments (e.g., the advertising of healthier products/lifestyles). Participants were adult consumers with children aged 12 and younger recruited from members of the online panel operated by Qualtrics and financially compensated for their participation. Participants were presented a news story about the company’s socially responsible behavior intended to address childhood obesity. Questions that measured attributions of responsibility for poor-nutritional products, company evaluations, and purchase intentions preceded the section on demographics.

A scale, adapted from Sedikides et al. (2002) and Klein and Dawar (2004), composed of two, 7-point Likert type statements measured attributions of responsibility for a negative product outcome ($\alpha = 0.80$). Company evaluations variable was measured using a scale composed of five, 9-point Likert type statements ($\alpha = 0.92$) (Folkes and Kamins 1999; Klein and Dawar 2004). Purchase intentions ($\alpha = 0.94$) were measured with three, 7-point Likert type statements (Klein...
and Dawar 2004; Dodds, Monroe, and Grewal 1991; Sweeney, Soutar, and Johnson 1999).

**Summary of Findings**

The MANOVA results showed that attributions of responsibility to the firm, for poor-nutritional products, were lower when a company was perceived as highly committed to address juvenile obesity; moreover, consumers reported higher company evaluations. The mediation effects of CSR and standardized path coefficients were examined via structural equation modeling; the results revealed that CSR predicted company evaluations, through attributions of responsibility.

Study 1 suggests that attributions of blame to the company, for those products that fail to meet certain nutritional guidelines, were strongly affected by CSR; these attributions have further impacted company evaluations, which in turn predicted purchase intentions. The results provide evidence that a corporation’s high commitment to address childhood obesity triggers less blame to the company for poor-nutritional products. Thus, when food marketers decide to eliminate toy premiums with children’s meals that are nutritionally inferior, company evaluations and purchase intentions are likely to increase. Study 2 extended the results of Study 1; specifically, different product category (i.e., cereals) and advertising setting (i.e., online advertising) were used to ensure the generalizability of the previous findings. This study provided additional evidence that CSR moderates attributions of blame to the firm, for poor-nutritional products, causing higher company evaluations and purchase intentions.

**Key Contributions**

A key contribution stems from the examination of attributions of responsibility as a mediator between CSR and company evaluations; moreover, attributions of blame were measured as the degree to which consumers believe they (or the company) were (was) responsible for a negative product outcome. This further highlights a new role of CSR construct namely, as a moderator of self-serving bias, a fundamental psychological response that has been neglected in the marketing literature (Bendapudi and Leone 2003).

A recent study showed that corporate self-restrictions, versus a government ban, on toy premiums linked to children’s poor-nutritional meals may discourage the consumption of such products (Dumitrescu, Hughner, and Shultz 2013). The current findings complement this research stream, providing evidence that food marketers have strong incentives to apply these self-restrictions. Consequently, companies can do well by doing good.

This research further provides meaningful implications for public policy. Rather than banning advertising, policy makers might want to encourage more companies to follow Jack in the Box’s lead in eliminating toys from children’s meals and ultimately to engage in socially responsible behaviors. This is essentially an example of how marketing and public policy can work together to find effective approaches to enhancing consumers’ health and well-being.

*References are available on request.*
Unlocking “Shared Value” Through Strategic Social Marketing

Mark Anthony Camilleri, University of Malta

ABSTRACT

This paper integrates insights from the literature review to sharpen the strategic base for ‘social marketing’. Quantitative techniques tested the relationship between Strategic CSR outcomes against the firms’ social marketing and slack resources. The results indicated that social marketing led to better organizational performance. Following the empirical findings a ‘synergistic value model’ is being put forward.

Keywords: shared value, social marketing, strategic CSR, principal component analysis, multivariate regression analysis

Introduction

This paper maintains that social marketing initiatives can be re-conceived strategically to confer competitive advantage. Kotler and Zaltman (1971) maintained that social marketing differs from other marketing activities as it focuses on responsible behaviors that help society and the environment. Social marketing raises the businesses’ profile as it strengthens the brands’ positioning relative to others. It improves the firms’ financial performance, especially if it supports the organizational goals and objectives. To some extent, the existing research revolving around social marketing is closely related to the major research areas of corporate social responsibility (CSR). The business case for CSR focuses on building adaptive approaches and directing resources towards the perceived demands of stakeholders (Carroll and Shabana, 2010). This contribution suggests that stakeholder demands are viewed less as constraints on organizations, but more as challenging opportunities which can be leveraged for the benefit of firms. This paper looks at different aspects of strategic CSR, as it makes specific reference to responsible human resources management, sustainable environmental practices, marketplace and community policies which can create value for business and society. This area of study still remains relatively under-researched; particularly when considering research which links ‘shared value’ and ‘social marketing’. The real essence of social marketing lies in the implementation of responsible behavioural practices. It lies in the right attitudes which are mirrored in genuine organizational commitment, not only in policy formalisation. On the other hand, shared value creation focuses on identifying and expanding the connections between societal and economic progress. This notion involves embedding a social mission in the corporate culture and channelling resources to the development of innovations that can help solve social problems (Pfitzer et al., 2013). A shared value proposition requires particular areas of focus within the businesses’ context (workplace) as well as looking after societal interests (comprising the environment, marketplace and the community).

Focused Research Questions

- What are the owner-managers’ current insights, perceptions and attitudes of responsible behavior? What is their ethos for social marketing?
- What is their commitment to social and environmental behavior? Are they dedicating enough resources (financial and human resources) to corporate social responsibility?
- What is their business case? Are the owner-managers successful in using social marketing as a strategic tool to leverage their internal and external organizational behaviors? Are they capable of gaining a competitive edge by creating shared value?
- Does organisational size and the availability of resources matter in their social marketing agenda?
- How are the enterprises capable of creating value opportunities for themselves as well as for society? What are the determinants (the temporal antecedents) of shared value?

For further information contact: Mark Anthony Camilleri, Resident Academic of Marketing, Department of Corporate Communications, Faculty of Media and Knowledge Sciences, University of Malta (e-mail: mark.a.camilleri@um.edu.mt).
Responsible Behaviors and Stakeholder Engagement

The long-term success of any business often relies on the competencies and motivation of employees. Employees represent one out of many other stakeholders addressing the company with demands (Freeman, 1984). Employers need to build good internal partnerships with their employees. The businesses themselves will stand to gain from employee involvement, in terms of generation of ideas, commitment and loyalty. On the other hand, with staff turnover there may be an increasing pressure for on-going training; in order to maintain high levels of service. Another contemporary subject is about the work-life balance of human resources. The question is whether employers are sensitive to the personal circumstances of their employees (Bhattacharya et al., 2011). Marketplace policies are devised to trigger customer satisfaction and enhance the quality of the service (Walsh and Mitchell, 2010). Businesses strive to attract new customers as they want to retain existing ones (Sen and Bhattacharya, 2001). The marketplace policies may include relevant disclosure of information of sustainability reporting, eco-labeling and fair pricing. Many businesses buy locally secured and fresh organic products as this turns out to be a cheaper option for them. This also makes sense for their customers as well. At the same time, marketing techniques should adhere to the regulated parameters of consumer rights. The business partners and suppliers are also a very important part of the marketplace, as responsible enterprises assess their potential impact across the value chain. Marketplace policies often lay down the essential criteria of how to select prospective business partners (Porter and Kramer, 2006). They can possibly favor and support local suppliers. In order to maintain good business relations, there should be acceptable procedures (e.g. paying the bills on time). Appropriate marketplace behavior increases the reputation of the firm, resulting in stronger partnerships with suppliers, more efficiency and better mutual understanding. Responsible behavior is clearly manifested in social practices and with the enterprise’s ability to forge fruitful and collaborative relationships with key stakeholders; comprising human resources, suppliers, investors, customers and the community at large (Luo and Bhattacharya, 2006). This leads to the first hypothesis:

Hypothesis 1: There is a positive relationship between strategic CSR outcomes and Responsible Behavior.

The Resource Based View Theory

Many companies are focused on short-term objectives such as profit maximization, rather than on the long-term goal of corporate sustainable development. Environmental performance often makes financial sense for the organization itself (Muller and Kolk, 2009). Energy efficiency, waste mini-

mization, pollution prevention and recycling can potentially result in significant cost-savings for any firm (Tudor et al., 2008; Williamson et al., 2006) as well as enhancing the firm’s reputation and standing (Lewis, 2001). There are opportunities for firms to try to reduce their environmental impacts. O’Cass and Weerawardena (2009) held that resource poverty hinders the adequate performance of certain activities such as appropriate training of new employees. Small firms with limited and scarce resources usually do not have a formal department or professionals especially dedicated to HRM. Larger organizations do typically have a personnel or an HRM department, whereas the smaller firms may demand that owners and managers combine HRM functions with other duties. The availability of slack resources can possibly drive management’s interest to finance CSR activities. If this theory holds, then it may be argued that corporate citizenship (or CSR) and the corporate financial performance (CFP) relationship is spurious. McWilliams and Siegel (2010) argued that the resource based view theory (RBV) provides a clear structure for determining the strategic value of CSR. For instance, a deficiency in organizational resources may possibly lead to inadequate training (Wernerfelt, 1984). Therefore, the availability of monetary and financial resources can affect strategic CSR’s positive outcomes. Unfortunately, many businesses are short sighted in their struggle to attain positive economic results in the medium to short term. In addition, transaction cost economics shows that CSR is not cost-free. CSR needs substantial resources (including time, financial and human resources) to identify relevant stakeholder groups. This reasoning leads the second and third hypotheses:

Hypothesis 2: There is a positive relationship between the firms’ resources and strategic CSR outcomes.

Hypothesis 3: The firms’ resources together with stakeholder engagement can lead to strategic CSR benefits (in terms of achieving the desired organizational performance).

Strategic CSR and Creating Shared Value

The exploration of these hypotheses will reveal the benefits of social and environmental engagement on the firm’s bottom line. The organizations’ responsible behaviors and their commitment and intentions for the future may be constrained by their size as well as their resources. The businesses’ closer interaction with the stakeholders is based on a relational and process-oriented view (Morsing and Schultz, 2006). The rationale behind the stakeholder theory lies in creating value and finding win-win outcomes by seeking out and connecting stakeholders’ varied interests. The most strategic CSR occurs when a company adds a social dimension to its value proposition, making social impact integral
to its overall strategy (Bielak et al., 2007). Porter and Kramer (2006, 2011) advocate that the solution for strategic CSR lies in the principle of ‘shared value’. In a recent communication, the European Union (2011) encouraged enterprises to adopt a long term, strategic approach to CSR to maximize the creation of shared value. Kramer (2012) maintained that the ‘shared value’ approach is strategic in its purposes as individual companies make decisions in pursuit of their own organizational performance and profit. This leads to the fourth hypothesis:

Hypothesis 4: Responsible behavior (including Social Marketing), organizational resources as well as a positive financial performance (a strategic CSR outcome) may lead towards creating shared value for both business and society.

This hypothetical model will shed light on what are the causal mechanisms at play which translate to mutual value to business and society. This hypothesis unfolds how the shared value proposition better aligns the businesses’ optimal performance with a genuine stakeholder engagement. The availability of excess funds will determine whether there is the ‘initiation and maintenance of voluntary social and environmental policies’ (McGuire et al., 1988). In a similar vein, Waddock and Graves (1997) maintained that corporate social performance (CSP) is dependent on the firms’ successful financial standing. The available slack resources theory (Waddock and Graves, 1997) also assumes a trade-off view of CSR and financial performance, by suggesting that when organizations are enjoying superior performance, they are able to dedicate additional resources to CSR activities. In addition, it is necessary that executive leadership and the organizational culture (Orlitzky and Swanson, 2012) are truly committed to CSR. Therefore, the final hypothesis is:

Hypothesis 5: The firms’ optimal financial performance (Strategic CSR outcome) is a precursor of responsible behavior (including social marketing and sustainable environmental practices).

The Methodology

This empirical study targeted owner-managers of tourism enterprises including the whole population of licensed accommodation establishments, travel agents and tour operators in a Southern European Union state. The enterprises which were chosen to take part in this research project included all hotels ranging from 1 star to the 5 star categories as well as all inbound and outbound travel agencies in the Mediterranean island of Malta. The survey questionnaires were distributed by email to all informants. Subsequently, the completed surveys were either submitted online or printed by the owner-managers and returned to the researcher. There was a total of two hundred seventy seven (277) out of three hundred and ninety one (391) valid responses (which represented 71% of the total population) from all the targeted tourism enterprises in Malta. The objective of targeting the designated profile of owner-managers was to gain an insight into their ability to make evaluative judgments in taking strategic decisions in their enterprise. The owner-managers were required to indicate their level of agreement with the survey questionnaires’ statements. In the main, the responses were coded using the Likert Scaling mechanism (except for the variables, ‘HR department’ and ‘Stakeholders requesting data about CSR’—which were measured by dummy). There were different scales for the variables; ‘CSR expenditure’, ‘period of CSR engagement’ and ‘enterprise future intentions’. For all the other variables, the values ranged from 1 (strongly disagree) to 5 (strongly agree) with 3 signaling indecision. Principal component analysis and regression analysis were carried out in accordance with the previously set hypotheses. An effort was made to ensure that the data met the statistical significance requirements.

Analysis and Results

Reliability and appropriate validity tests have been carried out in the analytical process. Cronbach’s alpha was 0.85, indicating an acceptable level of reliability across all variables. The principal component analysis has produced a table which illustrates the amount of variance in the original variables (with their respective initial eigenvalues) which were accounted for by each component. The factors accounted for each component. The factors accounted ranged between 64–85% of the variance before rotation. Table 1 illustrates the number of extracted components from the original number of variables and presents the resulting cumulative percentage of variance for the group of variables (and also reports the related ‘loss of information’).

Table 2 features the number of extracted components. The rotated component matrix was easier to interpret than the unrotated matrix, as the rotation maintained the cumulative percentage of variation explained by the extracted components. A brief description of the extracted factor component, together with their eigenvalue and their respective percentage of variance is provided hereunder in Table 2.

The components were labeled following a cross-examination of the variables, which reflected the properties of the data contained within each and every component, particularly those variables with the higher loadings. Typically, the variables with the highest correlation scores had mostly contributed towards the make-up of the respective factor component. The underlying scope of clustering the variables by using component analysis was to reduce the data and make it more adaptable for regression analysis.
Multivariate Regression Analysis

A stepwise procedure was purposely carried out to select the relevant predictive variables in the regression models. The number of potential explanatory variables was reduced and the regression model resulted in significant values. The p-value was less than the 0.05 benchmark and there were adequate F-ratios and adjusted Spearman’s rho; which meant that the reported models were explained by variance. More importantly, the insignificant variables were excluded without appreciably increasing the residual sum of squares. The regression models produced the regression coefficients which represented the strength and significance of the relationships. Moreover, the control variables, namely ‘organization size’ and ‘HR department’ were also entered into the equations.

Table 1. Data Reduction Through Principal Component Analysis

<table>
<thead>
<tr>
<th>Responsible Behavior</th>
<th>Original Number of Variables</th>
<th>Cumulative Percentage of Variance %</th>
<th>Loss of Information %</th>
<th>Components Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Behavior</td>
<td>14</td>
<td>76</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>Org. Resources</td>
<td>5</td>
<td>85</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Strategic CSR1</td>
<td>8</td>
<td>72</td>
<td>25</td>
<td>3</td>
</tr>
<tr>
<td>Strategic CSR2</td>
<td>6</td>
<td>75</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>CSV</td>
<td>6</td>
<td>64</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2. The Extracted Factor Components

<table>
<thead>
<tr>
<th>Responsible Behavior</th>
<th>Var. Explained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Behavior</td>
<td></td>
</tr>
<tr>
<td>Innovative Environmental Practices</td>
<td>6.747</td>
</tr>
<tr>
<td>Human Resources Policies</td>
<td>1.545</td>
</tr>
<tr>
<td>Training and Development</td>
<td>1.247</td>
</tr>
<tr>
<td>Marketplace Policies</td>
<td>1.055</td>
</tr>
<tr>
<td>Org. Resources</td>
<td></td>
</tr>
<tr>
<td>Money</td>
<td>2.001</td>
</tr>
<tr>
<td>Time</td>
<td>1.204</td>
</tr>
<tr>
<td>Economic Short-terms</td>
<td>1.026</td>
</tr>
<tr>
<td>SCSR1: Firm’s Performance</td>
<td></td>
</tr>
<tr>
<td>Financial Performance</td>
<td>3.306</td>
</tr>
<tr>
<td>Market Standing</td>
<td>1.879</td>
</tr>
<tr>
<td>Reputation</td>
<td>1.114</td>
</tr>
<tr>
<td>SCSR2: HR &amp; Operations MGT</td>
<td></td>
</tr>
<tr>
<td>Employee Motivation</td>
<td>1.879</td>
</tr>
<tr>
<td>Effective HRM</td>
<td>1.463</td>
</tr>
<tr>
<td>Operational Efficiency and Cost Saving</td>
<td>1.162</td>
</tr>
<tr>
<td>CSV: Societal Relations</td>
<td></td>
</tr>
<tr>
<td>Community Relations</td>
<td>2.651</td>
</tr>
<tr>
<td>Regulatory Relations</td>
<td>1.173</td>
</tr>
</tbody>
</table>

The findings from the first hypothesis (H1) yielded a positive and significant relationship between financial performance and the firm’s organizational behavior (adj R² = 0.676). The measurement of significance with organizational behavior indicated a confidence level of 95% (where p < 0.05). The ‘financial performance’ was significantly and strongly correlated to ‘organizational size’ (t-value = 2.660), ‘innovative environmental practices’ (t-value = 4.096); and ‘training’ (t-value = -2.015). As expected, ‘HR Training’ had a significant and negative effect on financial performance. This model has confirmed that the owner-managers thought that customers (or guests) were valuing the innovative environmental practices. This finding reflects the academic literature in this area of research. Customers are willing to pay more for products and services from socially and environmentally responsible companies (see Laroche et al., 2001). This may be also attributed to the firms communicating their sustainability initiatives to their different stakeholder groups. There are positive and significant relationships between the firm’s organisational behaviour and operational efficiency and cost savings with an adj R² = 0.326. The ‘operational efficiency’ is equally correlated to ‘organizational size’ (t-value = 3.636), ‘HR policies’ (t-value = 3.635). How businesses respond to the expressions of ethics and morality in markets may be triggered by a desire to avoid unnecessary costs. The different demands of stakeholders may present potential threats to the business organization. Therefore, this cost and risk reduction perspective of the CSR business case provides a plausible explanation of why businesses may try to mitigate and alleviate the threats through a threshold level of satisfactory social and environmental performance. The results from the second hypothesis (H2) have produced a positive and significant relationship (where p < 0.05) between financial performance against the firm’s organizational resources (adj R² = 0.634). With a correspondingly high t-value of 10.026, ‘organizational size’ has emerged as very significant in modeling the relationship between organizational resources and financial performance. Moreover, the stepwise procedure has picked up the predictor variable ‘economic short-termism constraint’ (t-value = 2.162). The significant t value suggests that the organizations are not investing in their long term capital invest-
ment (which comprises discretionary expenditure in CSR). This may result in more liquidity and financial resources in the short-run. The implication here is that the firms might perceive CSR as an additional cost and thus they can only afford to pursue these activities when they are not in a situation where they need to minimize costs. The third model attempts to explain the causal mechanisms which may determine financial performance. This time, a myriad of variables (and factor components) have been taken into account, in order to come up with a plausible causal path. Therefore, ‘organizational behavior’, ‘organizational resources’ and ‘shared value’ components together with ‘Size’ and ‘HR Department’ variables were inserted in the regression model. Again, a stepwise entry procedure ensured the selection of the significant predictor variables which exhibited the highest bivariate correlation with ‘financial performance’ (and excluded other insignificant variables). This hypothesis (H3) has yielded a strong correlation coefficient (adj \( R^2 = 0.769 \)). This relationship was significant (where \( p < 0.05 \) level).

According to this model; the ‘financial performance’ is preceded by ‘size’, ‘community relations’, ‘innovative environmental practices’ and ‘regulatory relations’. It transpired that the financial performance is dependent on its ‘size’ with a t-value = 2.535, ‘societal relations’ (t-value = 5.764), ‘innovative environmental practices’ (t-value = 3.388) and ‘regulatory relations’ (t-value = 2.347). Interestingly, the organizations’ ability to build stakeholder relationships is a precursor for the organizations’ financial performance. Such empirical studies were carried out in the past to investigate the relationship between CSR (corporate social performance or corporate citizenship) and financial performance. Previous empirical results have ranged from negative relation (Wright and Ferris, 1997), to no relation at all (Mc Williams et al., 2001), to showing a positive relation (Orlitzky et al., 2003; Waddock and Graves, 1997). The fourth hypothetical model features the factor component entitled, societal relations as the dependent variable. The model has produced a strong correlation coefficient (adj \( R^2 = 0.645 \)) which was statistically significant (\( p < 0.05 \)). The independent variables which have significantly explained a large portion of this variation consisted of the organizations’ ‘financial performance’ (where \( t = 7.206 \)), ‘financial resources’ (\( t = 5.117 \)), ‘training’ (\( t = -3.720 \)), ‘marketplace policies’ (\( t = -2.878 \)) and ‘time resources’ (\( t = 2.457 \)). The organizational behavior explanatory variables have resulted in a negative effect on societal relations. The reason for this may be that businesses tend to devote slack resources on training and promotional activities rather than strengthening their ties with the community around their business. This finding indicates that businesses tend to look after their customers and suppliers first. There was also a positive and significant relationship when regulatory relations was the response variable. In this case, there was a moderate correlation coefficient with an adj. \( R^2 = 0.423 \) at a highly significant level (\( p < 0.001 \)). This other H4 model shows that the ‘regulatory relations’ are dependent on the ‘organization size’ (\( t = 7.138 \)). It transpires that the larger firms tend to build closer relationships with the government and its agencies.

So far the findings indicated that organizational behavior (stakeholder engagement environmental responsibility), the slack resources and size are the causal determinants. Therefore they are the temporal antecedents of financial performance. Curiously, there are many theoretical arguments in literature which suggest that financial performance can be the precursor of organizational behavior (for CSR). The rational for reverse causation may be triggered from the firms’ availability of slack resources. Orlitzky et al. (2003) have supported this view of reverse causality from financial performance to CSR (they used the notion Corporate Citizenship).

**Figure 1.** Synergistic Value Model (compiled by the author)
Similarly, Waddock and Graves (1997) found that Corporate Social Performance (CSP) depends on financial performance, and that the sign of the relationship was positive. The fifth hypothetical relationships between the 4 organizational behavioral components against ‘financial performance’ have been tested using regression analysis’ stepwise procedure. There was a strong correlation coefficient (adj R² = 0.603) and it was highly significant (where p < 0.001) between ‘innovative environmental practices’ (dependent variable) and ‘financial performance’ (t = 10.291). This strong relationship suggests that when an organization achieves sound financial results it tends to invest in innovative environmental practices, such as ‘energy and water conservation’, it may engage in ‘environmental protection’ measures, ‘waste minimization’ and the like. In good economic times, the high levels of ‘financial performance’ may provide the slack resources which are required to successfully engage in CSR. The availability of excess funds will determine whether there is the ‘initiation and maintenance of voluntary social and environmental policies’ (McGuire et al., 1988). If the firm has experienced low profits and has scarcer resources at its disposal, then the firm may not engage itself in CSR activities and investments. The relationships between ‘financial performance’ as a predictor variable against the other behavioral outcome variables (namely, ‘HR policies’; ‘Training’ and ‘Market relations’) did not yield any positive and significant relationships.

A Synergistic Value Model
Following the sound empirical findings in this paper; a model representing the ‘synergistic value model’ is being proposed. This model integrates insights from the ‘stakeholder theory’ and the ‘resource based view theory’. It also advances the ‘shared value’ notion. The captioned model features direct links between responsible behavior and societal relationships as it also presents the potential effect of the government’s relationship on the organizations’ slack resources. This empirical paper suggests that there is scope for governments in their capacity as regulators to take a more proactive stance in promoting responsible behaviors. This paper posits that social and environmental behaviors will ultimately bring financial results, as it suggests that organizational capabilities are positively linked to organizational performance and that slack resources are a facilitator for responsible behaviors including social marketing activities.

Implications and Conclusions
In the main, the informants have indicated that responsible behaviors resulted in substantial benefits to the firm itself, particularly when social marketing activities support core business activities. However, despite the owner-managers were seeing the benefits of CSR strategy, they still did not commit themselves towards improving their CSR performance any further. The discretionary spending in CSR whether it is driven from a strategic intent (Luo and Bhattacharya, 2006) or from corporate hypocrisy (Wagner et al., 2009) often result in improved relationships with internal and external stakeholders. This paper has reported numerous benefits of CSR engagement: It has been shown that strategic CSR increases the organizational performance of the firm. This study concluded that strategic CSR increases the financial performance; minimizes cost through better operational efficiencies, boosts employee morale and job satisfaction, increases the businesses’ reputation and image among customers, along with other benefits. The generalisability of this research project is limited by the nature and the size of the sample. This research is representative of few informants from the tourism owner managers in a Southern European context. Low-level employees did not take part in this study. This sample is not amenable in drawing general conclusions in other contexts. There can be different practices across other industries. Moreover, if this study had to be replicated across other jurisdictions, there is a possibility to come up with different findings. In addition, previous studies have considered different sampling frames, research designs, methodologies and analyses which have obviously yielded different outcomes.

References


Licensing Effects in Environmental Consumption Decisions

R. Bret Leary, University of Wyoming
John D. Mittelstaedt, University of Wyoming

Keywords: sustainability, sustainable consumption, eco-labeling, licensing, goals

EXTENDED ABSTRACT

Research Question
As concerns about the sustainability of our natural environment continue to grow, many consumers are focused on making smarter decisions in the marketplace by purchasing more environmentally-sensitive products. Accordingly, a key question of interest for marketers of such products is how to communicate the environmental integrity of their products to potential consumers. One way in which companies convey a product’s environmental qualities is through sustainability labeling. Although research suggests these labels to be an effective method of behavioral change, we contend that signaling the sustainability of a product to consumers in hopes of encouraging purchase might in fact have negative downstream consequences in that it could initiate a licensing effect. We propose that consumers have a hierarchy of goals, in which there is an end-goal (e.g. be more environmentally friendly) and numerous sub-goals (e.g. recycling) that can achieved to reach the end-goal. We propose that when consumers achieve one of these sub-goals, such as purchasing more sustainable goods, they earn moral credits by perceiving themselves to have made sufficient goal progress. In turn, they allow themselves to reduce their striving to be more environmentally friendly and license behavior that is potentially harmful to both the individual and the collective.

Method and Data
The authors are currently in the data collection process, testing the effects of sustainability labeling on consumer preferences and intention, and also the potential licensing effects resulting from acting in an environmentally friendly manner.

Key Contributions
This research makes several key contributions to the marketing and policy literature. First, we continue to answer the call for research investigating why consumers do not always act in line with their environmental values (Prothero et al. 2011) by suggesting that one environmentally friendly act might license future harmful behavior. Furthermore, we extend recent work investigating the potential post-purchase effects of signaling product qualities to consumers. For instance, Zhu, Billeter, and Inman (2012) find that signaling product effectiveness through labeling and packaging cues can reduce post-purchase consumption amount. Similarly, we suggest that signaling product sustainability might have similar post-purchase effects, in that preferring more sustainable products might signal goal progress and initiate a licensing effect on part of consumers. As such, this research stands as the first to integrate work on labeling and licensing, and, also, further extends recent work on licensing effects in environmental behavior (e.g. Mazar and Zhong 2010). Finally, we propose increased levels of incidental pride to be an underlying process for this licensing effect, thus being the first research, to our knowledge, to test the role of emotions in licensing effects as called for by Wilcox, Kramer, and Sen (2011).

References are available on request.

For further information contact: R. Bret Leary, Ph.D. candidate, University of Wyoming (e-mail: rleary@uwyo.edu).
Action Identification, Firm Sustainability Reputation, and Sustainable Consumption

Kealy Carter, University of South Carolina
Satish Jayachandran, University of South Carolina

Keywords: sustainability, action identification, construal level, firm reputation

EXTENDED ABSTRACT

Research Question
The following research investigates two questions. First, does action identification account for variance in green product willingness to pay and purchase across consumers? Consistent with the literature on green product purchase motivation and action identification (AI), this research proposes that a consumer who identifies the purchase of a product at a high-level, focused on the implications of purchase, versus a low-level, focused on the steps of purchase, is more likely to buy a sustainable product. Second, does firm reputation for sustainability moderate the impact of identification level and influence willingness to pay and purchase likelihood? This research tests whether high AI individuals exhibit greater willingness to pay and purchase likelihood for a green product from a green firm (GPGF) than low AI individuals. Additionally, the mechanism through which AI and firm sustainability reputation (FSR) operate is explored.

Method and Data
A theoretical basis for variability in sustainable product purchase across individuals and across products and between shopping trips is not clear. In two experiments, this research tests the prediction that action identification impacts willingness to pay and purchase likelihood for sustainable food. The analysis is conducted using data collected from two adult samples using Amazon Mechanical Turk (MTurk).

Summary of Findings
The present research provides support through two studies that AI influences willingness to pay and purchase likelihood for sustainable food. High action identities lead to greater willingness to pay and purchase intentions compared to low action identities. Moreover, there is a significant AI-FSR interaction. Consumers who think about a shopping activity in terms of how they complete it exhibit greater willingness to pay and greater purchase likelihood for products marketed by firms where sustainability performance is emphasized compared to those where it is not.

Key Contributions
The contribution to the marketing literature is as follows: First, this research provides a theoretical basis for green product purchase using action identification theory that allows for variance in individual values, beliefs and demographics. AI not only accounts for individual differences in green product purchase but also offers an explanation for why behavior varies within a consumer and across products. Second, the proposed model differentiates between a green product from a traditional firm (GPTF) and GPGF. Support is provided for the assertion that there are differences in willingness to pay and purchase likelihood between GPTF and GPGF. From a managerial standpoint, the present research indicates that marketers may be able to take actions to move consumers to higher level identities in order to influence the purchase of sustainable products.

References are available on request.

For further information contact: Kealy Carter, University of South Carolina (e-mail: kealy.carter@grad.moore.sc.edu).
Equity Sensitivity and the Effect of Self-Interest on Prosocial Consumption Choices in the Price-Quality Context

Spencer M. Ross, Simmons College

ABSTRACT

This research focuses on one of the most important attribute trade-offs consumers face in the prosocial marketplace: the price–quality relationship. This study proposes that, in marketing exchange, consumer sensitivity to equity (Adams 1963; Huseman, Hatfield, and Miles 1987) spans from very self-interested to very collectively interested. This individual differences approach to equity is an alternative to the traditional reasoned action models typically used in prosocial consumption research (Carrington, Neville, and Whitwell 2010). This initial research delves into the relationship between equity theory and prosocial consumption, addressing it with respect to price and quality trade-offs.

References are available on request.
Consumer behavior involves three main stages: acquisition, consumption and disposal (Hoyer and McInnis 2010). The purpose of this research is to examine consistency vs. inconsistency in behavior between acquisition and consumption. In other words, we are interested in identifying when and why responsible acquisition is followed by a responsible (or irresponsible) consumption. For instance, do hybrid cars buyers tend to be more or less mindful of their cars’ fuel consumption than those who drive non-hybrid cars?

Previous research offers conflicting insights as to whether or not a responsible acquisition tends to be followed by a mindful consumption. On one hand, the dissonance theory and related self-labeling concept support a consistent behavior throughout the stages of consumer behavior (Festinger 1957; Sirgy 1982). On the other hand, the well documented licensing effect (see, e.g., Khan and Dhar 2006) implies that a responsible acquisition is likely to be followed by an irresponsible consumption. It is worth noting that previous studies have not addressed acquisition and consumption but mostly dealt with sequential choices with the majority of them done back-to-back or within one-week period.

In our model, we argue that for consumers who make a responsible acquisition, the extent to which they consume responsibly depends on their motivation to make the acquisition in the first place: those with intrinsic motives will consume responsibly while those driven by extrinsic motives will consume irresponsibly. We define intrinsic motivation as doing an activity that is inherently in line with one’s prosocial behavior. We refer to extrinsic motivation as the doing of an activity for a separate outcome such as saving money. As an example, those who buy energy-efficient light bulbs because they genuinely care about the environment have intrinsic motives to their acquisition. This is in contrast with those who buy energy-efficient light bulbs to cut down their payments on power bills. This latter group is driven by extrinsic motives. We propose that consumers driven by intrinsic motives will show a responsible behavior during consumption because responsible behavior, whether in acquisition or consumption, is a way of life for them. Hence, those who buy a hybrid car because they genuinely care about the environment will continue to feel that they need to be careful about fuel consumption for the sake of the environment and will, consequently, continue to consume their car responsibly. Those who are driven by extrinsic motives tend to follow a different path. They made an acquisition to achieve a particular goal (e.g., save money or look good). The extent of their responsible consumption is contingent on the level of goal achievement; the more they feel they have achieved their goal, the less responsible they are in their consumption. Note that certain goals can be achieved through mere acquisition while others might take more time. For instance, those who acquired a hybrid car to get a tax break or to look good will feel that they already achieved this goal through the mere acquisition of the car. They, therefore, are expected not to be careful about fuel consumption, i.e., to show an irresponsible consumption behavior. Those who bought a hybrid car to save on fuel may feel that their goal is gradually achieved. We argue that responsible consumption behavior is negatively correlated with the extent of goal achievement.

We conduct a series of studies to check our model. We already completed two studies. In Study 1, we examine the driving behavior of hybrid car owners. A total of 373 consumers completed our survey. Of these, 268 drove hybrid cars and 105 drove non-hybrid cars. The respondents were recruited through AmazonMTurk.

Our results reveal that hybrid car owners driven by intrinsic motives significantly differ from those driven by extrinsic motives on a variety of driving behaviors. More specifically, intrinsically motivated owners tend to car pool, inspect their cars, and avoid idle running significantly more than the
cars, and avoid idle running significantly more than the extrinsically motivated ones. Intrinsically motivated ones also tend to car pool and inspect their cars significantly more than non-hybrid car owners. Interestingly, the only significant difference between extrinsically motivated hybrid car owners and their non-hybrid counterparts differed only in terms of planning driving trips with non-hybrid car owners reporting a significantly higher level of planning.

The purpose of Study 2 is twofold. First, we replicate findings of Study 1 in a different context: usage of energy-efficient household washing appliances (washers and dryers). Second, we further examine the impact of participants’ perceptions of goal achievement on consumption following a responsible acquisition. A total of 589 consumers completed the survey we designed for Study 2. Of these, 457 owned energy-efficient washing appliances and 132 owned non-energy-efficient appliances. Respondents were asked about what motivated them to buy their washing appliances, whether energy-efficient or not. All respondents were asked about their washing and drying practices, the importance of certain goals such as reducing utility bills and protecting the environment and levels of goal achievement through the current washing appliances.

Findings of Study 2 reveal that intrinsically driven owners of energy-efficient appliances reported significantly more responsible behaviors on most of the dimensions examined. There were no significant correlations between goal achievement and behavior for intrinsically motivated consumers. Extrinsically motivated consumers, however, showed significantly negative correlations between goal achievement and two out of three examined behaviors.

References
Who Has Seen the Facts Up Front Nutrition Icon?

Chung-Tung Jordan Lin, U.S. Food and Drug Administration

Keywords: front-of-package, nutrition information, icon, packaged foods

EXTENDED ABSTRACT

Research Question
Recently, food manufacturers in the United States (U.S.) have begun to put on the principal display panel (PDP) of food packages more information about the nutritional or health attributes of their products. For example, the food industry, led by the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI), introduced the voluntary Facts Up Front (FUF) front-of-package (FOP) nutrition icon program (FUF 2013a). The icon is “a simple and easy-to-use labeling system that displays key nutrition information on the front of food and beverage packages” and meant to help consumers “make informed choices” when they shop (FUF 2013a). The icon began to appear in stores around early 2012 and replaced a similar icon, Nutrition Keys, which had been in the U.S. market since 2009. Both the U.S. Food and Drug Administration and the Institute of Medicine (IOM) advocate evaluation of the new information, including consumer notice and awareness of any type of nutrition symbol. This study was conducted to shed some light on consumer notice of the Facts Up Front nutrition icon. In particular, it investigated the personal and motivational factors that predict self-reported notice of the icon.

Method and Data
The data came from an online survey conducted between March 31 and April 12, 2012. Among 11,636 adults (18 years or older) invited, 6,728 participated in the survey. Compared to the U.S. population, the sample had more females, 45-54 year olds, non-Hispanic whites, college or more educated, and fewer under 35 years of age, and who did not have any college education. Respondents were first asked “(I)n the past 3 months, have you seen this icon on any food packages in the store?” Those who answered affirmatively then were asked on which products they saw the icon.

Summary of Findings
Forty-seven percent of respondents said they had seen the FUF icon in the three months before the survey. Several variables hypothesized to reflect motivation to search for nutrition information show expected associations with self-reported exposure to the FUF icon. Seeing the icon was positively associated with (1) a desire to avoid calories, total fat, saturated fat, salt, or sugar, (2) when one or more nutrients were considered very important in one’s diet, (3) agreement that one was confused about what foods to eat to be healthy, and (4) agreement that information on labels often helped one to choose what foods to buy. Also, there was positive association with being a female, presence of children in the household, sharing some of the household’s shopping responsibilities, a BMI in the obese range, and being younger than 60 years of age.

Key Contributions
At least in the initial months, the FUF icon reached consumers who were more motivated and active in looking for nutrition information on food labels. These are the consumer who already felt that such information could help them manage or improve their diet and health. Since the FUF icon was meant to provide busy consumers with point-of-sale easy-to-use information about key nutrients in a product, to maximize the potential effects of the icon, An image of the icon was shown together with the questions. The survey also queried respondents’ knowledge, attitude, and practice related to nutrition, diet, physical activity, and health. Based on the conceptual framework of Grunert and Wills (2007) and the health belief model, the study applied a logistic model to examine the association between self-reported seeing of the icon (the dependent variable) and variables reflecting motivation to search for nutrition information as well as demographic characteristics.

For further information contact: Chung-Tung Jordan Lin, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration (e-mail: Chung-Tung.Lin@fda.hhs.gov).
there is a need to increase the exposure of other consumers who may be less motivated to look for nutrition information. Shopping experience is also related to the likelihood of exposure. Household grocery shoppers, female, and those who had children 18 years or under in the household were more likely to have reported exposure. These respondents probably visit grocery stores or purchase cereal products more often than others and therefore have more opportunities of exposure, which could be considered accidental exposure. Finally, respondents younger than 60 years of age were more likely to have seen the icon. This could have been related to the size and placement of the icon on food packages and that younger respondents shop more often than older respondents.

References are available on request.
Familiarity: Friend or Foe? Insights from Retroactive Think Aloud Eye Tracking Interviews on Reading Risk Information on an Rx Drug Website

Mariea Grubbs Hoy, University of Tennessee
Abbey B. Levenshus, University of Tennessee

Keywords: eye tracking, direct-to-consumer drug advertising, risk information, FDA

EXTENDED ABSTRACT

Research Questions
Extant literature underscores that the receiver trait of (perceived) familiarity influences the extent to which consumers look for, notice and attend to risk information. Specifically, increased familiarity results in less attention to risk or warning information (Dejoy 1999; Stewart and Martin 1994). The word “familiarity,” however, is used in a rather generic, somewhat holistic fashion. Familiarity is typically associated with a product/object or activity/task and involves knowledge and experience gained over time (Dejoy 1999; Silver & Braun 1999). Within the scope of this study, however, with what exactly is the consumer potentially “familiar” when looking at a branded drug website that may influence likelihood to search for, attend to and read drug risk information? Thus this study addresses the following:

RQ1: What are the categories of familiarity that influence the searching for, noticing and attending to drug risk on a branded drug website?

RQ2: How do the various categories of familiarity relate to likelihood of searching for, noticing and attending to drug risk on a branded drug website?

Method and Data
Twenty-nine individuals who had been diagnosed by a physician as having seasonal allergies and had symptoms in the prior 12 months participated. Subjects were randomly assigned to one of three versions of a website for a fictitious seasonal allergy drug: risk on homepage, risk on homepage with signal to scroll, and risk on secondary page with homepage signal. Although most risks were typical for seasonal allergy drugs, some were novel and thus the participants would lack familiarity.

During participants’ free view of the site, researchers collected eye tracking data. Eye tracking provides an “operational definition of attentional processing” and objective assessment regarding if and how individuals attend to risk information (Smith-Jackson & Wogalter 2006, p. 25). Specifically, it assesses where the eyes fixate (where one looks); gaze duration (how long one looks); gaze shifts (how many times one revisits the information); and scanpath (the order in which one examines stimulus components) (Duchowski 2007).

Afterward, a researcher conducted cued retroactive think aloud interviews that allowed investigation of the research questions. Additionally, screen shots of the page(s) with risk information revealed the participants’ scanpaths and fixation points.

Summary of Findings
This study identified numerous familiarity categories related to consumers seeking, noticing and attending to risk information on a branded drug website. Where participants’ experienced a lack of familiarity, they rarely focused on risk. Instead, participants sought information regarding personal relevance and what the drug could do for them. Additionally, the data showed that familiarity most often acts as a foe to...
this process. Perceptions of familiarity with the condition (of seasonal allergies) and the product category (seasonal allergy drugs) were the most frequently cited forms of familiarity that negatively impact likelihood of seeking risk information for an unfamiliar brand. Familiarity could be “vicarious” whereby knowledge or experience is gleaned from others (e.g. family, friends, WebMD, online forums). A general mistrust of manufacturer advertising further hindered the pursuit of risk information. Many participants considered other users’ online comments to be more trustworthy and valuable.

The singular scenario that emerged where familiarity would prompt seeking any risk information, and thus act as a friend, involved the individual’s familiarity with his/her own health condition or that of a family member. Specifically, the participant identified another condition perceived as more hazardous than seasonal allergies that warranted monitoring or cited a prior (negative) drug reaction.

**Key Contributions**

These results suggest four implications for branded drug websites: give risk preeminence, highlight novel risks, introduce interactivity and educate consumers about the regulated “sell.”

Consumers are looking for a drug’s benefits, especially when exposed to an unfamiliar brand. Participants typically explored the website by starting at the top of the webpage and scrolling down. Once they found what they were looking for, they stopped looking further. By placing the risks prior to the benefits, hopefully consumers will at least fixate long enough to experience unfamiliarity and read the risks.

To create a sense of unfamiliarity as consumers scan the risk section, the novel risks should be placed prior to the more typical risks. Furthermore, the manufacturer should verbally and visually signal their novelty.

Interactive warnings can be successful in overcoming people’s familiarity beliefs (Wogalter et al 1995). Given the Internet’s inherent interactivity, another strategy could provide access to something desirable, such as user comments or a promotional offer, only after reading the risks.

Unregulated forums were seen as more credible than FDA-regulated pharmaceutical-sponsored sites. Although a few participants named the FDA’s role in drug regulation, the same attribution was not extended to marketing communication. Thus, consumer education might be helpful.

*References are available on request.*
Consumer Persuasion Knowledge and Third-Person Effect of Baseline Omission

Guang-Xin Xie, University of Massachusetts Boston
Jessie M. Quintero Johnson, University of Massachusetts Boston

Keywords: numerical baseline, omission neglect, persuasion knowledge, third-person effect

EXTENDED ABSTRACT

Research Question
Marketers often use numerical comparisons in promotional claims to signal superior product offerings. A potentially misleading practice involves omitting the reference point deliberately in order to make the focal claim more appealing—a persuasion tactic referred to as “baseline omission” in the present research. Building upon the theoretical framework of “third-person effect” (Davison, 1983), this research investigated the extent to which consumers perceive baseline omission as an effective persuasion tactic influencing their own and others’ purchase decisions. Importantly, the present research examined how consumers’ knowledge about this persuasion tactic affects the third-person effect in the case of baseline omission. This research also explored how the self- and others-perceptions influence consumer support for regulations to disclose base rate information.

Method and Data
Study 1 (n = 140) examined the effect of consumer persuasion knowledge on the third-person perception in response to the use of baseline omission. A 2 (self/others) × 2 (high/low-PK) between-subject experimental design was employed. Persuasion knowledge (PK) was measured as an individual difference variable. Participants read a text-only ad of a noise canceling headphone product in which the catchphrase contained a partial numerical comparison (i.e., 50% or more). Those in the “self” condition rated effectiveness of the numerical claim for themselves right after they read the ad. Those in “others” condition rated the effectiveness for others in general. Participants also reported their supportiveness to regulate the use of baseline omission, and then completed a 7-point PK scale (Bearden et al., 2001).

Study 2 (n = 153) employed a 2 (self/an average-person, within-subject) × 2 (PK: priming/control, between-subject) mixed experimental design, which allowed a direct comparison between the predictive effects of consumers’ inferences about themselves and others. Further, study 2 extended study 1 by examining the role of specific PK about baseline omission, while controlling for the potential effect of individual differences in numeracy. Participants were randomly assigned to one of two between-subject conditions to rate a fictions print ad of bottled water in which the catchphrase contained a partial numerical comparison (i.e., 60% more). In the PK priming condition, participants first read a text warning about the use of baseline omission in marketing, and then read the ad. In the control condition, participants read the ad directly without the priming task. All participants rated the effectiveness of the numerical claim on themselves and an average person. The order of these two measures (i.e., “self” first vs. “an average person” first) was counter-balanced. Participants also reported supportiveness of regulation, and then completed the subjective numeracy scale (Fagerlin et al., 2007).

Summary of Findings
Study 1 supported the hypothesis that consumers tend to believe that the use of baseline omission in numerical claims influences others’ purchase decisions to a greater extent than their own purchase decisions. The results also showed a moderating effect of PK such that the third-perception was more salient among high-PK participants than low-PK participants. In addition, high-PK participants appeared to be more supportive of regulations than low-PK participants. Study 2 demonstrated that perceived effectiveness on the self, rather than an average person, was associated with consumer support for mandatory disclosure of numerical base

For further information contact: Guang-Xin Xie, Assistant Professor of Marketing, College of Management, University of Massachusetts Boston (e-mail: vincent.xie@umb.edu).
rate information. Further, study 2 revealed a consistent pattern with study 1 in that the high-PK participants, as manipulated by a priming task, demonstrated strong third-person perception. The significant self/average-person difference in the control condition replicated the self/others difference shown in study 1. Individual differences in numeracy did not affect the third-person effect in study 2.

**Key Contributions**
The present research investigated perceived effectiveness of baseline omission—a potentially manipulative practice that involves omitting reference points in numerical claims deliberately. The findings supported the third-person perception and demonstrated that consumers’ concerns about the influence on themselves predicted their support to regulate the use of baseline omission. Importantly, this research sheds light on how persuasion knowledge may affect consumer inferences about susceptibility of the self or others differently, which adds new insights about the role of consumer knowledge in studying the third-person effect.

*References are available on request.*
Aggregating Potential Collective Action to Alleviate Drop-in-the-Bucket Despair

Adrian R. Camilleri, Duke University
Richard P. Larrick, Duke University

Keywords: prosocial behavior, choice, scale expansion, efficacy

EXTENDED ABSTRACT

Research Question
Marketing statements of the form “If X people all do Y action then Z outcomes will be achieved” are commonplace. However, there exists no specific research examining whether it is useful to describe potential behavioral outcomes, particularly those in the pro-social domain, using this basic structure, and why. The current research project aimed to remedy this gap.

A growing body of research in cognitive psychology and marketing shows that rescaling otherwise identical information can systematically change preferences (Burson, Larrick, & Lynch 2009). The scale expansion examples used in the existing literature have all been of a cognitive nature in that the scale change has been an aggregation over time (e.g., 1 vs. 1,000 days) or distance (100 vs. 1,000 miles). We tested a social scale expansion by aggregating over a large number of people (e.g., 1 vs. 1,000 persons). We propose that a core psychological factor upon which scale expansion operates is efficacy: belief in the ability to produce a desired or intended result. Our study therefore measured both individual and collective forms of efficacy and tested whether efficacy mediated the effect of scale expansion on preference.

Method and Data
We carried out two online experiments that allowed us to test the hypothesis that both cognitive and social scale expansion of potential efficiency savings would cause people to make more pro-environmental decisions. In experiment 1 we tested our predictions in the context of turning off one’s computer over night while not using it. In experiment 2 we tested our predictions in the context of unplugging one’s mobile phone charger when not using it.

In both experiments we found that people’s stated preferences to engage in pro-social actions were influenced by how potential savings were expressed. Specifically, we found that people were much more likely to prefer turning off an unused computer or unplugging an unused phone charger when the potential efficiency savings were aggregated over 1000 persons than over 1 person. Also as predicted, the impact of aggregating over a group of people was mediated, at least to some extent, by changes in both outcome and collective outcome efficacy (but not self and collective efficacy).

Summary of Findings
It appears that expanding the scale upon which information is presented can boost individuals’ beliefs about the contribution of their individual actions towards the group goal, in this case reducing carbon emissions and fighting climate change, and thus boost intention to act. As described in social cognitive theory (Bandura 1986) and the theory of planned behavior (Ajzen 1991), belief that one’s actions can impact upon one’s goals is crucial to initiate change. However, in the context of a social dilemma such as climate change, it is also important that one believes that one’s group’s actions can impact upon one’s group’s goals. It appears that aggregating over people is more effective at boosting this collective outcome efficacy, and thus more motivating in general when compared to a purely cognitive aggregation, such as aggregating over days, that nonetheless produces identical numbers.

Key Contributions
The practical implications of our results have direct policy and marketing implications for governments and firms trying to promote pro-social actions or products. These units should try to express potential outcomes, such as efficiency savings, as an aggregation across a large group of people. This may be more effective than simply aggregating across days or time, and certainly more effective than not aggregating at all.

References are available on request.

For further information contact: Adrian R. Camilleri, postdoctoral research scientist, Duke University (e-mail: adrian.camilleri@duke.edu).
Understanding Consumers’ Reactions to Overpackaging: An Exploratory Approach

Leila Elgaaied-Gambier, University of Cergy-Pontoise, France

Keywords: overpackaging, waste management, pro-environmental consumer behaviour, ethical consumer behaviour, cluster analysis

EXTENDED ABSTRACT

Research Question
While most studies dealing with waste reduction strategies at the consumer level focus on recycling, this paper aims at examining purchasing behaviours in order to understand how to promote waste reduction at source. More specifically, the purpose of this work is to grasp consumers’ beliefs and attitudes toward overpackaged versus non-overpackaged food products. How does the consumer perceive those products? What is the profile of consumers who reject/prefer overpackaged goods? Given the scarcity of the studies dealing with the topic of overpackaging and its effects on consumer decisions, an exploratory approach was adopted. A qualitative study first enabled to identify the relevant variables used in our second quantitative study which purpose was to build a typology of consumers based on their perceptions and choice.

Method and Data
Study 1 (qualitative study): Face to face semi-structured interviews were conducted among 11 individuals with diversified profiles (5 males and 6 females, aged from 24 to 55, with very different family and job situations). Most interviews lasted between thirty minutes and one hour.

Study 2 (quantitative study): The second data collection was conducted online among a diversified sample of 327 individuals who live in France. Males account for 55% of the whole sample, females for 45%; they are aged from 18 to 68 (mean = 36; SD=11.5); 22.9% of them live in a rural area, 35.2% in a suburban area and 41.9% in a city center.

Based on the analysis of the literature together with the results of the qualitative study, several variables were retained in order to establish the classification: attitude towards overpackaging, beliefs about non-overpackaged products, environmental concern and choice. Since yogurts emerged in the qualitative study as a relevant category of products regarding the issue of overpackaging, the quantitative study also focused on this specific type of food product. Respondents were asked to choose between two sets of four yogurts, both from the same brand; one is wrapped with extra cardboard, the other is not.

Summary of Findings
Study 1: Most of the themes that emerged from the respondents’ discourse have to do with the perceived functions of overpackaging. Among the respondents who think that the extra cardboard is useful, the reasons are very diverse. Some of them mentioned a protective function, others see it as an easier way for manufacturers to carry the product in large quantities. Many others perceive this extra packaging as a way to inform consumers about the characteristics of the product. However, the perceived role of marketing is not limited to highlighting certain characteristics of the product but also appears through the greater appeal of the product. A number of respondents also associate extra packaging with top-of-the-range premium brands. Finally, overpackaging appears to be associated with an environmentally unfriendly practice.

Study 2: Five profiles emerged from the cluster analysis: the supporters, the self-sacrificing, the detractors, the indifferent and the selfish. The ANOVA test is significant for all the variables used, which confirms that they are relevant criteria to distinguish between the groups. Overall, 55% of the participants chose the non-overpackaged yogurts. This share varies strongly among the clusters.

Key Contributions
Our results confirm that overpackaging tends to be associated with better quality and higher range level. Nevertheless this

For further information contact: Leila Elgaaied-Gambier, Assistant Professor, University of Cergy-Pontoise (e-mail: leila.elgaaied@u-cergy.fr).
extra packaging is also believed to generate bigger amounts of household waste and as a consequence it is perceived as an environmentally unfriendly practice. This wasting of natural resources, together with the idea that overpackaging is useless, leads certain consumers to avoid overpackaged products. Others, however, tend to prefer those products because of their perceived attractiveness. There seems to be no consensus over the real benefits of overpackaging. The major implication of this work was to identify different profiles of consumers based on theirs beliefs and behaviour.

References are available on request.
Research Question
Upon the loss of a loved one, individual and social sentiments are often focused toward the body, ritual ceremonies tend to revolve around the body, and decision making related to death-care consumption is affected by biological aspects of the body. Beyond making logistical decisions about the remains, bereaved loved ones must also somehow make sense of what it means to no longer have the physical presence of the deceased as part of their lives. Even after death, the body of the deceased passively experiences many additional sentiments. People touch it, talk to it, dress it, style it, display it, carry it, and honor it. Despite its passive contribution toward the observances, the body of the deceased somehow becomes the centerpiece toward which much attention is focused.

Bereaved family members or friends often must make pragmatic decisions about how to best handle the physical remains. This has both practical and emotional aspects. Practically, the decomposition process begins rapidly, and a reality of death is that the body cannot be maintained permanently. Emotionally, the disposition may be imbued with meanings somehow related to the deceased individual. The present research seeks to understand the process of how individuals make sense of body disposition.

Method and Data
To gain insights into how people make sense of body disposition, phenomenological interviews and projective techniques were employed (Thompson, Locander, and Pollio 1989; Belk, Fischer, and Kozinets 2013). Twenty-three interviews with consumers were conducted, including some who had planned funeral and burial services for their own future needs and others who had planned these services for a deceased loved one. These individuals hailed from 15 different states, they ranged from 37 to 78 years in age, and they identified with 16 diverse religious backgrounds. Each interview lasted approximately 60-90 minutes. Interviews included questions related to personal funerary experiences, end-of-life preferences, decision making processes, funerary expenses, and values.

Data analysis took place throughout data collection with iterations between the data and the relevant literature streams (Belk, Fischer, and Kozinets 2013). Individual interview files were reviewed, and close readings of transcripts took place. Themes within individual interviews were uncovered, patterns across interviews were identified, and emergent themes were related to theory (Thompson 1997). Throughout this process, the research team worked to understand the broader themes, their relationships, and their implications for theory and practice. As themes were narrowed and defined, informant quotes were chosen as representatives of each theme.

Summary of Findings
The interpretation of the data is structured around four major themes: (1) inseparable notions of life and death, (2) type of disposal as an expression of identity, (3) physical remains as inalienable wealth, and (4) viewing the body. Theme one...
explores the notion that people have difficulty separating ideas about what it means to be dead from their understandings of what it means to be alive. Theme two describes how the disposition of physical remains extends beyond the utilitarian need and into a more symbolic need to express identity. Theme three discusses the idea that physical remains, final resting places, and maintained memories may become part of a family’s inalienable wealth. Theme four examines the dispute regarding whether or not bodies of the deceased should be viewed by the living and how the viewing affects sense-making outcomes.

**Key Contributions**

This work extends our theoretical understanding of disposition. First, physical remains require disposition and detachment strategies, similar to material goods. Physical bodies that were once full of life are rendered lifeless; their value-in-use has expired. As the value of tangible bodies diminishes or expires, people who have claims to physical remains must negotiate disposition, its meanings, and its outcomes.

Second, identity of life after death is fluid. Through deliberate disposition choices, people may choose to symbolically fuse identities with and extend into other entities, such as people, pets, possessions, or places.

Our work informs public policy in two primary ways. First, it shows how our informants feel constrained by regulations. Some people are unable to care for their loved ones’ bodies in the ways they prefer, due to regulation. Perhaps, the legitimacy and necessity of these laws require further investigation. Second, we saw evidence of significant issues with misperception of funerary regulations. Protective regulation may only work if consumers are aware of their rights and capable of enacting them. The major recommendation for policy is to couple protective regulation with widespread consumer education efforts so consumers can truly protect their rights, with both the law and correct knowledge in hand.

*References are available on request.*
Choices Between Wood, Plastics, and Innovative Wood Plastic Composites: Do Consumers Accept Eco-Innovations?

Victoria-Sophie Osburg, University of Goettingen, Germany  
Micha Strack, University of Goettingen, Germany  
Waldemar Toporowski, University of Goettingen, Germany

Keywords: green marketing, environmental awareness, composite materials, eco-innovation, conjoint analysis

EXTENDED ABSTRACT

Research Question
Environmental problems and an increasing resource demand require efficient resource utilization. In this aspect, innovative materials such as Wood Plastic Composites (WPC) are promising, because they consist of the by-products of renewable resources, e.g., chipped wood. However, WPC are made of two opposing components, wood by-products and plastics. Yet few consumer studies have examined these eco-innovations, and they mostly indicated a low acceptance of WPC, especially for the ecologically aware customers (e.g., Jonsson et al. 2008; Weinfurter and Eder 2009).

The purpose of this research is to extend previous studies by examining consumers’ acceptance of WPC in relation to both solid wood and plastics. Generally speaking, green composite innovations are at the center of a continuum between two ‘old’ materials, one with the disadvantage of being environmental hazardous, and the other of being too expensive. We investigated if consumers perceive green composites as sustainable materials, regardless of their ecological orientation, by accepting the innovation at the center of the two evils’ continuum. Ecological awareness is conceptualized by two well established constructs: Awareness of Consequences (AC; Stern et al. 1993) and Environmental Concern (EC; Schultz 2001). We also explored whether appearance and price are further predictors of consumers’ acceptance.

Method and Data
An online survey was conducted with 198 German respondents ($M_{age} =25.47, SD = 3.41$) to determine the predictors of buying a wooden, WPC or plastic chair. Purchasing small furniture matched the expected younger age of the opportunity sample. A verbal description of the material and two photos illustrating the appearances were presented. AC and EC were measured with established scales (Ryan and Spash 2012; Schultz 2001). A choice-based conjoint analysis (CBCA) assessed the purchase intention (per participant 14 choice sets, consisting of two chairs and a no-choice option). The attributes included three material (plastics, WPC, solid wood), two appearance (synthetic, wooden surface), and three out of five price levels (40 €, 50 €, 60 €, 70 €, 80 €), the latter correlated with material reflecting current market offers.

A series of stepwise logistic regressions were used to compare different models. The dependent variable ‘choice’ was a dichotomous dummy (1 selected; 0 not selected). Model 1 included material’s effect code (-1, 0, +1), appearance (-1, +1), price (-1, 0, +1) and their interactions in a forward inclusion procedure; Model 2 added the material squared effect code (1, -2, 1); Model 3 the AC/EC total and their interactions with CBCA variables.

Summary of Findings
The predicted overall probability to choose WPC (0.33) lay in the center between solid wood (0.48) and plastics (0.21). In Model 1, appearance, material, price and the appearance × linear material effect interaction were significant predictors. Participants preferred solid wood over plastics (effect size Odds Ratio: OR 2.24), a wooden over a synthetic surface (OR 1.60) and a lower over a higher price (OR 1.05).

For further information contact: Victoria-Sophie Osburg, University of Goettingen, Germany (e-mail: Victoria-Sophie.Osburg@wiwi.uni-goettingen.de).
Model 2 supported the WPC center position; the squared material effect code and its interactions did not significantly influence the choice. The interaction of the linear material effect code × AC/EC was the only additional significant predictor in Model 3; the higher the AC/EC of the participant, the stronger was his/her preference for solid wood over plastics (Model 3 AC: OR 1.27; Model 3 EC: OR 1.20). AC and EC did not affect WPC position in the continuum (AC × material squared: p = .24; EC × material squared: p = .20).

Key Contributions
While traditional eco-friendly materials (solid wood) were preferred over environmentally-hazardous products (plastics), consumers’ choices for WPC lay in between solid wood and plastics. This even held true for the ecologically aware consumers. In the two evils’ continuum paradigm, they did not especially downgrade WPC because of their synthetic components. Hence, there is a greater market for WPC products than previous research had suggested.

The present study presents design recommendations and implications for the marketing of these materials. Consumers will accept WPC products if renewable resources are visible. A greater market growth will be possible with regard to the ecologically aware consumers if the environmental advantages are communicated and the eco-friendliness of WPC is further improved, e.g., by using recycled or bioplastics instead of fossil-fuel based plastics.

As the global resource demand continues to increase, the development of innovative eco-friendly materials is crucial in maintaining a balance between the economy and environment. Concerns about the rejection of sustainable innovations in the B2C market are premature and can be prevented by performing a consumer acceptance assessment that proofs the position of the composite at the center of the two old evils’ continuum, i.e., the more hazardous and the more expensive.

References are available on request.
Missing the Bandwagon: When Non-Normative Information Wields Influence

Michael R. Sciandra, University of Pittsburgh
Cait Lamberton, University of Pittsburgh
Rebecca Walker Naylor, The Ohio State University

Keywords: normative influence, bandwagon effects, recommendations, social influence, persuasion

EXTENDED ABSTRACT

Research Question
Research suggests that information about others’ actions play a powerful role in shaping our own attitudes and behaviors (Aarts and Dijksterhuis 2003; Cialdini, Kallgren, and Reno 1990; Hogg and Terry 2001; Kerr 1995). Harnessing the influential power of normative information, marketers and policy makers have used information on the actions of other individuals to alter consumer behavior. Descriptive norms have been used to curb the prevalence of binge drinking among college students (e.g., Haines and Spear 1996; Lewis and Neighbors 2006) and enhance environmentally friendly actions by consumers (e.g., Goldstein, Cialdini, and Griskevicius 2008. Similarly, in classic “bandwagon effects” reported by political scientists and economists (Bartels 1988; Granovetter and Soong 1986; Henshel and Johnston 1987; Nadeau, Cloutier, and Guay 1993), the actions of a majority generate substantial power to impact behaviors. In this research, we question whether there are situations in which information about what a minority of consumers has done (i.e., non-normative information) may be as influential as information on what a majority of consumers has done (i.e., normative information). In particular, we explore the role of consumers’ susceptibility to interpersonal influence (SII, Bearden, Netemeyer, and Teel 1989; McGuire 1968) in determining sensitivity to normative versus non-normative information.

Method and Data
We test the following hypotheses across three experimental studies:

H1: As SII increases, the relative advantage of normative information over non-normative information in generating conformity will decrease.

H2: Attentional cues to attend to normative versus non-normative information will moderate the effect of SII on conformity, such that:

a.) When no attentional cue is given, as SII increases, the relative advantage of normative information over non-normative information in generating conformity will decrease.

b.) When an explicit attentional cue is given, the relative advantage of normative information over non-normative information in generating conformity will be preserved.

In Study 1 we manipulate normative and non-normative information associated with an electronics purchase and asses the role of SII in prompting conformity. In Study 2 we further probe the interplay between consumer SII and normative cues using an ethically-based decision and normative cue manipulation. Study 3 examines the impact of attentional cues emphasizing normative and non-normative information, demonstrating process via moderation as advocated by Spencer, Zanna, and Fong (2005). We close by discussing the results of a fourth, correlational study undertaken to isolate demographic characteristics associated with SII.

Summary of Findings
Our three experimental studies demonstrate that the power of normative appeals versus non-normative appeals varies systematically with consumer characteristics. Lower susceptibility-to-interpersonal influence individuals act in accordance with the principle of social proof (Cialdini 2009) and are more persuaded by normative as opposed to non-normative information. However, we show that as SII increases, consumers show less differentiation in their response to norm-
normative versus non-normative information; for higher SII individuals, non-normative information can be just as influential as normative information. Further, we show that this effect is driven by a failure of high SII individuals to pay attention to whether information about others’ behavior is normative or non-normative. The results of a fourth study show that SII has reliable demographic correlates, which would allow marketers and public policy makers to target messages based on SII.

**Key Contributions**

This work provides a number of novel theoretical insights. First, we extend knowledge surrounding the consumer SII construct (Bearden et al. 1989) by showing that a tendency to overlook whether information on relevant others is normative or non-normative can lead high SII individuals to comply with positions deemed unlikely by prior research. Second, our research adds to the bandwagon literature in political science and economics, which acknowledges the persuasive power of rising consensus on individual behaviors (Bartels 1988; Granovetter and Soong 1986; Henshel and Johnston 1987; Nadeau et al. 1993). Interestingly, there is inconsistent evidence about whether the efforts to build a crowded bandwagon are worthwhile (e.g., Daschmann 2000; Dizney and Roskens 1962; Myers, Wojcicki, and Aardema 1977). Our findings indicate that part of the inconsistency in past results may be because normative cues do not affect all consumers in the same way. We find that lower SII individuals acknowledge and utilize normative cues, leading to behaviors consistent with the bandwagon effect. Conversely, higher SII individuals appear highly sensitive to the actions or recommendations of other consumers, regardless of whether the behavior is exhibited by a majority or minority of others.

*References are available on request.*
Research Question
Using the theoretical underpinnings of the Persuasion Knowledge Model (Friestad and Wright 1994) we specifically investigate the role of advertising disclosure modality and cognitive load (Lang 2000) on parents’ recognition of an advergame as a form of persuasive communication and the subsequent impact on their attitudes toward regulating advergames. Based on extant literature we offer three hypotheses.

H1: Parents exposed to a dual modality ad-disclosure treatment will favor more regulation of children’s advergames than parents exposed to a single modality ad-disclosure treatment.

H2: Parents exposed to a single modality ad-disclosure treatment will favor more regulation of children’s advergames than parents exposed to a no ad-disclosure treatment.

H3: Parents’ cognitive loading will be negatively associated with favoring the regulation of children’s advergames.

Method and Data
We conducted a 3 (advertising disclosures: no disclosure vs. single modality vs. dual modality) × 2 (cognitive loading: loaded vs. unloaded) between subjects online experimental design. Two hundred and seven parents with children between the ages of 7 and 11 participated with the final sample consisting of 202 parents. We utilized a Pop-Tarts® Toasty-Turvy advergame appropriated from an existing child targeted gaming website (http://www.poptarts.com/games) owned and operated by Kellogg’s of North America. The no disclosure condition (control) featured the advergame as it appeared online (i.e. with no advertising disclosures). The single modality (print only) ad-disclosure treatment featured a text “crawl” in an HTML environment below the game-play screen, which stated, “Hi kids! This game is an advertisement” (c.f. WGAW 2008). The dual modality (print and audio) ad-disclosure had an audio clip simultaneously restating what appeared in the text crawl.

Parents receiving the cognitive load treatment were assigned the task of remembering and later recalling a randomly generated 13-digit number sequence. The cognitive load treatment occurred before participants were routed to the advergame. Prior to playing the advergame, parents were instructed to not to write the number sequence down and that they would be asked to recall the number sequence after playing a game.

Summary of Findings
In support of hypothesis 3, parents who experienced low(er) levels of cognitive load were in more support that advergames need to identify themselves as advertising compared to parents who experienced high(er) levels of cognitive load. However, in terms of attitudes toward regulating advergame content, the effect of cognitive load was attenuated by disclosure modality such that dual modality resulted in less favorable attitudes toward regulating advergame content compared to single modality.

For further information contact: Nathaniel J. Evans, Assistant Professor, University of Georgia (e-mail: nevans4@uga.edu).
In partial support of hypothesis 2, among parents who experienced high(er) levels of cognitive load, single modality resulted in more favorable attitudes toward regulating advergame content compared to no disclosure. Also, while not significant at the .05 level ($p = .081$), results for single modality suggested more support that advergames need to identify themselves as advertising compared to no disclosure.

In contrast to hypothesis 1, among parents who experienced high(er) levels of cognitive load, dual modality resulted in less favorable attitudes toward regulating advergame content compared to single modality. Additionally, dual modality resulted in less support that advergames should identify themselves as advertising compared to single modality.

**Key Contributions**

We offer three important public policy contributions. First, we question the superiority of dual modality disclosures in advergames. This study found, contrary to the extant literature, that single modality was superior to dual modality in terms of a disclosure that identified the children’s advergame as a form of advertising.

Our second public policy implication relates to the FTC’s recent concern of consumers’ ability to effectively differentiate advertising content from regular content (FTC 2013). We suggest that covert advertising environments like advergames require more cognitive resources to successfully navigate compared to traditional advertising formats (Panic et al. 2013). The cognitive resources one might use to effectively differentiate advertising content from entertainment content are perhaps allocated to game navigation instead.

What these two major contributions point toward is a need to include advergames in the larger conversation concerning native advertising. Much in the same way that sponsored content is integrated into editorial content, advergames masquerade as entertainment content. We argue that advergames, because they blur entertainment content with commercial content, are a form of native advertising. Our findings demonstrate that advergames have the potential to confuse consumers and inhibit their ability to accurately differentiate advertising content.

*References are available on request.*
It’s All in the Game: Parents’ Knowledge and Attitudes Toward Children’s Mobile Advergames

Elizabeth Taylor Quilliam, Michigan State University
Sookyong Kim, Michigan State University
Mengtian Jiang, Michigan State University
Nora J. Rifon, Michigan State University

ABSTRACT

Mobile advergames, branded games provided on smartphones and tablets, are gaining popularity. As with online advergames, these new games integrate brand identifiers in engaging and playful ways. While advergames targeting children have raised concerns about the types of products promoted and the hidden nature of the brand messages, parents and policy makers may not yet recognize mobile advergames. We analyze parental awareness, familiarity, and attitudes toward mobile advergames within the framework of parental style theory. Results of a national survey of more than 1,000 parents are reviewed, and implications for public policy and future research are discussed. References are available on request.

For further information contact: Mengtian Jiang, Michigan State University (e-mail: jiangme2@msu.edu).
"Daddy, Let Me Play on Your iPhone!": Parental Attitudes Toward Child-Targeted Mobile Applications and Advertising

Elise Johansen Harvey, University of Nebraska–Lincoln
Les Carlson, University of Nebraska–Lincoln

EXTENDED ABSTRACT

Technological breakthroughs and advances have allowed consumers to become more connected than ever and allowed marketers to reach the consumer at nearly anytime, anyplace on a personal level. The introduction of mobile devices with smart technology has made the connection between people and marketers even more constant. At any given time, the consumer has access to vast amounts of information via their mobile device as well as access to entertainment, which comes in the form of games and application available for download. With this increased integration of mobile application into adult consumers’ lives, also comes increased integration of the technology into children’s lives and, with it, the opportunity for child-targeted advertising on mobile applications. Nearly half of the children, ages two through 14, in the U.S. have access to mobile applications (Frazier 2012). In 2011, parents spent an astounding $1.5 billion on children’s mobile application-related purchases, 61% of parents said that they used a mobile device to occupy their children, and nearly 60% of parents had downloaded an application for use by a child.

There is a wealth of literature on child-target television advertising, yet mobile advertising is fundamentally different from the focus of this research. Such differences include involvement, interaction, and embeddedness. While several generations of children and parents have been socialized to understand television advertising, the newness of the mobile medium does not allow yet children or even parents to fully understand mobile advertising.

Given the penetration of mobile applications and lack of research in the area, this study’s purpose is to fill the gap that this new interactive, embedded media of mobile applications presents by beginning to understand the views of an important stakeholder in the equation—parents. We gain insights into parents’ attitudes towards child-targeting mobile advertising, monitoring practices, and regulation. Given the fundamental differences between mobile advertising and television advertising that most research has focused on as well as the huge increases in child usage of mobile apps and vast number of parents who use the apps as distractions, the topic is an important one to consider and understand. Public policy makers, in particular, need to understand the views of parents as they consider what actions should be taken, if any, to address child-targeted mobile advertising.

Qualitative depth interviews were employed to examine this issue; the sample for the interviews was a purposive, convenience sample of 10 parents with at least one child under the age of 12 who owned a smart mobile device. Both mothers and fathers were interviewed, but mothers made up the majority of the sample. The children of the participants ranged in age from one to ten and included both males and females. The participants were asked about their child’s use of mobile applications, attitudes toward mobile application use by children, awareness of potential exposure to advertising through use, monitoring of and interactions while children’s mobile use, paid no-ad versions of applications versus free ad-based versions, and responsible parties in terms of protection and regulation. The interview data was analyzed using an iterative, thematic coding approach utilizing qualitative analysis software.

The interviews provided insights into how parents view mobile applications and advertising. Though the all of the parents in the sample had downloaded applications for their children to use, all other factors varied among parents. For example, some parents were not aware that mobile applications often offer a paid version with no advertising as well as a free version that does have advertising. The process of choosing applications, monitoring strategies, and types of
applications used were mixed among the participants. In many cases parents were involved in some way in terms of choosing applications to download, and typically parents idealized educational applications, while acknowledging that they do not limit their children to educational apps. Parents expressed concern for mobile advertising, but they indicated that several factors reduced the concern and increased control over exposure—age, app selection strategies, and monitoring strategies. Also varied were the attitudes toward regulation of child-targeted mobile advertising; however all of the parents in the sample attributed ultimate responsibility of protecting children from mobile advertising to the parents themselves.

The results of this study follow the results of similar studies regarding children’s advertising in other mediums—they are mixed. Some parents closely monitor their children’s use of mobile applications. Others do not. Some parents want to avoid exposing their children to mobile advertising. Others do not. Some parents favor regulation. Others do not. Almost all parents admitted that they felt inadequate in terms of knowledge about mobile applications and apps and expressed a desire for education and information, especially from app providers. Given that all of the parents agreed that parents have the ultimate responsibility when it comes to mobile advertising and their children, this result may have the greatest potential to impact actions of public policy makers. Understanding how parents view mobile advertising to children is the first step in understanding how to guide policy to be in-line with parental expectations.

References are available on request.
Antitrust and Product Strategy: A Consumer Choice Conceptualization

Ross D. Petty, Babson College

Keywords: product strategy, antitrust, legal issues, consumer choice

EXTENDED ABSTRACT

Research Question
The antitrust literature tends to focus on detailed analysis of specific legally defined practices that often are not consistently defined. As a result courts and commentators occasionally are criticized for analyzing real world behavior as one practice when the behavior actually better fits the definition of a different practice. Neither the courts nor the secondary antitrust literature attempts to define product strategy and distinguish it from related pricing and distribution tactics.

In addition modern antitrust analysis still tends to focus on consumer welfare loss caused by reduced output and higher prices of particular product markets when market power is exercised. This paper proposes a consolidation of the various legally defined practices into a simplified set of three product tactics that raise antitrust implications. It analyzing these three tactics based primarily on the reduction of consumer choice rather than solely on price effects.

Method and Data
This paper primarily examines antitrust court decisions (and a few current disputes) that focus on potentially anticompetitive product tactics. It also examines related antitrust commentary and analysis in the legal, general business and marketing disciplines.

Summary of Findings
This paper proposes three broad categories of product tactics to replace the myriad of poorly and legally defined behaviors as the primary means of analyzing antitrust challenges to various product-related tactics and strategies: Lock-ins, Lock-outs, and Hold-ups. The antitrust analysis of these three tactics asks the question whether use of the tactic in a particular market context significantly reduces available consumer choice beyond the choices that would have occurred in a competitive market without the use of the product tactic(s) in question.

Key Contributions
This paper contributes to the antitrust and consumer choice literature and the antitrust literature more generally by addressing the neglected area of antitrust and product strategy. It proposes to replace the current system of inconsistent definitions of tactics with a new antitrust conceptualization consisting of three intuitively defined categories of product tactics that may raise antitrust concerns. Prior antitrust court decisions and current antitrust challenges seem to fit well within this tripartite conceptualization. The three proposed categories of product-related tactics of possible antitrust concerns should be useful both to antitrust policy makers and to business executives seeking to understand and manage their antitrust exposure. This proposal is consistent with calls for antitrust analysis to exercise greater emphasis on consumer choice and less emphasis on static price and consumer welfare concerns.

References are available on request.

For further information contact: Ross D. Petty, Professor of Marketing Law and Faculty Scholar, Babson College, Division of Accounting & Law (e-mail: petty@babson.edu).
The False Claims Act in the Pharmaceutical Industry: An Overview of Settled Cases and Future Policy Recommendations

Mary E. Schramm, Quinnipiac University
Jennifer L. Herbst, Quinnipiac University
Angela Mattie, Quinnipiac University

Keywords: pharmaceutical industry; False Claims Act; off-label promotion; fraudulent marketing

EXTENDED ABSTRACT

Research Question
The False Claims Act (FCA), which targets fraudulent activity against the federal government, is the government’s primary tool for fighting fraud (U.S. Government 1986). The FCA’s qui tam provision enables private citizens (called relators) who have witnessed fraudulent activity to file a lawsuit on behalf of the government. If successful, a relator can receive up to 30% of any award or settlement recovered from the defendant. The healthcare industry is not exempt from the application of the FCA to address fraudulent activity; the U.S. Department of Justice (DOJ) collected a number of its largest settlements under the FCA’s qui tam provision from pharmaceutical firms (Winslow 2009). This research first reviews cases settled under the FCA between 2005 and 2012. Then, structural change in the pharmaceutical industry is considered to provide context for the industry’s engagement in aggressive marketing behavior despite the risk of legal action by the federal government. This review establishes the basis for developing policy recommendations potentially leading to a better balance among the interests of industry, government, and the medical profession including: improved financial performance for the pharmaceutical industry; reduced spending in Medicare and Medicaid programs; and improved patient care through greater pharmaceutical industry compliance with government laws and regulations.

Method and Data
FCA cases from the pharmaceutical industry were reviewed to gain detailed knowledge of FCA cases at the firm and brand level to project the strategic intent of the firms’ aggressive marketing practices. The list of FCA cases from 2005 to 2012 was compiled by accessing the Department of Health and Human Services’ (DHHS) Corporate Integrity Agreements website, the quitamhelp.com website, and annual reports published by the DHHS Health Care Fraud and Abuse Control Program. Case details were found in DOJ press releases, DHHS annual reports, and/or case documents obtained through the U.S. federal judiciary’s Public Access to Court Electronic Records (i.e., PACER) database. To indicate each brand’s position in the product life cycle when the alleged illegal activity occurred, the FDA approval date was gathered from the FDA’s Orange Book website as a proxy for the drug’s introduction date; drugs are typically introduced shortly after receiving FDA approval.

Summary of Findings
A total of 51 FCA cases settled against firms in the pharmaceutical industry were identified. Because of missing information or sealed documents, 18 cases were eliminated from the review leaving 33 cases involving 42 brands of drugs. Across the cases reviewed, kickbacks and improper pricing practices are reflected in 33% (n=11) of the cases, while off-label promotion is reflected in 52% (n=17) of the cases. A combination of non-compliant activities occurred in 15% (n=5) of the cases. Kickbacks and improper pricing practices represent illegal market penetration strategies used by pharmaceutical firms to increase revenue by expanding market share in current target markets. Off-label promotion of drugs

For further information contact: Mary E. Schramm, Assistant Professor of Marketing & Advertising, Quinnipiac University (e-mail: mary.schramm@quinnipiac.edu).
is a potentially illegal market development strategy where pharmaceutical firms market drugs to a new patient segment, for example: indications, dosages, or patient populations (e.g., children) not approved by the FDA (Danzis 2005). To legally promote a drug for a different indication, the firm must first seek FDA approval after conducting additional clinical trials. Firms implement market development strategies for drugs currently on the market (prior to patent expiration) in order to accelerate the drug’s financial performance. In 48% (n = 16) of the cases reviewed, alleged fraudulent marketing tactics occurred within the first year that the brand was introduced, or very early in the 14-year period before the drug’s patent expires.

**Key Contributions**

Structural changes have made it more challenging for pharmaceutical firms to meet financial goals. As the tension between the industry’s need to meet financial performance expectations and the government’s need to ensure patient safety and proper payment of funds is considered, the authors suggest a change in law which would allow pharmaceutical firms to disseminate truthful and not misleading information regarding off-label uses of drugs. This change would improve the balance among the interests of industry, government, and the medical profession and support improved industry compliance with laws regulating the promotion of drugs. In turn, reduced industry non-compliance would allow the government to maintain its commitment to safe and effective use of drugs and result in cost savings as fraudulent activity decreases. Allowing pharmaceutical companies to promote drugs for off-label use, supported by clinical evidence, has the potential to accelerate revenue since firms would have the opportunity to legally expand the market for the new drug prior to receiving FDA approval for the indication. The resulting improvement in financial performance has the potential to drive higher returns on firms’ new drug investment and, in return, generate more funding for new drug development projects and corporate growth.

*References are available on request.*
An Exploratory Study of Reality Television and Potential Public Policy Implications

Christine M. Kowalczyk, East Carolina University
Alexa K. Fox, University of Memphis

Keywords: reality shows, perceptions, persuasion knowledge, public policy

EXTENDED ABSTRACT

Research Questions
Various issues regarding television viewership have been widely studied in the marketing literature, including media violence, children’s programming, and advertising regulation. Viewers have increasingly turned their attention to a new genre of television entertainment: reality television (“TV”), which is characterized by ordinary people, as opposed to professional actors, who serve as the main characters of a television program (Reiss and Wiltz 2004). Albeit its popularity, many have criticized the programs for creating “celebrities” and not capturing the “reality” of the participants (Jackson 2013). No regulations by broadcasters or the U.S. government have been passed to standardize reality TV programs. Although reality TV is highly contested among viewers and the media, it is unclear how viewers perceive these programs. Hence, the purpose of this exploratory study is to begin to understand consumer attitudes toward reality shows, with an emphasis on the potential antecedents to these attitudes, including perceived realism, authenticity, and skepticism. By understanding these antecedents, marketers can better understand the implications of reality show programming within the nature of public policy.

Method and Data
Business undergraduate students at several universities in the southeastern United States were recruited to take an online survey in exchange for extra credit. The questionnaire assessed consumers’ perceptions of realism, skepticism, authenticity, and attitudes toward reality TV programs, as well as persuasion knowledge and the need for broadcaster and government regulation of reality shows. All measurement items were adapted for the reality TV context.

A total of 190 usable surveys were completed. Approximately 51% of the respondents were male and 76% were Caucasian. Respondents ranged from 20 to 59 years of age, with a mean of 23 years, which is aligned with the target age of reality television viewers.

In order to test the overall viability of the proposed model, the sample covariance matrix of the observed variables was used as input into AMOS 20. The fit statistics indicate that the model fits the data well ($X^2 = 1680.3$, $p = .000$, RMSEA = .06, CFI = .92). The model explains 89.5% of the variance in attitudes toward the reality show, 20.2% of the variance in need for government regulation, and 43% of the variance in need for broadcaster regulation.

Summary of Findings
Results indicate that perceived authenticity (skepticism) of reality shows positively (negatively) impacts attitudes toward reality shows, and that attitudes toward reality shows mediate the relationships between consumer perceptions of (a) authenticity and (b) realism and need for broadcaster regulation. Furthermore, persuasion knowledge negatively (positively) moderates the relationship between perceived authenticity (skepticism) and attitudes toward reality shows. By understanding these antecedents, marketers can better understand the implications of reality show programming within the nature of public policy.

Key Contributions
Results of the exploratory study suggest that broadcasters should seek to maintain perceived authenticity in order to reduce viewer skepticism and strengthen overall attitudes of the reality genre. Additionally, reality TV viewers may prefer broadcasters to take more responsibility for the content they choose to air. Marketers should increase broadcasters’ awareness of the importance of consumers’ perceptions of reality shows and work with public policy makers to create...
standards that protect both consumers and broadcasting networks. Our results also extend the persuasion knowledge construct to the reality TV context. As consumers increase their persuasion knowledge, they are less likely to believe the content portrayed in the reality programs.

Despite their popularity, reality shows have received little attention in the marketing literature. As reality programming becomes more prevalent, the idea of scripted reality shows may become a notion of the past, and the FTC may consider creating regulations to control the authenticity of these programs. However, it appears that viewers favor broadcasters’ regulation of reality programming instead of the government. Reality shows are now a staple in American television programming, and we encourage marketing and public policy scholars to continue to study whether it should be regulated for consumers’ protection.

References are available on request.
Global gambling expenditure has grown from $US 237 billion in 2004 (Dresdner, Kleinwort, Wasserstein, 2005) to US$ 430 billion in 2012 (Global Betting and Gaming Consultants 2013) due primarily to the liberalization of gambling policy in the US, Canada, UK, Europe and Asia. Slot machines typically account for the largest share of gambling expenditure in most of the markets in which they are legal. For example, approximately 60% of total gambling revenue in Australia (Productivity Commission, 2010) and the US (Quinn 2009) are derived from slot machine play. In the US, over 830,000 slot machines in Indian and commercial casinos provide approximately 70% of casino revenue (Stewart 2010).

In service-based economies such as the US, casinos (and other venues that house gambling products) can be seen as labour intensive employers making large capital investments with multiplier effects that stimulate an area’s tourism, local businesses and employment. US Indian and Commercial casino operations have grown to be a substantial industry segment employing approximately 1,045,098 people who earn $42.15 billion and the casinos pay taxes in the vicinity of $20.33 billion (American Gaming Association 2013; Meister 2012). By comparison, the US car industry employs approximately 700,000 people (Bureau of Labour Statistics 2011) and receives an estimated $80 billion in subsidies following the global financial crisis (McIntyre, 2012; Cassidy, 2012; Reuters 2012).

The US gambling lobby claims a wide range of goods and services are consumed outside gambling and so bring additional economic and social benefits to surrounding areas. To demonstrate this, non-gaming revenue on the Las Vegas Strip in 2008 accounts for more than 60 percent of total revenue (American Gaming Association, 2013). Decreasing welfare payments, unemployment rates and unemployment insurance are further identified as positive outcomes of US casino gaming (National Opinion Research Center, et al. 1999; National Gambling Impact Study Commission, 1999).

Regardless of the claimed socio-economic benefits, gambling products, and particularly slots, are regarded as an immoral consumer vice (Meier, 1994). Researchers often allege that slots are the major driver in increasing the prevalence of problem gambling (e.g., Abbott 2001; Carr, Buchkoski & Morgan 1996; Dickerson et al. 1997; Shaffer & Hall, 2001; Volberg 1994; Abbott, Storier & Stubbs, 2009). Further, the onset of problem gambling is claimed to occur fastest when slot machines are the primary form of gambling (Breen & Zimmerman, 2002). It is alleged slots more easily lead to harm than other gambling products because of the regular, prolonged and continuous participation and an element of skill or perceived skill (Binde, 2011; Walker, 1992). In short, slot machines have the reputation as the “crack cocaine of gambling” (National Gambling Impact Study Commission, 1999; Illinois Institute for Addiction Recovery 2006; Liebman, 2005).

Depending on the time, place, measures and research methodology, it is estimated possible pathological gambling affects between 0.2% and 3.5% of the adult population (e.g., Productivity Commission 2010; Shaffer, Hall & Bilt, 1997; Stuki & Rihs-Middel, 2007). Problem gambling initially causes harm when gamblers lose their readily available assets. In some instances, after pursuing all legally viable options, gamblers then become involved with crime (Queensland Government 1995; Meyer & Stadler, 1999). The crimes allegedly associated with problem gambling...
including forgery, theft, embezzlement, drug dealing and property crimes to pay-off gambling debts (Jacobs 1998, citing Minnesota State Planning Agency 1992). An estimated 31% of men and 22% of women problem gamblers have been involved with the theft or misappropriation of money or other illegal activity that was gambling related (Queensland Government 1995). Problem gambling may also lead to family problems, legal and employment troubles and psychological distress including suicide (Petry & Armentano 1999). It is also thought that 70% of problem gamblers suffer from depression and approximately 20% contemplate or attempt suicide (Conway, 1998). Not only are gamblers directly impacted but it is claimed that gambling can damage the lives of friends and families of problem gamblers (Culleton 1989; Lesieur 1989), often affecting between five and ten people (Kelly 1998). The costs of problem gambling in the US have been estimated to be $US75 per adult per year (Grinols & Mustard, 2006). In Australia, the Productivity Commission, (2010) estimates the social cost of problem gambling is at least $4.7 billion a year.

Gambling occurs in nearly all cultures and period of time. Providing for the regulation of gambling is a necessary action for government; however, it is highly complex and controversial. While many gambling jurisdictions across the world are experiencing significant increases in gambling expenditure brought about by liberalising policy, by contrast, the Australian marketplace is in a mature phase of its life cycle and is witnessing a contraction in slot machine numbers and real per capita expenditure. This paper uses morality and consumer theories to consider the literature relating to gambling consumption, slots and allegations of consumer harm. The analysis of the available data over time leads to the proposal of a theory called the mature market hypothesis that helps to explain the decline in problem gambling over time that is inconsistent with the prevalence of problem gambling.

In the mature EGM market characterized by high levels of repeat purchase, it may be reasonably concluded that EGM consumers, and those who choose not to consume EGM products, have a high level of knowledge (from direct, vicarious and environmental learning) and are informed about the possible outcomes claimed to be associated with EGM consumption. This suggests that those who choose to consume EGM products do so with considerable foreknowledge. Over time, consumers adapt to the consumption experience by protecting themselves from the alleged negative effects associated with gambling (Shaffer, Hall, Bilt, & Vander, 1999). When data over time are considered, it is clear there is a sustained downward trend in problem gambling prevalence in Queensland, Victoria and Australia. If there was ever a positive relationship between EGM numbers and problem gambling, then that relationship no longer exists. Similarly, over time, the best available evidence shows there is no relationship between expenditure on EGMs and problem gambling prevalence. By the best available evidence, it means, the data from Queensland that is considered the best available.

This may be a manifestation of social learning whereby consumers have expanded their knowledge and skills rapidly through information conveyed by a rich variety of learning. There are other possible explanations or predictors of gambling that need to be considered. For instance, the Victorian wave two study identifies a number of variables associated with increasing risk to problem gambling. Any model that seeks to predict problem gambling should include the variables identified in wave two: otherwise the model is likely to be specified in any relationships identified may be incorrect. This could be because the relationship between EGMs per capita and problem gambling is not simple, or is spurious. This finding is consistent with the considerable body of knowledge that posits problem gambling is a mental disorder, problem gamblers consume more than one form of gambling and not all problem gambling is related to EGMs.

References are available on request.
Are Students Tightening Their Belts? Student Income and Spending Patterns in Turbulent Economic Times

Melissa Bublitz, University of Wisconsin Oshkosh
Birgit Leisen Pollack, University of Wisconsin Oshkosh

Keywords: student loan, recession, income, spending

EXTENDED ABSTRACT

Research Question
During economic recessions consumer attitudes toward spending undergoes change. Consumers decrease their spending and “tighten their belts” in response to both realized changes in their income as well as in anticipation of harder economic times (Petev and Pistaferri 2012). During the most recent recession in 2008-09, consumers decreased their spending overall including durable and non-durable goods as well as their spending on services (Petev and Pistaferri 2012). In addition, spending remained depressed well into 2009 lasting more than 15 quarters after the official start of the recession and into the recovery period (Petev and Pistaferri 2012). We investigate if this behavior also applies to the student subgroup of the population. To this end, student income and spending patterns are investigated for pre-recession, recession, and post-recession years.

Method and Data
Data were collected from six cohorts of traditional business students (juniors and seniors) enrolled at a Midwestern university. The time frames for data collection began in 2004 before the start of the great recession and continue through the recession of 2008-09 and into the recovery period with the final round of data reported here from the 2012-13 academic year. Through a self-administered questionnaire participants provided their best estimate of their sources income including money they earned, money they received from their parents and other gifts sources, as well as money they borrowed from student loans. In addition, students provided estimates of their monthly spending in five categories: housing, food and beverages, transportation, personal expenses, and entertainment.

Summary of Findings
We analyze student income from various sources across the six data collection periods. The key findings from this study are two-fold: (1) we observed a decline in take-home pay from the pre-recession cohorts to the recession cohort and then again to the post-recession cohorts. To compensate for this loss, students increased the amount of student loans they took out to keep their total income steady. (2) We observed only small shifts in spending patterns for the various cohorts, spending on some items slightly increased (e.g., rent/utilities) while others slightly decreased (e.g., parties and bars, restaurants) during and after the economic recession.

Key Contributions
The findings suggest that while students did experience a loss of personal income during the 2008-09 economic recession, unlike most consumers, student spending overall did not change significantly in response to the recession. We hypothesize that one contributing factor was that access to alternative sources of income through student loan programs allowed students to subsidize their personal income to maintain their lifestyle and spending during the recession. However, this shift in the income source will cost students more in the future as their total debt burden is higher than that of students that graduated in years prior to the great recession.

References are available on request.

For further information contact: Melissa Bublitz, Assistant Professor, University of Wisconsin Oshkosh (e-mail: bublitzm@uwosh.edu).
Homeowners’ Risk Perceptions

Ozgun Atasoy, Boston University School of Management
Remi Trudel, Boston University School of Management
Patrick Kaufmann, Boston University School of Management

Keywords: home buying, risk, financial decision making

EXTENDED ABSTRACT

Research Question
Buying a house involves serious financial risks. Volatility of home prices is one of the important sources of risk. A decrease in home prices wipes out many homeowners’ life savings. People buy homes that they would not normally consider in anticipation of increasing home prices. This often leads to losses because home price changes are not very predictable. Many potential homebuyers see that they are priced out of the market when home prices rise. A sharp decline in home prices often catch people by surprise, as it did in 2008. Such sharp price adjustments are in fact very common, and every time they happen, they cause great financial distress for many homeowners. Between 2005-2008, home prices fell by 32% on a national basis. In 2008 alone, home prices fell by 18%

Buying a home is the biggest financial decision most people ever make. It is extremely important for household finance as well as the national and global economy. U.S. home ownership rate stands at 67.3 percent; 81.9 percent of household debt is related to residential property. If we better understand home-buying decisions, we can improve people’s lives through better informing consumer decisions and devising better market arrangements. Yet, our knowledge about bigger consumer decisions, such as home buying, is very limited.

How do people assess the risks of buying a house? The purpose of the current research is to empirically test for an underestimation of home-buying risk.

Method, Data, and Summary of Findings
To test this hypothesis, we ran online experiments with Amazon Mechanical Turk participants. Experiment 1 showed that on average people erroneously predict that the price of a particular home is less volatile than an index fund following S&P 500, which is a diversified financial asset that is tied to the U.S. market. Even when well diversified, people seem to think of stocks as more risky investments than homes. Experiment 2 showed that diversification has different effects on risk perception, depending on whether the diversified asset is a home or a stock. As expected, a mutual fund of stocks was perceived to be less risky than a single stock. In contrast, diversifying in the real estate domain via a real estate investment trust increased perceived risk. A diversified portfolio of homes feels like another intangible asset; so the perceived risk actually increases. A moderated mediation analysis with assessments of tangibility as the mediator was consistent with this explanation. In Experiment 2, people evaluated the riskiness of assets separately. We suspected that, in joint evaluations too, people would pick a single home as the safer option. Experiment 3 confirmed our prediction. When given the option to pick either a home or a real estate investment trust, people tended to pick the home when their objective was to make a safe, low risk investment. They tended to pick the real estate investment trust when their objective was to make a high return investment and they tolerated risk.

Key Contributions
Our results suggest that people underestimate the risks involved in buying houses and the underestimation stems from the tangibility of homes. When the tangibility is lost perceived risk increases even if a rational assessment requires a reduction in risk. We believe that these insights might inform the regulation of the housing markets, which are plagued by deep and frequent downturns.

The government has been promoting home ownership through tax incentives and other means. This may be dangerous policy when the public underestimates the risks they are taking. Also, insuring against price risk for homeowners is still rare. A good public policy target may be to increase the use of such insurance.

References are available on request.

For further information contact: Ozgun Atasoy, doctoral student, Boston University School of Management (e-mail: ozgun@bu.edu).
The Effect of Attributional Retraining on Consumer Credit Card Debt

Mohammed El Hazzouri, Mount Royal University, Canada
Kelley Main, University of Manitoba, Canada

Keywords: attributional retraining, debt, credit cards, self-sufficiency, control

EXTENDED ABSTRACT

Research Questions
Estimates hold that Americans owe nearly $11.28 trillion dollars in consumer debt as of September 30 2013 (Federal Reserve Bank of New York, 2013). The total credit card debt reached $672 billion at the end of September 2013 (Federal Reserve Bank of New York, 2013). Even undergraduate students, a group that barely has a credit history, are showing warning signs of trouble as credit card debt for this group is estimated to be around $3000 (Fidelity Investment, 2013). Unfortunately, existing research offers little insight on means of helping consumers better manage their finances. In our research, we investigate how attributional retraining alters consumers’ behaviors towards accumulating debt.

Attributional retraining (AR) is an intervention that increases the extent to which individuals believe they have control over an unstable cause, thus increasing their propensity to achieve success in regards to the outcomes linked to that cause (Perry & Penner, 1990). AR has been shown to be an effective intervention for numerous areas including depression (Weiner & Litman-Adizes, 1980) and academic performance (Ruthig, Perry, Hall & Hladkyj, 2004). AR is known to increase people’s belief that they have volitional control over a certain domain thus leading them to take control and then succeed in the specific domain (Perry & Penner, 1990). Across two studies, we investigate whether AR influences consumers’ willingness to manage their credit card debt.

In a third study, we investigate whether AR has negative consequences. We postulate that in some cases AR can lead consumers to have an unrealistic perception of control thus making them less hesitant to take risks. In specific, we suggest that introducing AR to people who are self-sufficient might lead to negative consequences. Self-sufficiency is defined as “an insulated state wherein people put forth effort to attain personal goals” (Vohs, Mead, & Goode, 2006, p. 1154) where people who are self-sufficient have a disposition to feel in control (Raskin & Terry, 1988). It is expected that self-sufficient participants will be more likely to engage in risky behavior after AR because retraining might give them an unrealistic feeling of control over their finances. As a result, they take more credit card debt.

Method and Data
Three studies were conducted to investigate our research questions. In the first study, we test whether AR affects consumers’ willingness to manage their credit card debt. We expected that consumers who are retrained show more willingness to manage their debt as compared to consumers who were not retrained. Participants (N = 183) either read an article that emphasized that controlling personal debt is possible (AR present) or that discussed the current housing market (AR absent). Only 129 participants indicated that they own at least one credit card and were included in the analysis. Results showed that AR increased participants’ willingness to manage their debt (M_present = 5.73, M_absent = 5.27, F(1,27) = 2.05, p <.5).

The second study was conducted in two phases. In phase I, participants (N = 79) read one of the two articles used in the first study. Only sixty participants indicated that they had a credit card and were included in phase II that took place one week later. In phase II participants (N = 57) were asked to report how much they spent using their credit card(s) in the prior week. Analysis showed that the AR negatively affected participants’ credit card spending. Participants who were introduced to AR spent less than participants who were not.

For further information contact: Mohammed El Hazzouri, Assistant Professor, Mount Royal University (e-mail: melhazzouri@mtroyal.ca).
introduced to AR ($M_{\text{present}} = 77.20, M_{\text{absent}} = 280.41, t(55) = -2.12, p < .05$). These results show that the positive effects of AR generalize to a credit card spending context.

The third study aimed to test whether AR can lead to negative effects in cases where participants already feel self-sufficient. In this study, self-sufficiency was induced via money priming (Vohs et al., 2006). Study 3 was a 2 (AR: present vs. absent) × 2 (money priming: no vs. yes) between subjects design ($N = 92$). Analysis revealed a main effect of AR on willingness to manage credit card debt (3 items) ($M_{\text{present}} = 5.88, M_{\text{absent}} = 5.22, F(1,88) = 6.87, p = .01$) and a main effect of money priming on willingness to take more debt (3 items) ($M_{\text{No}} = 2.61, M_{\text{Yes}} = 3.28, F(1,88) = 6.25, p < .05$). Importantly, these main effects were qualified by a significant interaction between AR and money priming on willingness to manage credit card debt ($F(1,88) = 4.17, p < .05$) and take on more debt ($F(1,88) = 4.47, p < .05$). Simple effect analysis revealed that for participants who were not primed with money, AR significantly increased their willingness to manage credit card debt ($M_{\text{present}} = 6.28, M_{\text{absent}} = 5.12, t(42) = 3.85, p < .01$) but did not significantly affect their willingness to take on more debt ($p > .2$). For participants who were primed with money, AR did not significantly affect their willingness to manage their credit card debt ($p > .2$). However, AR significantly increased their willingness to take on more debt ($M_{\text{present}} = 3.79, M_{\text{absent}} = 2.86, t(46) = 2.11, p < .05$). Participants in the AR condition also showed significantly more willingness to manage their credit card debt ($M_{\text{No}} = 6.24, M_{\text{Yes}} = 5.44, t(44) = 2.44, p < .05$) and significantly less willingness to take more debt ($M_{\text{No}} = 2.49, M_{\text{Yes}} = 3.79, t(44) = -3.27, p < .01$) when not primed with money than when primed with money.

Summary of Findings
In general, the results showed that AR can motivate individuals to manage their credit card debt. In the first study participants who were retrained showed more willingness to manage their credit card debt in the future. In the second study, retrained participants spent less using their credit cards one week after the intervention. The third study showed a negative consequence for AR: participants who were in a state of high self-sufficiency (money primed) showed more willingness to take credit card debt as compared to those in a state of low self-sufficiency.

Key Contributions
This research shows that AR is a promising means of addressing a large and growing social problem. It appears that an approach that focuses on encouraging individuals to believe in their own control over their debt is one effective way of combating this problem. This is an extension of the AR literature in psychology that has yet to investigate the effect of AR on debt management.

This research has pointed out an interesting moderating factor to the effect of AR: self-sufficiency. Participants who were induced to feel self-sufficient not only showed no difference in their willingness to manage their credit card debt whether AR was present or absent, but these participants also showed more willingness to take on debt when AR was present than absent. This finding extends the AR literature that has yet to investigate factors that can lead AR to have negative consequences.

References are available on request.
Vulnerability to Poverty: Ethnography of the Consumption of French Farmers Facing Impoverishment

Françoise Passerard, HEC Paris

ABSTRACT

This ethnographic study addresses a gap in the field of consumer vulnerability and poverty by developing in-depth knowledge about a hidden rural poverty, namely a population of French small farmers. Through the lens of transformative consumer research, and relying on Douglas’ theory of apathy, our findings reveal that consumption goods help vulnerable consumers survive and maintain their social and familial identity.

References are available on request.
Assessing the Long-Term Attitudinal and Behavior Impact of Savings Mobilization Programs at the Bottom of the Pyramid Markets: Evidence of Timing Effects and Inter-Segment Differences from an Emerging African Economy

Charlene A. Dadzie, University of North Texas
Kofi Q. Dadzie, Georgia State University
Evelyn Winston, Clark Atlanta University
William Darley, King Abdulazzis University

Keywords: bottom of the pyramid, savings behavior, marketing framework, public policy

EXTENDED ABSTRACT

In this study, we investigate poor consumers’ savings attitudes and behavior over time in Ghana, West Africa. The empirical results show that the speed of the initial adoption of bank savings was positively associated with family and community member influences and negatively associated with savings attitudes but not marketing performance factors. However the duration of the bank savings habit was positively associated with marketing features of the program, savings attitude, and family and community influences during the maturity stages of the program. These relationships exhibited minimal variance across poverty levels. Policy implications for promoting poverty alleviation programs are discussed.

Research Questions
Specifically, we address the following questions: (1) To what extent has the spread of savings mobilization programs in EM African economies influenced the formation of positive savings attitudes and behavior during the past three decades? (2) Which features of the promotional programs have the largest impact on the timing of the adoption decision as well as the bank savings preference formation? (3) To what extent do changes in savings attitudes and preferences vary across different segments of poverty in a society, such as those living in abject poverty versus those living in marginal poverty?

Method and Data
We used data that had been collected by other scholars at different times over a 24-year period (in 1984, 1990, and 2009). Although the data has been used in previous research, we conducted an entirely different type of analysis: longitudinal analysis across different poverty segments and time phases using hazard modeling or event history analysis (Alison 1984; Yamaguchi 1991) because of our interest in the timing of the savings decisions and whether or not these decisions vary across different or similar segments.

The target respondents in all three data sources were consumers who were introduced to the banking system for the first time in 1981 when formal banking was extended to most locations in Ghana. We selected only those respondents...
earning $2.00 per day or less (1749 respondents or 86% of the 1990 data and 184 in 1994 and 220 out of 240 in 2009 data). The data collection procedures were the same for all four data sets and are described elsewhere (Dadzie et al. 2013).

**Summary of Findings/Key Contributions**

We show that social programs such as savings mobilization programs face resistance due to negative consumer attitudes towards formal banks. However, the effect of such resistance is minimized by the involvement of community and family participation in the initial adoption decision. Second, our study shows that bank savings attitudes positively influenced the duration of the bank savings habit. Third, our study shows that while poor consumers differ in their socio-economic profiles, these differences are not dramatic enough to generate significant differences in the promotion of bank savings, either initially or during the various stages of the program.

A major contribution of the study finding is that the appropriate marketing public policy framework for promoting positive savings attitudes and behavior is one that treats the different socio-economic groups as one market segment. Thus we provide evidence that the popular one size fits all or standardization approaches pursued by most policy makers in developing economies is a cost effective approach to attaining long-term positive savings attitudes and behavior change in poor societies. Standardization of promotion programs allows for the generation of scale economies in savings mobilization programs which enhances large scale access to financial services in poor communities and villages.

*References are available on request.*
Consumer Well-Being: Does Inter-Generational Occupational Mobility Matter?

Rajesh Nanarpuzha, Indian Institute of Management, Ahmedabad
Ankur Sarin, Indian Institute of Management, Ahmedabad

Keywords: consumer well-being, consumer behavior, occupational mobility, IHDS, occupational classes

EXTENDED ABSTRACT

Research Question
Consumer well-being has been an area of ongoing interest for consumer researchers. However, the primary focus has been restricted to the effect of marketing programs on consumer well-being (Sirgy & Lee, 2006). Also, extant conceptualizations of consumer well-being in marketing have been criticized as being too narrow (Malhotra, 2006).

In this context, the potential impact of societal factors on consumer well-being has been discussed in extant literature. For example, Diener, Diener and Diener (1995) find evidence for societal factors that correlate significantly with measures of subjective well-being. Similarly, Ger (1997) notes that societal transformations could affect consumer well-being. However, the impact of a number of pertinent societal factors that could potentially affect consumer well-being are unexplored.

Inter-generational occupational mobility refers to the mobility in occupational choices between household members in successive generations. Its impact as a societal factor has been studied in diverse contexts. However, its influence as a ‘potential escape route’ towards greater consumer well-being has not been investigated. This in turn, could have important public policy implications. In this study, we look at the Indian context characterized by caste-driven occupational classes. Specifically, we investigate whether and how consumer well-being could be affected by inter-generational occupational mobility.

Method and Data
For this study, we conduct an econometric analysis. The dependent variable under consideration is the ‘perception of improved consumer well-being’ and the independent variable is a binary variable indicating whether inter-generational mobility has occurred or not. We use a linear probability model which progressively controls for demographic factors, household composition factors, education factors and consumption and income factors.

We use secondary data for analysis. Data from the Indian Human Development Survey (IHDS) 2005 have been analyzed. The IHDS survey was jointly organized by researchers from the University of Maryland and the National Council of Applied Economic Research (NCAER). The data points are nationally representative, covering 41554 households in 1503 villages and 971 urban neighborhoods across India (Desai et al., 2010). Data on a host of socio-economic measures have been collected in this survey. We use cross-sectional data from the IHDS survey for analysis. We make use of the existing data to construct a hierarchy of occupational classes. The impact of inter-generational occupational mobility between these occupational classes has been studied.

Summary of Findings
Firstly, we find evidence for persistence with regard to inter-generational occupational choices. However, substantial inter-generational occupational mobility is present and this affects perceptions of consumer well-being. Secondly, we find preliminary evidence that inter-generational occupational mobility has a positive effect on improving perceptions of consumer well-being. We find evidence that this finding is replicated across urban and rural areas of the country. Thirdly, we find that the direction of inter-generational movement within occupational categories has an important
bearing on perceptions of consumer well-being. We find evidence of a hierarchy of occupational classes. Upward movement in this hierarchy is associated with improved perceptions of consumer well-being. On the other hand, downward movements along this hierarchy are associated with worsened perceptions of consumer well-being.

**Key Contributions**

Through this study, we attempt to enrich the existing conceptualization of consumer well-being by expanding it. We add empirical evidence to the hypothesis that societal factors affect consumer well-being. Specifically, we conclude that consumer well-being is affected by inter-generational occupational mobility, a relationship hitherto unexplored in marketing and consumer behaviour literature.

The impact of inter-generational occupational mobility has been explored in diverse contexts (Knoke, 1973; Bean & Swicegood, 1973). Through this study, we add to the existing literature by showing that it has an impact on consumer well-being as well. In the Indian context, occupational classes are associated with an underlying framework of caste affiliations. In this context, this study provides evidence that inter-generational occupational mobility in a specific direction is associated with improved perceptions of consumer well-being. We believe that this finding has important public policy implications. By incentivizing occupational mobility, policy makers could affect consumer well-being positively.

*References are available on request.*
Nutrition Transition and Obesity in Developing Countries: Some Experiences from Delhi and Its Neighboring Areas

Naresh Kumar, University of Miami
Jayati Sinha, Florida International University

ABSTRACT
Using household survey data collected from January to April 2004, this paper examines the association between BMI and consumption patterns in Delhi and neighboring areas.

Keywords: nutrition, obesity, India, developing countries

Background
In recent years, triggered by the processes of industrialization, urbanization and globalization of the economy, metropolitan areas in developing countries, particularly in India and China, have witnessed rapid economic growth and rise in income levels. While the rising income levels improve the standard of living and access to services, it has negative impacts on dietary habits and rates of physical activity. As a result of this, obesity is not restricted to industrialized countries alone, but it is becoming a major health concern in the urban areas in developing countries. According to an estimate by WHO, the increase of obesity is more rapid in developing countries than in the developed world (WHO 2003). Driven by these concerns, this paper examines the prevalence of obesity in Delhi, the capital of India, and its surrounding areas, which have witnessed rapid economic growth since the economic liberalization in 1991.

The paper is organized into five sections, with the introduction presented in the first section. The second section presents background information on the prevalence of obesity in the context of developing and developed countries. The third section introduces the study area, followed by a description of data and methods used in the analysis. The results are discussed in the fourth section, and the final section offers the main findings of this research along with a brief discussion and policy recommendation.

When researchers consider the nutritional problems of India, obesity is not usually the first thing that comes to mind. Paradoxically, it is becoming increasingly clear that as developing countries, such as India, continue their efforts to reduce hunger, some are also facing the opposite problem of obesity. In fact, obesity is now often referred to as the developing world’s new burden of disease and has been identified as a growing health concern in diverse settings throughout the less developed world, such as India (Popkin 1993).

Using body mass index (BMI), socio-economic and demographic data collected between January-April 2004, this paper examines the association between obesity and socio-economic and demographic characteristics. A survey of 1576 households, spread across Delhi and its surroundings, was administered in order to collect the required data. Based on the Environmental Kuznets Curve Model, we hypothesize that income along with associated factors will be an important predictor of obesity in Delhi, India because of its relatively early stage in the nutrition transition.

Methods
This study focuses on Delhi and its neighboring areas (Figure 1; Table 1). A household survey was administered between January-April 2004 to collect the data used in the analysis. The survey covered 1576 households that were spread across Delhi and its surrounding areas. Since a household sampling
frame was unavailable, a spatial sampling design was adopted to select the households. In the first phases, residential areas were identified using remote sensing (RS) and geographic information systems (GIS), and then 2000 random locations were generated within the residential areas. These locations were transferred to global position systems (GPS) to identify the households at these locations and acquire their consent to participate in the survey. Finally, of the identified locations, 1576 agreed to participate in the survey.

The first part included information about the household. The head of the household or a senior member of the household was interviewed for this component. The household information included location, social status, duration of residence, household expenditure, information on all members of the household, their education levels, residential histories and occupation types. The second part was a respiratory health questionnaire; all members, who were 15 years or older and present at the time of survey, were interviewed for this section.
The third part targeted all members of the households, who were 5 years or older and present at the time of survey. It included data on height, weight and lung-function. A total of 4,015 individuals were interviewed and their height and weight were measured using the third part of the questionnaire. In the selected sample, both males and females of different age groups have a fair representation (Figure 2; Table 2).

Analysis: The main goal of the analysis is to examine the association between obesity and socio-economic predictors, with the main focus on consumption patterns, an indicator of income level. To meet this goal, two types of analysis—a descriptive analysis and a regression analysis—were employed. The descriptive analysis included tabulation, cross tabulation and summary statistics of the response and control variables included in the analysis. In the ordinary least square regression model (OLS), BMI ($y_{ij}$) of the ith individual living in the jth household, as a function of the selected covariates ($X$), can be expressed as:

$$y_{ij} = \alpha + \beta X'_{ij} + e_{ij}$$

Where

- $y_{ij}$ = body mass index of the ith individual in the jth household.
- $X'_{ij}$ = a matrix of X covariates by 1.

**Figure 2.** BMI by Gender

**Table 2.** Sample Population

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5–15</td>
<td>467 (21.1)%</td>
<td>493 (27.4)%</td>
<td>960 (23.9)%</td>
</tr>
<tr>
<td>15–60</td>
<td>1608 (72.7)%</td>
<td>1127 (62.5)%</td>
<td>2735 (68.1)%</td>
</tr>
<tr>
<td>60+</td>
<td>138 (6.2)%</td>
<td>182 (10.1)%</td>
<td>320 (8.0)%</td>
</tr>
<tr>
<td>Total</td>
<td>2213 (100)%</td>
<td>1802 (100)%</td>
<td>4015 (100)%</td>
</tr>
</tbody>
</table>
\[ \beta = X \text{ covariates by 1 vector of regression coefficients.} \]

\[ \varepsilon_{ij} = \text{ error term.} \]

Since the household level variables, such as social group and expenditure per capita, will be the same for all individuals of a household, the error term \( \varepsilon_{ij} \) cannot be assumed independent for these members within a household. Thus, error caused by intra-household correlation in the covariates \( \delta_j \) was introduced in the OLS model to compute household independent estimates.

\[ y_{ij} = \alpha + \beta X_{ij} + (\delta_j + \varepsilon_{ij}) \quad (2) \]

Where \( \delta_j = \text{ error due to intra-household correlation.} \)

**Results and Discussion**

Two sets of regression analysis were performed—(a) the association between BMI and different types of expenditure (Table 3), and (b) BMI and the selected six covariates (including monthly expenditure per capita as one of the six covariates (Table 4). Using xtreg function in STATA with a grouping on household and random effect, BMI (for all subjects and adults) was regressed on expenditures on food and non-food items and total expenditure separately. As hypothesized, all three, the monthly household expenditure on food and non-food items separately and the combined total of per capita monthly expenditures, observe a statistically significant positive association with BMI (Figure 3).

Our analysis reveals a positive association between BMI and consumption patterns (measured by monthly expenditure per capita); among adult subjects one percent increase in monthly expenditure explains 0.062±0.013 increase in BMI. Monthly expenditures on non-food items show a stronger association with BMI than the expenditure on food items. This leads us to the conclusion that material lifestyle (that includes pres-

<table>
<thead>
<tr>
<th>Table 3. Body Mass Index and Expenditure Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated parameters</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Regression Coefficient</td>
</tr>
<tr>
<td>Constant</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Observations</td>
</tr>
<tr>
<td>Number of group (Household)</td>
</tr>
<tr>
<td>R-Squared</td>
</tr>
</tbody>
</table>

Absolute value of z statistics in parentheses* significant at 5%; ** significant at 1%

<table>
<thead>
<tr>
<th>Table 4. Association Between Body Mass Index and Socio-Economic Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covariates</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>ln(Monthly expenditure per capita (Rupees))</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Occupation type (0 = Others; 1 = Housewives)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Residential history (0 = Urban; 1 = Rural)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Social status (0 = lower caste; 1 = Others)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Age (years)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
ence of household items such as refrigerators, washing machines, exposure to new media, and presence of domestic help (Al-Nuaim et al. 1997), which is associated with less physical activities, is a better control of BMI as compared to calories intake (measured by expenditure on food items) in the study area. In addition, housewives are more likely to have a higher BMI as compared to working men and women. Interestingly, the high social status is positively associated with BMI, and it seems that income and occupation are still distributed along the traditional caste lines. Unlike developed countries, a positive association between BMI and socioeconomic status in Delhi is an indicator that the study area is at an early stage of nutrition transition, and there is a need to introduce the necessary public policy measures, particularly by making people aware of the adverse health effects of particular material lifestyles and dietary habits before obesity becomes a major health epidemic.

While the analysis of this data indicates that the average BMI (22.5±0.18) in Delhi is within a normal range (between 18 and 23), a strong positive association between BMI and monthly per capita expenditure indicates that Delhi is in the early stage of the nutrition transition. From a policy standpoint, it also points to the importance of understanding how consumption patterns, as an indicator of income level, influence BMI apart from its combined effect with other variables traditionally used to examine socioeconomic status (SES) in other studies. The relationship between BMI and high consumption patterns is likely to grow stronger in Delhi as income levels continue to rise in developing countries (WHO 2004); in the study area, chronic diseases account for a significant proportion of deaths (12.6%). Obesity in association with physical inactivity and diet as one of the few risk factors that account for a major proportion of morbidity and mortality associated with noncommunicable diseases (WHO 2002). Obesity in developing countries, which faced and continue to face the problem of undernutrition, is even more challenging, because people who were undernourished in early life and then become obese in adulthood, tend to develop conditions such as high blood pressure, heart diseases and diabetes at an earlier age and in more severe forms than those who were never undernourished (WHO 2003).

The proportion of deaths caused by chronic disease is on the rise in developing countries (WHO 2004); in the study area, chronic diseases account for a significant proportion of deaths (12.6%). Obesity in association with physical inactivity and diet as one of the few risk factors that account for a major proportion of morbidity and mortality associated with noncommunicable diseases (WHO 2002). Obesity in developing countries, which faced and continue to face the problem of undernutrition, is even more challenging, because people who were undernourished in early life and then become obese in adulthood, tend to develop conditions such as high blood pressure, heart diseases and diabetes at an earlier age and in more severe forms than those who were never undernourished (WHO 2003).
rise, unless the necessary policy interventions are adopted, such as raising the public’s awareness of the deleterious emotional well-being and quality of life of being overweight/obese.

References


Author Index

Atasoy, Ozgun 100  Ivey, Stephanie S. 21
Austin, Caroline Graham 19  Jayachandran, Satish 68
Baker, Courtney Nations 81  Jensen, Thomas D. 9
Baker, Stacey Menzel 81  Jewell, Robert D. 42
Balcombe, Kelvin 17  Jiang, Mengtian 89
Batat, Wided 2  Joireman, Jeff 7
Bechwati, Nada Nasr 70  Kanetkar, Vinay 13
Benoit-Moreau, Florence 46  Kaufmann, Patrick 100
Braithwaite, Emma 13  Keller, Sarah N. 23
Brinberg, David 44  Kim, Sookyong 89
Bublitz, Melissa 99  Kowalczyk, Christine M. 95
Cameron, Kristen 11  Kucuk, S. Umit 1
Camilleri, Adrian R. 78  Kumar, Naresh 108
Camilleri, Mark Anthony 60  Kwapisz, Agnieszka 19
Carlson, Les 90  Lamberton, Cait Poynor 5, 85
Carter, Kealy 68  Larick, Richard P. 78
Chang, Catherine 50  Leary, R. Bret 67
Cook, Laurel Aynne 56  Lee, Wonkyong Beth 36
Cornwell, T. Bettina 48  Lepkowska-White, Elzbieta 50
Dadzie, Charlene A. 104  Levenshus, Abbey B. 74
Dadzie, Kofi Q. 104  Levy, Marian C. 21
Darley, William 104  Lin, Chung-Tung Jordan 72
Dewhirst, Timothy 36  Liu, Richie 7
Dorsey, Joshua D. 52  Lowe, Ben 17
Dumitrescu, Claudia 58  Luca, Nadina R. 32
Edwards, Richard 38, 40  Main, Kelley 101
Elgaaied-Gambier, Leila 79  Marsh, Louise 38
El Hazzouri, Mohammed 101  Martins, Chrissy M. 47
Evans, Nathaniel J. 87  Mattie, Angela 93
Fernández, Ileana Díaz 34  McAlister, Anna R. 48
Fitzgerald, M. Paula 5  McDonald, Ruth
Fox, Alexa K. 21, 95  Miller, Rohan 97
Fraser, Iain 17  Mittelstaedt, John D. 67
Gallagher, Marie Schaaf 23  Monteiro, Diogo M. de Souza 17
Gendall, Philip 38  Mukherjee, Amaradri 9
Gentry, James W. 81  Mulder, Mark 7
Gould, Stephen J. 47  Nanarpuza, Rajesh 106
Grier, Sonya A. 34  Naylor, Rebeca Walker 85
Hamby, Anne 44  Osburg, Victoria-Sophie 83
Harvey, Elise Johansen 90  Parguel, Béatrice 46
Healey, Benjamin 38, 40  Passerard, Françoise 103
Herbst, Jennifer L. 93  Petty, Ross D. 92
Hibbert, Sally 32  Pollack, Birgit Leisen 99
Hoek, Janet 38, 40  Popovich, Deidre 15
Honea, Joy Crissey 23  Pousa, Luis Alberto Barreiro 34
Howell, Gwyneth 97  Quiliam, Elizabeth Taylor 89
Hoy, Maria Grubbs 74, 87  Quintero, Jessie M. 76
Hughner, Renée Shaw 58  Rayburn, Steven W. 4
<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rifon, Nora J.</td>
<td>89</td>
<td>Strack, Micha</td>
<td>83</td>
</tr>
<tr>
<td>Roakes, Susan</td>
<td>21</td>
<td>Tanner, Emily</td>
<td>4</td>
</tr>
<tr>
<td>Ross, Spencer M.</td>
<td>69</td>
<td>Tinkham, Spencer</td>
<td>11</td>
</tr>
<tr>
<td>Royne, Marla B.</td>
<td>21</td>
<td>Toporowski, Waldemar</td>
<td>83</td>
</tr>
<tr>
<td>Russell, Cristel Antonio</td>
<td>46</td>
<td>Trudel, Remi</td>
<td>100</td>
</tr>
<tr>
<td>Sarin, Ankur</td>
<td>106</td>
<td>Van Pelt, Natalie M.</td>
<td>9</td>
</tr>
<tr>
<td>Schramm, Mary E.</td>
<td>93</td>
<td>Walsh, Michael F.</td>
<td>5</td>
</tr>
<tr>
<td>Sciandra, Michael R.</td>
<td>85</td>
<td>Wilkinson, Tim</td>
<td>23</td>
</tr>
<tr>
<td>Sen, Sankar</td>
<td>47</td>
<td>Winston, Evelyn</td>
<td>104</td>
</tr>
<tr>
<td>Shultz, Clifford J., II</td>
<td>58</td>
<td>Xia, Lan</td>
<td>70</td>
</tr>
<tr>
<td>Sinha, Jayati</td>
<td>108</td>
<td>Xie, Guang-Xin</td>
<td>76</td>
</tr>
<tr>
<td>Sinha, Mona</td>
<td>54</td>
<td>Yeh, Marie A.</td>
<td>42</td>
</tr>
<tr>
<td>Smith, Ronn J.</td>
<td>56</td>
<td>Yi, Sunghwan</td>
<td>13</td>
</tr>
</tbody>
</table>