



Presentation Schedule

Saturday, April 21st

8:30 – 9:30 ***BREAKFAST & COFFEE in Lillis 440***

9:30 – 9:45 Dean Welcome, Sarah Nutter, Edward Maletis Dean of the Lundquist College of Business (*held in Lillis room 312*)

9:45 – 9:55 Department Welcome, Bettina Cornwell, University of Oregon

9:55 – 10:30 Themes and Directions in Consumer and Marketing Scholarship
Darren Dahl (UBC) and Linda Price (UO)

10:30 – 11:00 “Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences”—Chadwick Miller, Washington State University

11:00 – 11:30 “Blaming Victims of Product Failure: The Role of Victim Deservingness”—Brandon J. Reich, University of Oregon

11:30 – 11:45 “Overheard Service Failures: Why Witnessing Negative Recoveries Leads Observers to Punish Frontline Employees and Leave the Firm”—Ismail Karabas, Washington State University

11:45 – 12:00 “Opinion Leaders or Laggards? Online Commenting After a Product-harm Crisis”—Jameson Watts, Willamette University

12:00 – 1:30 ***LUNCH in Lillis 440***

1:30 – 2:00 “Fostering and Leveraging Consumer Brand Relationships: A Psychological Distance Perspective”—Scott Connors, Washington State University

2:00 – 2:30 “Generating ‘Sweet’ Ideas: How Taste Perception Influences Consumer Creativity”—Joey Hoegg, University of British Columbia

2:30 – 2:45 “Changing Antifouling Practices for Leisure Boats in the Baltic Sea”—Diane M. Martin, Aalto University

2:45 – 3:00 “Luxury Branding and Innovation”—Aparna Sundar, University of Oregon

3:00 – 3:30 ***BREAK in Lillis 440***

3:30 – 3:45 “Assembling Safety in an Armed America”—Aimee Huff, Oregon State University

3:45 – 4:00 “As Plain as Vanilla: Using Scent to Manipulate Anxiety”—Justin Angle, University of Montana

4:00 – 4:15 “Genetic and Environmental Influences on Empathy, Trust, and Cooperative Behavior”—Jason Stornelli, Oregon State University

4:15 – 4:30 “Building Relationships to Fans through Sponsorship”—Conor Henderson, University of Oregon

4:30 – 4:45 “Experience the Difference: Using Intrinsic Motivation Messages to Stimulate Unplanned Purchasing”—Jacob Suher, Portland State University

5:00 – 6:00 ***CLOSING RECEPTION in Lillis 440***



Faculty Attendees

Justin Angle, <i>Assistant Professor of Marketing</i>	University of Montana
Joshua Beck, <i>Assistant Professor of Marketing</i>	University of Oregon
Colleen Bee, <i>Associate Professor of Marketing</i>	Oregon State University
Troy Campbell, <i>Assistant Professor of Marketing</i>	University of Oregon
T. Bettina Cornwell, <i>Edwin E. & June Woldt Cone Professor of Marketing</i>	University of Oregon
Darren Dahl, <i>Senior Associate Dean and Professor of Marketing</i>	University of British Columbia
Conor Henderson, <i>Assistant Professor of Marketing</i>	University of Oregon
Joandrea (Joey) Hoegg, <i>Associate Professor of Marketing</i>	University of British Columbia
Aimee Huff, <i>Assistant Professor of Marketing</i>	Oregon State University
Jeff Joireman, <i>Associate Professor of Marketing</i>	Washington State University
Lynn Kahle, <i>Professor Emeritus of Marketing</i>	University of Oregon
Robert Madrigal, <i>Associate Professor of Marketing</i>	University of Oregon
Diane Martin, <i>Associate Professor of Marketing</i>	Aalto University
Katie Mercurio, <i>Assistant Professor of Marketing</i>	University of Oregon
Chadwick Miller, <i>Assistant Professor of Marketing</i>	Washington State University
Andrew Perkins, <i>Associate Professor of Marketing</i>	Washington State University
Linda Price, <i>Philip H. Knight Chair and Professor of Marketing</i>	University of Oregon
David Sprott, <i>Boeing/Scott and Linda Carson Professor of Marketing</i>	Washington State University
Jason Stornelli, <i>Assistant Professor of Marketing</i>	Oregon State University
Jacob Suher, <i>Assistant Professor of Marketing</i>	Portland State University
Aparna Sundar, <i>Assistant Professor of Marketing</i>	University of Oregon
Jameson Watts, <i>Assistant Professor of Marketing</i>	Willamette University
Hong Yuan, <i>Associate Professor of Marketing</i>	University of Oregon

Student Attendees

Aaron Charlton, <i>Marketing PhD Candidate</i>	University of Oregon
Scott Connors, <i>Marketing PhD Candidate</i>	Washington State University
Bill Ding, <i>Marketing PhD Student</i>	Washington State University
Ismail Karabas, <i>Marketing PhD Student</i>	Washington State University
Wendy Paik, <i>Marketing PhD Student</i>	University of Oregon
Brandon Reich, <i>Marketing PhD Candidate</i>	University of Oregon
Eric Setten, <i>Marketing PhD Student</i>	University of Oregon
Wang Suk Suh, <i>Marketing PhD Candidate</i>	University of Oregon
Xin (Cindy) Wang, <i>Marketing PhD Candidate</i>	University of Oregon
Nathan Warren, <i>Marketing PhD Student</i>	University of Oregon
Yunzhijun Yu, <i>Marketing PhD Student</i>	Simon Fraser University



Research Abstracts

Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences

Presentation by Chadwick Miller, Assistant Professor of Marketing, Washington State University

Consumers derive more happiness from experiences than products, so it is likely that, in time, consumers will repurchase experiences. But what will those repurchases look like? In this paper, we investigate longitudinal experiential upgrade behavior using data from a non-contractual experiential provider (N=67,571) and a contractual experiential provider (N=556,759).

Blaming Victims of Product Failure: The Role of Victim Deservingness

Presentation by Brandon J. Reich, Marketing PhD Student, University of Oregon

A functioning free-market system demands that consumers blame companies for selling faulty products. Yet, five experiments show that consumers often blame victims of product failure due to the victim's dispositional traits. Both mediation and moderation analysis suggest the effect is driven by beliefs that immoral/unlikeable people deserve bad outcomes.

Overheard Service Failures: Why Witnessing Negative Recoveries Leads Observers to Punish Frontline Employees and Leave the Firm

Presentation by Ismail Karabas, Associate Professor of Marketing

Two studies examined third party observer responses to failed service recoveries. Observing negative (vs. neutral) server responses increased desire for revenge and negative attitudes, which reduced tipping, return intentions and recommending. Moreover, management intervention eliminated the negative outcomes for firms (attitudes, return, recommending) but not employees (desire for revenge, tipping).

Opinion Leaders or Laggards? Online Commenting After a Product-harm Crisis

Presentation by Jameson Watts, Assistant Professor of Marketing, Willamette University

Opinion leaders are motivated by both the desire to grow their influence, and the need to manage their reputation—motivations that occasionally prescribe conflicting behavior. For instance, an online comment about a product-harm crisis (like a product recall or security breach) can potentially grow an opinion leader's influence because the topic is controversial and emotional—characteristics that tend to garner attention. However, a comment could also offend a portion of the opinion leader's audience; especially those who have a favorable attitude towards the product or brand at the center of the crisis. The authors use data from Twitter and a series of lab experiments to study this tension. They find that the time individuals wait before posting a comment grows with the size of their audience and that this behavior is driven by concerns that a hastily constructed post could damage one's reputation. These results are discussed in the context crisis management and suggestions are provided for how to mitigate the risk that negative information spreads online.

Fostering and Leveraging Consumer Brand Relationships: A Psychological Distance Perspective

Presentation by Scott Connors, Marketing PhD Candidate, Washington State University

We forward psychological distance as a fundamental component of consumer-brand relationships. Establishing simplified strategies for fostering and leveraging value from consumer-brand relationships, 5 studies show that psychologically close (distant) brand relationship types result in congruency effects when matched with an appropriate level of construal or concreteness of marketing claims.



Generating “Sweet” Ideas: How Taste Perception Influences Consumer Creativity

Presentation by JoAndrea Hoegg, Associate Professor of Marketing, University of British Columbia

Consumers can play an influential role in product innovation. They offer solutions to product problems, evaluate and build on solutions offered by others, and generate new ideas for products. All of these contributions rely on consumer creativity, which can be influenced by many factors. Recently a body of work has begun to investigate how sensory elements of the environment (e.g., light, noise, etc.) can increase or decrease creative outputs. The current research examines another of these sensory influences, focusing specifically on the effect of taste perception on creative cognition and judgment. Across four experiments, we demonstrate that a sweet taste as compared to other tastes leads to higher creativity. This effect occurs because sweetness is associated with childhood and induces a playful state of mind, which in turn enhances exploratory thinking. The influence of sweetness on creativity occurs both for real and imagined taste, ruling out the possibility that the effect is driven by an increase in glucose.

Changing Antifouling Practices for Leisure Boats in the Baltic Sea

Presentation by Diane M. Martin, Associate Professor of Marketing, Aalto University

To avoid biofouling—the growth of organisms on the hulls of ships—80% of boats moored in the Baltic Sea use special paints that, as a byproduct, leave heavy metals and pesticides in the environment. Boaters view this antifouling as necessary, since biofouling slows boats, increases fuel consumption, and impairs maneuverability. The present research studies the market, culture, and institutions that determine the success of eco-innovation solutions to antifouling. Further, in light of these forces, this work examines the CHANGE project, which bridges individuals from natural science, business, and law who seek to broadly shift the consumption seascape.

Luxury Branding and Innovation

Presentation by Aparna Sundar, Assistant Professor of Marketing, University of Oregon

How is innovation rewarded for luxury vs. value brands? This research indicates that consumers perceive innovation in product design to be less favorable for a luxury brand. This occurs because innovation in product design is viewed as more authentic for a value brand but not for a luxury brand.

Assembling Safety in an Armed America

Presentation by Aimee Huff, Assistant Professor of Marketing, Oregon State University

Firearms are a dangerous consumer product; they are designed to injure and kill, and are involved in approximately 35,000 deaths and 77,000 injuries in the U.S. each year. We seek to understand how Americans attempt to feel safe in a context where an inherently dangerous product is prevalent, culturally embedded, and legally protected. We use actor-network theory (ANT) to conceptualize the network of consumers, firearms, and other entities as Armed America. Within this heterogeneous, dynamic network, we use assemblage thinking to explore the human and non-human actors that come together to constitute and reproduce the ways that guns are integrated in American culture, and to explore how consumers attempt to feel safe(r). We conduct a multi-sited ethnography, in which we map the Armed America network, and identify differences in consumers’ assemblages related to safety. Our findings contribute to knowledge about differences in how consumers conceptualize fear and safety in relation to firearms, highlight the role of public policy in consumer-product assemblages, and offer an empirical demonstration of how ANT and assemblage thinking can be used complementarily in consumption research.



As Plain as Vanilla: Using Scent to Manipulate Anxiety

Presentation by Justin Angle, Assistant Professor of Marketing, University of Montana

We propose scent as a methodological tool for investigating anxiety-based consumer phenomena. Identity threat research suggests that consumers respond out of motivation to relieve anxiety. To address this anxiety, researchers often rely on self-oriented manipulations, such as self-affirmation. We propose scent as an alternative method with several key advantages.

Genetic and Environmental Influences on Empathy, Trust, and Cooperative Behavior

Presentation by Jason Stornelli, Assistant Professor of Marketing, Oregon State University

Trust and cooperation are critical elements of many decision-making contexts, and identifying factors that increase and decrease these responses is important to marketers seeking to develop deep consumer relationships based on loyalty. We investigate two such influences – an individual’s genetics and features of the decision-making environment – and demonstrate in a set of initial findings that empathy, stated trust, and participants’ decisions in an economic game are influenced by an interaction between the COMT gene and a surreptitious touch to the shoulder.

Building Relationships to Fans through Sponsorship

Presentation by Conor Henderson, Assistant Professor of Marketing, University of Oregon

A brief overview of two projects examining aspects of how sponsors can effectively build connections to target fans by supporting their teams. The first looks at how a fan's social context alters their receptivity to sponsors. The second examines how sponsors can send better signals of support through visual cues.

Experience the Difference: Using Intrinsic Motivation Messages to Stimulate Unplanned Purchasing

Presentation by Jacob Suher, Assistant Professor of Marketing, Portland State University

A critical question facing retail marketers is how do consumers react to non-price promotional messages? Two field studies and two shopping experiments provide evidence for a dynamic “message-to-motivation” framework that predicts when intrinsic motivation messages are more effective than traditional price-related promotional messages at stimulating unplanned purchases.