

## CONSUMER RESPONSE TO THE EVOLVING RETAILING LANDSCAPE

Conference organized by the Jay H. Baker Retailing Center at the Wharton School of the University of Pennsylvania in collaboration with the Marketing Science Institute (MSI) and the American Marketing Association's Consumer Behavior Special Interest Group (CB-SIG)

June 22-23, 2017 | Wharton School

<https://bakerretail.wharton.upenn.edu/conferences/>

\*\* DRAFT AGENDA \*\*

### THURSDAY, JUNE 22

**7:30 – 8:30AM:** Registration and Breakfast

**8:30 – 8:45AM:** Welcome Remarks

**8:50 – 9:50AM: The Evolving Customer Experience and Customer Journey Landscape: Views from Theory and Practice**

Session organized by the Marketing Science Institute (MSI)

- **Katherine N. Lemon**, Accenture Professor, Carroll School of Management, Boston College and Executive Director, MSI
- **Frank Grillo**, Chief Marketing Officer, Harte Hanks

Understanding customer experience and the customer journey is more critical now than ever. With customers interacting with retailers through a myriad of touchpoints in multiple channels, devices and media, firms need to integrate multiple business functions--and even external partners – in creating and delivering positive customer experiences. In this presentation, Kay Lemon and Frank Grillo will offer insights on customer experience and the customer journey in this era of increasingly complex customer behavior. Kay will focus on the “theory” side – providing frameworks that bring together what is currently known about the CX and the customer journey; Frank will focus on the “practice” side – offering insights and ideas of how firms can design and execute seamless customer journeys that fit with customer needs and goals. Additionally, they will identify critical areas for future research on this important topic.

**10:00 – 11:30AM: Breakout Presentations and Discussion of Academic Research (Session 1)**

Presenters will share their academic research to receive feedback from participants. All participants are invited to attend presentations of their choice and join the discussion.

\* Presenting authors

## TRACK 1

**Consumers' online behavior (choice, engagement, browsing); use of empirical field or survey data**

Moderator: Peter Verhoef  
*Professor of Marketing  
University of Groningen*

**Who is Pulling the Strings? The Role of Autonomous and Controlled Motivation on the Path to Consumer Engagement in Social Media**

Maik Hammerschmidt  
*Professor of Marketing  
University of Goettingen*

Welf Weiger\*  
*Assistant Professor at the Chair of Marketing and Innovation Management  
University of Göttingen*

## TRACK 2

**Customer journey and channel choice**

Moderator: Barbara Kahn  
*Patty and Jay H. Baker Professor, Professor of Marketing, Director Wharton School at the University of Pennsylvania, Baker Retailing Center*

**From Browsing to Buying and Beyond: An Analysis of Shopper Journey Archetypes**

Leonard Lee\*  
*Associate Professor and Dean's Chair  
National University of Singapore*

Jeffrey Inman  
*Professor of Business Administration  
Joseph M. Katz Graduate School of Business at University of Pittsburgh*

Jennifer J. Argo  
*Carthy Professor in Marketing, School of Business at University of Alberta*

Tim Bottger  
*Postdoctoral Researcher, Lecturer  
University of St Gallen*

Utpal Dholakia  
*George R. Brown Professor of Marketing  
Jones Graduate School of Business at Rice University*

Timothy Gilbride  
*Steve and Anne Odland Associate Professor of Marketing  
Mendoza College of Business at University of Notre Dame*

## TRACK 3

**Word of mouth, customer reviews & referrals**

Moderator: Jeffrey Inman  
*Professor of Business Administration  
Joseph M. Katz Graduate School of Business at University of Pittsburgh*

**Are You Sure We Shared the Same Room? The Effect of Clock on Customers' Online Review Generation and Consumption**

Tamar Avnet\*  
*Associate Professor of Marketing  
Sy Syms School of Business at Yeshiva University*

Anne-Laure Sellier  
*Associate Professor of Marketing  
HEC Paris*

Shiri Melumad  
*Doctoral Candidate  
Columbia Business School at Columbia University*

Koert van Ittersum  
*Professor of Marketing and  
Consumer Well-Being  
University of Groningen*

Barbara Kahn  
*Patty and Jay H. Baker Professor,  
Professor of Marketing, Director,  
Wharton School at the University of  
Pennsylvania, Baker Retailing  
Center*

Ajay Kalra  
*Herbert S. Autrey Professor of  
Marketing  
Jones Graduate School of Business  
at Rice University*

Donald R. Lehmann  
*George E. Warren Professor of  
Business  
Columbia Business School at  
Columbia University*

Leigh M. McAlister  
*Professor  
McCombs School of Business at  
University of Texas at Austin*

Venkatesh Shankar  
*Professor of Marketing  
Mays Business School at Texas  
A&M University*

Claire I. Tsai  
*Associate Professor of Marketing  
Rotman School of Management at  
Toronto University*

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**Modeling the Online  
Customer Journey using Big  
Data: Insights from a Markov  
Chain Analysis of Customer  
Search Networks using  
Online Panel Data**  
Christopher Holland\*  
*Professor  
Manchester Business School at  
University of Manchester*

**Value Creation in an  
Omnichannel World:  
Understanding the Customer  
Journey**  
Niklas Barwitz\*  
*Doctoral Candidate  
University of St. Gallen*  
  
Peter Maas\*  
*Professor of Management  
University of St. Gallen*

**“Don’t Buy” or “Do Not  
Buy”? How Negation Style  
in Online Reviews Influences  
Product Evaluations**  
Soyoung Kim\*  
*Doctoral Candidate  
School of Business at University of  
Alberta*  
  
Sarah G. Moore  
*Associate Professor  
School of Business at University of  
Alberta*

Kyle Murray  
*Professor*  
*School of Business at University of Alberta*

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**Online Shoppers' Switching Behavior When the Item They Want Is Unavailable**

Daniel Corsten  
*Professor*  
*IE Business School*

Thomas W. Gruen\*  
*Chair and Professor of Marketing*  
*Peter T. Paul College of Business and Economics at University of New Hampshire*

**The Role of Intrinsic and Extrinsic Factors on Consumer Multichannel Shopping Behavior**

Ashish Kumar  
*Assistant Professor of Marketing*  
*School of Business at Aalto University*

Ram Bezawada  
*Associate Professor of Marketing*  
*School of Management at University at Buffalo*

Minakshi Trivedi\*  
*Professor of Marketing*  
*School of Management at University at Buffalo*

**One for Me, One for You: Exploring Consumers' Motivations to Share Referral Coupons**

Sara Hanson\*  
*Assistant Professor of Marketing*  
*Robins School of Business at University of Richmond*

Monika Kukar-Kinney  
*Professor of Marketing*  
*Robins School of Business at University of Richmond*

Hong Yuan  
*Associate Professor of Marketing*  
*Lundquist College of Business at University of Oregon*

**11:40 – 12:40PM: Challenges that Digitally Native Vertically Integrated Brands Are Facing / Perspectives on the Future of Retailing**

Panel organized by the Baker Retailing Center

Moderator: **Barbara Kahn**, Patty and Jay H. Baker Professor, Professor of Marketing, Director, Baker Retailing Center, Wharton School

Panelists:

**Neil Blumenthal**, Co-Founder and Co-Chief Executive Officer, Warby Parker

**Rachel Shechtman**, Founder and Chief Executive Officer, Story

*Other potential speakers to be announced*

Digitally native vertically integrated brands such as Warby Parker and Bonobos are one of the novel elements of the changing retail landscape. This session will feature members of the Baker Retailing Center's Director's Council discussing the current challenges that digitally native vertically integrated brands face, what kind of knowledge gaps (and opportunities for research) they see, and how they envision the future of retail.

**12:40 – 1:40PM:** Lunch

**1:45 – 2:45PM: Roundtable Discussions of Academic Research**

Presenters will share their academic research in informal roundtable discussions. All participants are invited to join discussions of their choice.

\* Presenting authors

**Table 1: The Impact of Retail Store Closures on Consumer Behavior**

Savita Hanspal\*, Professor of Business Administration, SUNY Potsdam

**Student Perceptions Regarding Nutritional Value of Food and Beverage Available Through Vending Machines**

Savita Hanspal\*, Professor of Business Administration, SUNY Potsdam

Mel Zuberi, Assistant Professor, St. John Fisher College

**Table 2: From Do-it-Yourself and Do-it-for-me to Do-it-together: The Evolving Landscape of Automotive Parts Retailers and the Car Owner Role**

Marcelo Gabriel\*, Automotive Intelligence Center

**Collaboration to Create Consumer Value**

Camille Schuster\*, Professor of Marketing and Management, College of Business

Administration at California State University San Marcos

**Table 3: Mapping Multi-Channel Decision Making: Cross-category Comparison of Customer Journey Patterns**

Julia Wolny\*, Principal Fellow in Marketing, Southampton Business School at University of Southampton

**Implications of IOT in Consumer Buying Decision in Evolving Retail Landscape**

Soumyajit Patnaik\*, Associate Professor of Marketing, ISBM-Nande

**Table 4: Selling the Extraordinary in Experiential Stores**

Steffen Jahn\*, Assistant Professor of Marketing, University of Göttingen

Tim Nierobisch, Doctoral Candidate, University of Goettingen

Waldemar Toporowski, Professor of Retailing, University of Goettingen

Till Dannewald, Professor of Business Intelligence / Business Analytics, Wiesbaden Business School, RheinMain University of Applied Sciences

**Addressing Heterogeneity in Attitudes towards Art Commercialization and**

**Evaluations of Art-infused Products through Retail Displays**

Xiaoyan Deng\*, Assistant Professor of Marketing, Fisher College of Business at Ohio State University

Pielah Kim, Assistant Professor, School of Business Administration, Philadelphia University

H. Rao Unnava, Dean and Professor, UC Davis Graduate School of Management

**Table 5: The Paradoxical Effects of Ambient Scent on Children's and Adults' Food Purchases: Implications for Retail Strategy and Consumer Wellbeing**

Dipayan Biswas\*, Professor of Marketing, University of South Florida

Courtney Szocs, Assistant Professor of Marketing, Portland State University

**Prospecting, Planning and Automating Healthy Grocery Shopping**

Ana Isabel Costa, Invited Assistant Professor, Católica Lisbon School of Business & Economics

Cláudia Simão\*, Researcher, Instituto Superior de Psicologia Aplicada

**Table 6: The Use of Service Cues to Trigger Conservation Behaviors**

Meng Zhu, Associate Professor, Carey School of Business, Johns Hopkins University  
Ajay Kalra, Herbert S. Autrey Professor of Marketing, Jones Graduate School of Business, Rice University

Welf Weiger\*, Assistant Professor at the Chair of Marketing and Innovation Management, Georg-August-University of Göttingen

**Mimicry in Retail and Service Settings: A Meta-Analytic Integration**

Nancy M. Puccinelli\*, Professor of Marketing, University of Bath School of Management

Susan A. Andrzejewski, Associate Professor of Marketing, Martin V. Smith School of Business & Economics, California State University

Krista M. Hill Cummings, Assistant Professor of Marketing, Babson College

Dhruv Grewal, Toyota Chair of Commerce / Electronic Commerce, Professor of Marketing, Babson College

**Table 7: N/A**

Thomaï Serdari\*, Adjunct Professor of Marketing, Stern School of Business at New York University

**Architectural Branding Strategies in Retail**

Sophie Schüller\*, Research Associate and Doctoral Student, Institute of Marketing at University of St. Gallen

Ralph Hartmeier, Doctoral Student, Institute of Marketing at University of St. Gallen

**Table 8: On the Value of Added Surcharge**

Ernan Haruvy\*, Professor of Marketing, Naveen Jindal School of Management at University of Texas Dallas

**Serving Retailing App Consumers, “Are the Business Schools Ready to Download”**

Vivek Ranga\*, Dean and Campus Head, IBS Business School

**Table 9: Hyperlocation in the Chilean Pharmacies Market** -- TO BE CONFIRMED

Leopoldo Arias Bolzmann\*, Professor of Marketing, Pontificia Universidad Católica del Perú

Hector Hevia, Professor of Statistics, Universidad Adolfo Ibañez, Chile

Francia Shurman, Instructor of Marketing, Universidad Adolfo Ibañez, Chile

**2:50-4:20PM: Breakout Presentations and Discussion of Academic Research (Session 2)**

Presenters will share their academic research to receive feedback from participants. All participants are invited to attend presentations of their choice and join the discussion.

\* Presenting authors

## TRACK 1

### **Technology's impact on shopping behavior**

Moderator: Barbara Kahn  
*Patty and Jay H. Baker Professor, Professor of Marketing, Director Wharton School at the University of Pennsylvania, Baker Retailing Center*

### **Understanding the smart retail experience: role of non-human technology actants in consumer journeys**

Julia Wolny\*  
*Principal Fellow in Marketing Southampton Business School at University of Southampton*

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### **How Digital Devices Change the Way Consumers Plan for their Shopping Trips**

Yanliu Huang\*  
*Doctoral Candidate of Philosophy LeBow College of Business at Drexel University*

Zhen Yang\*  
*Assistant Professor of Marketing LeBow College of Business at Drexel University*

## TRACK 2

### **Impact of emoticons and assortment mix (healthy and unhealthy food) on buying behavior**

Moderator: Jeffrey Inman  
*Professor of Business Administration Joseph M. Katz Graduate School of Business at University of Pittsburgh*

### **Title TBD**

Lura Forcum\*  
*Assistant Professor of Marketing College of Business at Clemson University*

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### **Emoticons as Visual Influencers of Food Purchases by Children and Adults: Implications for Offline and Online Retail Environments**

Annika Abell\*  
*Doctoral Candidate and Instructor of Digital Marketing University of South Florida*

Dipayan Biswas\*  
*Professor of Marketing University of South Florida*

## TRACK 3

### **Physical stores & brand sabotage**

Moderator: Denise Dahlhoff  
*Research Director, Baker Retailing Center Wharton School at the University of Pennsylvania*

### **The dynamics of retail agglomeration attractiveness. Effect of agglomeration characteristics, hedonic shopping motives and shopping journey complexity**

Birgit A. A. Solem\*  
*Associate Professor School of Business at University College of Southeast Norway*

Per E. Pedersen  
*Professor School of Business at University College of Southeast Norway*

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### **A Conceptual Framework to Explain Consumer Reaction to Popups in the Evolving Retailing Landscape**

Thomas S. Robertson\*  
*Former Dean, Joshua J. Harris Professor of Marketing Wharton School at the University of Pennsylvania*

Hubert Gatignon\*  
*Claude Janssen Chaired Professor of Business Administration Emeritus and Emeritus Professor of Marketing INSEAD*

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**Virtual Shopping: An Investigation of the Importance of Haptic and Technology Orientation in Consumer Acceptance of Virtual Shopping**

Ruby Roy Dholakia\*  
Professor of Marketing  
University of Rhode Island

**The Sales Impact of Featuring Healthy Foods, Indulgent Foods, or Both: Findings from a Large-Scale Retail Field Study**

Peggy J. Liu\*  
Assistant Professor,  
Joseph M. Katz Graduate School of Business at University of Pittsburgh

Steven K. Dallas  
Doctoral Candidate,  
Stern School of Business at New York University

Matt Harding  
Associate Professor of Economics and Statistics  
University of California Irvine

Gavan J. Fitzsimons  
R. David Thomas Professor of Marketing and Psychology  
Fuqua School of Business at Duke University

**How Should Retailers Deal With Consumer Brand Sabotage?**

Andrea Kähr\*  
Assistant Professor  
Institute of Marketing and Management at Universität Bern

Bettina Nyffenegger  
Assistant Professor  
Institute of Marketing and Management at Universität Bern

Harley Krohmer\*  
Professor of Marketing and Chairman  
Institute of Marketing and Management at Universität Bern

Wayne D. Hoyer  
Professor, Chairman of the Department of Marketing  
McCombs School of Business at University of Texas at Austin

**4:30 – 5:45PM: Consumer Perspectives on Retailing**

Panel organized by American Marketing Association's Consumer Behavior Special Interest Group (CB-SIG)

Moderator: **Dipayan (Dip) Biswas**, Professor of Marketing, University of South Florida

The American Marketing Association's Consumer Behavior Special Interest Group (CB-SIG) will feature three presenters, who discuss particular challenges in the online and offline retail worlds particularly as it pertains to special and sensory rich products:

- **Susan Broniarczyk**, Susie and John L. Adams Endowed Chair in Business and Professor of Marketing Administration at the University of Texas at Austin will discuss gift giving and gift registries, which account for approximately 10% of consumer purchases. Her talk will describe motivations for using and not using registries, the emotions givers predict the gift will evoke in recipients, and the conditions under which gift giving can alter the perceived closeness between the giver and recipient.
- **Andrea Morales**, Lonnie L. Ostrom Chair in Business & Professor of Marketing at Arizona State University, shows the paradoxical effect of product aesthetics in purchase intent and satisfaction. Attractive products motivate purchase intent but can lower post-purchase consumption and usage satisfaction since consumption destroys the beauty. Analogously,



attractive gift card holders can affect purchase likelihood and satisfaction by heightening the pain of payment.

- **Joann Peck**, Associate Professor of Marketing at the University of Wisconsin will describe her long-standing research portfolio on the role of touch in product purchase. Topics discussed include factors that motivate consumers to touch product, the role of interpersonal touch (e.g., between customer and salesperson), and how marketers can compensate for lack of touch potential in an online environment.

**5:45 – 7:00PM:** Closing Remarks & reception

## **FRIDAY, JUNE 23**

**7:30 – 8:30AM:** Registration and Breakfast

**8:30 – 10:00AM: Breakout Presentations and Discussion of Academic Research (Session 3)**

Presenters will share their academic research to receive feedback from participants. All participants are invited to attend presentations of their choice and join the discussion.

\* Presenting authors

<b><u>TRACK 1</u></b>	<b><u>TRACK 2</u></b>	<b><u>TRACK 3</u></b>
<b>Cross-channel effects (online-offline; mobile-offline)</b>	<b>Online social/peer shopping &amp; mobile shopping</b>	<b>Pricing (price transparency &amp; impact of quantity restrictions in conjunction with discounts) &amp; cross-channel experience</b>
Moderator: Peter Verhoef <i>Professor of Marketing University of Groningen</i>	Moderator: Barbara Kahn <i>Patty and Jay H. Baker Professor, Professor of Marketing, Director Wharton School at the University of Pennsylvania, Baker Retailing Center</i>	Moderator: Denise Dahlhoff <i>Research Director, Baker Retailing Center Wharton School at the University of Pennsylvania</i>
<b>The role of retailer websites in the customer journey: How website cues foster channel switching to the physical store</b> Dennis Herhausen <i>Assistant Professor University of St. Gallen</i>  Kristina Kleinlercher*	<b>Online Social Shopping: The Impact of Social and Commercial Activities on User Behavior on a Social Shopping Platform</b> Ashish Kumar <i>Assistant Professor of Marketing School of Business at Aalto University</i>	<b>The Role of Pricing Transparency in the Shopping Process</b> Kenneth C. Manning <i>Professor of Marketing, Associate Dean for Research and Faculty College of Business at Colorado State University</i>  David E. Sprott*

Doctoral Candidate and Research Associate  
University of St. Gallen

Oliver Emrich  
Professor  
University of St. Gallen

Peter Verhoef  
Professor of Marketing  
University of Groningen

Thomas Rudolph  
Professor  
University of St. Gallen

(co-author will present)

Professor of Marketing, Boeing /  
Scott and Linda Carson Chair  
Carson College of Business at  
Washington State University

James E. B. Wilkie  
Assistant Professor of Marketing  
Mendoza College of Business at  
University of Notre Dame

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**(Don't) chat me if you can!  
The effect of mobile in-store  
advertising on the shopping  
basket**

Valentina Pitardi\*  
Post-doctoral Research Fellow  
Kedge Business School

Francesco Ricotta\*  
Associate Professor of  
Management  
Sapienza University of Rome

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**Buying Unicorns: The Impact  
of Online Consumer-to-  
Consumer Branded  
Buy/Sell/Trade Groups on  
Traditional Retail Buying  
Behavior**

Catherine A. Armstrong Soule  
Assistant Professor of Marketing  
Western Washington University

Sara Hanson\*  
Assistant Professor of Marketing  
Robins School of Business at  
University of Richmond

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**The Effect of Retailers' Price  
Discounts and Quantity  
Restrictions on Consumption  
Enjoyment**

Zhenfeng Ma\*  
Associate Professor of Marketing  
and Aidan Tracey Fellow in Social  
Media and Experiential Marketing  
Wilfrid Laurier University

Tripat Gill\*  
Associate Professor of Marketing  
and Canada Research Chair (Tier 2)  
in Market Insight and Innovation  
Wilfrid Laurier University

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**What Is a "Buzzed-about "  
Display? – The Relationship  
between Posts on Social  
Network Services about In-  
store Display and Responses  
for Them**

Takashi Teramoto\*  
Associate Professor  
Yokohama National University

Akira Shimizu\*  
Professor  
Keio University

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**Evolving Mobile Shopping  
Behavior and its Implications  
for Shopper Marketing**

Dhruv Grewal  
Toyota Chair of Commerce /  
Electronic Commerce, Professor of  
Marketing  
Babson College

Venky Shankar\*  
Professor and Coleman Chair in  
Marketing and Director of  
Research, Center for Retailing  
Studies  
Mays Business School at Texas  
A&M University

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**Title: TBD**

Yu Chen\*  
Assistant Professor of Marketing  
State University of New York  
Farmingdale

Unnati Narang  
*PhD Student*  
*Mays Business School at Texas*  
*A&M University*

Jens Nordfält  
*Head of Research,*  
*Hakon Swenson Research*  
*Foundation; Assistant Professor*  
*Stockholm School of Economics*

Carl-Philip Ahlbom  
*PhD Student*  
*Stockholm School of Economic*

**10:00 – 10:15AM: Break**

**10.15-11.45PM: Breakout Presentations and Discussion of Academic Research (session 4)**

Presenters will share their academic research to receive feedback from participants. All participants are invited to attend presentations of their choice and join the discussion.

\* Presenting authors

### **TRACK 1**

**Warehouse clubs & loyalty programs: impact of marketing elements (pricing, assortment, communication/print mailers)**

Moderator: Jeffrey Inman  
*Professor of Business Administration*  
*Joseph M. Katz Graduate School of Business at University of Pittsburgh*

**Consumption Trends and the Warehouse Club Retail Format**

Anthony Dukes\*  
*Associate Professor of Marketing*  
*Marshall School of Business at University of Southern California*

Tansev Geylani  
*Associate Professor of Business*

### **TRACK 2**

### **TRACK 3**

**In-store consumer behavior**

Moderator: Peter Verhoef  
*Professor of Marketing*  
*University of Groningen*

**On Your Wavelength? – The Interaction of Music and Light and its Effect on Customers' In-Store Perceptions and Actual Behavior**

Julian Allendorf\*  
*Research Assistant*  
*University of Münster*

*Administration*  
*Joseph M. Katz Graduate School of*  
*Business at University of Pittsburgh*

Kannan Srinivasan  
*Assistant Professor*  
*Ohio State University*

Mirja Bues  
*Research Assistant*  
*University of Münster*

Manfred Krafft  
*Professor*  
*University of Münster*

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**Awakening Customers:  
Tactics for Managing a  
Coalition Loyalty Program in  
the Digital Age**

Rebecca Jen-Hui Wang\*  
*Assistant Professor of Marketing*  
*College of Business and Economics*  
*at Lehigh University*

Lakshman Krishnamurthi  
*A. Montgomery Ward Professor of*  
*Marketing*  
*Kellogg School of Management at*  
*Northwestern University*

Edward C. Malthouse  
*Theodore R. and Annie Laurie Sills*  
*Professor of Integrated Marketing*  
*Communications*  
*Medill School at Northwestern*  
*University*

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**In-Store Shopper  
Engagement Behaviors with  
Mindsets and Goal  
Orientations**

Hyunjoo Oh\*  
*Research Director*  
*Warrington College of Business*  
*Administration at University of*  
*Florida*

Chorong Youn  
*Post-doctoral Researcher*  
*Warrington College of Business*  
*Administration at University of*  
*Florida*

Chris Janiszewski  
*Professor of Marketing*  
*School of Business Administration*  
*at University of Miami*

So-Yeon Yoon  
*Associate Professor*  
*Cornell University*

**11.45-1.00PM: Closing Remarks & Lunch**