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), accompanying a special issue of the Journal of the Association for Consumer Research (JACR)

June 22-23, 2017 | Wharton School

https://bakerretail.wharton.upenn.edu/conferences/
THURSDAY, JUNE 22

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

8:30 – 8:45AM: Welcome Remarks by the JACR Special Issue Co-Editors Barbara Kahn, Jeff Inman, and Peter Verhoef

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
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<th>TRACK 1</th>
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<tr>
<td><strong>Consumers' online behavior</strong> <em>(choice, engagement, browsing)</em>; use of empirical field or survey data</td>
<td><strong>Customer journey and channel choice</strong></td>
<td><strong>Word of mouth, customer reviews &amp; referrals</strong></td>
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</table>
| Moderator: Peter Verhoef  
Professor of Marketing  
University of Groningen | Moderator: Barbara Kahn  
Patty and Jay H. Baker Professor,  
Professor of Marketing, Director  
Wharton School at the University of Pennsylvania, Baker Retailing Center | Moderator: Jeffrey Inman  
Professor of Business Administration  
Joseph M. Katz Graduate School of Business at University of Pittsburgh |

| **Who is Pulling the Strings?**  
The Role of Autonomous and Controlled Motivation on the Path to Consumer Engagement in Social Media | **From Browsing to Buying and Beyond: An Analysis of Shopper Journey Archetypes** | **Are You Sure We Shared the Same Room? The Effect of Clock on Customers' Online Review Generation and Consumption** |
| Maik Hammerschmidt  
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University of Göttingen | 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  
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HEC Paris  
Shiri Melumad  
Assistant Professor of Marketing,  
The Wharton School at the University of Pennsylvania |
| Welf Weiger*  
Assistant Professor at the Chair of Marketing and Innovation Management  
University of Göttingen | | |

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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*

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**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*

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**“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*
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
Jessica White, Executive Director of Customer, Glossier

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 Retail 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*, Post-Doctoral Researcher, Católica Lisbon School of Business & Economics
Table 6: 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
Serving Retailing App Consumers, “Are the Business Schools Ready to Download”
Vivek Ranga*, Dean and Campus Head, IBS Business School

Table 7: Not Just a Pretty Face: How Luxury Brands Use Intellectual Engagement with Consumers to Develop Long Term Brand Equity
Thomaï Serdari*, Adjunct Professor of Marketing, Stern School of Business at New York University
Kristina Duffy, MBA, Stern School of Business at New York University
Joanne Yoon, MBA, 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

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.

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<td>Impact of emoticons and assortment mix (healthy and unhealthy food) on buying behavior</td>
<td>Physical stores &amp; brand sabotage</td>
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<td>The dynamics of retail agglomeration attractiveness. Effect of agglomeration characteristics, hedonic</td>
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<td>Julia Wolny*</td>
<td>Lura Forcum* Assistant Professor of Marketing College of Business at Clemson University</td>
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How Digital Devices Change the Way Consumers Plan for their Shopping Trips
Yanliu Huang
Associate Professor of Marketing
LeBow College of Business at Drexel University

Zhen Yang*
Doctoral Candidate of Marketing
LeBow College of Business at Drexel University

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

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

Ludovica Cesareo, Postdoctoral Fellow, Wharton School at the University of Pennsylvania

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

How Should Retailers Deal With Consumer Brand Sabotage?
Andrea Kähr*
Postdoctoral Researcher
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
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.

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<td>Online social/peer shopping &amp; mobile shopping</td>
<td>Pricing (price transparency &amp; impact of quantity restrictions in conjunction with discounts) &amp; cross-channel experience</td>
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University of Groningen | Moderator: Barbara Kahn  
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Research Director, Baker Retailing Center Wharton School at the University of Pennsylvania |

The role of retailer websites in the customer journey: How website cues foster channel switching to the physical store  
Kristina Kleinlercher*  
Doctoral Candidate and Research Associate  
University of St. Gallen  
Dennis Herhausen  
Assistant Professor  
University of St. Gallen  
Oliver Emrich  
Professor  
University of St. Gallen  
Peter Verhoef  
Professor of Marketing  
University of Groningen

Online Social Shopping: The Impact of Social and Commercial Activities on User Behavior on a Social Shopping Platform  
Ashish Kumar  
Assistant Professor of Marketing  
School of Business at Aalto University  
Jari Salo*  
Professor of Marketing, University of Helsinki

The Role of Pricing Transparency in the Shopping Process  
Kenneth C. Manning  
Professor of Marketing, Associate Dean for Research and Faculty College of Business at Colorado State University  
David E. Sprott*  
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
(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

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

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

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

Evoking 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

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

Title: TBD
Yu Chen*
Assistant Professor of Marketing
State University of New York Farmingdale
10:00 – 10:15AM: Break

10:15-11:15AM: 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 Administration
Joseph M. Katz Graduate School of Business at University of Pittsburgh

**TRACK 2**

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
Mirja Bues
Research Assistant
University of Münster

**TRACK 3**
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

11.20-11.45PM: Closing Remarks by the JACR Special Issue Co-Editors Barbara Kahn, Jeff Inman, and Peter Verhoef and Q&A

11.45-1.00PM: Lunch