

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)

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<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

TRACK 1

TRACK 2

TRACK 3

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 Göttingen*

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

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*

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

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
Assistant Professor of Marketing, The Wharton School at the University of Pennsylvania

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*

**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*

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 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

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.

* 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

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

Are little pictures worth a thousand words? Emojis and resistance to persuasion

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

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

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
*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*
*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
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*

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

<u>TRACK 1</u>	<u>TRACK 2</u>	<u>TRACK 3</u>
Cross-channel effects (online-offline; mobile-offline)	Online social/peer shopping & mobile shopping	Pricing (price transparency & impact of quantity restrictions in conjunction

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

**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*

Thomas Rudolph
*Professor
University of St. Gallen*

**(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*

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

**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*

**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*

**with discounts) & cross-
channel experience**

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

**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*

**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*

Akira Shimizu
*Professor
Keio University*

**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
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Mays Business School at Texas
A&M University*

Unnati Narang
*PhD Student
Mays Business School at Texas
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Jens Nordfält
*Head of Research,
Hakon Swenson Research
Foundation; Assistant Professor
Stockholm School of Economics*

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

**Message Consistency,
Pleasure and Purchasing
Intentions**

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

TRACK 2

TRACK 3

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

Kannan Srinivasan
Professor of Marketing and Information Systems
Carnegie Mellon University

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

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

Manfred Krafft
Professor
University of Münster

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