Program*

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<th>Tuesday September 20, 2005</th>
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**Social events are organized and offered by independent private travel companies during the conference, they must be booked separately (at the registration desk).
Conference Venue and Contact Information

International Center of Croatian Universities (ICCU)
Don Frana Bulica 4
HR-20000 DUBROVNIK
Croatia
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Keynote Speeches:

Tuesday
September 20, 2005:

M. Joseph Sirgy
Virginia Polytechnic Institute & State University, Department of Marketing, Blacksburg, VA, USA

“Advances in Consumer Self-Concept Research”

Wednesday
September 21, 2005:

Paul Barrett
University of Auckland, Dept. of Management & Employment Relations, Auckland, New Zealand

“Consumer Profiling”

Thursday
September 22, 2005:

Denis Bratko
University of Zagreb, Department of Psychology, Zagreb, Croatia

“Behavioral Genetics and Personality: Implication for Consumer Personality and Behavior Research”

Friday
September 23, 2005:

Mick Couper
University of Michigan, ISR Survey Research Center, Ann Arbor, MI, USA


Saturday
September 24, 2005:

Bozidar KliceK
University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

“Knowledge Discovery in Consumer Behavior Research”
Toward a theory of the relationship between consumer personality and coping: The trait of coping flexibility  
Adam Duhachek, Indiana University, Dept. of Marketing, Bloomington, IN, USA

Exploring the relationship between personality and participation in promotional games  
Joseph Mahan III, University of Maryland, Dept. of Kinesiology, College Park, MD, USA  
Stephen McDaniel, University of Maryland, Dept. of Kinesiology, College Park, MD, USA

Experimental analysis of consumers stimulation and motivational states in the shopping experience  
Gianluigi Guido, University of Lecce and University of Rome, Lecce/Rome, Italy  
Mauro Capestro, University of Lecce, Lecce, Italy

Congruence of personality and brand personality and its implications for brand management - A case study in the snowboard industry  
Thomas Foscht, University of Graz, Dept. of Marketing, Graz, Austria  
Bernhard Swoboda, Trier University, Dept. of Marketing and Retailing, Trier, Germany  
Alexander Friessnegg, University of Graz, Dept. of Marketing, Graz, Austria

Consumer relationship orientation towards a brand (CROB): Concept definition and construct dimensions exploration  
Florence Benoit, ESSEC, Dept. of Marketing, Cergy-Pontoise, France  
Pierre Volle, University of Paris IX Dauphine, Dept. of Marketing, Paris, France

The impact of brand personality on consumer behavior: A model and empirical application to supermarket store names in France and Tunisia  
Sarah Ben Sliman, Ecole Superieure de Commerce de Tunis, Tunis, Tunisia  
Jaen-Marc Ferrandi, University of Dijon, Auxerre, France  
Dwight Merunka, University of Aix-Marseille and EUROMED Marseille, Marseille, France  
Pierre Valette-Florence, University of Grenoble, ESA, Grenoble, France

Branded style: The relationship between personality and dress  
Tricia Johnson, Illinois State University, Dept. of Family and Consumer Sciences, IL, U.S.A.  
Sally Francis, Oregon State University, Graduate School, OR, USA

The "we concept" and product choice congruency  
Sondes Zouaghi, IUT de Cergy – Université de Cergy-Pontoise, Cergy-Pontoise, France  
Denis Darpy, Université de Versailles St Quentin - Laboratoire LAREQUOI, Versaille, France
You are what you wear: The impact of brand attributes on consumer impression formation
Bob Fennis, University of Twente, Dept. of Communication, Enschede, the Netherlands
Ad Pruyn, University of Twente, Dept. of Communication, Enschede, the Netherlands
Marieke Fransen, University of Twente, Dept. of Communication, Enschede, the Netherlands

Overcoming the babylonian confusion of tongues: Conceptual congruence between customer needs and product features
Florian Bauer, Vocatus AG, Munich, Germany

To know what I listen to is to know who I am: Examining the information conveyed through music preferences
Peter Rentfrow, University of Texas, Dept. of Psychology, Austin, TX, USA
Samuel Gosling, University of Texas, Dept. of Psychology, Austin, TX, USA

Should I stay or should I go? Affect-congruence and purchase venue choice
Nancy Puccinelli (Upton), Sawyer School of Management, Suffolk University, MA, USA
Rohit Deshpande, Harvard Business School, Dept. of Marketing, Boston, MA, USA
Alice Isen, Cornell University, Dept. of Psychology, Ithaca, NY, USA

Idealized and realistic testimonials in advertising for cosmetics
Silvia Karnitsch, University of Vienna, Dept. of Economic Psychology, Vienna, Austria
Erik Hölzl, University of Vienna, Dept. of Economic Psychology, Vienna, Austria

Validation of the template matching technique for personality classification
Paul Albanese, Kent State University, Dept. Of Marketing, Kent, OH, USA

Personality measurement in extremely time-limited settings: The BFI-10, a ten-item instrument for assessment of the Big Five
Beatrice Rammstedt, Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany
Oliver John, University of California at Berkeley, CA, USA

LIFE: Personality as conceived by everyday behaviors and its relationship with brand preference
Kate Niederhoffer, University of Texas, Dept. of Psychology, Austin, TX, USA
Neal Burns, University of Texas, Dept. of Advertising, Austin, TX, USA
James Pennebaker, University of Texas, Dept. of Psychology, Austin, TX, USA

Measuring involvement in ecology using a 5-factor scale: EIS
Ghislaine Cestre, University of Lausanne, HEC Business School, Dept. of Marketing, Lausanne, Switzerland
Dominique Marguerat, University of Lausanne, HEC Business School, Dept. of Marketing, Lausanne, Switzerland

Measuring differences in consumers’ perception: A new attention-based approach
Markus Joos, Dresden University of Technology, Applied Cognitive Research, Dresden, Germany
Boris Velichkovsky, Dresden University of Technology, Applied Cognitive Research, Dresden, Germany
Does brand personality extend to retail shopping environments? An empirical experiment using D’Astous store personality scale in a Web-based CD music shop
David Fortin, University of Canterbury, Dept. of Management, Canterbury, New Zealand
Stuart Clark, University of Canterbury, Dept. of Management, Canterbury, New Zealand

The influence of product design on brand personality: The moderating roles of need for cognition and optimal level of stimulation
Gaëlle Pantin-Sohier, University of Caen, Dept. of Marketing, Caen, France

Measurement of brand central core and brand personality: Comparison of first results on predictive validity towards brand engagement and buying intention
Laure Ambroise, University of Lyon - IAE, Lyon, France
Géraldine Michel, University of Paris 1 - IAE, Dept. of Marketing, Paris, France
Pierre Valette-Florence, University Pierre Mendes-France, Dept. of Marketing, Grenoble, France

Brand personality and human personality: Findings from ratings of familiar Croatian brands
Goran Milas, Institute of Social Sciences Ivo Pilar, Zagreb, Croatia
Boris Mlacic, Institute of Social Sciences Ivo Pilar, Zagreb, Croatia

What does Aaker’s brand personality scale actually measure?
Michael Bosnjak, University of Mannheim, Dept. of Psychology II, Mannheim, Germany
Beatrice Rammstedt, Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany
Tracy Tuten, Virginia Commonwealth University, VA, USA

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Thursday
September 22, 2005

Poster Session (10.00 – 11.00)

What price do you ask for the ´extra one´? : A social value orientations perspective
Chien-Huang Lin, National Central University, Dept. of Business Administration, Taiwan, ROC
Hung-Ming Lin, National Central University, Dept. of Business Administration, Taiwan, ROC

Need for closure and leisure of youngsters
Iris Vermeir, Hogeschool Gent, Dept. of Business Administration, Ghent, Belgium
Maggie Geuens, Ghent University, Dept. of Marketing, Ghent, Belgium

Attitudes toward non-traditional branding campaigns
Presha Neidermeyer, The Graduate College of Union University, Dept. of Management, NY, USA

Temperament and information processing in perception of print advertisement
Alicja Grochowska, Warsaw School of Social Psychology, Warsaw, Poland

Four sides of print advertising exposure
Sînziana Ioana Spiridon, Al. I. Cuza Univ., Faculty of Economics and Business Admin., Iasi, Romania

The influence of need for closure and need for cognition on consumers´ importance of product attributes
Iris Vermeir, Hogeschool Ghent, Dept. of Business Administration, Ghent, Belgium
Maggie Geuens, Ghent University, Dept. of Marketing, Ghent, Belgium

Paper Session: Cultural Differences (11.00 – 12.30)

Brand personality in an intercultural context
Thomas Foscht, University of Graz, Dept. of Marketing, Graz, Austria
Claudia Pieber, University of Graz, Dept. of Marketing, Graz, Austria
Bernhard Swoboda, Trier University, Dept. of Marketing and Retailing, Trier, Germany

The influence of culture difference on the display of brand personality and self concept
Chih-Yun Wu, National Cheng-Chi University (NCCU), Dept. of Business Administration, Taiwan, ROC
Lien-Ti Bei, National Cheng-Chi University (NCCU), Dept. of Business Administration, Taiwan, ROC
Zeng-Long Huang, National Cheng-Chi University (NCCU), Dept. of Business Administration, Taiwan, ROC

An evaluation of cultural values in consumer personality: Etic involvement and etic emotions
Martin Reimann, Freiberg University, Dept. of Marketing, Freiberg, Germany

Contribution of personal and cultural variables to social influence: Age as a moderator variable
Pedro Fenollar, University of Murcia, Dept. of Marketing, Murcia, Spain
Salvador Ruiz, University of Murcia, Dept. of Marketing, Murcia, Spain

Self-orientation and group-orientation: Intercultural differences in attitudes toward personalized Web sites
Iris Wernher, University of Freiburg, Dept. of Psychology, Freiburg, Germany
Josef Nerb, University of Freiburg, Dept. of Psychology, Freiburg, Germany
Paper Session: Consumer Personality and Motives (17.00 – 18.30)

Personality as a predictor of appearance management behavior
Tricia Johnson, Illinois State University, Dept. of Family and Consumer Sciences, IL, USA
Sally Francis, Oregon State University, Graduate School, OR, USA

Investigating impulse buying and variety seeking: Towards a general theory of hedonic purchase behaviors
Piyush Sharma, Nanyang Business School, Singapore, Singapore
Bharadhwaj Sivakumaran, Indian Institute of Technology, Chennai, India
Roger Marshall, Nanyang Business School, Singapore, Singapore

Shopping motives and the hedonic/utilitarian shopping value: A factorial study
Gianluigi Guido, University of Lecce and University of Rome, Lecce/Rome, Italy

The propensity to self-reference: An individual difference measure of processing style with implications for attitude change and source memory
Curtis Haugtvedt, Ohio State University, Fisher College of Business, OH, USA

Paper Session: Brand Preference and Loyalty (19.00 – 20.30)

Categories of loyalty. Toward meaning-based theory of customer loyalty
Heli Paavola, University of Tampere, Business Studies, Tampere, Finland

The impact of satisfaction and image on loyalty concerning customers with varying degrees of service experience
Thomas Brunner, University of Basel, Dept. of Psychology, Basel, Switzerland
Markus Stöcklin, University of Basel, Dept. of Psychology, Basel, Switzerland
Klaus Opwis, University of Basel, Dept. of Psychology, Basel, Switzerland

Brands of death? Excessive spending as a consequence of brand-based mortality salience
Marike Fransen, University of Twente, Dept. of Communication, Enschede, the Netherlands
Bob Fennis, University of Twente, Dept. of Communication, Enschede, the Netherlands
Ad Pruyn, University of Twente, Dept. of Communication, Enschede, the Netherlands
Enny Das, Free University Amsterdam, Amsterdam, the Netherlands

Affective conditioning of brand attitudes: About the moderating impact of consumers’ personality and contingency awareness
Gordy Pleyers, Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium
Olivier Corneille, Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium
Olivier Luminet, Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium

Brand relationship quality: Why relationships between consumers and their brands differ
Edith Smit, University of Amsterdam, SWOCC, Amsterdam, the Netherlands
Maarten Tolboom, TNS NIPO, Amsterdam, the Netherlands
Fred Bronner, University of Amsterdam, Dept. of Communication, Amsterdam, the Netherlands
Consumer impulsive purchase behavior: Comparing online and offline experiences
Nina Koski, University of Tampere, Tampere, Finland

Processes of brand loyalty habituation in FMCG purchases: Cognitive-affective, socio-demographic and process time correlates of behavioral brand shifting and loyalty
Georgios Papastefanou, Centre for Survey Research and Methodology ZUMA, Mannheim, Germany
Katharina Holaschke, Centre for Survey Research and Methodology ZUMA, Mannheim, Germany

Consumer loyalty behavior towards typical food products: Analysis of French consumer panel data
Georges Giraud, ENITA of Clermont, Dept. of Quality and Economy, Lempdes, France
Polymeros Chrysochou, Agricultural University of Athens, Athens, Greece

Assessing your Web site persona
Scarlett Lam, University of California at Berkeley, Haas School of Business, Berkeley, CA, USA

Individual factors’s loyalty in the context of an experiential consumption.
Cathy Bréda, Ecole Supérieure de Commerce, Dept. of Marketing, Chambéry, France

Ambient scents and service satisfaction: Moderating role of personality and situational variables
Surendra Singh, University of Kansas, School of Business, Lawrence, KS, USA
Sanjay Mishra, University of Kansas, School of Business, Lawrence, KS, USA
Sanghoon Lee, Sungkonghoe University, Dept. of Marketing, Seoul, Korea
Neeli Bendapudi, Ohio State University, Dept. of Marketing, OH, USA

Effect of personality traits, working memory capacity, and cognitive burden on yea-saying
Roger Tourangeau, University of Michigan, Institute for Social Research, Ann Arbor, MI, USA
Mirta Galesic, University of Maryland, Joint Program in Survey Methodology, MD, USA

Multimodal method for data collection in complex marketing research and business intelligence
Bozidar Klícek, University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia
Nina Begicevic, University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia
Sandro Geric, University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

Prenotification in online access panel surveys: E-mail versus mobile text messaging (SMS)
Wolfgang Neubarth, Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany
Michael Bosnjak, University of Mannheim, Dept. of Psychology II, Mannheim, Germany
Wolfgang Bandilla, Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany
Mick Couper, University of Michigan, Institute for Social Research, MI, USA
Lars Kaczmirek, Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany
Changing roles, changing preferences? The impact of gender identity on primary affective reactions to sex-specific advertising stimuli
Karolien Poels, Ghent University, Dept. of Communicationmanagement, Ghent, Belgium
Siegfried Dewitte, Catholic University Leuven, Dept. of Applied Economics, Leuven, Belgium

The role of personality in response to ads using violent images to promote consumption of sports entertainment
Choonghoong Lim, University of Maryland, Department of Kinesiology, College Park, MD, USA
Stephen McDaniel, University of Maryland, Department of Kinesiology, College Park, MD, USA
Joseph Mahan, University of Maryland, Department of Kinesiology, College Park, MD, USA

Categories of nostalgia in post-socialist Russia: Exploring applications to advertising strategy
Susan Holak, City University of New York, College of Staten Island, Dept. of Business, Staten Island, NY, USA
Alexei Matveev, City University of New York, College of Staten Island Dept. of Business, Staten Island, NY, USA
William Havlena, Dynamic Logic, New York, NY, USA

Values and sexual outlook influencing consumption of sexual imagery in alcohol advertising: A study of British and German consumers
Paushali Lass, University of Strathclyde, Dept. of Marketing, Glasgow, United Kingdom

Surrogate advertising and brand equity
Ajit Parulekar, Goa Institute of Management, Dept. of Management Studies, Goa, India

Sex, gender and self-concept: Understanding Internet usage rates for relationship-building applications
Maureen Hupfer, DeGroote School of Business, McMaster University, Ontario, Canada
Brian Detlor, DeGroote School of Business, McMaster University, Ontario, Canada

Mood induction via the World Wide Web
Anja Göritz, University of Erlangen-Nürnberg, Dept. of Organizational & Social Psychology, Nuremberg, Germany

Conceptual and methodological issues: Consumer personality, source credibility, and online shopping
Sajid Khan, Cardiff University, Dept. of Marketing and Strategy, Cardiff, UK

Can the Internet lead to consumer empowerment? A conceptual model and research propositions
Gunce Unverdi-Creig, The University of Manchester, Manchester, UK
Paul Jackson, Manchester Business School, University of Manchester, Manchester, UK
Saturday
September 24, 2005

Poster Session (10.00 – 11.00)

The asymmetrical process of regret responses following positive and negative outcomes
Ying-Ching Lin, National Dong Hwa University, Dept. of Business Administration, Taiwan, Republic of China
Chien-Huang Lin, National Central University, Dept. of Business Administration, Taiwan, Republic of China

Linking consumer innovativeness, expertise, and information search for new products: A theoretical and empirical exploration
Nawel Ayadi, University of Toulouse I, IAE de Toulouse, Management Research Center, Toulouse, France
Marc Fréchet, University Toulouse I, IAE de Toulouse, Management Research Center, Toulouse, France

Individual differences on responses to advertising: Advertising avoidance on the Internet
ChangHyun Jin, University of Florida, Dept. of Advertising, Gainesville, FL, USA
Jon Morris, University of Florida, Dept. of Advertising, Gainesville, FL, USA
Chang-Hoan Cho, University of Florida, Dept. of Advertising, Gainesville, FL, USA

Consumers’ trust in unfamiliar high-tech products
Peter de Vries, University of Twente, Enschede, the Netherlands

Metaphor as research method in marketing: An application to brand personality
Sonia Capelli, University of Lyon1, Dept. of Marketing, Lyon, France
Alain Jolibert, University Grenoble 2, CERAG, Grenoble, France

From luxury to necessity: America’s obsession with transformation and the commodification of interior design
Lucinda Havenhand, Virginia Commonwealth University, Dept. of Interior Design, Richmond, VA, USA

Accessibility of subjective ease of retrieval and its effects on evaluation in subjects high and low on experiential and rational processing style
Shai Danziger, Ben Gurion University, School of Management, Beer Sheva, Israel
Vered Rafaeli, Ben Gurion University, School of Management, Beer Sheva, Israel
Simone Moran, Ben Gurion University, School of Management, Beer Shiva, Israel

Wayfinding in the city
Fangnien Lin, Monash University, Dept. of Theory of Art and Design, Melbourne, Australia

Online data collection - Strengths, challenges and future directions
Yunjae Cheong, University of Texas at Austin, Dept. of Advertising, Austin, TX, USA

Dimensions of brand personality in Germany: The German brand personality scale ‘DEMASK’
Tanja Hufschmidt, University of Mannheim, Department of Psychology II, Mannheim, Germany
Michael Bosnjak, University of Mannheim, Department of Psychology II, Mannheim, Germany
Paper Session: Data Mining, Segmentation, and Modeling (11.00 – 12.30)

Revising segments - From commonness to distinctiveness
Samo Kropivnik, University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia
Bojana Lobe, University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia
Breda Luther, University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia

Temporal pattern discovery in consumer behavior with REFII model
Goran Klepac, Raiffeisen Consulting, Zagreb, Croatia
Bozidar Klček, University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia
Leo Mrsic, Tekstilpromet d.d., Zagreb, Croatia

A forecasting and simulation model for predicting movies performance using audience and box office revenues data
Silvia Biffignandi, University of Bergamo, DMSIA, Bergamo, Italy
Vittorio Bossi, University of Bergamo, DMSIA, Bergamo, Italy

Multi-modal deep-web data-mining (MMDD)
Shakeel Siddiqui, Dublin City University, Dublin, Ireland
Darach Turley, Dublin City University, Business School, Dublin, Ireland

Data-mining in direct marketing: A comparison of RFM, CHAID, and logistic regression
John McCarty, The College of New Jersey, School of Business, NJ, USA
Manoj Hastak, American University, Kogod College of Business, Washington, DC, USA
CPR 2005 Program Committee Members:

Hans Baumgartner  
Pennsylvania State University, SMEAL College of Business, Department of Marketing, Philadelphia, PA, USA

Paul Barrett  
University of Auckland, Department of Management and Employment Relations, Auckland, New Zealand

Michael Bosnjak  
University of Mannheim, Department of Psychology II, Mannheim, Germany – Chair of program committee

Denis Bratko  
University of Zagreb, Department of Psychology, Zagreb, Croatia

Goran Bubas  
University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

Mick Couper  
University of Michigan, Survey Research Center at the Institute for Social Research, Ann Arbor, MI, USA

Mirta Galesic  
University of Zagreb, Department of Psychology, Zagreb, Croatia

Curtis P. Haugtvedt  
Ohio State University, Dept. of Marketing and Logistics, Fisher College of Business, Columbus, OH, USA

Bozidar KliceK  
University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

Todd Mooradian  
The College of William & Mary, School of Business Administration, Williamsburg, VA, USA

Rajan Nataraajan  
Auburn University, Department of Marketing, Auburn, AL, USA

Peter Schmidt  
University of Giessen, Faculty of Social Sciences, Giessen, Germany

M. Joseph Sirgy  
Virginia Polytechnic Institute & State University, Department of Marketing, Pamplin College of Business

Branimir Sverko  
University of Zagreb, Department of Psychology, Zagreb, Croatia

Roger Tourangeau  
University of Michigan, Survey Research Center, JPSM, College Park, MD, USA

Tracy L. Tuten  
School of Mass Communication & Department of Marketing and Business Law in the School of Business, Virginia Commonwealth University, Richmond, VA, USA

Werner W. Wittmann  
University of Mannheim, Department of Psychology II, Mannheim, Germany

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Michael Bosnjak (Chair)  
Denis Bratko  
Mirta Galesic  
Tracy L. Tuten
The Journal of Business Research (JBR) is intended to be an outlet for theoretical and empirical research contributions for scholars and practitioners in the business field. For the special issue on ‘Consumer Personality’, JBR invites manuscripts particularly in the areas of (a) current theoretical developments and practical applications in consumer personality and self-concept research, (b) innovative data collection methods in consumer-driven marketing research, and (c) new issues and approaches in data preparation, processing, and analysis.

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REFERENCES

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FIGURES.

Figures should be professionally-done originals or glossies of originals. Letters and data points should be large enough so that when reduced to fit on the journal page (7 in. wide by 9 in. depth max) they can be read with ease.

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