

TABLE OF CONTENTS

AUTOMOTIVE IMPACT ON MARKET BEHAVIOR

"A Longitudinal Analysis of New Car Purchase Patterns and Intentions (1977-1979) as Affected by Differing Degrees of Energy Uncertainty".....	1
Gordon L. Wise, Wright State University	
Myron L. Cox, Wright State University	
"Demographic Segmentation of the New Automobile Market: A Reappraisal".....	5
Kevin F. McCrohan, University of New Haven	
"Automobile Curtailment: Interaction with Psychological Variables/Consequences/Strategies".....	10
V.H. Kirpalani, Concordia University	
L. Gelfand, Transport Canada	
"The Impact of Changing Market Conditions on Consumer Perceptions of the Automobile as a Status Symbol"...	14
Algin B. King, Christopher Newport College	
Joyce P. King, Old Dominion University	
"The Auto Warranty Service Shortfall".....	19
M.D. Bernacchi, University of Detroit	
Ken Kono, University of Detroit	
Gail Willette, University of Detroit	

CONSUMER BEHAVIOR

"Variety Drive in Consumer Behavior: Empirical Verification as a Purchase Behavior Motivator within Some Product Categories".....	22
Robert W. Hughes, University of Kansas	
Roberto Friedman, University of Kansas	
Kelly Blinzler, University of Kansas	
"Behavioral Intentions as an Intervening Variable in Housing Decisions: A Longitudinal Study".....	28
R. Neil Maddox, University of Missouri - St. Louis	
"Consumer Decision Allocation of Spouses in Dual Career Families: A Descriptive Study".....	33
Phillip B. Niffenegger, Murray State University	
Jan Cooper Taylor, Murray State University	
Ronald D. Taylor, Murray State University	
"Research Consumer Decisions Making with Information Display Boards".....	37
Roger Heeler, York University	
Stan Reid, York University	
Chike Okechuku, Bell Canada	
"An Information Integration Investigation of Cognitive Structure Models".....	43
Terrence J. Paridon, Saint Louis University	
"Narayana-Markin Consumer Behavior and Product Performance Model: A New Dimension".....	47
A. Coskun Samli, Virginia Polytechnic Institute and State University	
Glen Reicken, Ball State University	
Calolyn W. Salmon, Virginia Polytechnic Institute and State University	
"A Theory of Acquisition Motivation and a Pilot Investigation".....	50
Naresh K. Malhotra, Georgia Institute of Technology	
"Consumer Decision Making: A Model of Purposive Behavior".....	55
Dub Ashton, University of Denver	

"Opinion Leaders: Are They Really Important as Innovation Buyers?".....	60
Emma Auer, Boston State College	
Herbert Rotfeld, Bowling Green State University	
"Empathy: Is It the Missing Independent Dispositional Variable in the Study of Innovative Behavior?".....	64
Emma Auer, Boston State College	
<u>INDUSTRIAL MARKETING</u>	
"Buyer-Seller Similarity Measures as Correlates of Sales Success in Industrial Selling".....	68
Anthony J. Alessandra, Ashtin Learning Systems	
Ugur Yavas, Ball State University	
"An Empirical Analysis of the Relationship Between Sales Supervisory Behavior and Salesforce Job Satisfaction".....	73
R. Kenneth Teas, Iowa State University	
James F. Horrell, University of Oklahoma	
"The Pros and Cons of Manufacturers' Reps as a Channel of Distribution for Small Industrial Companies"....	78
Max L. Densmore, Grand Valley State College	
"Innovations and Industrial Marketing Strategy".....	81
H. Robert Dodge, Youngstown State University	
"The Life Cycle of Supplementary Services in Retailing: Implications for Management".....	85
Michael J. Etzel, Utah State University	
"Current Dimensions in Sales Forecasting".....	89
Larry S. Lowe, Oklahoma State University	
C. Richard Roberts, University of Tulsa	
<u>INTERNATIONAL MARKETING</u>	
"A Cross-National Comparison of the Applicability of Standardized International Advertising".....	93
Sak Onkvisit, Southern Illinois University	
John J. Shaw, Pennsylvania State University	
"Indian Retailers: Media Used and Medium Perceived as the Best for Promotion".....	99
Venkatakrishna V. Bellur, Northern Michigan University	
"Consumer Shopping Time in Poland: Some Insights from Contemporary Polish Research".....	104
Robert L. King, Virginia Polytechnic Institute and State University	
"Black Vs. White Purchasing Power: The South African Market".....	109
Heiko de B. Wijnholds, Virginia Commonwealth University	
"The Impact of Market Competition on Organization Structure and Effectiveness: A Cross-Cultural Study"....	115
F. Glenn Boseman, Temple University	
Jack L. Simonetti, The University of Toledo	
"Trade Between Finland and the Union of Soviet Socialist Republics".....	119
Venkatakrishna V. Bellur, Northern Michigan University	
Jyrki Sahlstrom, Northern Michigan University	
<u>MARKETING EDUCATION</u>	
"Modified P.S.I.: A Solution to the Vast Class".....	123
Peter W. Pasold, Concordia University	
"Multi-Media Marketing: An Extension".....	128
Stephen C. Cosmas, Virginia Polytechnic Institute and State University	
H. Lee Meadow, Virginia Polytechnic Institute and State University	
"Designing a Unique Educational Program to Meet the Needs of the Customer - A Case History".....	131
Ernest F. Cooke, Memphis State University	
Patricia C. Dayton, First National Bank of Maryland	
<u>MARKETING MANAGEMENT</u>	
"Marketing Strategy in the 1980's: Major Changes Ahead for Marketers".....	135
Lawrence R. Lepisto, Central Michigan University	
Terry C. Wilson, Central Michigan University	
"Budget the Planned Marketing Strategy".....	138
Martin R. Schlissel, St. John's University, New York	
Joseph A. Giacalone, St. John's University, New York	

"Predispositions Toward UPC Scanning and Individual Product Price Removal".....	143
Michael M. Pearson, Bowling Green State University	
Robert Venzel, Marathon Special Products	
"Community Mental Health Centers: A Marketing Challenge".....	148
Alan B. Flaschner, University of Toledo	
A. Edward Spitz, Eastern Michigan University	
Catherine E. Rosen, Northeast Georgia Community Mental Health Center	
Lane A Gerber, Medical College of Ohio	
Jack L. Simonetti, University of Toledo	
"Examining and Assessing the Changing Role of Marketing Research in New Product Planning".....	152
Joel R. Evans, Hofstra University	
Elaine Sherman, Hofstra University	
"An Economic Analysis of Product Newness: Is Quality Decline Inevitable?".....	158
Fred W. Morgan, Wayne State University	
"Will the "Battle of Brands" Undergo a Structural Change? A Case of Generics".....	161
M.D. Bernacchi, University of Detroit	
Ken Kono, University of Detroit	
"An Alternate Approach to Understanding Styled Products".....	166
Elizabeth C. Hirschman, New York University	
"Advantages, Problems, and Growth Opportunities for Consumer Cooperatives: Consumer Attitudes vs. Co-Op Managers' Opinions".....	172
Walter Gross, University of Georgia	
Myron Leonard, Western Carolina University	
"A Generic Decision Process for Marketing".....	174
Thomas A Petit, University of North Carolina at Greensboro	
Edward J. Ryan, Jr., University of North Carolina at Greensboro	
"A Synthesizing Conceptualization of Communication in a Marketing/Physical Distribution Setting".....	179
Max L. Densmore, Grand Valley State Colleges	
Samuel H. Himes, Jr., University of North Dakota	
"Are Women's Apparel Retail Store Image Spaces Alike Across Life Cycle Lines: A Schonemann-Carroll-Lingoes Matrix Fit Application".....	184
Jay D. Lindquist, Western Michigan University	
"Retail Image Research: State of the Art Review with Implications for Retailing Strategy".....	189
Roger L. Jenkins, University of Tennessee	
Sandra Monk Forsythe, University of Tennessee	
"Service Retailing: Applications of a Developmental Concept".....	195
Michael K.Mills, University of Southern California	
Thomas V. Bonoma, Harvard University	
"Consumer Payment Systems: Conceptual and Empirical Perspectives".....	198
Elizabeth C. Hirschman, New York University	
"Catalog Shopping: Problems and Prospects in Small Communities".....	204
Glen Riecken, Ball State University	
Ugur Yavas, Ball State University	
A. Coskun Samli, Virginia Polytechnic Institute and State University	
"The New Susan B. Anthony Dollar: Hypotheses Regarding Consumer and Retailer Reactions".....	209
Claude R. Martin, Jr., The University of Michigan	

MARKETING RESEARCH

"The Generate-Test Model of Store Choice".....	213
Richard W. Olshavsky, Indiana University	
David B. MacKay, Indiana University	
"The Effect of Cover Letter Satutations on Response Rates and Selected Item Omission Rates on an Industrial Survey".....	218
John H. Summey, Southern Illinois University at Carbondale	
Ronald D. Taylor, Murray State University	
Donald R. Williams, North Texas State University	

"Estimating Nonresponse Bias in Mail Surveys: A Replication Study".....	222
John T. Mentzer, Virginia Polytechnic Institute and State University Douglas M. Lambert, Michigan State University	
"Pairing Brand and Product Names with Nude and Neutral Stimuli in Advertisements: An Investigation of Recall and Attitudes".....	225
M. Wayne Alexander, Moorhead State University Ben Judd, Jr., Moorhead State University	
"The New Battle of the Brands: Purchase Patterns for Generics after Two Years in the Market".....	229
A.J. Faria, University of Windsor	
"An Empirical Examination of Predictive Validity of Alternative Conjoint Data Collection Procedures".....	234
Madhav N. Segal, Southern Illinois University, Edwardsville Roger H. Gates, University of Texas at Arlington	
<u>PROMOTION</u>	
"A Media Comparison of Consumer Perception of Feminine Care Product Advertising".....	239
Mary Carolyn Harrison, Louisiana State University JoAnne Stilley Hopper, Louisiana State University	
"An Experimental Study of the Effects of Information from Advertisements and Consumer Rating Publications on Criteria Listed by Consumers as Being Pertinent to Brand Selection".....	243
Thomas R. Baird, Ball State University	
"Consumer Manipulation: Are Marketers Building a Monster?".....	248
William A. Strang, University of Wisconsin-Madison Robert F. Lusch, University of Oklahoma Gene R. Laczniak, Marquette University	
"The Utility of Segmented Advertising Appeals".....	254
Wallace Feldman, Suffolk University	
"An Analysis of the Use of Blacks in Magazine Advertisements: 1965-1975".....	259
Mary Ann Stutts, Arizona State University William M. Pride, Texas A&M University	
"A Hierarchical Approach to Advertising Strategy".....	262
Jeffrey E. Danes, Virginia Polytechnic Institute and State University Gregory D. Upah, Virginia Polytechnic Institute and State University	
"A Factorial Designed Experimental Study on the Effectiveness of Selected Advertising Structure".....	265
Ronald L. Earl, Sam Houston State University	
"The Use of Life Style Segmentation to Determine If CATV Subscribers Are Really Different".....	269
Jack L. Simonetti, The University of Toledo James A. Brunner, The University of Toledo John Monoky, The University of Toledo	
<u>PUBLIC POLICY</u>	
"Consumer Reaction to Energy Conservation Messages: An Experimental Design".....	272
Gordon H.G. McDougall, Wilfrid Laurier University	
"Profiles of Consumer Recyclers and Nonrecyclers".....	278
Daulatram Lund, Texas Tech University Patrick Dunne, Texas Tech University	
"Products Liability Litigation: The Value of Consumer Survey Data".....	283
Karl A. Boedecker, University of San Francisco Fred W. Morgan, Wayne State University	
"An Empirical Test of Trade Regulation Rule Assumptions: A Study of Funeral Service Purchases".....	284
Bert J. Kellerman, Southeast Missouri State University Carl E. Block, University of Missouri, Columbia Earl W. Wims, University of Missouri, St. Louis	
"A Regulatory Compliance Model".....	288
Philip Baron, Iona College Barry R. Baron, University of Pittsburgh	
"A Critical Analysis of the Impact of Legislated Market Shares".....	293
Kevin F. McCrohan, University of New Haven Larry S. Lowe, Oklahoma State University	

QUANTITATIVE MARKETING

"An Approach for Interpretation of Group Overlaps in Market Segmentation Studies Using Graph Plots".....	296
Collin J. Watson, University of Oklahoma	
"Assessing the Falsity of the INDSCAL Model's Data Assumptions: An Empirical Study of Retail Store Perceptions".....	302
Subhash C. Lonial, University of Louisville	
Stuart Van Auken, University of Louisville	
"Policy Implications of a Probabilistic Gravity Model".....	306
Hiro Matsusaki, The University of Calgary	
"Using Cross-Lagged Correlation Analysis to Derive Causal Inferences in Quasi-Experimental Marketing Research".....	310
Pradeep K. Tyagi, Virginia Polytechnic Institute and State University	
"A Factor Analysis of the Latent Structure in a Set of Random Numbers or, How to Find Structure Where None Exists".....	315
Merwyn L. Elliott, Georgia State University	
Pradeep Korgaonkar, Georgia State University	

RESEARCH IN PROGRESS

"A Conceptual Approach to Television Programming".....	320
Edward J. O'Brien, Emporia State University	
"Attitudes of Parents and Children toward Children's Television Advertising".....	321
Alan R. Wiman, Rider College	
"Psycho-Physiological Influences of Color as Related to Package Design".....	322
Robert H. Luke, Jr., College of the Virgin Islands	
"Changes in the Accuracy of Newcomers' Perceptions of Supermarket Locations".....	323
Richard W. Olshavsky, Indiana University	
William J. Qualls, Indiana University	
"Evaluation of Point-Of-Sale Services: Problems and Prospects for Retailing".....	324
William A. Staples, University of Houston at Clear Lake City	
Robert A. Swerdlow, Lamar University	
"Criteria Used by Central Buying Units".....	325
Davis L. Blenkhorn, Wilfrid Laurier University	
Peter M. Banting, McMaster University	
"Influence of Functional and Dysfunctional Job Characteristics on Salespersons' Motivation as Modeled by Vie Components".....	326
Pradeep K. Tyagi, Virginia Polytechnic Institute and State University	
"The Effect of Experience on Perceived Risk in the Context of Organizational Buyer Behavior: Some Conceptual Postulates".....	327
Troy A. Festervand, University of Arkansas, Fayetteville	
"Channel Management: Some Research Findings and Future Directions".....	328
Ronald D. Michman, Shippensburg State College	
Lynn Harris, Shippensburg State College	
"The Marketing-Production Interface: A Contingency Framework".....	329
Thomas H. Stevenson, University of North Carolina at Charlotte	
Frank C. Barnes, University of North Carolina at Charlotte	
"The Effects of Anonymity on Respondent Effort in Mailed Questionnaire Survey".....	330
Stephen W. McDaniel, University of Texas at Tyler	
C.P. Rao, University of Arkansas at Fayetteville	
"An Experiment in Self and Product Concept Congruity: Self-Coke-Pepsi".....	331
Allan C. Reddy, Tennessee Technological University	
"On the Use of a Role Orientation Measure to Determine Psychographics and Advertising Attributes on Women".....	332
William J. Lundstrom, The University of Mississippi	
Donald Sciglimpaglia, San Diego State University	
William G. Zikmund, Oklahoma State University	

"The Relationship Between Demographics of Business Students in a Developing Nation (Turkey) and their Perceptions of Marketing as A Field of Study and a Career Opportunity".....	333
W. Daniel Rountree, Appalachian State University	
Ugur Yavas, Ball State University	
<u>WORKSHOP</u>	
"Educating Marketers to Market Education".....	334
Mary L. Joyce, University of Colorado at Denver	
Kathleen A. Krentler, University of Kentucky	
"Promotional Strategy in a Service Industry: A Case Study".....	335
Martin R. Schlissel, St. John's University	
"Analyzing Decision Making Situations: A Conceptual Foundation".....	336
Taylor E. Little, Jr., The University of North Carolina at Greensboro	
Edward J. Ryan, Jr., The University of North Carolina at Greensboro	
"A Performance-Improving Evaluation Form".....	337
Leon Winer, Pace University	
<u>MISCELLANEOUS</u>	
"A Model for Implementing the Marketing Audit".....	338
Barry Berman, Rutgers University	
Joel R. Evans, Hofstra University	
"The Multilateral Trade Negotiations: United States Position".....	344
John M. Dyer, University of Miami	
"Advertising in the Professions: A Literature Review and Future Prospects".....	346
Roger L. Jenkins, University of Tennessee	
Saeed Samiee, Kent State University	
"The Self-Concept in Relation to Product Preference and Purchase Intention".....	350
M.J. Sirgy, Virginia Polytechnic Institute and State University	
"Buying Center Identification for the Purchase of An Industrial Service".....	355
Harold W. Babb, University of Richmond	
"The Changing American Woman - Some Thoughts for Marketers".....	356
Cecil V. Hynes, University of Maryland	
Caprice Obinger, University of Maryland	
"Should we be Alarmed by Foreign Acquisition in the U.S. Yet?".....	357
A.D. Cao, The American University	
"The use of Marketing Concepts in the Recruiting of College Students".....	362
Robert H. Luke, Jr., College of the Virgin Islands	
"Psychological Characteristics: The Real Barrier to Trade with Japan".....	366
Kevin F. McCrohan, University of New Haven	
AUTHOR INDEX.....	367

Marketing Horizons: A 1980's Perspective
Proceedings of the 1980 Academy of Marketing Science
(AMS) Annual Conference
Bellur, V.V.; Camerius, J.W.; Gnauck, B.G. (Eds.)
2015, XVII, 368 p., Hardcover
ISBN: 978-3-319-10965-7