Schedule and Paper Abstracts for the UM Marketing Symposium 2012
November 23, 9 a.m. – 6 p.m., Room L105

9:00 - 9:20 a.m.	Opening and speech by Dean/Department Head
9:20 - 10:20 a.m.	Presentation 1 by Prof. Catherine Yeung Associate Professor, National University of Singapore **Title: Giving feedback to clients**
10:20 - 10:40 a.m.	Tea break
10:40 - 11:40 a.m.	Presentation 2 by Prof. Keh Hean Tat Professor, The University of Queensland, Australia **Title: Go the extra mile in customer service? A cross-cultural examination of consumer responses to highly attentive service**
11:40 a.m. - 12:40 p.m.	Presentation 3 by Dr. Candy Fong Assistant Professor, University of Macau **Title: I am a Hello Kitty: The incorporation of a cartoon character into self concept**
12:40 - 2:30 p.m.	Lunch break
2:30 - 3:30 p.m.	Presentation 4 by Prof. Andre Bonfrer Professor, Australian National University **Title: The impact of macro socioeconomic shocks and policy responses on expenditure allocation and attribute preferences**
3:30 - 4:30 p.m.	Presentation 5 by Prof. Lau Kin-nam Professor, Chinese University of Hong Kong **Title: Use vision to do marketing analytics**
4:30 - 4:50 p.m.	Tea break
4:50 - 5:50 p.m.	Presentation 6 by Ms. Bernadete Ozorio Ph. D. student in marketing, University of Macau **Paper Title: Digit ratios (2D:4D) and responses to prior outcomes**
5:50 – 6:00 p.m.	Closing

UM Marketing Symposium 2012
Paper Abstracts

Giving Feedback to Clients
Catherine Yeung

Client-agent interactions are prevalent in our daily lives. In this paper, we study one such interaction through an economic game that captures the essence of clients' and agents' dealings with one another: the fact that agents, whose pay is frequently determined by client happiness, have the incentive to maximize client happiness in whatever ways possible, even by giving a distorted feedback. In this game, a client undertakes a nontrivial task and her performance is disclosed to an agent. The agent must then provide feedback to the client to inform her of her performance. Upon receiving the agent's feedback and before knowing her true performance, the client reports her happiness level, which in turn determines the agent's monetary payoff.

In 4 studies involving a total of 420 subjects, we systematically vary the way the agent's cash earnings depend on the client's happiness but always compensate the client based on her true task performance. We simultaneously examine whether the agent inflate feedback and how the client responds to the agent's message, when it is common knowledge that the client's reported happiness can directly influence the agent's cash earnings. In Study 1, we make the agent's cash earnings proportional to the client's happiness. As a consequence, it is in the agent's best interest to make the client happy. We find that in this case, the agent tends to inflate feedback, and the client reports a higher level of happiness than that reported in a control condition where honest feedback is always provided. The agent ends up making more money (i.e. inflated feedback pays). In Study 2, we eliminate the hypothesis that either the agent or the client behaves altruistically. The agent will not inflate feedback solely to make the client feel better, and neither will the client over-report happiness in order for the agent to make more money. In Study 3, we show that the agent opportunistically sends inflated feedback specifically because he predicts that the client is overconfident and will actually believe she performed better than she actually did, when told so. The overconfident client then reports a higher level of happiness because she mistakenly believes that the agent's inflated message is genuine, leading to higher cash earnings for the agent. In Study 4, we observe that the agent stops inflating feedback when his cash earnings are made proportional to the client's expost happiness (i.e., happiness after the client finds out her true performance), confirming that the agent is indeed opportunistic. Together, the four studies suggest that there is a Pareto improvement in welfare (i.e., both the agent and client are better off) in a client-agent interaction even when the agent behaves opportunistically and exploits client's overconfidence in providing feedback.

Go the Extra Mile in Customer Service? A Cross-cultural Examination of Consumer Responses to Highly Attentive Service
Keh Hean Tat

While the marketing literature generally indicates that service attentiveness can increase consumer satisfaction, anecdotal evidence suggests that "going the extra mile" in service provision may lead to consumer complaints, dissatisfaction, and even switching behavior. The present research investigates the highly attentive service paradox through a qualitative study and three laboratory experiments. Study 1 is a qualitative exploration of the nature of highly attentive service, its attributes, and consumer responses. Study 2 investigates the effects of highly attentive service on consumer satisfaction and behavioral intention in a cross-cultural setting, while study 3 examines perceived authenticity as a moderator of the cultural differences. Study 4 tests the self-construal mechanism underlying the cultural differences by priming interdependent and independent self-construals within one culture, and show that the effects are similar to those chronically accessible self-construals in different cultures. We discuss the theoretical and managerial implications, limitations, and future research directions.

I Am a Hello Kitty: The Incorporation of a Cartoon Character into Self Concept
Candy Fong

In the West during adolescence most children outgrow childhood transitional object cartoon characters and plush toys. However, in the present study in Hong Kong and Macau these attachments can carry well into adulthood. Drawing on depth interviews with 20 adults with cartoon character fixations, we explore the positive roles that such attachments play in their adult lives. We find that these objects continue to act as transitional objects, signal positive identity traits, act as marker goods, and mediate interpersonal relationships. In Western contexts luxury goods, pets, and shared hobbies or media interests may play similar roles during adulthood.

The Impact of Macro Socioeconomic Shocks and Policy Responses on Expenditure Allocation and Attribute Preferences
Andre Bonfrer

Our article investigates the effect of macro socioeconomic shocks, and subsequent policy responses, on Australian households' allocation of expenditure in a category (differentiated durable goods) and conditional on the allocated category expenditure, preferences for products (clothes washers) within the category. At the category-level, we quantify the effect of changes in social mobility, disposable income, housing prices and the 2009 stimulus payments, on purchase propensity and expenditure. At the product-level, we investigate how households value energy efficiency and loading capacity conditional on allocated category expenditure, measuring non-homotheticity in preferences. We use the model to study a number of hypothetical scenarios, where we simulate the effect on market structure and shares, of related macro shocks and government policies.

Use Vision to Do Marketing Analytics
Lau Kin-nam

Marketing analytics becomes popular because many marketers want to convert insights derived from the retail transactions into more effective actions. It consists of Online Analytical Processing (OLAP) and data mining. OLAP is a popular database tool to generate summary statistics and tables in response to multidimensional queries, and data mining is a process to transform data into knowledge through a series of automated statistical analysis. Many marketers feel overloaded with numbers and tables they do not fully understand. They need to visualize all "product-customer" interactions on a map which allows them to perceive, compare, and derive insights cognitively and interactively. In this study, we propose a Visual Analytic Framework. It consists of the Visual Model, the Visual Exploration Process and the Visual Mining Process. The Visual Model solves "the curse of dimensionality problem" and creates a joint display of all products and customers on one single map with perfect accuracy. This map is the foundation of the Visual Exploration Process (VEP). VEP is the "Visual" version of the OLAP, and it responds to queries with a map instead of tables or statistics. Visual Mining is a process to identify interesting patterns in the form of marketing rules (e.g., If "Young and Rich" then "Product A"). These rules recover the hidden knowledge in the database and convert "insights" to "marketing actions". We illustrate the Visual Analytic Framework with a SPSS data set of 1000 customers and 11 products, and report the findings.

Digit Ratios (2D:4D) and Responses to Prior Outcomes
Bernadete Ozorio

The purpose of this study is to explore whether biological factors can explain two effects on prior outcomes, namely 'escalation of commitment' and 'house money.' Escalation of commitment explains why prior losses lead to greater risk-taking. House money, on the other hand, describes decision makers taking greater risks after a gain. While the two effects have widely been studied by psychologists and economists, they have never been studied from the biological point of view. 2D:4D digit ratio, the ratio of the length between the second and the fourth finger, is regarded as the persistent marker of exposure to prenatal androgens. The digit ratio has been increasingly adopted to explain human behavior. As such, its explanatory power on the two effects on prior outcomes will be explored in this study.