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Nota di contenuto	Consumer Behavior and Addiction -- An Exploratory Investigation into the Relationship between Evoked Set Decisions and Final Purchase Choice -- Antecedents of Behavior Change -- Achieving Satisfaction with a Long-Term Service -- Using Fear Appeals for AIDS Prevention -- Measuring the Effectiveness of Emotional Commercials -- A Proposed Theoretical Model for Dyadic Marketing -- Bases for the Formation of Product Gender Images -- An Empirical Investigation of the Relationship between Product Familiarity and Perceived Risk -- Evidence of a New Brand's Success -- Deviation from Price Expectation -- Life Begins when the Kids Leave Home and the Dog Dies -- A Health Oriented Explanation for Snacking Behavior -- Lifestyle Research in the Context of Household Economic Behavior -- An Exploratory Empirical Inquiry into Consumer Logistics -- The Diffusion of Innovations -- An

Empirical Study of the Relationship between Personal Values and Innovative Purchasing Behavior -- A Study of the Diffusion, Acceptance, and Marketing of Credit Cards in the Middle East -- What is Time?: An Empirical Exploratory Investigation -- Debt Swap for Education -- The Interplay between Consumption and Politics in the Polish Economy -- The Maquiladora Program -- The U.S. Canada Free Trade Pact -- Global Branding Policies by the Big Three Soapmakers -- International Marketing Strategies of the U.S. Fast Food Franchises -- Global Sourcing -- Organizational Commitment and International Competitiveness -- Swedish Consumers Attitudes towards Imported Products -- A Comparative Study of How the U.S. Products are Ranked by Canadian and Turkish Customers -- Individual Differences Moderators of Country-of-Origin Effect on Product Evaluations -- Consumer Satisfaction with Foreign and Domestic Products -- Foreign vs. Local Tourist Attitudes Toward Food Vending Places in Singapore -- Franchising of U.S. Fast Food Chains in Hong Kong -- Building Exporting Capabilities -- Accelerated Change in the Pacific Rim -- Aspects of Outshopping.-Foreign Direct Investment in the U.S. -- Environmental Factors and Wholesaler Structure in Nigeria -- International Marketing: The Perils of Causal Reasoning from Single Instances -- An Evaluation of the Current Export Marketing Practices of United States Firms -- Exporting Market Share Analysis -- The Relationship between Managerial Characteristics and Exporting Behavior -- A Model of Marketing Strategy for Export Trading Companies -- Client-Sponsored Marketing Project Courses -- Internationally-Oriented Marketing Curriculum Development -- A Guide on the Design, Selection, and Implementation of Marketing Simulation for the Classroom -- Marketing's Greatest Challenge -- An Examination of Demographic Variables Associated with Ethical Behaviors and Perceptions of Retailers -- Conjoint Analysis as a Methodological Approach in Ethics Research -- An Overview of Ethical Considerations in Industrial Marketing -- An Update on the Definition of Marketing -- An Investigation of Marketing Educators' Activities and Perceptions Regarding Teaching and Research -- The Language of Marketing -- Examination Procedures in Marketing Education -- A Study of the Effects on Buyer's Choice between Different Price Incentives -- An Exploratory Study on Consumers' Attitudes Toward Rebates -- Retailers Perception of In-Store Customers' Attitude Toward Rebates -- Retailer Perception of In-Store Customer Responsibility -- Self-Image of Elderly and Non-Elderly Consumers -- The Product Warranty Audit -- Segmenting the Transit Bus Market -- Marketing when Payment is Voluntary -- Spurious Awareness in the Wine Industry -- Assessing the Descriptive Accuracy of Three Theories of Long-Term Profitability for a Service Industry -- The Effect of Celebrity Endorsement Announcements on Stock Prices -- A Comparison of Forecasting Methods for Estimating the Sales of a Retail Firm -- Consumer Incentives Programs -- Is the Marketing Concept Short-Term Oriented -- Marketing Inertia -- An Examination of the Focus Strategy -- The FirstClient Abroad -- Organizational Life Cycle Theory -- Characteristics of the Principal Influencer in Organizational Buying Committees -- A Note on the Relationship between Advertising and Sales -- Marketing Strategy Implications of Consumer Preferences for Downtown Housing -- What is Important to Whom -- A Model of the Buying Center Decision Making Process -- Self Concept Effects on Marketing Performance as Related to Job Satisfaction -- Relative Effects of Expectancy and Commitment of Salespeople's Work Outcomes -- Personal Selling -- Trade Shows as an Industrial Promotion Tool -- Characteristics Discriminating Job Satisfied Retail Salespersons --

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Segmentation in a Service Industry -- Marketing of Health Care Services

-- Evaluating the Relevance of Marketing to Social Welfare Service Organizations -- Image as a Strategic Tool for Service Marketers -- Analyzing the Performance of Mass Transit Systems -- Frequent Flyer Programs -- High Tech Service Innovativeness -- Interactive Services Marketing.

Sommario/riassunto

This volume includes the full proceedings from the 1989 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida. It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour, marketing management, marketing education, and international marketing, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
