

# MARKETING MANAGEMENT JOURNAL

Volume 20, Issue 2  
Fall 2010

---

---

## EDITORS

**Mike d'Amico**  
*University of Akron*

**Charles Pettijohn**  
*Nova Southeastern University*

## PRODUCTION EDITOR

**Lynn Oyama**  
HEALTHCARE*first*, Inc.

---

---

*The Marketing Management Journal* (ISSN 1534-973X) is published semi-annually by the Marketing Management Association. Subscriptions, address changes, reprint requests and other business matters should be sent to:

Dr. Michelle Kunz  
Executive Director  
Department of Management and Marketing  
College of Business and Public Affairs  
Morehead State University  
Morehead, KY 40351-1689  
*Telephone: (606) 783-5479*

Manuscript Guidelines and Subscription Information: see pages v-vi.  
Copyright © 2010, The Marketing Management Association

Published by the Marketing Management Association  
Jointly sponsored by the University of Akron and Missouri State University

# PUBLICATIONS COUNCIL OF THE MARKETING MANAGEMENT ASSOCIATION

**Tim Graeff**

*Middle Tennessee State University*

**Bob McDonald**

*Texas Tech University*

**Suzanne A. Nasco**

*Southern Illinois University*

**Raj Devasagayam**

*Siena College*

**Michael Levin**

*Otterbein College*

## EDITORIAL REVIEW BOARD

**C. L. Abercrombie**  
*The University of Memphis*

**Ramon Avila**  
*Ball State University*

**Ken Anglin**  
*Minnesota State University*

**Tim Aurand**  
*Northern Illinois University*

**Thomas L. Baker**  
*Clemson University*

**Nora Ganim Barnes**  
*University of Massachusetts*

**Blaise J. Bergiel**  
*Nicholls State University*

**William Bolen**  
*Georgia Southern University*

**Lance E. Brouthers**  
*University of Texas*

**Stephen W. Brown**  
*Arizona State University*

**Peter S. Carusone**  
*Wright State University*

**Wayne Chandler**  
*Eastern Illinois University*

**Lawrence Chonko**  
*Baylor University*

**Reid Claxton**  
*East Carolina University*

**Dennis E. Clayson**  
*University of Northern Iowa*

**Kenneth E. Clow**  
*University of Louisiana*

**Victoria L. Crittenden**  
*Boston College*

**J. Joseph Cronin, Jr.**  
*Florida State University*

**Michael R. Czinkota**  
*Georgetown University*

**Alan J. Dubinsky**  
*Purdue University*

**Joel R. Evans**  
*Hofstra University*

**O. C. Ferrell**  
*University of New Mexico*

**Charles Futrell**  
*Texas A&M University*

**Jule Gassenheimer**  
*University of Kentucky*

**Faye Gilbert**  
*Georgia College and State University*

**David W. Glascoff**  
*East Carolina University*

**David J. Good**  
*Grand Valley State University*

**Joyce L. Grahn**  
*University of Minnesota*

**John C. Hafer**  
*University of Nebraska*

**Jan B. Heide**  
*University of Wisconsin-Madison*

**Paul Hensel**  
*University of New Orleans*

**Roscoe Hightower**  
*Florida A & M University*

**G. Tomas M. Hult**  
*Michigan State University*

**Thomas N. Ingram**  
*Colorado State University*

**Molly Inhofe Rapert**  
*University of Arkansas*

**L. Lynn Judd**  
*California State University*

**William Kehoe**  
*University of Virginia*

**Bruce Keillor**  
*Youngstown State University*

**Bert J. Kellerman**  
*Southeast Missouri State University*

**Scott Kelley**  
*University of Kentucky*

**Roger A. Kerin**  
*Southern Methodist University*

**Ram Kesavan**  
*University of Detroit-Mercy*

**Gene Klippel**  
*Michigan Tech University*

**Rick Leininger**  
*Saginaw Valley State University*

**Jay Lindquist**  
*Western Michigan University*

**Eldon Little**  
*Indiana University-Southeast*

**Robin Luke**  
*Missouri State University*

**Richard J. Lutz**  
*University of Florida*

**Lorman Lundsten**  
*University of St. Thomas*

**Barbara McCuen**  
*University of Nebraska at Omaha*

**Charles S. Madden**  
*Baylor University*

**Naresh Malhotra**  
*Georgia Institute of Technology*

**Nancy Marlow**  
*Eastern Illinois University*

**William C. Moncreif**  
*Texas Christian University*

**John C. Mowen**  
*Oklahoma State University*

**Jeff Murray**  
*University of Arkansas*

**Rajan Natarajan**  
*Auburn University*

**Donald G. Norris**  
*Miami University*

**David J. Ortinau**  
*University of South Florida*

**Ben Oumlil**  
*University of Dayton*

**Feliksas Palubinskas**  
*Purdue University-Calumet*

**Bill Pride**  
*Texas A&M University*

**E. James Randall**  
*Georgia Southern University*

**John Ronchetto**  
*The University of San Diego*

**Ilkka Ronkainen**  
*Georgetown University*

**Bill Schoell**  
*University of Southern Mississippi*

**Bill Sekely**  
*University of Dayton*

**Terence A. Shimp**  
*University of South Carolina*

**Judy A. Siguaw**  
*Cornell-Nanyang Institute of Hospitality Management, Singapore*

**Tom J. Steele**  
*University of Montana*

**Gerald Stiles**  
*Minnesota State University*

**John Summey**  
*Southern Illinois University*

**Ron Taylor**  
*Mississippi State University*

**Vern Terpstra**  
*University of Michigan*

**George Tesar**  
*University of Wisconsin*

**Paul Thistlethwaite**  
*Western Illinois University*

**Donald L. Thompson**  
*Georgia Southern University*

**Carolyn Tripp**  
*Western Illinois University*

**Irena Vida**  
*University of Ljubljana*

**Scott Widmier**  
*Kennesaw State University*

**Timothy Wilkinson**  
*Montana State University*

**Thomas Wotruba**  
*San Diego State University*

**Gene Wunder**  
*Washburn University*

## TABLE OF CONTENTS

<b>Relationship Marketing in a Developing Economy</b> <i>Subhra Chakrabarty, Gene Brown and Robert E. Widing II</i> .....	1
<b>Personality Traits and Their Effect on Brand Commitment: An Empirical Investigation</b> <i>Prashant Srivastava and Deborah L. Owens</i> .....	15
<b>Understanding Cognitive Age: The Boomers' Perspective</b> <i>Rajesh Iyer and Timothy Reisenwitz</i> .....	28
<b>The Fashion Conscious Mall Shopper: An Exploratory Study</b> <i>Rajesh Iyer and Jacqueline K. Eastman</i> .....	42
<b>Can Materialism Be Good for Local Retailers? An Empirical Study of Trait Antecedents to Local Loyalty Behavior</b> <i>Claire Allison Stammerjohan, Henry S. Cole, Kenneth E. Clow and Mary McKinley</i> .....	54
<b>Credit Cards and College Students: Effect of Materialism and Risk Attitude on Misuse</b> <i>Philip M. Sidoti and Raj Devasagayam</i> .....	64
<b>Why Customers Do Not Complete Online Transactions: The Missing Link</b> <i>Satyendra Singh and Dheeraj Sharma</i> .....	80
<b>An Examination of Thrift Store Shoppers</b> <i>Mark Mitchell and Rob Montgomery</i> .....	94
<b>Demographic Antecedents to the Practice of Adaptive Selling</b> <i>Subhra Chakrabarty, Gene Brown and Robert E. Widing II</i> .....	108
<b>The Interrelationships of Empathy, Trust and Conflict and Their Impact on Sales Performance: An Exploratory Study</b> <i>Richard E. Plank and David A. Reid</i> .....	119
<b>Optimizing CRM: A Framework for Enhancing Profitability and Increasing Lifetime Value of Customers</b> <i>Ramendra Thakur and John H. Summey</i> .....	140
<b>A Social Networks Approach to Market Orientation</b> <i>Mathew T. Seevers</i> .....	152
<b>Return on Quality—Quality's Impact on Customer Satisfaction, Revenue Growth, Profitability and Cost Efficiency—A Cross National Comparative Analysis of Japanese and American Manufacturers in the Auto Industry</b> <i>Abhay Shah and Hailu Regassa</i> .....	163
<b>Is the U.S. Vehicle Industry Rising from the Ashes?</b> <i>Michael J. Cotter and James A. Henley</i> .....	180
<b>Ethical Beliefs of American and Turkish MBA Students: A Cross-Cultural Study</b> <i>Yusuf Sidani, Mohammed Y.A. Rawwas, Matthew Bunker and Scott J. Vitell</i> .....	193

## FROM THE EDITORS

*The Marketing Management Journal*, first published in Fall, 1991, is dedicated as a forum for the exchange of ideas and insights into the marketing management discipline. Its purpose was and continues to be the establishment of a platform through which academicians and practitioners in marketing management can reach those publics that exhibit interests in theoretical growth and innovative thinking concerning issues relevant to marketing management.

Submissions to *The Marketing Management Journal* are encouraged from those authors who possess interests in the many categories that are included in marketing management. Articles dealing with issues relating to marketing strategy, ethics, product management, communications, pricing and price determination, distribution sales management, buyer behavior, marketing information, international marketing, etc. will be considered for review for inclusion in *The Journal*. *The Journal* occasionally publishes issues which focus on specific topics of interest within the marketing discipline. However, the general approach of *The Journal* will continue to be the publication of combinations of articles appealing to a broad range of readership interests. Empirical and theoretical submissions of high quality are encouraged.

*The Journal* expresses its appreciation to the administrations of the College of Business Administration of the University of Akron and the College of Business Administration of Missouri State University for their support of the publication of *The Marketing Management Journal*. Special appreciation is expressed to Lynn Oyama of HEALTHCAREfirst, Inc. and the Center for Business and Economic Development at Missouri State University for contributing to the successful publication of this issue.

The Co-Editors thank *The Journal's* previous Editor, Dub Ashton and his predecessor David Kurtz, *The Journal's* first Editor, for their work in developing *The Marketing Management Journal* and their commitment to maintaining a quality publication.

**MANUSCRIPT AND SUBMISSION GUIDELINES**  
**MARKETING MANAGEMENT JOURNAL**  
**January 2010**

**Scope and Mission**

The mission of *The Marketing Management Journal* is to provide a forum for the sharing of academic, theoretical, and practical research that may impact on the development of the marketing management discipline. Original research, replicated research, and integrative research activities are encouraged for review submissions. Manuscripts which focus upon empirical research, theory, methodology, and review of a broad range of marketing topics are strongly encouraged. Submissions are encouraged from both academic and practitioner communities.

Membership in the Marketing Management Association is required for all authors of each manuscript accepted for publication. A page fee is charged to support the development and publication of *The Marketing Management Journal*. Page fees are currently \$15 per page of the final manuscript.

**Submission Policy**

Manuscripts addressing various issues in marketing should be addressed to either:

Mike d'Amico  
Marketing Management Journal  
Department of Marketing  
College of Business Administration  
University of Akron  
Akron, OH 44325-4804

Charles E. Pettijohn  
Marketing Management Journal  
H. Wayne Huizenga School of Business and  
Entrepreneurship  
Nova Southeastern University  
Fort Lauderdale, FL 33314

Manuscripts which do not conform to submission guidelines will be returned to authors for revision. Only submissions in the form required by the Editorial Board of *The Marketing Management Journal* will be distributed for review. Authors should submit four copies (4) of manuscripts and should retain the original. Photocopies of the original manuscript are acceptable. Upon acceptance, authors must submit two final manuscripts in hard copy and one in CD form.

Manuscripts must not include any authorship identification with the exception of a separate cover page which should include authorship, institutional affiliation, manuscript title, acknowledgments where required, and the date of the submission. Manuscripts will be reviewed through a triple-blind process. Only the manuscript title should appear prior to the abstract.

Manuscripts must include an informative and self-explanatory abstract which must not exceed 200 words on the first page of the manuscript body. It should be specific, telling why and how the study was made, what the results were, and why the results are important. The abstract will appear on the first page of the manuscript immediately following the manuscript title. Tables and figures used in the manuscript should be included on a separate page and placed at the end of the manuscript. Authors should insert a location note within the body of the manuscript to identify the appropriate placement. Tables and figures should be constructed using the table feature of MICROSOFT WORD for Windows.

Final revision of articles accepted for publication in *The Marketing Management Journal* must include a CD in MICROSOFT WORD for Windows in addition to two printed copies of the manuscript.

Accepted manuscripts must follow the guidelines provided by the MMJ at the time of acceptance. Manuscripts must be submitted on 8½ by 11 inch, bond paper. Margins must be one inch. Manuscripts should be submitted in 11-Times Roman and should not exceed thirty typewritten pages inclusive of body, tables and figures, and references.

References used in the text should be identified at the appropriate point in the text by the last name of the author, the year of the referenced publication, and specific page identity where needed. The style should be as follows: "...Wilkie (1989)..." or "...Wilkie (1989, p. 15)." Each reference cited must appear alphabetically in the reference appendix titled "REFERENCES." References should include the authors' full names. The use of "et al." is not acceptable in the reference section. The references should be attached to the manuscript on a separate page.

The Editorial Board of *The Marketing Management Journal* interprets the submission of a manuscript as a commitment to publish in *The Marketing Management Journal*. The Editorial Board regards concurrent submission of manuscripts to any other professional publication while under review by the *Marketing Management Journal* as unprofessional and unacceptable. Editorial policy also prohibits publication of a manuscript that has already been published in whole or in substantial part by another journal. Authors will be required to authorize copyright protection for *The Marketing Management Journal* prior to manuscripts being published. Manuscripts accepted become the copyright of *The Marketing Management Journal*.

The Editorial Board reserves the right for stylistic editing of manuscripts accepted for publication in *The Marketing Management Journal*. Where major stylistic editing becomes necessary, a copy of the accepted manuscript will be provided to the author(s) for final review before publication.

### **Subscription Information**

Communications concerning subscriptions, changes of address, and membership in the Marketing Management Association should be addressed to the Executive Director of the Marketing Management Association, Dr. Michelle Kunz, Morehead State University, Morehead, KY 40351-1689.

Annual membership dues for the Marketing Management Association are \$35 and include a subscription to *The Marketing Management Journal*. The subscription rate for non-members is \$35. The library rate is also \$35.