



Cultural Consciousness in Business

2019 Annual Spring Conference Proceedings

Editors

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Marketing Management Association Spring Conference

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Dear MMA Friends:

Thank you so much for your interest in, and attendance at, the MMA 2019 Spring Conference in Chicago, Illinois. Your presence is much appreciated by myself and the MMA Board of Directors.

MMA conferences provide a welcoming, collegial atmosphere where colleagues from the around the world can meet, form lasting friendships, and learn from each other's excellent research and teaching. The 2019 Spring Conference builds on this commitment to scholarship and friendship.

This conference is only possible because of the time and talents that many people provided in service to the MMA. I sincerely appreciate the track chairs' great work in managing the paper review process and helping to ensure this quality program. I am additionally thankful to the numerous reviewers and conference session chairs that help to make this conference successful. These individual's time and dedication to quality create tremendous value for everyone who submits research and presents at the conference..

I also have a great amount of gratitude for Leila Samii and Becky Hochradel for serving as conference proceedings co-editors. Thank you for the wonderful work you put into these proceedings. Also, many thanks go to Lyle Wetsch for making the conference program available online. Finally, thanks to the Gail Zank, Susan Geringer, and Rebecca Dingus for always being there to answer any questions I had about the conference.

It is very exciting to continue the MMA Master Scholar competition this year. Thank you to this year's competition coordinators, Tim Aurand and Max Hsu, those participating as competitors, and all those who judge the competition. As well, a big thanks to Lepiphany Marketing Foundation, St. John Fisher College, and Southeast Missouri State University, and University of Wisconsin-Whitewater's College of Business and Economics for sponsoring this competition.

Please take the opportunity to visit with the exhibitors who support the conference. They help to keep the price of MMA conferences a tremendous value for everyone, as well as offering attendees many resources that assist with marketing education. I look forward to seeing everyone again at the 2019 MMA Fall Educators' Conference, September 18-20, 2019 in Santa Fe, NM.

Sincerely,

Chad Milewicz, Program Chair

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In 1995, the Board of Directors initiated action to honor Marketing Management Association members who have served the Association and the profession particularly well with the designation “Fellow of the Marketing Management Association.” Fellows of the Association are also designated as life members. We continue to honor those who have served, as each richly deserves the gratitude and approbation the title of Fellow is intended to convey.

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CONFERENCE BEST PAPER AWARDS

Donald Shawver Best Paper in Branding, Strategy & Research

Modelling Peer-to-Peer Digital Brand Equity (P2P-DBE) from the Service Provider and Consumer Perspectives

Okai Ozbal, Teoman Duman, and Omer Topaloglu

Firooz Hekmat Consumer Behavior Best Paper Award

How Environmental Colour Create Memorable Platform? Arousal is a Key

Ai-Yun Hsieh, Shao-Kang Lo, and Chia-Hui Hsia

John Berens Marketing Education Best Paper Award

Utilizing Bloom's Taxonomy for Facilitating Effective and Meaningful Online Classroom Discussions

Mary Thomas, Michelle Wieser, and Diane Fittipaldi

Social Media & Digital Marketing Best Paper Award

Can Social Media Ads Facilitate Retail Therapy? An Investigation of Psychological Outcomes of Ad Engagement in College Females

Alissa Russell and James Rogers

MBAA International Distinguished Research Award

Can Social Media Ads Facilitate Retail Therapy? An Investigation of Psychological Outcomes of Ad Engagement in College Females

Alissa Russell and James Rogers

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To whom it may concern

My name is Dr. Halimin Herjanto, an assistant professor of marketing at Marist College, USA, would like to confirm that **Dr. Francisca Andreani** served as a co-author of our paper entitled “**Customer Faithfulness: The moderating role of the relational benefits trilogy**” that presented at Marketing Management Association Spring Conference that held in Chicago Palmer House – Chicago IL, March 27-29, 2019.

The detail of this conference can be found in <http://www.mmaglobal.org/conferences/spring-conference/> and our manuscript can be found in <http://www.mmaglobal.org/publications/Proceedings/2019-MMA-Spring-Conference-Proceedings.pdf>

Should you have any questions, please do not hesitate to contact me on halimin.herjanto@marist.edu or alternatively on my cellphone 1-618-616-0007.

Thank you very much



Sincerely,

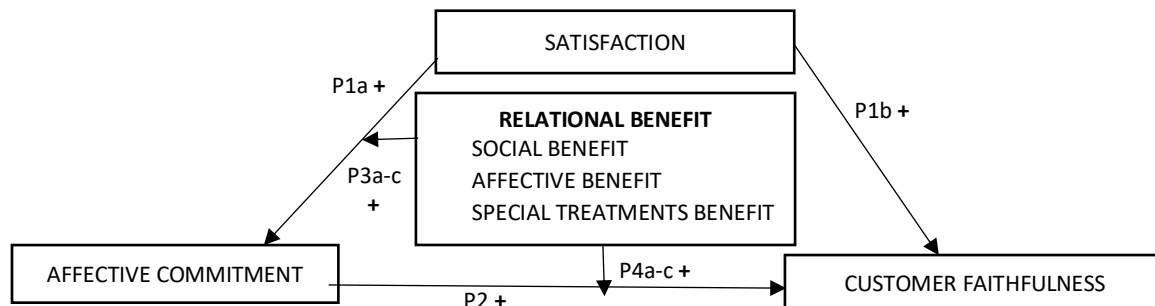
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CUSTOMER FAITHFULNESS: THE MODERATING ROLE OF THE RELATIONAL BENEFITS TRILOGY

Halimin Herjanto, Marist College, U.S.A
Jean Scheller-Sampson, McKendree University, U.S.A
Francisca Andreani, Petra Christian University, Indonesia

EXTENDED ABSTRACT

Ganesh, Arnold and Reynolds (2000) suggest that companies regard customer switching behavior as a nightmare, because such behavior threatens buyer-seller relationships, and more importantly, it decreases customer commitment and business sustainability. According to Yee (2015), one way to maintain business sustainability is to increase their customer faithfulness. Despite its importance, Akpan and Etuk (2014) point out that the investigation and integration of the concept of customer faithfulness is limited. Hence, the present study attempts to expand on customer faithfulness research by integrating and conceptualizing the mediating effect of affective commitment and moderating effect of the relationship benefits model (confidence benefits, social benefits and special treatment benefits) on customer satisfaction– customer faithfulness relationships. Phillips (2010) defines customer faithfulness as customers’ psychological evaluations which encourage customers to be more open and emotionally attached to specific brands or organizations. Therefore, customer faithfulness results in customers being more sensitive, open and accepting of their preferred brands or organizations’ current and future performance. Below is our proposed model of customer faithfulness.



Customer satisfaction refers to customers’ positive evaluation of products and services and confirmation that their expectations of quality performance have been met (Wang & Shieh, 2006). Scholars asserts that a high level of satisfaction produces a high affective commitment (Gustaffson, Johnson & Roos, 2005) and leads to customer faithfulness (Sharma & Baoku, 2013). Thus, we propose:

P1: Customer satisfaction significantly improves (a) customers’ affective commitment and (b) customers’ faithfulness.

Bansal, Irving and Taylor (2004) conceptualize effective commitment as customers’ emotional devotion to an offering or an offering’s provider. To Mattila (2006), such commitment is very personal and improves customer identification and sense of belongingness toward an organizations. Thus, based on this consideration we propose:

P2: The higher the affective commitment, the stronger customer faithfulness.

Gwinner, Gremler, and Bitner (1998) relationship benefits consist of confidence benefits, social benefits and special treatment benefits. Confidence benefits refer to customers’ perception of an organization’s ability to reduce

anxiety and fulfill expectations and as a result, generates satisfaction (Lacey, 2007) and affective commitment (Kim & Ok, 2009). Social benefits are conceptualized as emotional outcomes that affect customers' experience and increase relationship intimacy with organizations which in turn produce satisfaction (Allen & Meyer, 1996) and affective commitment (Kim & Ok, 2009). Finally, special treatment benefits refer to extra care (economic and customized treatment) benefits that are offered to customers. Because of this personalization, such benefits increase satisfaction (Dagger & O'Brien, 2010) and affective commitment (Kim & Ok, 2009). Based on these arguments, we propose:

P3: The degree of (a) confidence benefits, (b) affective benefits and (c) special treatment benefits positively moderate the relationship between customer satisfaction and affective commitment.

P4: The degree of (a) confidence benefits, (b) affective benefits and (c) special treatment benefits positively moderate the relationship between affective commitment and customer faithfulness.

This present study has conceptualized that the degree of customer faithfulness is directly affected by customer satisfaction as well as customer affective commitment. In addition, this direct relationship is also predicted to be influenced by the intensity of the relational benefits trilogy. Today, the relational benefits trilogy plays a crucial role in strengthening customer faithfulness as these benefits offer emotional and non-emotional added values. Without these additional added values, customers have no reason to be faithful and tend to switch to competitors. Therefore, it is vital for businesses to understand how to generate and maintain, if not increase, customer faithfulness.

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