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EDUCATION

- Ph.D.**
(2009 - Present) **University of South Florida, Tampa, Florida**
Major: Marketing; Minor: Research Methodology & Measurement
Dissertation: "Essays on Consumer's Psychological and Behavioral Responses toward Social Coupons"
Advisor: James R. Stock, Ph.D.
Proposal Defended on February 12, 2013
Anticipated Graduation on May, 2014
- D.B.A.**
(2007) **University of South Australia, Adelaide, Australia**
Major: Management
Dissertation: "The Effects of Human Capital and Entrepreneurial Competencies on the Career Success of SME Entrepreneurs in Thailand"
Advisor: Patricia Attachariya, Ph.D.
- M.B.A.**
(2003) **Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok Thailand; A joint academic endeavor of Kellogg School of Management, Northwestern University, Chicago; and Wharton School, University of Pennsylvania, Pennsylvania**
Majors: Marketing and Finance
- B.B.A.**
(1999) **Chulalongkorn University, Bangkok, Thailand**
Major: Marketing

ACADEMIC POSITIONS

- 2011-2012** **Instructor**, Department of Marketing, College of Business
University of South Florida, Tampa, Florida
- 2007-2008** **Full-Time Instructor**, Department of Entrepreneurship, School of Business Administration, *Bangkok University, Bangkok, Thailand*

RESEARCH INTERESTS

- Social Coupons, Behavioral Pricing, Impact of Anticipated Emotions on Decisions, Electronic Word-of-Mouth, Social Media Engagement, Mobile Marketing, and Multichannel Retailing

Note: Under journal publication, paper under reviews, conference proceedings and presentation, and working papers, **Bold** denotes single/first author and * denotes presenter).

JOURNAL PUBLICATIONS

Nakhata, Chinintorn (2010), "Marketing Behavior and Executive Action (MBEA): A Forgotten Marketing Literature in the 21st Century," *BU Academic Review*, 9(1), 62-68. (*Minor Project for Seminar in Marketing Theory and Thought at the University of South Florida)

Nakhata, Chinintorn (2010), "The Relationship Between Job Dimensions and Job Satisfaction of SME Entrepreneurs in Thailand," *The Journal of American Academy of Business, Cambridge*, 15(2), 220-227.

Nakhata, Chinintorn (2008), "Developing Effective Job Descriptions for SMEs," *BU Academic Review*, 7(2), 48-53.

Nakhata, Chinintorn (2008, October-December), "Competitive Supply Chain Strategies in Fashion Industry," *Executive Journal*, 39-44.

Nakhata, Chinintorn (2007), "The Effects of Human Capital and Entrepreneurial Competencies on the Career Success of SME Entrepreneurs in Thailand," *The Business Review, Cambridge*, 9(1), 62-69.

Nakhata, Chinintorn (2007, October-December), "Human Resource Outsourcing in Small and Medium Enterprises," *Executive Journal*, 43-47.

PAPERS UNDER REVIEW

Nakhata, Chinintorn, James R. Stock, and Tania B. Teixeira, "Doctoral Dissertation in Logistics and Supply Chain-Related Areas: 2005-2009." Under review at *Logistics Research* (2nd round) (See Appendix for Abstract)

Nakhata, Chinintorn and Hsiao-Ching Kuo, "A Good Deal for a New Experience, Why Not?: Cues Utilization Approach." Under review at *Journal of Retailing* (1st round) (See Appendix for Abstract).

Nakhata, Chinintorn and Hsiao-Ching Kuo, "Are Consumers Always Averse to Negative Ratings?" Under review at *Marketing Letters* (1st round) (See Appendix for Abstract).

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Nakhata, Chinintorn* (2013), "Prepaying Less is Preferable to Saving More: Consumer Aversion to Pain of Prepayment in Social Coupon Purchasing Decision." *2013 Decision Sciences Institute (DSI) Annual Meeting*, Baltimore, Maryland, November 16-19, 2013. (*Study 2 of my dissertation Essay 1)

Nakhata, Chinintorn* (2013), "Willingness-to-Donate Money in Fundraising Event." *Society for Marketing Advances (SMA) Annual Conference*, South Carolina, October 29-November 2, 2013.

Nakhata, Chinintorn* (2013), "Something to Share with My Social Network Site Friends." *Society for Marketing Advances (SMA) Annual Conference*, South Carolina, October 29-November 2, 2013.

Nakhata, Chinintorn* (2013), "Pride and Social Coupon-Redemption Avoidance." *2013 Society for Marketing Advances (SMA) Annual Conference*, South Carolina, October 29-November 2, 2013.

Nakhata, Chinintorn* (2013), "Exploring Social Coupon Gift-Giving Behaviors," *2013 Marketing EDGE Direct/ Interactive Marketing Research Summit*, Chicago, Illinois, October 12-13, 2013.

Nakhata, Chinintorn* (2013), "In Search for Negative Online Consumer Reviews," *2013 Marketing EDGE Direct/ Interactive Marketing Research Summit*, Chicago, Illinois, October 12-13, 2013.

Nakhata, Chinintorn* (2013), "Understanding Consumers' Social Coupon App Behaviors," *2013 Marketing EDGE Direct/ Interactive Marketing Research Summit*, Chicago, Illinois, October 12-13, 2013.

Nakhata, Chinintorn* and Hsiao-Ching Kuo (2013), "Cues Utilization During Social Coupon Purchasing-Decision." *2013 Pricing and Retailing Conference*, Babson College, Wellesley, Massachusetts, August 7-9, 2013.

Nakhata, Chinintorn* (2013), “Embarrassment During Social Coupon-Redemption in Sit-Down Dining Restaurants: Antecedents and Consequences,” *2013 Academy of Marketing Science (AMS) Annual Conference*, Monterey, California, May 15-18, 2013.

Nakhata, Chinintorn* (2013), “Prepaying Less is Preferable to Saving More.” Invited for *The 1st Statewide Graduate Student Research Symposium*, University of South Florida, Tampa, Florida, April 19, 2013. (*Study 1 of my dissertation Essay 1)

Nakhata, Chinintorn* (2013), “Prepaying Less is Preferable to Saving More.” *The 5th Annual University of South Florida (USF) Graduate Student and Postdoctoral Scholar Research Symposium*, Tampa, Florida, March 22, 2013. (*Study 1 of my dissertation Essay 1)

Nakhata, Chinintorn* and Hsiao-Ching Kuo (2013), “How Does Discount Size Reduce the Negative Effect of Negative Online Consumer Reviews on Online Hotel Booking?” *2013 Winter American Marketing Association (AMA) Marketing Educators’ Conference*, Las Vegas, Nevada, February 15-17, 2013.

Nakhata, Chinintorn* (2012), “LIKE US! TELL A FRIEND! Do Coupons Influence the Number of Online-Brand Social Community Members?” *2012 Summer American Marketing Association (AMA) Marketing Educators’ Conference*, Chicago, Illinois, August 17-19, 2012.

Nakhata, Chinintorn* and Anne Magi (2012), “Does a Multi-Channel Return Policy Affect Online Purchase Intention?” *2012 Annual Academy of Marketing Science (AMS) Conference*, New Orleans, Louisiana, May 16-19, 2012.

Nakhata, Chinintorn* and Hsiao-Ching Kuo (2012), “Negative Online Consumer Review and Online Shopping Behavior: The Moderating Effects of Discount Size and Product Type.” *MBAA International Conference*, Chicago, Illinois, March 28-30, 2012.

Nakhata, Chinintorn* (2011), “No Clipping, No Printing Required: Antecedents of Consumer’s Intention to Use SMS Coupons.” *Academy of Marketing Science (AMS) 40th Anniversary Conference*, Coral Gables, Florida, May 24-27, 2011.

Nakhata, Chinintorn* (2007), “The Effects of Human Capital and Entrepreneurial Competencies on the Career Success of SME Entrepreneurs in Thailand.” *The Economics & International Business Research Conference*, Miami, Florida, December 12-15, 2007.

Nakhata, Chinintorn* (2007), “Human Capital, Entrepreneurial Competencies, and Career Success of Thai SME Entrepreneurs.” *The 30th Institute for Small Business & Entrepreneurship Conference (ISBE)*, Glasgow, Scotland, November 7-9, 2007.

WORKING PAPERS

Nakhata, Chinintorn and Hsiao-Ching Kuo, “A Good Deal to Share with My Social Network Site Friends.”

Status: Data collected for the first study. More data collection needed. Paper will be submitted to the *Journal of Interactive Marketing* by Fall 2013.

Nakhata, Chinintorn and James R. Stock, “Prepaying Less is Preferable to Saving More: The Role Consumer Aversion to Pain of Prepayment in Social Coupon Purchasing Decision.” (*Essay 1 of my dissertation)

Status: Data collected for the several studies. Paper will be submitted to the *Journal of Marketing Research* by Fall 2013.

Nakhata, Chinintorn and Hsiao-Ching Kuo, "Avoiding for the Sake of Being Proud."

Status: Data collected for several studies. Certain designs need to be revised. Paper will be submitted to a top-tier journal by Fall 2013.

Nakhata, Chinintorn and James R. Stock, "Superfluous Spending: The Role of Mental Budget Depletion Neglect in Spending Decisions When Redeeming Social Coupons." (*Essay 2 of my dissertation)

Status: Data collected for the first study. Paper will be submitted to the *Journal of Retailing* by Spring 2014.

Nakhata, Chinintorn and Hsiao-Ching Kuo, "Willingness-to-Donate Money in Fundraising Event: Mental Accounting Approach."

Status: Front end completed. Some pretests have been conducted and will collect data by Fall 2013.

Nakhata, Chinintorn, "I am Hopeful; Therefore, I Pay More."

Status: Frontend almost completed. Expect to pretest by Fall 2013.

Nakhata, Chinintorn, Sajeev Varki, and Hsiao-Ching Kuo, "The Roles of Perceive Ubiquity of Mobile Technology and Embarrassment in Social Coupon-Redemption."

Status: Front end almost completed. Expect to pretest by Fall 2013.

Nakhata, Chinintorn, "Exploring Social Coupon Gift-Giving Behaviors."

Status: Frontend almost completed. Expect to pretest by Fall 2013.

Nakhata, Chinintorn, "Understanding Consumers' Social Coupon App Behaviors."

Status: Frontend almost completed. Expect to pretest by Fall 2013.

TEACHING EXPERIENCE

Teaching Assistant, Department of Marketing, College of Business, *University South of Florida*, Tampa, Florida, 2013-to present: Teaching Assistant Courses include:

- Basic Marketing: Summer 2013
 - Class size (100 students)
 - Coordinated with the instructor for the preparation of course materials and exams
 - Guest instructor for the topics of "Pricing Concepts" and "Setting the Right Price"

Instructor, Department of Marketing, College of Business, *University South of Florida*, Tampa, Florida, 2011-2012: Courses taught include:

- Marketing Management: Spring 2012, Summer 2012, and Fall 2012,
 - Average student evaluation (4.6/ 5.0)
 - Class size (50 students)
 - Prepared course materials and exams
 - Final project consisted of a comprehensive marketing plan
- Basic Marketing (Web-Based Course): Fall 2011 and Spring 2012
 - Average Student Evaluation (4.4/5.0)
 - Class size (90 students)
 - Prepared web-based course materials and exams
 - Assignments included current real-world marketing campaign

Full-Time Instructor, Department of Entrepreneurship, School of Business Administration, *Bangkok University*, Bangkok, Thailand, 2007 - 2008: Courses taught include:

- Principle of Management (1st Semester 2007, 2nd Semester 2007, Summer 2007)
 - Class size (180 students)
 - Prepared course materials and exams
- Entrepreneurship (1st Semester 2008, 2nd Semester 2008)
 - Class size (80 students)
 - Prepared course materials and exams
 - Final project consisted of a comprehensive business plan
- Social Interactions (2nd Semester 2008)
 - Class size (50 students)
 - Develop curriculum for new course
 - Arranged for guest speakers
 - Arranged for company visits both in Bangkok and other parts of Thailand

TEACHING INTERESTS

- Digital/Social Media Marketing
- Integrated Marketing Communication
- Marketing Management/ Strategy
- Retailing
- Entrepreneurial Marketing
- International Marketing
- Marketing Research
- Consumer Behavior

HONORS, AWARDS, AND GRANTS

- 2013 *Council of Supply Chain Management Professionals (CSCMP) Student Assistant Representing Central Florida Roundtable to Attend CSCMP Global Annual Conference*, Denver, Colorado, October 20-23, 2013.
- 2013 *Academy of Marketing Science Annual Conference Doctoral Student Travel Grant* (\$235), Monterey, California, May 15-18, 2013.
- 2013 *The 5th Annual University of South Florida (USF) Graduate Student and Postdoctoral Scholar Research Symposium*, March 22, 2013, *Winners* (\$500 Grant)
- 2012 *Society for Marketing Advances (SMA) Doctoral Consortium Fellow*, Orlando, Florida, October 31-November 1, 2012.
- 2011 - 2013 *University of South Florida Teaching Assistantship*
- 2010 *Council of Supply Chain Management Professionals (CSCMP) Doctoral Consortium Fellow*, San Diego, California, September 26-27, 2010.
- 2009 - 2010 *University of South Florida Research Fellowship*
- 2007 *Bangkok University Academic Research Grant* (\$3,000)
- 2007 *Bangkok University International Conference Travel Award*

PROFESSIONAL EXPERIENCES

Senior Investor Relations Officer, Investor Relations Department, *Property Perfect PLC*, Bangkok, Thailand, 2003-2004

- Provided company financial information to the board of directors and public investors
- Updated the relevant financial and investment detail on the company website, investor relations section

- Coordinated with advertising and public relations staff to develop relevant investor relation materials
- Assisted investor relations director in organizing roadshows and other investor relations-related meetings

Public Relations Officer, Advertising and Public Relations Department, *Property Perfect PLC.*, Bangkok, Thailand, 2000-2001

- Wrote and edited in-house company magazines, articles, and annual reports
- Prepared and supervised the production of publicity brochures, handouts, direct mail leaflets, and event photographs
- Assisted public relations manager in planning, developing, and implementing public relations strategies

Marketing Trainee, *Unilever Thai Holding Ltd.*, Bangkok Thailand, Summer 2002

- Research requirements and made recommendations for a sales and marketing database for a hair care product (Clear)
- Summarized key issues in marketing research report, investigated, and made recommendations for the creation of a new sales promotion campaign

Marketing Trainee, *Sahapattanapiboon PLC.*, (Saha Group) Bangkok, Thailand, Summer 1998

- Assisted senior marketing researcher in conducting a survey for a new product development (seasonal flavors of Mama instant noodles)

DOCTORAL COURSEWORK

Major Field

Seminar in Marketing Theory & Thought	Dr. James R. Stock
Pro-Seminar in Marketing	Dr. Anne Magi
Seminar in Advance Researched Methods	Dr. David Ortinau
Seminar in Consumer Behaviors	Dr. Anand Kumar
Seminar in Sales & Relationship Management	Dr. Greg W. Marshall
Seminar in Selected Topics in Marketing	Dr. Sajeev Varki
Seminar in Marketing Strategy	Dr. Sajeev Varki

Minor Field

Introduction to Research Methods	Dr. Anol Bhattacharjee
Public Finance	Dr. Benedicte Apouey
Psychometrics	Dr. Susan McMilan
Applied Linear Statistical Models	Dr. Terry Sincich
Applied Multivariate Statistical Methods	Dr. Terry Sincich
Factor Analysis	Dr. Michael Coovert
Structural Equation Modeling	Dr. Michael Coovert
Advanced Formative Research Methods in Social Marketing	Dr. Tait Martin
Organizational Research Methods	Dr. Paul Spector

SERVICE ACTIVITIES

- Ad-hoc Journal Reviewer: *Journal of Business Logistics* (2010)
- Conference Reviewer: *Society for Marketing Advances* (2013)
- Conference Reviewer: *Direct/Interactive Marketing Research Summit* (2013)
- Conference Reviewer: *Academy of Marketing Sciences* (2012, 2013)

- Session chair: Academy of Marketing Sciences (2013)
- Advisor for a special program between exchange students from Ohio University and the students from Bangkok University in developing business plans for Thai companies (2008)

PROFESSIONAL CERTIFICATES

- Certificate of “Distinguished Scientific Contribution to the 1st Statewide Graduate Student Research Symposium” (2013), Graduate School, *University of South Florida*
- Certificate of “eTeaching & Technology Group (eTG)” (2011), Center for 21st Century Teaching Excellence, *University of South Florida*
- Certificate of “Teaching Undergraduates for International Instructors” (2011), Center for 21st Century Teaching Excellence, *University of South Florida*(*Speak Test Score of 60/60)
- Certificate of “Advanced Formative Research in Social Marketing” (2010), College of Public Health, *University of South Florida*

PROFESSIONAL AFFILIATIONS

- Academy of Marketing Science
- American Marketing Association
- Association for Consumer Research
- Council of Supply Chain Management Professionals
- Decision Sciences Institute
- Society for Consumer Psychology
- Society for Judgment and Decision Making
- Society for Marketing Advances
- Society for Personality and Social Psychology

PERSONAL

- Hobbies include yoga (expert), biking, traveling, and attending fund-raising events
- Trilingual in English (fluent), Thai (fluent), and Japanese (Basic)

DISSERTATION

Title: **Essays on Consumer’s Psychological and Behavioral Responses toward Social Coupons”**
(Dissertation Proposal Defended on February 12, 2013)

Committee: Dr. James Stock* (chair), Dr. Anand Kumar, Dr. Dipayan Biswas, and Dr. Terry Sincich

Executive Summary:

Conventional wisdom suggests that consumers prepay for a new type of digital price promotion, *social coupons (SC)*, in order to receive large savings. However, in reality, many consumers do not think and act to achieve that goal (i.e., make sub-optimal SC-related decisions resulting in failure to achieve large savings). These consumers’ psychological and behavioral responses toward SCs have a major impact not only on consumers themselves in terms of saving maximization, but also on the other two key SC stakeholders: SC providers and service retailers, in terms of revenue and profitability generated from offering SCs.

My dissertation aims to provide novel insight regarding the digital price promotions literature, specifically SCs, and provides practical implementation that will be beneficial to all three SC stakeholders. Contrary to most research on SC, which predominantly focuses on either an SC provider or a service retailer perspective, my dissertation focuses on the consumer's perspective. Specifically, my dissertation explores consumers' psychological and behavioral responses toward SCs based on a behavioral decision-making approach. Guided by mental accounting theory, my dissertation is structured in the form of two separate empirical essays. While Essay 1 focuses on *opening* a SC mental account (i.e., costs incurred when consumers prepay for an SC), Essay 2 focuses on *closing* that mental account (i.e., benefits received when consumers redeem an SC).

Essay 1, entitled "Prepaying Less is Preferable to Saving More: The Role of Consumer Aversion to the Pain of Prepayment in Social Coupon Purchasing Decisions," explores why many consumers purchase SCs that feature a low implausible face value (i.e., a face value that is lower than the normal price range expected by consumers for a particular service patronage and lower than a price that is meant to be attractive) when, rationally speaking, they should not. This is because their goal of prepaying for SCs is to receive greater savings. Instead, they should consider purchasing SCs that feature a plausible face value that provides them with greater economic incentive in terms of the amount savings (i.e., optimal SC purchasing decision). Essay 2, entitled "Superfluous Spending: The Role of Mental Budget Depletion Neglect in Spending Decisions When Redeeming Social Coupons," explores why many consumers spend a great deal of additional money beyond SC face value when, rationally speaking, they should not. This is because they have already made a full prepayment when purchasing a SC with the goal of receiving greater savings.

Taken together, the two essays of my dissertation provide novel theoretical contributions, not only to digital price promotion literature, specifically SCs, but also to the mental accounting, behavioral pricing, emotions, and spending self-control literature. Furthermore, the findings of my dissertation offer a series of practical implications and, as such, will be of interest to a broad audience. The insights of my dissertation will provide a roadmap that can guide consumers, service retailers, and SC providers to achieve a variety of objectives. Specifically, (1) to aid consumers in making optimal SC-related decisions by spending wisely when purchasing and redeeming SCs, (2) to guide service retailers to better design their SCs to maximize the number of SCs purchased and money spent beyond the SC face value, which will ultimately result in greater profitability, and (3) to assist SC providers to provide appropriate suggestions to service retailers who are interested in offering their SCs, which will ultimately result in greater profitability (e.g., 50/50 revenue sharing scheme between a service retailer and a SC provider).

Essay 1: Prepaying Less is Preferable to Saving More: The Role of Consumer Aversion to the Pain of Prepayment in Social Coupon Purchasing Decision

Abstract: I explore why many consumers purchase SCs featuring a low implausible face value (i.e., a face value that is lower than the normal price range expected by consumers for a particular service and is lower than a price that is meant to be attractive) when, rationally speaking, they should not if their goal of prepaying for SCs is to receive greater savings. Instead, they should consider purchasing SCs featuring a plausible face value providing them with a higher economic incentive in terms of the amount of savings (i.e., optimal SC purchasing decision). I propose that this behavior occurs because consumers not only consider face value plausibility, but also the willingness to prepay for SC (WTPP-SC) in their SC purchasing decision. I contend that consumer's aversion to the pain of prepayment (i.e., the disutility/imputed cost and painful feeling generated from the thought of prepaying the amount of money required for an SC) generated from exposure to a coupon price that exceeds a WTPP-SC influences consumers failure to make optimal SC purchasing decision. I also investigate the boundary conditions that will attenuate or intensify the pain of the prepayment aversion effect including time pressure (high vs. low), semantic cues concreteness (concrete vs. abstract), and SC purchase motivation (planned vs. unplanned). This paper provides novel theoretical contributions not only to digital price promotions, especially SC,

but also mental accounting, behavioral pricing, emotions, decision making under time pressure, and planning. Also, given the importance of the role of pain in the prepayment aversion effect on SC purchasing and decision making for consumers and the fact that these decisions influence their choices of SCs, this research has broad implications for consumers, service retailers, and SC providers.

Essay 2: Superfluous Spending: The Role of Mental Budget Depletion Neglect in Spending Decision When Redeeming Social Coupons

Abstract: I explore why many consumers spend a great deal of money beyond the SC face value when, rationally speaking, they should not. This is because they have already made a full prepayment when purchasing an SC with the goal of receiving greater savings. I contend that this behavior occurs because when consumers open a transaction-specific mental account by prepaying for a SC (cost incurred), specifically one featuring a low implausible face value, they anticipate the occurrence of additional expenditures when redeeming a SC at a service retailer (benefit received). Accordingly, they tend to accommodate their justification to lose their spending self-control (i.e., spending a great additional amount of money beyond a SC face value) by neglecting the fact that they should not spend any additional money. That is to say, the budget they allocated to an SC mental account is already depleted (since they prepaid for a SC). This essay also investigates boundary conditions that will intensify or attenuate this mental budget depletion neglect effect including reference price focus (face value vs. expected price), semantic cues concreteness (concrete vs. abstract), temporal distance between purchasing and redeeming an SC (near vs. distant), and deal inequality (advantage vs. disadvantage). Taken together, Essay 2 would provide several theoretical contributions not only to digital price promotions, especially SC, but also to mental accounting, behavioral pricing, fairness, and spending self-control. Also, given the importance of role of mental budget depletion neglect during SC redemption and the fact that this decision influences the amount of money consumers spent, this research has broad implications for both consumers in terms of saving maximization and service retailers in terms of revenues and profitability generated from offering SCs.

REFERENCES

James R. Stock, Ph.D. (Advisor)

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APPENDIX (PAPER UNDER REVIEW ABSTRACT)

A Good Deal for a New Experience, Why Not?: Cue Utilization Approach

Chinintorn Nakhata and Hsiao-Ching Kuo

Abstract: Although the popularity of social coupons (SCs) has grown rapidly among small retailers, little is known about how consumers make their SC purchase-decisions. This paper investigates how high (versus low) variety-seekers utilize three specific non-price cues during their SC purchase-decisions namely, brand familiarity, valence of consumer rating, and number of SCs being purchased. We found that, in general, low variety-seekers tend to avoid SCs offered by unfamiliar brands while high variety-seekers tend to approach SCs offered by such brands. However, when additional cues (i.e., online consumer ratings and number of SCs purchased) are provided, this pattern of purchase behavior is altered. We found that these two social cues serve as risk-relievers and, therefore, increase SC purchase intention for low variety-seekers when facing unfamiliar brands. Specifically, low variety-seekers become more likely to purchase SCs from an unfamiliar brand if the brand receives a positive online consumer rating; however, when an unfamiliar brand receives a negative online consumer rating, even high variety-seekers become unlikely to purchase the SC. Nonetheless, when the valence of online consumer ratings becomes moderate, consumers rely on the cue that shows the number of SCs purchased as an important risk-reliever to make their purchase-decisions. Specifically, knowing that many consumers have purchased a particular SC will increase the consumer's choice for such option, regardless of their variety-seeking orientations. This paper ends with a discussion of theoretical and practical implications, limitations, and avenues for future research.

Are Consumers Always Averse to Negative Ratings?

Chinintorn Nakhata and Hsiao-Ching Kuo

Abstract: Previous research consistently demonstrates that negative ratings create an aversive effect on consumers' purchasing decisions. This paper applies regret regulation and decision justifiability theories to investigate how price discount size and price bundling, which are under the control of marketers, can reduce such an aversive effects. We use online hotel booking as an example to investigate this issue. Experiment 1 examines how consumers respond to a price discounts when their trip planning behaviors differ. The results indicate that long trip planning consumers respond more positively to large discounts, while short trip planning consumers respond equally positively to small and large discount offers. As Experiment 1 indicates that it is more expensive to try to attract long trip planning consumers to book hotels with negative ratings (i.e., only a large discount will be effective), Experiment 2 further examines a strategic format of price discount, price bundling, and how such a format makes a small discount appealing to long trip planning consumers, as well. The results of Experiment 2 confirm that long trip planning consumers perceive a small discount to be equally attractive if it is presented as a bundle rather than a separate deal. We conclude with a discussion of the theoretical and practical implications of these findings, as well as the limitations of our paper and avenues for future research.

Doctoral Dissertation in Logistics and Supply Chain-Related Areas: 2005-2009

Chinintorn Nakhata, James R. Stock, and Tania B. Texiera

Abstract: The purpose of this article is to examine the output of logistics and supply chain-related dissertation research during the period, 2005-2009 and compare that output with earlier published dissertations from 1970-2004. Doctoral students and faculty members can identify emerging areas of research based on the year-by-year trends in topical coverage. Qualitative research analysis of 609 doctoral dissertations published by Dissertation Abstracts International over a 5-year period (2005-2009) was performed. Results suggest that future prospects for additional dissertations being published in logistics and supply chain-related areas are excellent. Many dissertations are emanated from colleges of engineering and business. The prominent research methodologies employed by doctoral students are modeling, simulation and empirical quantitative methods. More colleges/universities are graduating doctoral students in these areas and the number of students graduating is increasing. Some shift is occurring with respect to the specific colleges/universities that are leading the way in terms of generating the largest number of logistics and supply chain graduates.
