

VITA - Richard F. Yalch

1920 Fourth Ave Unit #2403
Seattle, WA 98101
(206) 543-1944 (office)
(425) 922-0252 (mobile)

Born: February 11, 1947
Family: Married /
two adult children

EDUCATION

B.S. Administration & Management Science	Carnegie-Mellon	1970
M.S. Industrial Administration	Carnegie-Mellon	1970
PhD. Marketing	Northwestern	1974

PROFESSIONAL EXPERIENCE

1974 to 1978	Assistant Professor of Marketing
1978 to 1985	Associate Professor of Marketing
1985 to present	Professor of Marketing Foster School of Business University of Washington Box 353200 Seattle, WA 98195
1980-81	Visiting Associate Professor of Marketing, Northwestern University
1983 to 1986	Director of the Doctoral Program, School of Business
1996 to 2000	Director of Computer Policy, School of Business
2001 to 2003	Micron Foundation Visiting Professor of Marketing Boise State University

COURSES TAUGHT

Advertising Management, Consumer Behavior, Marketing Management
Marketing Research, Measurement and Analysis of Marketing Data,
Entrepreneurial Marketing, Promotion Management, Internet Marketing,
Marketing Strategy

EXECUTIVE PROGRAMS CONDUCTED

Marketing Research - summer 1982.
Marketing Management for Small Firms - 1983, 1984
Marketing Research for Public Transit - Delaware Dept. of Transportation, 1996
Marketing Research Statistical Analysis, Northwest Research Group, 2001.

TEACHING CASES WRITTEN

Lake Washington Bank & Trust

Cal Worthington

Gould 800-BAT-TERY

in P. Kotler's *Principles of Marketing*, 2nd and 3rd editions

in Stern, El-Ansary & Brown, *Management in Marketing Channels*, 1989.

DOCTORAL STUDENT EDUCATION

Supervisory Committee Chairmanships

- W. (Bryce) Wilhelm, Utah, 1987 (now at Western Washington)
- S. Galbraith, Seattle University, 1987 (deceased)
- F. Brunel, Boston University, 1998
- B. Tietje, Cal State -San Luis Obispo, 1999
- C. Dimofte, Georgetown University, 2004 (now at San Diego State)
- M. Staton, Skidmore, 2010 (now at Western Washington University)
- M-H. Hsieh, Virginia Tech, 2013 (now at Penn State-Harrisburg)

Association of Directors of Doctoral Programs in Business

- Program Chairperson and Host, National Conference in Seattle, September 1985,
- Vice President, 1985-86.

American Marketing Association Doctoral Consortium, 1984, 2010, 2011, 2012, 2013

CONFERENCE PRESENTATIONS

Assoc. for Consumer Research	[1974-77,79,81-5,87,92, 95, 2002-05,07,09,12,2014]
Assoc. for Consumer Research (Europe)	[2005]
American Marketing Association	[1974,79,80,81,82,84,88,92]
Marketing Science Institute	[1978]
American Psychological Association	[1980, 2006]
Choice Theoretic Models	[1980]
Symposium on Retail Atmospherics	[1997]
Adv & Cons. Psychology	[2001, 2004]
Society for Consumer Psychology	[2007, 2009,2010,2011,2013, 2014]
AMA Doctoral Consortium	[2010,2011,2012, 2013]

OTHER PAPER PRESENTATIONS

UCLA (1981)

Washington University (1982)

University of Maryland (1985)

Washington State University (1992, 2007)

Central Michigan University (1999)

Boise State University (2001)

U. Cal – Berkeley (2001)

U. British Columbia (2005)

PUBLICATIONS - Journals

"Pre-election Interview Effects on Voter Turnout," *The Public Opinion Quarterly*, 40 (Fall 1976), 331-336.

"Halo Effects in Multi-Attribute Models: Some Unresolved Issues," with J. Johansson and D. MacLachlan, *Journal of Marketing Research*, 13 (November 1976), 414-417.

"A Test of the Self-Perception Explanation for the Effects of Rewards on Intrinsic Interest," with C. Scott, *Journal of Experimental Social Psychology*, 14 (March 1978), 180-192.

"When Eating Begets Buying: The Effects of Food Samples on Obese and Nonobese Shoppers," with S. Steinberg, *Journal of Consumer Research*, 4 (March 1978), 243-246.

"Explaining the Effects of Experience: A Matter of Salience?" with A. Tybout, *Journal of Consumer Research*, 7 (March 1980), 406-413.

"Consumer Response to Initial Product Trial: A Bayesian Analysis," with C. Scott, *Journal of Consumer Research*, 7 (June 1980).

"Viewer Miscomprehension of Televised Communications: A Comment," with G. Ford, *Journal of Marketing* (Fall 1982), 27-31.

"To Take or Not To Take the Only One: Effects of Changing the Meaning of a Product Attribute on Choice Behavior," with T. Kehret. *Journal of Consumer Research*, (March 1984).

"The Effects of Numbers on the Routes to Persuasion," with R. Elmore-Yalch, *Journal of Consumer Research*, (June 1984).

"Effects of Store Music on Shopping Behavior," with Eric Spangenberg, *Journal of Services Marketing*, Winter 1990. (reprinted in the *Journal of Consumer Marketing*, Spring 1990)

"Memory in a Jingle Jungle: Music as a Mnemonic Device in Communicating Advertising Slogans," *Journal of Applied Psychology*, 76, 2 (April 1991), 268-275.

"Hearing versus Seeing: A Comparison of Consumer Learning of Spoken and Pictorial Information in Television Advertising," (with Wendy Bryce). *Journal of Current Issues and Research in Advertising*, Vol. 15, no. 1, (Spring 1993), 1-20.

"The Effects of Music in a Retail Setting on Real & Perceived Shopping Times and Product Evaluations," (with Eric Spangenberg). *Journal of Business Research*, Vol. 49, 2 (August 2000), 139-147.

"The SMAART Scale: A Test of Individuals' Automatic Access to Secondary Meanings in Polysemous Statements," (with C. Dimofte) , *Journal of Consumer Psychology*, January 2007.

"Consumer Response to Polysemous Brand Slogans," (with C. Dimofte), *Journal of Consumer Research*, Vol. 33, No. 4 (March 2007), 515-522.

"The Role of Frequency of Experience with a Product Category and Temporal Orientation in Self-Referent Advertising," with (C. Dimofte), *Journal of Consumer Psychology*, Vol. 20, No 3 (July 2010), 343-354.

"The Mere Association Effect and Brand Evaluations" (with C. Dimofte) *Journal of Consumer Psychology* (January 2011), 24-37.

"Whose Fault Is It? Effects of Relational Self-Views and Outcome Counterfactuals on Self-Serving Attribution Biases Following Brand Policy Changes" (with K. Wiggin), *Journal of Consumer Psychology* (July 2015), 459-472. [accepted February 16, 2015]

PUBLICATIONS (Books & Miscellaneous Publications)

"The Prediction of Voter Turnout," in G. Zaltman and B. Sternthal, eds., *Broadening the Concept of Consumer Behavior* (Association for Consumer Research Monograph, 1975), 117-130.

"Viewer Miscomprehension of Televised Communications: A Comment," with G. Ford. Reprinted in E. Wartella, D. C. Whitney and S. Windahl, eds., *Mass Communication Review Yearbook, Vol. 4*. Beverly Hills: Sage Publications, 1983.

Social Information Processing and Survey Methodology by Hippler, Schwarz and Sudman. Book review in the *Journal of Marketing Research*, (February 1989).

Cognitive and Affective Responses to Advertising edited by Cafferata & Tybout, book review in *Journal of Marketing Research* (May 1990).

Online Consumer Psychology: Understanding How to Interact with Consumers in the Virtual World (edited book) with Curt Haugtvedt and Karen Machleit, (Lawrence Erlbaum Associates , 2005.

"Qualitative Research in Action," *Journal of Marketing Research* (Book review), November 1993.

"Consumer Responses to False Information: Is Believability Necessary for Persuasion," in *Applying Social Cognition to Consumer Focused Strategy*, Frank Kardes, Paul Herr and Jacques Nantel, eds. Mahwah, New Jersey: Lawrence Erlbaum Associates, 2005, 281-296.

"The Use and Abuse of Polysemy in Marketing Communications." (with Claudiu V. Dimofte), chapter 7 in *Psycholinguistic Phenomena in Marketing Communications*, edited by Tina Lowery (Lawrence Erlbaum Associates 2006).

Consumer Psychology in a Social Media World. Edited book to be published by M.E. Sharpe in 2015. (co-edited with C. Dimofte and C. Haugtvedt).

"To Forward or Not: Consumer Response to Brand Crisis in the Context of Micro Blogs," (with Xi Chen), Chapter 10 in *Consumer Psychology in a Social Media World*. Edited book to be published by M.E. Sharpe in 2015. (co-edited with C. Dimofte and C. Haugtvedt).

PUBLICATIONS (Conference Proceedings)

"Attribution Theory and Voter Choice," in M. J. Schlinger, ed., ***Advances in Consumer Research, Vol. 2*** (Chicago: Association for Consumer Research, 1975), 783-792

"Comments on a Stochastic Inventory Model and A Normative Deficit Model," In B. Anderson, ed., ***Advances in Consumer Research, Vol. 3*** (Cincinnati: Association for Consumer Research, 1976), 166-167.

"Effects of Initial Trial of a New Product on Attitude-Behavior Consistency," with C. Scott, in W. Perreault, ed., ***Advances in Consumer Research, Vol. 4*** (Atlanta: Association for Consumer Research, 1977).

"Selling a City: An Experimental Study of the Communication Effects of Message Tone," with M. Dempsey, in H. K. Hunt, ed., ***Advances in Consumer Research, Vol. 5*** (Ann Arbor: Association for Consumer Research, 1978). 5-11.

"Closing Sales: Compliance-Gaining Strategies in Personal Selling," in R. Bagozzi, ed., ***Sales Management: New Developments from Behavioral and Decision Model Research*** (Cambridge, Mass.: Marketing Science Institute, 1979), 187-201.

"Segmentation and Stereotypes: An Investigation of Sex Differences in Response to Advertising Messages," with R. Elmore-Yalch, in N. Beckwith, *et al.*, ***1979 Educators Conference Proceedings*** (Chicago: American Marketing Association, 1979), 253-257.

"In Search of the Economists' Consumer: The Effects of Product Information, Money, and Prices on Choice Behavior," with J. Wheatley and J. Chiu, in J. Olson, ed., ***Advances in Consumer Research, Vol. 7*** (Ann Arbor: Association for Consumer Research, 1980).

"Effects of a Reactance-Reduction Technique on Reciprocation in Personal Selling," with W. Bryce, in K. Bernhardt, *et al.*, eds., ***The Changing Marketing Environment: New Theories and Applications*** (Chicago: American Marketing Association, 1981).

"An Analysis of a Theory of Group Formation with Application to Defining Power in Channels of Distribution," in L. McAlister, ed., ***Choice Models for Buyer Behavior, Supplement 1 of Research in Marketing***. (Greenwich, Conn.: JAI Press, 1982), 325-334.

"The Differential Effects of Labeling on the Processing of Ambiguous Stimuli," with T. Kehret, (abstract) in A. Mitchell, ed., ***Advances in Consumer Research, Vol. 9*** (Ann Arbor: Association for Consumer Research, 1982), 147.

"Consumer Use of Information and Confidence in Making Judgments about a New Food Store: An Attribution Theory Analysis," with S. Yoshida. in R. Bagozzi and A. Tybout, eds., ***Advances in Consumer Research, Vol. 10*** (Ann Arbor: Association for Consumer Research, 1983).

"Limitation of Self-Referencing as a Persuasion Strategy," with Brian Sternthal. In T. Kinnear, ed., ***Advances in Consumer Research, Vol. 11*** (Ann Arbor: Association for Consumer Research, 1984).

PUBLICATIONS (Conference Proceedings continued)

"The Affective and Cognitive Dimensions of Pictures in Advertising: An Extension of Mitchell & Olson," with Art Heimbach, in M. Houston (ed.), ***Advances in Consumer Research, Vol 15***, (Ann Arbor: Association for Consumer Research, 1988), 178-183.

"An Environmental Psychological Study of Foreground and Background Music as Retail Atmospheric Factors," with Eric Spangenberg, in G. Frazier and C. Ingene, ***American Marketing Association Conference Proceedings***. (Chicago: American Marketing Association, 1988), 106-110.

"Comment on Factors Affecting Evaluations," in ***Advances in Consumer Research, Vol. 19***, John Sherry and Brian Sternthal, eds. (Provo, Utah: Association for Consumer Research, 1992), 276-278.

"Responding to a Product Crisis: A Comparison of Memory Retrieval vs. Refutational Approaches," with John Butler, Jeremiah Sullivan and Phillip Phan. in ***Enhancing Knowledge Development in Marketing, Vol. 3***, Robert Leone and V. Kumar, eds. (Chicago: American Marketing Association, 1992), 56-63. [selected as best paper in Advertising & Sales Promotion Track]

"Summary of Special Session: The Influence of Environmental Factors on Consumer Behavior: A Decade Later," in ***Advances in Consumer Research***, Leigh McAlister and Michael Rothschild, eds. Vol. 20, 1993, 630.

"Using Store Music for Retail Zoning: A Field Experiment," in ***Advances in Consumer Research***, Leigh McAlister and Michael Rothschild, eds. Vol. 20, 1993, 632-636.

"Psycholinguistic Perspectives on Consumer Learning," (with Claudiu Dimofte), in ***Advances in Consumer Research***, Punam Keller and Dennis Rook eds., Vol. 30, 2003, 382.

"Brand Names as Sources and Targets of Tangential Implicit Associations," (with Claudiu Dimofte and Anthony Greenwald) in ***Advances in Consumer Research***, Barbara Kahn and Mary Frances Luce, eds.. Vol. 31, 2004, pp. 243-244.

"The SMAART Scale: Measure Development and Validation," (with C. Dimofte).in ***Advances in Consumer Research***, Vol. 32, 2005

"It Seems Factual, But Is It? Effects of Using Sharp Versus Round Numbers in Advertising Claims" with Robert Schindler (Rutgers-Camden), in ***Advances in Consumer Research***, Vol. 33, 2006.

"Unintended Implicit Associations and Their Effects on Brand Judgments," (with Dimofte and Greenwald), presented at American Psychological Association, New Orleans, August, 2006.

"How Do Brand Rumors Persuade? The Response is Automatic," paper presented at the national conference of the Society for Consumer Psychology, Las Vegas, February 2007.

"The Role of Product Category Familiarity and Temporal Construal in Consumer Self-Referent Advertising," (with C. Dimofte), in ***Advances in Consumer Research***, Vol. 35, 2008

"Effects of a Medium on Consumer Effort-Reward Judgments" with Evelyn Hsieh and Edward Love. Presented at the Society for Consumer Psychology conference, 2009.

PUBLICATIONS (Conference Proceedings continued)

“Choice Behavior of Maximizers and Satisficers when Alternatives are Priced using Non-monetary Points,” with Meng-Hua Hsieh and Ed Love, in ***Advances in Consumer Research*** Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN : Association for Consumer Research, 2010.

“Consumer Processing of Irrelevant Brand Associations,” Claudiu Dimofte in ***Advances in Consumer Research***, Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN : Association for Consumer Research., 2010.

“Threat to Customer Loyalty Reward Program Membership: A Social Identity Perspective,” (with Kyra Blower) paper presented at Society for Consumer Psychology conference, February 2011.

“False but Persuasive Information: The Automatic Success of Infomercials,” (with C. Dimofte & K. Wiggin) paper presented at the Association for Consumer Research conference in Vancouver, B.C., October, 2012.

“Taking the Blame: The Effect of Social Identity on Attributions for the Loss of Membership” (with Kyra Wiggin) paper presented at Society for Consumer Psychology conference, February 2013.

“Effect of Nicotine Consumption on Risk Taking,” (with S. Maurer, M. French & R. Rathbone), paper presented at the Association for Consumer Research conference in Chicago, October, 2013.

“Self-Licensing or Satisfying Health Goals? Effect of Exercising on Food Choices,” presented at the 2014 Association for Consumer Research Conference. (with K. Wiggin)

“To Wait or Not? Why Creating Curiosity May Increase Patience,” Presented at the 2014 Association for Consumer Research Conference. (with C. Dimofte and K. Wiggin).

“The Influence of a Maximizing versus Satisficing Orientation on the Evaluation of Desirability and Feasibility Attributes,” to be presented at the 2015 ACR Conference. (with Meng-Hua Hsieh and Ed Love).

PAPERS NOW OR SOON TO BE UNDER REVIEW

“Desirability or Feasibility: Effect of a Maximizing Orientation on Product Evaluations,” with Meng-Hua Hsieh (under review at the *Journal of Consumer Research*).

“Responding to Commercial Rumors,” with C. Dimofte manuscript being revised.

“Curiosity and Discounting Future Payoffs ,” with C. Dimofte and K. Wiggin.

PROFESSIONAL SERVICE

Finalist for Presidency of the Society for Consumer Psychology- 2007
Associate Editor, *Journal of Consumer Research*, 1996 - 1999
Editor, *Association for Consumer Research Newsletter*, 1983-1985.
Editorial Review Board, *Journal of Marketing*, 1979 to 1987.
Editorial Review Board, *Journal of Consumer Research*, 1982-87; 1994 to 2005
Editorial Review Board, *Journal of Consumer Psychology*, 2005 to present
Editorial Review Board, *Current Issues & Research in Advertising*, 1985 to 2000
Ad hoc reviewer, *Journal of Marketing Research*, 1985 to present
NSF Proposal Reviewer 1979 & 1983.
Competitive Paper Reviewer, most recent AMA and ACR conferences.
American Marketing Association Doctoral Dissertation.
American Psychological Association Conference and Dissertation reviewer
Co-chair Society for Consumer Psychology's 2001 Advertising & Psychology
Conference.
Co-Chair American Marketing Association Doctoral Consortium, Seattle, June 2012
Co-Chair Society for Consumer Psychology's 2013 Advertising & Psychology Conference.

OTHER ACTIVITIES, GRANTS, AND HONORS

Selected by nominating committee as 1 of 2 candidates for Presidency of the
Society for Consumer Psychology (fall 2005)
Research Grant, Marketing Science Institute, 1977.
Research Grant, Center for Retailing & Distribution Management, 1987,89,90,91
Research Grant, PEI, 2000.
Faculty at the AMA-Sheth Doctoral Consortium, 2010(TCU), 2011(Ok. State),
2012(UW), 2013(Michigan)

Member of American Marketing Association
American Psychological Association
Association for Consumer Research
Society for Consumer Psychology
Puget Sound Research Forum