

ease of searching on the Internet, virtual shelf management remains an important issue for online stores. First, while the allocation of shelf facings to products is no longer important, we find that across screen placement may strongly affect consumer choices. First-screen alternatives are more likely to be selected, as consumers start to acquire and process information on that screen and tend to stop their search process as soon as they find a satisfactory product (primacy-effect). In addition, while traditional 'eye-level' placement is no longer predominant, we find that placement relative to other items is. Once consumers focus on a particular section of the shelf – the area containing their favorite item – and find out that this item is out-of-stock, they are more likely to stay within that section, switching to items placed close to the focal product. Our results further demonstrate that consumers are more likely to turn to these shelf-based choice heuristics when assortments are more difficult to evaluate. The latter may depend on the size but also on the composition of the product assortment.

**Title: Antecedent and Consequences of Attitudes Against Spam**

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**Abstract:** Using theories on intrusion and complaint behaviors, we develop, test and validate a structural model that captures the antecedent and consequences of attitudes against spam (unsolicited/unwelcome emails). The model captures the inter-relationships between five latent constructs: sensitivity to intrusiveness, attitude against spam, perceptions about unexpected consequences, behavioral and affective consequences, and damage potential (i.e., damage to computer/privacy). Sensitivity to intrusion is hypothesized to be positively related to attitudes against spam that in turn, positively influences each of the following three constructs: unexpected consequences of spam, behavioral and affective consequences, and damage potential of spam. We randomly split the database from a national telephone survey of 2200 respondents into two parts. The first part (calibration sample) was used to run a confirmatory factor analysis to assure that the indicator items were appropriate for each construct. This exercise was later repeated for the second part of the data (the validation sample). Similarly the structural model was also estimated separately using the calibration and validation samples. The validation runs mirrored the results obtained in the calibration runs. All our results demonstrate excellent model fit. We conclude by elaborating the implications of our model for advancing research discussion on behaviors and perceptions of individuals about spam.

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