

ROBIN A. COULTER, Ph.D.

The University of Connecticut
School of Business, Department of Marketing
2100 Hillside Road Unit 1041
Storrs, CT 06269-1041
email: robin.coulter@uconn.edu
<https://www.business.uconn.edu/person/robin-coulter/>
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PROFESSIONAL EXPERIENCE

University of Connecticut, Storrs, CT (1987–present)

Emerita Professor of Marketing (2025–present)
Professor of Marketing (2006–2025)
Associate Professor of Marketing (1993–2006)
Assistant Professor of Marketing (1987–1993)

School of Business Administrative Appointments

Department Head, Marketing (2008–2025)
Executive MBA Program Academic Director (2012–2014)

School of Business Academic-Teaching-Service Award Appointments

VOYA Financial Fellow (2015–2025)
Ackerman Scholar (2004–2008)

University of Pretoria, Pretoria, South Africa (2018–present)

Extraordinary Professor, Faculty of Economic and Management Sciences

University of Pittsburgh, Pittsburgh, PA (1983–1987)

Pittsburgh Research Institute for Studies in Marketing, Associate Director (1986–1987)
Graduate Research Assistant, Marketing (1983–1986)
Graduate Teaching Assistant, Marketing (1986)

Group One Research, Inc., Pittsburgh, PA (1978–1979; 1981–1982)

Market Analyst 1978–1979; Research Consultant (1981–1982)

Bankers Marketing Services, Cambridge, MA (1979–1981)

Research Coordinator

EDUCATION

- Ph.D. UNIVERSITY OF PITTSBURGH**
Joseph M. Katz Graduate School of Business
- Marketing, Applied Statistics
- M.B.A. UNIVERSITY OF PITTSBURGH**
Joseph M. Katz Graduate School of Business
- B.S. PENNSYLVANIA STATE UNIVERSITY**
- Business Administration, Marketing

JOURNAL PUBLICATIONS

1. Coulter, Robin A., Kelly D. Martin, and Liezl-Marié van der Westhuizen (2026), “Tournaments of Destruction: Consumers Battling for Visibility,” *Journal of Consumer Research*, 52 (5), 835–56.
2. Ghosh Chowdhury, Tilottama, Await Khare, Adwait, and Robin A. Coulter (2025), “Spillover Effects of Sensory Stimulation,” *European Journal of Marketing*, 58 (3), 501–27.
3. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2025), “ ‘Fresh Start’ Messaging, ‘Rebirth Associations,’ and Consumers’ Environmentally Sustainable Actions,” *Journal of Business Ethics*, 200 (4), 791–811.
4. Strizhakova, Yuliya and Robin A. Coulter (2024), “Environmental and Social Sustainability: A Consumer Cultural Identity Perspective in the Global-Local Marketplace,” *Journal of Sustainable Marketing*, 5 (1), 43–49.
5. Salnikova, Ekaterina, Strizhakova, Yuliya, and Robin A. Coulter (2022), “Engaging Consumers with Environmental Sustainability Initiatives: Consumer Global-Local Identity and Global Brand Messaging,” *Journal of Marketing Research*, 59 (5), 983–1001.
6. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2021), “The Fresh Start Mindset: A Cross-National Investigation and Implications for Environmentally-Friendly Global Brands,” *Journal of International Marketing*, 29 (4), 45–61.
7. Carlson, Jeffrey, William T. Ross, Jr., Robin A. Coulter, and Adam Marquardt, (2019) “About Time in Marketing: An Assessment of the Study of Time and Conceptual Framework,” *AMS Review*, 9, 136–154 (*Lead article).
8. Strizhakova, Yuliya and Robin A. Coulter (2019), “Consumer Cultural Identity: Local and Global Cultural Identities and Measurement Implications,” *International Marketing Review*, 36 (5), 610–627.
9. Strizhakova, Yuliya and Robin A. Coulter (2019), “The Myriad Meanings of Cultural Identities,” *International Marketing Review*, 36 (5), 642–646.

10. Price, Linda L. and Robin A. Coulter (2019), "Crossing Bridges: Assembling Culture into Brands and Brands into Consumers' Global and Local Cultural Lives," *Journal of Consumer Psychology*, 29 (3), 547–554.
11. Vredeveld, Anna J. and Robin A. Coulter (2019), "Cultural Experiential Goal Pursuit, Cultural Brand Engagement, and Culturally Authentic Experiences: Sojourners in America," *Journal of the Academy of Marketing Science*, 47 (2), 274–290.
12. Strizhakova, Yuliya and Robin A. Coulter (2019), "Spatial Distance Construal Perspectives on Cause-Related Marketing: The Importance of Nationalism in Russia," *Journal of International Marketing*, 27(1), 38–55.
13. Price, Linda, L., Robin A. Coulter, Yuliya Strizhakova, and Ainslie E. Schultz (2018), "The Fresh Start Mindset: Transforming Consumers' Lives," *Journal of Consumer Research*, 45 (1), 21–48.
14. Coulter, Robin A. (2016), "From Fragmentation to Imagination: Moving to Marketing's Next Era," *AMS Review*, 6 (3), 132–141.
15. Schneider, Mark and Robin A. Coulter (2015), "Dual Process Evaluability Theory: A Framework for Choice Anomalies," *Journal of Economic Psychology*, 51, 183–198.
16. Strizhakova, Yuliya and Robin A. Coulter (2015), "Drivers of Local Relative to Global Brand Purchases: A Contingency Approach," *Journal of International Marketing*, 23 (1), 1–22 (*Lead article; *2015 S. Tamer Cavusgil Best Article Award).
17. Kareklas, Ioannis, Frédéric Brunel, and Robin A. Coulter (2014), "Judgment is Not Color Blind: The Impact of Color Preference on Product and Advertising Preferences," *Journal of Consumer Psychology*, 24 (1), 87–95.
18. Strizhakova, Yuliya and Robin A. Coulter (2013), "The "Green" Side of Materialism in Emerging BRIC and Developed Markets: The Moderating Role of Global Cultural Identity," *International Journal of Research in Marketing*, 30 (1), 69–82.
19. Strizhakova, Yuliya, Robin A. Coulter and Linda L. Price (2012), "The Young Adult Cohort in Emerging Markets: Assessing Their Glocal Cultural Identity in a Global Marketplace," *International Journal of Research in Marketing*, 29 (1), 43–54.
20. Haws, Kelly L., Rebecca Walker Naylor, Robin A. Coulter and William O. Bearden (2012), "Keeping It All Without Being Buried Alive: Understanding Product Retention Tendency," *Journal of Consumer Psychology*, 22 (2), 224–236.
21. Micu, Camelia C. and Robin A. Coulter (2012), "The Impact of Pretrial Advertising on Posttrial Product Evaluations: Assessing the Effects of Attribute Information for Hedonic and Utilitarian Products," *Journal of Marketing Theory and Practice*, 20 (2), 189–202.

22. Strizhakova, Yuliya, Robin A. Coulter and Linda L. Price (2011), "Branding in a Global Marketplace: The Mediating Effects of Quality and Identity," *International Journal of Research in Marketing*, 28 (4), 342–351.
23. Chelminski, Piotr and Robin A. Coulter (2011), "An Examination of Consumer Complaining Behavior in the Context of Service Encounter Failures: Does Consumer Citizenship Matter?" *Journal of Services Marketing*, 25 (5), 361–71.
24. Coulter, Keith S. and Robin A. Coulter (2010), "Small Sounds, Big Deals: Phonetic Symbolism Effects in Pricing," *Journal of Consumer Research*, 37 (August), 315–328.
25. Micu, Camelia C. and Robin A. Coulter (2010), "Advertising in English in Non-native English Speaking Markets: The Effect of Language and Self-referencing on Ad Attitudes," *Journal of East-West Business*, 16 (1), 67-84.
26. Micu, Camelia C., Robin A. Coulter, and Linda L. Price (2009), "How Product Trial Alters the Effects of Model Attractiveness: An Adapted Etic Approach in Romania," *Journal of Advertising*, 38 (Summer), 69–81.
27. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2008), "Branded Products as a Passport to Global Citizenship: Perspectives from Developed and Developing Countries," *Journal of International Marketing*, 16 (December), 57–85. (*2026 Hans B. Thorelli Award for significant and long-term impact).
28. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2008), "The Meanings of Branded Products: A Cross-National Scale Development and Meaning Assessment," *International Journal of Research in Marketing*, 25 (2), 83–94. (*Lead article)
29. Chelminski, Piotr and Robin A. Coulter (2007), "The Effects of Cultural Individualism and Self-Confidence on Propensity to Voice: From Theory to Measurement to Practice," *Journal of International Marketing*, 15 (December), 94–118.
30. Coulter, Keith S. and Robin A. Coulter (2007), "Distortion of Price Discounts: The Right Digit Effect," *Journal of Consumer Research*, 34 (August), 162–173.
31. Chelminski, Piotr and Robin A. Coulter (2007), "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study," *Psychology & Marketing*, 24 (January), 69–91.
32. Coulter, Robin A., Linda L. Price, Lawrence F. Feick, and Camelia Micu (2005), "The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition," *Journal of the Academy of Marketing Science*, 33 (Fall), 604–620.
33. Coulter, Keith S. and Robin A. Coulter (2005), "Size Does Matter: The Effects of Magnitude Representation Congruency on Price Perceptions and Purchase Likelihood," *Journal of Consumer Psychology*, 15 (1), 64–76.

34. Moore, Robert, Claire Allison Stammerjohan and Robin A. Coulter (2005), "Banner Ad-Web Site Congruity Context and Color Effects on Attention and Attitudes," *Journal of Advertising*, 34 (Summer), 77–90.
35. Cotte, June, Robin Coulter, and Melissa Moore (2005), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Journal of Business Research*, 58 (3), 361–368 (*Best Paper Award at 1999 26th International Research Seminar in Marketing, 3rd International Research Seminar on Marketing Communications and Consumer Behavior Proceedings, 90–103.)
36. Coulter, Robin A. and Mark Ligas (2004), "A Typology of Customer-Service Provider Relationships: The Role of Relational Factors in Classifying Customers," *Journal of Services Marketing*, 18 (6), 482–493.
37. Coulter, Robin A., Linda L. Price, and Lawrence F. Feick (2003), "Rethinking the Origins of Product Involvement and Brand Commitment: Insights from Postsocialist Central Europe," *Journal of Consumer Research*, 30 (September), 151–169. (*Lead article)
38. Coulter, Keith S. and Robin A. Coulter (2003), "The Effects of Industry Knowledge on Trust in Service Relationships," *International Journal of Research in Marketing*, 20 (March), 31–43.
39. Coulter, Robin, Lawrence Feick, and Linda L. Price (2002), "Changing Faces: Cosmetics Opinion Leadership among Women in the New Hungary," *European Journal of Marketing*, 36 (11/12), 1287–1308.
40. Chelminski, Piotr and Robin A. Coulter (2002), "Examining Polish Market Mavens and Their Attitudes Toward Advertising," *Journal of East–West Business*, 8 (1), 77–89.
41. Coulter, Keith S. and Robin A. Coulter (2002), "Determinants of Trust in a Service Provider: The Moderating Role of Length of Relationship," *Journal of Services Marketing*, 16 (1), 35–48. (*Best Overall Conference Paper Award and *Best Services SIG Paper Award at American Marketing Association Summer Educators' Conference 2000, Chicago, IL: American Marketing Association, abstract, 1–2.)
42. Coulter, Robin A., Gerald Zaltman, and Keith S. Coulter (2001) "Interpreting Consumer Perceptions of Advertising: An Application of the Zaltman Metaphor Elicitation Technique," *Journal of Advertising*, 30 (Winter), 1–22. (*Lead article)
43. Coulter, Robin and Mark Ligas (2000), "The Long-Goodbye: The Dissolution of Customer-Service Provider Relationships," *Psychology & Marketing*, 17 (8), 669–695.
44. Tyson, Ben and Robin Coulter (1999), "Marketing Enlightened Self-Interest: A Model of Individual and Community-Oriented Motivations" *Social Marketing Quarterly*, V (Winter), 34–49.

45. Herrmann, Andreas, Frank Huber and Robin Higie Coulter (1997), "Product and Service Bundling Decisions and Their Effects on Purchase Intention," *Pricing Strategy & Practice: An International Journal*, 5 (3), 99–107. (*1998 Outstanding Paper, Award for Excellence; **also appears in *Optimal Bundling: Marketing Strategies for Improving Economic Performance*, Ralph Furdere, Andreas Herrmann, and Georg Wuebker, eds., Berlin: Springer-Verlag, 253–268).
46. Coulter, Robin Higie and Mary Beth Pinto (1995), "Guilt Appeals in Advertising: What Are Their Effects?" *Journal of Applied Psychology*, 80 (6), 697–705.
47. Feick, Lawrence F., Robin Higie Coulter, and Linda L. Price (1995), "Consumers in Transition to a Market Economy: Hungary 1989–1992," *International Marketing Review*, 12 (5), 18–34.
48. Zaltman, Gerald and Robin Higie Coulter (1995), "Seeing the Voice of the Customer: Metaphor-Based Advertising Research," *Journal of Advertising Research*, 35 (July/ August), 35–51.
49. Feick, Lawrence and Robin A. Higie (1992), "The Effects of Preference Heterogeneity and Source Characteristics on Ad Processing and Judgements about Endorsers," *Journal of Advertising*, 21 (June), 9–25.
50. Higie, Robin A. and Murphy A. Sewall (1991), "Using Recall and Brand Preference to Evaluate Advertising Effectiveness," *Journal of Advertising Research*, 31 (April/May), 56–63.
51. Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1989), "Preference Heterogeneity and Coorientation as Determinants of Perceived Informational Influence," *Journal of Business Research*, 19 (November), 227–242.
52. Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1987), "Information Sensitive Consumers and Market Information," *Journal of Consumer Affairs*, 21 (Winter), 328–341.
53. Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1987), "Types and Amount of Word-of-Mouth Communications about Retailers," *Journal of Retailing*, 63 (Fall), 260–278.

WORK UNDER REVIEW AND IN PROCESS

1. Coulter, Robin A., Kelly Martin, Liezl-Marie van der Westhuizen, and Justin Sieow, "The Journal of Marginalized Youth in a Luxury Brand-Inspired Subculture," *Journal of Consumer Psychology*, revise and resubmit from 2nd review.
2. Cotte, June, Robin A. Coulter, and Linda Price, *Running on Empty TO Replenished!* University of Toronto Press contract.

INVITED WORKS

1. Coulter, Robin A. and Yuliya Strizhakova (2026), “Consumer Responsibilization for Environmental Sustainability in a Global Marketplace,” in *Handbook of Social Psychology and Consumer Behaviour*, ed. Eric R. Spangenberg and Katie Spangenberg, Edward Elgar Publishing Ltd, 221–234.
2. Strizhakova, Yuliya and Robin A. Coulter (2026), “Embracing Environmental Sustainability as a Disruptive Opportunity,” in *Review of Marketing Research: Global Marketing in Times of Disruption*, ed. Naresh Maholta, Emerald Publishing Limited.
3. Coulter, Robin A. (2024), “Consumption Experience as Escape: A Metaphoric Analysis using the Zaltman Metaphor Elicitation Technique,” in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk and Cele Otnes, Northampton: Edward Elgar. 249–273.
4. Coulter, Robin A. (2018), editor, *Zaltman Metaphor Elicitation Technique, Legends of Marketing: Gerald Zaltman*, Sage.
5. Coulter, Robin A. (2006), “Consumption Experiences as Escape: An Application of the Zaltman Metaphor Elicitation Technique,” in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Northampton: Edward Elgar, 400–418.
6. Coulter, Robin A. and Gerald Zaltman (2000), “The Power of Metaphor,” in *The Why of Consumption: Emerging Perspectives on Consumer Motives, Goals and Desires*, S. Ratneswhar, David Glen Mick, and Cynthia Huffman, eds., New York and London: Routledge, 259–281.
7. Huber, Frank and Robin Coulter (2000), “Das Metaphor Elicitation-Konzept,” in *Kundenorientierte Produktgestaltung*, Andreas Herrmann, Günter Hertel, Wilfried Virt, Frank Huber, eds., Munich, Germany: Verlag Franz Vahlen, 103–120.
8. Zaltman, Gerald and Robin A. Higie (1993), “Seeing the Voice of the Customer: The Metaphor Elicitation Technique,” Working Paper 93–114, Marketing Science Institute, Cambridge, MA.
9. Feick, Lawrence F., Robin A. Higie and Linda L. Price (1993), “Consumer Search and Decision Problems in a Transitional Economy: Hungary 1989–1992,” Working Paper 93-113, Marketing Science Institute, Cambridge, MA.

SELECT PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

1. Kruger, Liezl-Marie, Robin A. Coulter, and Kelly D. Martin (2019), “Status Consumption and a Luxury-Brand Inspired Subculture: Paradoxes of Physical Well-Being for Impoverished Consumers,” in *NA - Advances in Consumer Research*.

2. Kruger, Liezl-Marie, Robin Coulter, and Kelly D. Martin (2019), "Consumption for Well-Being: The Izikhothane Phenomenon," in *Winter 2019 American Marketing Association Proceedings*, Volume 30, eds., Son K. Lam, Markus Giesler, Xueming Luo, Chicago, IL: American Marketing Association, MC-5–MC-6.
3. Schultz, Ainslie Linda Price, and Robin Coulter (2015), "Can A "Fresh Start" Help Consumers Achieve Their Goals?" in *NA - Advances in Consumer Research*, Volume 43, eds. Kristen Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 191–196.
4. Schultz, Ainslie Linda Price, and Robin Coulter (2014), "Embracing a "Fresh Start": How Consumers Engage to Change Their Lives," in *NA - Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 177–183.
5. Vredeveld, Anna Jansson and Robin Coulter (2014), "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences," in *NA - Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 522–523.
6. Vredeveld, Anna Jansson, Robin A. Coulter, and William T. Ross Jr. (2013), "Collective Moral Identity Projects: Authentic Brand Users Anti-Counterfeit Framework," in *NA - Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 572–573.
7. Vredeveld, Anna Jansson and Robin A. Coulter (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," in *NA - Advances in Consumer Research*, Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 1111.
8. Nguyen, Hang, Kunter Gunasti, and Robin Coulter (2012), "Brand Signals of Authenticity: From Conscious to Non-Conscious Effects," *Proceedings of the American Marketing Association Winter Educator's Conference*, Vol. 23, eds. John Stuart Hulland and Sundar Bharadwaj, St. Petersburg, FL. — Best Paper Award for the Marketing Communications and Branding Track.
9. Kareklas, Ioannis, Frederic Brunel, and Robin Coulter (2012), "When White Obscures Evaluations: the Influence of Automatic Color Preferences on Product, Race and Spokesperson Evaluations," in *NA - Advances in Consumer Research*, Volume 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 804-806.
10. Haws, Kelly, Rebecca Walker Naylor, Robin A. Coulter, and William O. Bearden (2011), "To Have and to Hold? Marketing Implications of Consumers' Product Retention Tendency," in *NA - Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 52.

11. Johnson, Bryan R., William T. Ross, and Robin Coulter (2011), "Expressive Oriented Relationships: a New Type of Commercial Friendships," in *NA - Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 757–758.
12. Polonsky, Maxim and Robin Coulter (2010), "We Are What We Drive: a SRM Analysis of Human-Brand Personality Associations," in *NA - Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 475–476.
13. Venkatraman, Meera, Fleura Bardhi, and Robin Higue Coulter (2009), "From Tool to Transformation: Consuming Technology to Negotiate Identity," in *Asia-Pacific Advances in Consumer Research*, Volume 8, ed. Sridhar Samu and Rajiv Vaidyanathan and Dipankar Chakravarti, Duluth, MN: Association for Consumer Research, 27–29.
14. Polonsky, Maxim and Robin A. Coulter (2009), "Does the Devil Really Wear Prada?: Social Relations Analysis of Brand and Human Personalities," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 988–989.
15. Kareklas, Ioannis and Robin A. Coulter (2009), "The Effects of Implicit Color Preference and Implicit Racial Preference on Attitude towards the Ad," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 881–882.
16. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2009), "Effects of Belief in the Global Citizenship on Branding Discourse in the U.S. and Russia," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 609.
17. Micu, Camelia and Robin Coulter (2008), "Higher Expectations for Higher Satisfaction: The Effect of Attribute Types on Post-Trial Customer Satisfaction," in *2008 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 19, ed. Tom Brown and Zeynep Gurhan-Canli, Chicago: American Marketing Association, 207–215.
18. Strizhakova Yuliya, Robin A. Coulter, and Linda L. Price (2008), "Buying into the Global Myth: A Cross-National Investigation of Building Identity through Brands," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 67–71.
19. Bardhi, Fleura, Robin Coulter, Meera Venkatraman (2008), "Domesticating Technology to Build Army Family Identity," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 189–193.

20. Haws, Kelly L., Rebecca Walker Naylor, William O. Bearden, Robin A. Coulter (2008), "To Have and To Hold? Implications of Disposition Tendencies for Consumer Research," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 764–765.
21. Micu, Camelia and Robin Coulter (2007), "Transforming Product Experience: The Impact of Pre-Trial Attribute Type Information and Claim Objectivity on Post-Trial Product Evaluations," in *European Advances in Consumer Research*, Vol. 8, ed. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research, 17–22.
22. Venkatraman, Meera, Robin Coulter, Fleura Bardhi (2007) "Harnessing the Power of Technology in the Home: The Case of Military Households in the US," in *European Advances in Consumer Research*, Vol. 8, ed. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research, 526.
23. Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2007), "Cross-Cultural Scale Development and Meanings Assessment," in *2007 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 18, ed. Andrea L. Dixon and Karen A. Machleit, Chicago: American Marketing Association, 370–371.
24. Micu, Camelia C. and Robin A. Coulter (2007), "Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations," in *2007 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 18, ed. Andrea L. Dixon and Karen A. Machleit, Chicago: American Marketing Association, 322–324.
25. Coulter, Robin A. and Tilottama G. Chowdhury (2007), "Sensory Metaphor and Meanings: Development of a Cross-Sensory Heterogeneity Index," in *Advances in Consumer Research*, Vol. 33, ed. Cornelius Pechmann and Linda L. Price, Duluth. MN: Association for Consumer Research, 453–455.
26. Chelminski, Piotr and Robin Coulter (2007), "On Market Mavens and Consumer Self- Confidence: A Cross-Cultural Study," in *Advances in Consumer Research*, Vol. 33, ed. Cornelius Pechmann and Linda L. Price, Duluth. MN: Association for Consumer Research, 369– 373.
27. Coulter, Robin A., Linda L. Price, and Yuliya Strizhakova (2006), "The Meaning of Brands, A Cross-Cultural Assessment," in *13th Recent Advances in Retailing and Services Science Conference*, Technische Universiteit Eindhoven: EIRASS, 42.
28. Chowdhury, Tilottama G. and Robin A. Coulter (2006), "Getting a 'Sense' of Financial Security for Generation Y," in *2006 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 17, ed. Jean L. Johnson and John Hulland, Chicago: American Marketing Association, 191–192.

29. Chelminski, Piotr and Robin Coulter (2006), "The Effects of Cultural Individualism on Consumer Self-Confidence for Marketplace Interfaces," in *Advances in Consumer Research*, Vol. 33, ed., Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 466–468.
30. Jiang, Ying, Robin Coulter, and S. Ratneshwar (2005), "Consumption Decisions Involving Goal Tradeoffs: The Impact of One Choice on Another," in *Advances in Consumer Research*, Vol. 32, ed. Geeta Memom and Akshay Rao, Duluth, MN: Association for Consumer Research, 206–211.
31. Coulter, Keith S. and Robin A. Coulter (2004), "The Effects of "Small" vs. "Large" Digit Comparisons on Consumers' Perceptions of Price Discounts," in *Winter 2004 Marketing Educators' Conference Proceedings*, Chicago: American Marketing Association.
32. Micu, Camelia, Robin A. Coulter, and Linda L. Price (2004), "Renegotiating Who I Am: The Effects of Changing Cultural Ideologies and Interpersonal Influence on the Self," abstract in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, eds., Society for Consumer Research, 157–158.
33. Chelminski, Piotr and Robin Coulter (2004), "Cultural Individualism and Consumer Self-Confidence: Implications for Retailers and Service Providers," abstract in *11th Recent Advances in Retailing and Service Science Proceedings*, Technische Universiteit Eindhoven: EIRASS, 29.
34. Coulter, Robin A. and Mark S. Ligas (2003), "To Retain or To Relinquish: Exploring the Disposition Practices of Packrats and Purgers," in *Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 38–43.
35. Ligas, Mark and Robin A. Coulter (2001), "Changing Faces in Services Relationships: Customers' Roles During Dissatisfactory Service Encounters," in *Advances in Consumer Research*, Vol. 28, eds. Mary Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research, 71–76.
36. Coulter, Robin A. and Mark Ligas (2000), "A Typology of Customers' Relationships with Their Service Providers," in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., Athens, OH: Society for Marketing Advances, 272–276.
37. Ligas, Mark S. and Robin Coulter (2000), "Understanding Signals of Customer Dissatisfaction: Customer Goals, Emotions and Behaviors in Negative Service Encounters," in *American Marketing Association Winter Educators' Conference 2000*, Vol. 11, John P. Workman, Jr. and William D. Perrault, Jr., eds., Chicago, IL: American Marketing Association, 256–262.
38. Coulter, Robin Higie, June Cotte, and Melissa Moore (1999), "Believe It or Not: Persuasion, Manipulation, and Credibility of Guilt Appeals," in *Advances in Consumer Research*, Vol. 26, eds. Eric J. Arnold and Linda M. Scott, Provo, UT: Association for Consumer Research, 288–294.

39. Coulter, Robin Higie, June Cotte, and Melissa Moore (1997), "Guilt Appeals in Advertising: Are You Feeling Guilty?" in *1997 American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 109–115. * Best Paper Award.
40. Coulter, Keith S. and Robin Higie Coulter (1997), "Beyond Neilsen Number: The Influence of Program Content on Ad Reactions" in *1997 American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 291–296.
41. Coulter, Robin Higie and Gerald Zaltman (1994), "Using the Zaltman Metaphor Elicitation Technique to Understand Brand Images," in *Advances in Consumer Research*, Vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, Provo: UT, 501–507.
42. Coulter, Robin Higie and Murphy A. Sewall (1994), "A Test of Prescriptive Advice from the Rossiter-Percy Advertising Planning Grid Using Radio Commercials," in *Advances in Consumer Research*, Vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, Provo: UT, 276–281.
43. Higie, Robin A., Linda L. Price, and Julie Fitzmaurice (1993), "Leaving It All Behind: Service Loyalties in Transition," in *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 656–661.
44. Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1991) "The Importance of Peripheral Cues in Attitude Formation for Enduring and Task Involved Individuals," in *Advances in Consumer Research*, Vol. 18, ed. Rebecca Holman and Michael Solomon, Provo, UT: Association for Consumer Research, 187–193.
45. Higie, Robin A. and Lawrence F. Feick (1989), "Enduring Involvement: Conceptual and Measurement Issues," in *Advances in Consumer Research*, Vol. 16, ed., Thomas S. Srull, Provo, UT: Association for Consumer Research, 690–696.
46. Higie, Robin A. and Susan Spiggle (1989), "Protocol Responses to Advertisements: A Coding Scheme," in *1989 Winter Marketing Educators' Conference*, American Marketing Association Proceedings, Chicago, IL: American Marketing Association,
47. Feick, Lawrence F., Linda L. Price, and Robin A. Higie (1986), "People Who Use People: The Other Side of Opinion Leadership," in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 301–305.

SELECT PRESENTATIONS AND INVITED TALKS

1. "On Being Brave and Research as a Grand Adventure," University of South Florida Ph.D. Seminar, April 2026.

2. "Conceptualization and Scale Development," University of Wyoming Ph.D. Research Seminar Series, April 2024.
3. "Value Destruction of Material Objects by Social Collectives," University of Texas Rio Grande, February 2024.
4. "Reconceptualizing Potlatch in Consumer Research: From Spectacle to Disruption," Rocky Mountain High Conference, March 2022.
5. "Brand Consumption and Destruction in the Quest for Fame" with Kelly D. Martin and Liezl-Marié van der Westhuizen, *The Future of Brands Conference*, co-sponsored by the Center on Global Brand Leadership, Columbia University and *Journal of Consumer Research*, December 7, 2019.
6. "Brand Hubris" with Yuliya Strizhakova and Sampoorna Nandi Conference, *The Future of Brands Conference*, co-sponsored by the Center on Global Brand Leadership, Columbia University and *Journal of Consumer Research*, December 8, 2019.
7. "Conceptualizing a New Construct and Measurement Development," University of Pretoria, South Africa, School of Business, June 20, 2019.
8. "Brand Arrogance: Antecedents and Impact on Consumer Trust," with Sampoorna Nandi, *North American Consumer Research Conference*, October 11-14, 2018.
9. "Disruptive Self-Brand Play: The Izikhothane Journey," with Liezl-Marie Kruger and Kelly Martin, *North American Consumer Research Conference*, October 26-29, 2017.
10. "Identity Play and Brand Play on the Izikhothane Journey," *University of Illinois*, November 10, 2017.
11. "The Design of Experiments: Key Issues to Consider," *University of Pretoria, South Africa, School of Business*, November 10, 2016.
12. "Experimental Design Workshop: From Conceptualization to Write-Up," *University of Pretoria, South Africa, Marketing Department*, November 8-9, 2016.
13. "The Fresh Start Mindset: The Transformative Power of Consumers' Implicit Belief that Fresh Starts are Possible," *University of Pretoria, South Africa, Marketing Department*, November 6, 2016.
14. "The Fresh Start Mindset: The Transformative Power of Consumers' Implicit Belief that Fresh Starts are Possible," University of Connecticut, *Social Psychology Department Colloquium*, October 18, 2016.
15. "State of the Field: Where Have We Been...Where Might We Go?" *Plenary Panel, American Marketing Association Doctoral Consortium, University of Notre Dame*, June 6, 2016.

16. "The Artificiality of Qualitative and Quantitative Tools: Inspired by the Mischievous Jerry Zaltman," Sheth Medal Award Ceremony for Gerald Zaltman, October 3, 2015.
17. "Making a Fresh Start Boosts Consumer Creativity," with Ainslie Schultz and Linda L. Price, Society for Consumer Psychology Conference, February 26, 2015.
18. "The Effects of Polychronicity on Salesperson Performance: The Moderating Effect of Job Complexity," with Jeffrey Carlson and William T. Ross, Winter American Marketing Association Educators Conference, February 11, 2015.
19. "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Exploration," with Anna Jansson Vredeveld, in *Association for Consumer Research Conference*, October 24, 2014.
20. "Embracing a 'Fresh Start:' How Consumers Engage to Change Their Lives," with Ainslie Schultz and Linda L. Price, *Association for Consumer Research Conference*, October 24, 2014.
21. "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," with Anna Jansson Vredeveld, in *Consumer-Brand Relationship Conference*, June 6-7, 2012.
22. "To Have and To Hold? Marketing Implications of Consumers' Product Retention Tendency" Kelly Haws, Rebecca Walker Naylor, and William O. Bearden, in *Advances in Consumer Research Conference*, October 2010.
23. "Shopping with Consumers in Subsistence Marketplaces" with Benet DeBerry-Spence, and Cele C. Otnes, *Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literary and Resource Barriers*, University of Illinois - Chicago, August 4, 2006.
24. "Meaning of a Connected Home" with Meera Venkatraman, *Boston University Institute for Leading in a Dynamic Economy Conference*, April 6, 2006
25. "Brand Meanings: A Cross-Cultural Assessment," University of Connecticut School of Business Research Seminar, December 2, 2005.
26. "Understanding and Managing Customer Experiences," presentation to University of Connecticut Marketing RoundTable, July 27, 2005.
27. "Applying the Zaltman Metaphor Elicitation Technique to Marketing Problems," presentation at *Roger Williams University*, April 11, 2005.
28. "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study" with Piotr Chelminski, *Academy of International Business 2005 Conference in Quebec City, Canada*. July 9-12, 2005.

29. "A Multi-Method Examination of Young Romanian Women's Reactions to Beautiful Models in Ads: Exploring the Joint Effects of Advertising and Product Trial" in Special Session, "Marketing Communications and Young Consumers: Perspectives on Consumer Socialization and Social Comparison," with Camelia Micu and Linda L. Price, *Winter 2004 Marketing Educators' Conference*, February 6-9, 2004.
30. "Saving for Whom?, for What?, and How?: Exploring the Mindset of Packrats," in Special Session, "'Good To The Last Drop': Perspectives on Thrift and Frugality" (with Mark S. Ligas, 2003 *European Association for Consumer Research Conference*, Dublin, Ireland June 6, 2003.
31. "Central European Women's Ideologies of Appearance, Cosmetics Involvement, and Consumption Intentions," in special session Globalizing Hope and Dispair: Cosmetics Consumptionscapes, with Linda L. Price, *Association for Consumer Research Conference*, Atlanta, October 18, 2002.
32. "Product Knowledge and Choice Confidence: Hungarian Women in the 1990s," with Linda L. Price, Lawrence Feick, and Camelia Micu, *MSI/IJRM Global Marketing Conference*, Noordwijk, The Netherlands, June 2003.
33. "Making Up Time in Hungary: A Decade of Research on Women and Cosmetics," *School of Business Seminar, University of Connecticut*, March 2001.
34. "Rethinking Marketing Research," *University of Nebraska Seminar*, April 2000.
35. "The Influence of Market Mavenism on Attitudes Toward Advertising in Poland," with Piotr Chelminski, *The Transformation of Communication Culture in the Post-Socialist States in Europe Conference 2000*, Budapest, Hungary, March 2000.
36. "Rethinking Marketing Research," *University of Pittsburgh Research Seminar*, Pittsburgh, PA, November 1999.
37. "Changes in Hungarian Women's Information Seeking and Cosmetics Product Choices: 1992-1998," with Lawrence Feick and Linda Price, *European Marketing Academy Conference*, Berlin, Germany, May 1999.
38. "Three Faces of Advertising: The Good, The Bad and The Ugly," with Gerald Zaltman, June Cotte, and Melissa Lunt Moore, *American Marketing Association's 1998 Summer Educators' Conference – Advertising Special Interest Group*, Boston, MA, August 1998.
39. "Understanding the Antecedents of Trust and Integrity Across Services," with Karen File and Keith S. Coulter, *American Marketing Association's Summer Educators' Conference*, August 1997.
40. "Feeling Guilty??" *The University of Connecticut, Department of Marketing and Department of Communication Sciences Seminar Series*, April 1996.
41. "Driving Forces Affecting the Future of Consumer Decision Making," *University of Mannheim Seminar*, Mannheim, Germany, August 1995.

42. "Seeing the Value of Marketing," with Gerald Zaltman, Harvard Business School Seminar, Boston, MA, May 1995.
43. "Seeing the Value of Marketing," with Gerald Zaltman, University of Connecticut Seminar, Storrs, CT, April 1995.
44. "Seeing the Value of Marketing," with Gerald Zaltman, Value of Marketing Conference, Stanford University, Palo Alto, CA, August 1994.
45. "Seeing the Voice of the Customer: The Zaltman Metaphor Elicitation Technique," with Gerald Zaltman, New Methods and Applications in Consumer Research, 1993 Marketing Science Institute Conference, Cambridge, MA, September 1993.
46. "Seeing the Voice of the Customer," with Gerald Zaltman, New Tools and New Roles for Marketing Research, 1992 Marketing Science Institute Conference, Cambridge, MA, June 1992.
47. "Consumer Information and Product Acquisition Problems and Solutions in Hungary: A Propositional Inventory," with Lawrence F. Feick and Linda L. Price, Association for Consumer Research Summer Conference, Amsterdam, The Netherlands, May 1992.
48. "Dialogues with Myself: A Theory of Self-Gifts," with Linda L. Price, American Marketing Association Winter Educators' Conference, February 1991.
49. "Advertising Content and Viewer Responses: A Semiotic Approach," with Susan Spiggle, American Marketing Association Winter Educators' Conference, February 1988.

RESEARCH GRANTS AND AWARDS

University of Connecticut School of Business Research Award (2023)

Transformative Consumer Research with Liezl-Marié van der Westhuizen and Kelly D. Martin.
"Consumption before Well-being: The Izikhothane Problem" (2018).

Social Sciences and Humanities Research Council (Canada), with June Cotte and Linda Price,
"The Untold Story of Consumers' Everyday Experience and Management of Depletion" (April 2016–present).

University of Connecticut School of Business Research Grant (1988, 1989, 1991–1992, 1995–2002, 2010, 2011)

University of Connecticut CIBER Grant (1998, 2001, 2003, 2005, 2008, 2017)

University of Connecticut Research Foundation Grant (1988, 1990-1993, 1997, 1999–2002, 2008)

Marketing Science Institute Research Grants

“Picturing the Voice of the Consumer: The Image Elicitation, Orientation and Construction Technique,” with Gerald Zaltman (1991).

“Consumer Information and Product Acquisition Problems and Solutions in Hungary” with Lawrence F. Feick and Linda L. Price (1991).

Boston University Institute for Leading in a Dynamic Economy

“Understanding the Transformation of a House to a Connected Home” with Meera Venkatraman (2005)

Suffolk University Sawyer School of Management

“The Impact of Infotainment Technologies on the Meaning of the Home for Families in Transition” with Meera Venkatraman (2005)

DISSERTATION COMMITTEES

University of Connecticut, Marketing Department, Dissertation Chair

- 2015 Anna Jansson Vredevelde, “Consumer-Brand Engagement: Cultural and Moral Manifestations,” Berry College.
- 2012 Maxim Polonsky, “Going Beyond the Information Given: Perceiving Owners’ Personalities from Cars and Perceiving Car Ownership from Personalities,” Keck Graduate Institute, The Claremont Colleges.
- 2010 Ioannis Kareklas, “A Quantitative Review and Extension of Racial Similarity Effects in Advertising,” SUNY Albany.
- 2006 Camelia C. Micu, “Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations,” Fairfield University.
- 2003 Piotr Chelminski, “The Effects of Culture on Consumer Complaining Behavior,” Providence College.
- 2001 Mark S. Ligas, “Customer Relationship Orientation in Response to Dissatisfactory Service Encounters,” Fairfield University.

University of Connecticut, Marketing Department, Dissertation Committee Member

2024 Justin Sieow
2023 Mariya Topchy
2023 Kristen Ferguson
2014 Jeff Carlson
2006 Ying Jiang
1999 Melissa Lunt Moore
1998 June Cotte
1997 Byeong Joon Moon
1995 Julie Fitzmaurice
1994 Junyeon Moon

University of Connecticut, Finance Department, Dissertation Committee Member

1999 Robert Dubil

University of Connecticut, Communication Sciences, Dissertation Committee Member

2006 Steven Sohn
2005 Yuliya Strizhakova
2001 Ipshita Ray
1999 Christine de la Paz
1999 Erica Weigel
1997 Mats Georgson
1996 Nancy Menelly
1996 Ben Tyson
1992 Kwangsu Kim

University of Arizona, Marketing Department, Dissertation Committee Member

2017 Ainslie Schultz
2009 Tandy Chalmers

TEACHING

Doctoral seminars: Introduction to Research in Marketing, Research Methods, Consumer Psychology, Socio-cultural Aspects of Consumer Behavior

M.B.A.: Marketing Management, Consumer Behavior

Executive M.B.A.: Executive Management Project, Marketing Management (team taught), Global Business Issues

Undergraduate: Consumer Behavior, Advertising, Promotional Strategy, Integrated Marketing Communications

PROGRAM DEVELOPMENT

M.S. in Social Responsibility & Impact in Business, Board of Trustees Approval, April 2024.

Undergraduate Minor, Personal Brand Entrepreneurship, 2023 (with G. Plesko and G. Reilly).

Undergraduate Marketing Concentration, Social Responsibility and Impact, 2022.

Undergraduate Minor, Social Responsibility and Impact, 2022.

HONORS

American Marketing Association Fellow (2023)

VOYA Financial Fellow (2015–present)

Brands and Brand Relationships Fellow (2014–present)

American Marketing Association/Sheth Foundation Doctoral Consortium Faculty (2008, 2015, 2016, 2017, 2020, 2021)

Academy of Marketing Science Doctoral Consortium Faculty (2015)

Ackerman Scholar, School of Business (2004–2006; 2006–2008)

University of Connecticut Faculty of the Year (1995)

Advertising Education Foundation Visiting Professor Program (1995)

American Marketing Association Doctoral Consortium Fellow (1986, University of Pittsburgh)

PROFESSIONAL AFFILIATIONS

American Marketing Association, Member since 1978; Academic Council (2010–2013), Executive Committee (2013–2017); President (2015–16)

Association for Consumer Research, Member since 1986, Program Committee (2005, 2020)

Brands and Brand Relationships Institute, Fellow (2014)

Beta Gamma Sigma

Golden Key National Honor Society

Delta Sigma Pi

JOURNAL AFFILIATIONS

Editorial Review Board: *Journal of Marketing*; *Journal of Academy of Marketing Science*; *Journal of Public Policy and Marketing*

Advisory Board: *Journal of International Marketing*

Ad hoc Reviewer: *Journal of Marketing Research*; *Journal of Consumer Research*; *Journal of Consumer Psychology*

UNIVERSITY SERVICE

University of Connecticut Committees

University Senate (2014–2016, 2017–2019, 2020–2024)

Senate Scholastic Standards Committee (2014–present; Co-chair Fall 2021)

Senate Nominating Committee (2021–2024)

Equity Task Force Steering Committee – Promotion Tenure and Reappointment Subcommittee (2020–2022)

School of Business Dean's Review Committee (2017, 2021–22)

School of Business Dean's Search Committee (2011)

Retirement Committee (2014–2018, Chair 2016–2018)

Regional Campus Task Force (2015–2016)

UConn Close to Home Campaign Committee (2013–2016)

Provost's Leadership Task Force (2012–13)

Provost's Activity Report Task Force (2012–2013)

NEASC Accreditation – School of Business Learning Assessment Liaison (2006)

School of Business Committees

Executive MBA ReLaunch Task Force (2024-2025, Chair)
Executive MBA Program Committee (1997–2000, Chair 1997–1999; 2014–2025)
Human Rights Institute–Business School Search Committee Co-Chair (2013)
Assessment Committee (2006, Chair)
Interim Dean Search Committee (2006)
Dean’s Council (2002–2005)
Promotion, Tenure and Review Committee (1988–1989; 1993–1995; 1999–2000; 2004–2005)
Marketing Department Ph.D. Program Coordinator (1995–2001)
Executive MBA Admissions Committee (1995–1997)
Duker Award Committee (1988–2001, Chair)
New Building Committee (1996–1997)
CIBER Grant Project Manager (1995–1996)
Undergraduate Programs Committee (1989–1995)
Dean’s Dialogue Committee (1994–1995)
Research Advisory Council (1991–1993)
Connecticut Honors Program Seminar (1988–1993)
School of Business’ Faculty Advisor for Apple Computer, Inc.’s Advanced Academic Marketing Program (1991–1993)
Social Committee (1989–1991; Chair, 1991)
Student Misconduct Committee (1987–1990)

Department of Marketing Committees

Search Committee (Chair, 1994, 2004, 2006, 2008–2013, 2017–18; Member 1998, 2000)
Marketing Department Ph.D. Task Force (1995–1996; 2002–2012)
Auran Fox Endowed Chair Search Committee (Co-Chair, 2003)
Marketing Department Ph.D. Coordinator (1995–2001)
Task Force for Undergraduate Advising and Counseling, Chair (1994–1995)
Marketing Advisory Council Coordinator (1993)
AMA Collegiate Chapter Faculty Advisor (1992)
Marketing Department Curriculum Committee (1988–1991)
Marketing Seminar Series Co-Coordinator (1988–1990)
Marketing Department Task Force (1987–1988)

PAST CONSULTING ACTIVITIES

Provision of professional consultation includes projects designed to understand consumers' images of brands, products and companies, brand equity, product concepts and designs, product usages and purchase experiences, life experiences, and attitudes toward business. Clients have included: New York Life Insurance, Johnson & Johnson, Procter & Gamble, McNeil Consumer Products, AT&T Bell Laboratories, Coca Cola, General Motors, Reebok, Polaroid, Lifetime Television, Pacific Gas & Electric, and DuPont.