

Robert M. Schindler

School of Business-Camden, Rutgers University, Camden, NJ 08102

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Education:

Ph.D. in Psychology, 1976

University of Massachusetts

M.S. in Psychology, 1974

University of Massachusetts

B.A. in Biochemistry and Psychology, 1971

University of Pennsylvania

Professional Experience:

Professor, 2006-present; Associate Professor, 1989-2006

Rutgers University, School of Business-Camden

Assistant Professor, 1984-1989

University of Chicago, Graduate School of Business

Assistant Professor, 1981-1984

Northeastern University, School of Business Administration

Marketing Research Analyst, 1979-1981

AT&T Long Lines, Bedminster, NJ

Research Associate and Lecturer, 1978-1979

Rutgers University, Department of Psychology and Institute for Cognitive Studies

Postdoctoral Fellow, 1976-1978

University of Rochester, Department of Psychology

Instructor, 1974-1975

Princeton University, Department of Psychology

Current Research Programs:

Effects of price endings on the consumer and implications for price information processing.

Motivational processes involved in consumer price promotions.

Consumer decision making in property and casualty insurance.

The role of early experience and other factors in the formation of consumer preferences.

Word-of-mouth communication on the Internet.

Spirituality and consumer behavior

Honors and Awards:

Chancellor's Award for Teaching Excellence. Rutgers University, Camden, May 2009.

Award for Lifetime Achievement in Pricing Research. Fordham University Pricing Center, 2007.

New Jersey Bright Idea for Business Award. Seton Hall University/NJPRO Foundation, September 2006, October 2004, October 2002.

Research grant, awarded by Durables Study Group, Marketing Science Institute, 1985.

Postdoctoral fellowship, National Institute of Mental Health, 1976-1978.

Publications – Journal Articles:

- Schindler, R.M. (2009), "Patterns of Price Endings Used in U.S. and Japanese Price Advertising," *International Marketing Review*, 26 (1), 17-29.
- Schindler, R.M. (2006), "The 99-Price Ending as a Signal of a Low-Price Appeal," *Journal of Retailing*, 82 (1), 71-77.
- Bizer, G.Y. and R.M. Schindler (2005), "Direct Evidence of Ending Digit Drop-Off in Price Information Processing," *Psychology & Marketing*, 22 (October), 771-783.
- Schindler, R.M., M. Morrin, and N.N. Bechwati (2005), "Shipping Charges and Shipping-Charge Skepticism: Implications for Direct Marketers' Pricing Formats," *Journal of Interactive Marketing*, 19 (Winter), 41-53.
- Schindler, R.M. and R. Chandrashekar (2004), "Influence of Price Endings on Price Recall: A By-Digit Analysis," *Journal of Product and Brand Management*, 13 (7), 514-524.
- Holbrook, M.B. and R.M. Schindler (2003), "Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience," *Journal of Consumer Behaviour*, 3 (December), 107-127.
- Simmons L.C. and R.M. Schindler (2003), "Cultural Superstitions and the Price Endings Used in Chinese Advertising," *Journal of International Marketing*, 11 (2), 101-111.
- Schindler, R.M. and M.B. Holbrook (2003), "Nostalgia for Early Experience as a Determinant of Consumer Preferences," *Psychology & Marketing*, 20 (April), 275-302.
- Schindler, R.M. and T.M. Kibarian (2001), "Image Communicated by the Use of 99 Endings in Advertised Prices," *Journal of Advertising*, 30 (Winter), 95-99.
- Schindler, R.M. (2001), "Relative Price Level of 99-Ending Prices: Image Versus Reality," *Marketing Letters*, 12 (3), 239-247.
- Bickart, B. and R.M. Schindler (2001), "Internet Forums as Influential Sources of Consumer Information," *Journal of Interactive Marketing*, 15 (Summer), 31-40.
- Schindler, R.M. (1998), "Consequences of Perceiving Oneself as Responsible for Obtaining a Discount: Evidence for Smart-Shopper Feelings," *Journal of Consumer Psychology*, 7 (4), 371-392.
- Schindler, R.M. and P.N. Kirby (1997), "Patterns of Rightmost Digits Used in Advertised Prices: Implications for Nine-Ending Effects," *Journal of Consumer Research*, 24 (September), 192-201.
- Holbrook, M.B. and R.M. Schindler (1996), "Market Segmentation Based on Age and Attitude Toward the Past: Concepts, Methods, and Findings Concerning Nostalgic Influences on Customer Tastes," *Journal of Business Research*, 37 (September), 27-39.
- Schindler, R.M. and T.M. Kibarian (1996), "Increased Consumer Sales Response Through Use of 99-Ending Prices," *Journal of Retailing*, 72 (Summer), 187-199.
- Holbrook, M.B. and R.M. Schindler (1994), "Age, Sex, and Attitude Toward the Past as Predictors of Consumers' Aesthetic Tastes for Cultural Products," *Journal of Marketing Research*, 31 (August), 412-422.
- Schindler, R.M. and M.B. Holbrook (1993), "Critical Periods in the Development of Men's and Women's Tastes in Personal Appearance," *Psychology & Marketing*, 10 (November/December), 549-564.
- Schindler, R.M. (1992), "The Real Lesson of New Coke: The Value of Focus Groups for Predicting the Effects of Social Influence," *Marketing Research*, 4 (December), 22-27.

- Schindler, R.M. (1992), "A Coupon is More than a Low Price: Evidence from a Shopping-Simulation Study," *Psychology & Marketing*, 9 (November/December), 431-451.
- Schindler, R.M., M.B. Holbrook, and E.A. Greenleaf (1989), "Using Connoisseurs to Predict Mass Tastes," *Marketing Letters*, 1 (1), 47-54.
- Schindler, R.M. and A.R. Wiman (1989), "Effects of Odd Pricing on Price Recall," *Journal of Business Research*, 19 (November), 165-177.
- Holbrook, M.B. and R.M. Schindler (1989), "Some Exploratory Findings on the Development of Musical Tastes," *Journal of Consumer Research*, 16 (June), 119-124.
- Deighton, J. and R.M. Schindler (1988), "Can Advertising Influence Experience?" *Psychology & Marketing*, 5 (Summer), 107-119.
- Schindler, R.M. (1988), "The Role of Ego-Expressive Factors in the Consumer's Satisfaction with Price," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 1, 34-39.
- Holbrook, M.B., E.A. Greenleaf, and R.M. Schindler (1986), "A Dynamic Spatial Analysis of Changes in Aesthetic Responses," *Empirical Study of the Arts*, 4, 47-61.
- Haber, R.N. and R.M. Schindler (1981), "Error in Proofreading: Evidence of Syntactic Control of Letter Processing?" *Journal of Experimental Psychology: Human Perception and Performance*, 7, 573-579.
- Schindler, R.M. (1978), "The Effect of Prose Context on Visual Search for Letters," *Memory and Cognition*, 6, 124-130.
- Schindler, R.M., A.D. Well, and A. Pollatsek (1976), "Inducing the Familiarity Effect," *Perception and Psychophysics*, 19, 425-432.
- Pollatsek, A., A.D. Well, and R.M. Schindler (1975), "Familiarity Affects Visual Processing of Words," *Journal of Experimental Psychology: Human Perception and Performance*, 1, 328-338.
- Well, A.D., A. Pollatsek, and R.M. Schindler (1975), "Facilitation of Both 'Same' and 'Different' Judgments of Letter Strings by Familiarity of Letter Sequence," *Perception and Psychophysics*, 7, 511-520.
- Schindler, R.M., A.D. Well, and A. Pollatsek (1974), "Effects of Segmentation and Expectancy on Matching Time for Words and Nonwords," *Journal of Experimental Psychology*, 103, 107-111.

Other Academic Publications:

- Schindler, R.M. (2008), "Blessings and the Spiritual Life of Consumers," comment in *Journal of Business Research*, 61 (May), 542-543.
- Schindler, R.M. and R.F. Yalch (2006), "It Seems Factual, But Is It? Effects of Using Sharp Versus Round Numbers in Advertising Claims," *Advances in Consumer Research*, Vol. 33, C. Pechmann and L.L. Price (eds.), Duluth, MN: Association for Consumer Research, 586-590.
- Schindler, R.M. and Bickart, B. (2005), "Published Word of Mouth: Referable, Consumer-Generated Information on the Internet," in *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*, C.P. Haugtvedt, K.A. Machleit, and R.F. Yalch (eds.), Hillsdale, NJ: Lawrence Erlbaum Associates, 35-61.
- Schindler, R.M. (1995), "Quick Choices As Targetable Units of the Consumer Decision Process," in *Research in Marketing*, Vol. 12, J. Sheth and A. Parvatiyar (eds.), Greenwich, CT: JAI Press,

219-250.

- Schindler, R.M. (1994), "Consumer Motivation for Purchasing Low-Deductible Insurance," in *Marketing and Public Policy Conference Proceedings*, Vol. 4, D.J. Ringold (ed.), Chicago, IL: American Marketing Association, 147-155.
- Schindler, R.M. (1994), "How to Advertise Price," in *Attention, Attitude, and Affect in Response to Advertising*, E. Clark, T. Brock, and D. Stewart (eds.), Hillsdale, NJ: Lawrence Erlbaum Associates, 251-269.
- Schindler, R.M. and T. Kibarian (1993), "Testing for Perceptual Underestimation of 9-Ending Prices," in *Advances in Consumer Research*, Vol. 20, L. McAlister and M.L. Rothschild (eds.), Provo, UT: Association for Consumer Research, 580-585.
- Summary version published in the magazine *Stores*, January 1995, pp. 10-11.
- Schindler, R.M. (1991), "Symbolic Meanings of a Price Ending," in *Advances in Consumer Research*, Vol. 18, R.H. Holman and M.R. Solomon (eds.), Provo, UT: Association for Consumer Research, 794-801.
- Holbrook, M.B. and R.M. Schindler (1991), "Echoes of the Dear Departed Past: Some Work in Progress on Nostalgia," in *Advances in Consumer Research*, Vol. 18, R.H. Holman and M.R. Solomon (eds.), Provo, UT: Association for Consumer Research, 330-333.
- Schindler, R.M. (1989), "The Excitement of Getting a Bargain: Some Hypotheses Concerning the Origins and Effects of Smart-Shopper Feelings," in *Advances in Consumer Research*, Vol. 16, T.K. Srull (ed.), Provo, UT: Association for Consumer Research, 447-453.
- Schindler, R.M. and D.M. Bauer (1988), "The Uses of Price Information: Implications for Encoding," in *1988 AMA Educators' Proceedings*, Series No. 54, G. Frazier et al. (eds.), Chicago, IL: American Marketing Association, 68-73.
- Schindler, R.M. and L.S. Warren (1988), "Effect of Odd Pricing on Choice of Items from a Menu," in *Advances in Consumer Research*, Vol. 15, M.J. Houston (ed.), Provo, UT: Association for Consumer Research, 348-353.
- Schindler, R.M., M. Berbaum, and D.R. Weinzimer (1987), "How an Attention-Getting Device Can Affect Quick Choice Among Similar Alternatives," in *Advances in Consumer Research*, Vol. 14, M. Wallendorf and P.F. Anderson (eds.), Provo, UT: Association for Consumer Research, 505-509.
- Schindler, R.M. (1986), "Conditions Under Which a Single Ad May Have a Delayed Persuasive Effect," in *Advances in Consumer Research*, Vol. 13, R.J. Lutz (ed.), Provo, UT: Association for Consumer Research, 566-567.
- Schindler, R.M. and S.E. Rothaus (1985), "An Experimental Technique for Exploring the Psychological Mechanism of the Effects of Price Promotions," in *Advances in Consumer Research*, Vol. 12, E.C. Hirschman and M.B. Holbrook (eds.), Provo, UT: Association for Consumer Research, 133-137.
- Schindler, R.M. (1984), "How Cents-Off Coupons Motivate the Consumer," in *Research on Sales Promotion: Collected Papers*, K.E. Jocz (ed.), Cambridge, MA: Marketing Science Institute, 47-62.
- Schindler, R.M. (1984), "Consumer Recognition of Increases in Odd and Even Prices," in *Advances in Consumer Research*, Vol. 11, T.C. Kinnear (ed.), Provo UT: Association for Consumer Research, 459-462.

Schindler, R.M. and M. Berbaum (1983), "The Influence of Salience on Choice," in *Advances in Consumer Research*, Vol. 10, R.P. Bagozzi and A.M. Tybout (eds.), Provo UT: Association for Consumer Research, 416-418.

Book Contract:

Schindler, R.M., *Pricing Strategies – A Marketing Approach*. Sage Publications, expected publication date: December 2010.

Selected Recent Paper Presentations:

- “Games Bargain Hunters Play: An Update.” Presented at Association for Consumer Research Conference, San Francisco, CA, October 2008.
- “A Social Marketing Model of Religious Organizations.” Presented at Winter Marketing Educators’ Conference, Austin, TX, February 2008.
- “Intergenerational Influence in Consumer Deal Proneness” (with V. Lala and C. Grussenmeyer). Presented at the Association for Consumer Research Conference, Memphis, TN, October 2007.
- “What Prices Reveal About the Mind.” Keynote address presented at Fordham University Pricing Conference, New York, NY, September 2007.
- “Role of Price Awareness in the Tendency of Insurance Consumers to Purchase Low Deductible Levels” (with B. Kornberger). Invited talk at Behavioral Pricing Research Conference, University of Illinois, Champaign, IL, May 2005.
- “Pride: The First of the Seven Deadly Sins.” Presented in Rutgers-Camden Liberal Studies Program lecture series, April 2004.
- “Shipping Charges and Shipping-Charge Skepticism: Implications for Direct Marketers’ Pricing Formats” (with M. Morrin, and N.N. Bechwati). Presented at Fordham University Pricing Conference, November 2003.
- “Effect of Leftmost Digits on Impression of Price Differences” (with G.Y. Bizer). Invited talk at Behavioral Pricing Research Conference, University of Illinois, Champaign, IL, May 2003.
- “An Historical Analysis of the Endings Used in Advertised Prices.” Presented at 11th Conference on Historical Analysis and Research in Marketing, Michigan State University, East Lansing, MI, May 2003.
- “Numerical Simplicity and the Price Endings Used in Retail Advertising.” Presented at the Fordham University Pricing Conference, New York, NY, November 2001.
- “Characteristics of Online Consumer Comments Valued for Hedonic and Utilitarian Shopping Tasks” (with B. Bickart). Presented at Association for Consumer Research Conference, Austin, TX, October 2001.
- “Published ‘Word of Mouth’: Referable Consumer-Generated Information on the Internet” (with B. Bickart). Presented at the Society for Consumer Psychology conference, “Online Consumer Psychology: Understanding and Influencing Consumer Behavior in a Virtual World,” Seattle, WA, May 2001.
- “When Pennies Matter: Effects of Using 9 Endings in Retail Prices.” Invited talk at Ohio State University, Columbus, OH, May 2001.
- “Patterns of Price Endings Used in U.S. and Japanese Price Advertising.” Presented at the Fordham

University Pricing Conference, New York, NY, October 2000.

“Consumer Information Processes Involved in the Effects of 9-Ending Pricing.” Invited talk at conference titled, “Processing Price Information: Conscious and/or Non-Conscious,” University of Illinois, Champaign, IL, September 1997.

“Increased Sales of Discounted Items Through Use of 99-Ending Prices” (with T.M. Kibarian). Invited talk at Conference on Behavioral Pricing, Marketing Science Institute, Boston, MA, April 1995.

Other Publications:

Schindler, R.M. (2004), “Fine Tuning a Retail Price,” *Retail Navigator*, Vol. 2 (Summer), <http://www.retailnavigator.net/two.asp>.

Schindler, R.M. and B. Bickart (2002), “Characteristics of Online Comments Valued for Hedonic and Utilitarian Shopping Tasks,” abstract published in *Advances in Consumer Research*, Vol. 29, 428-429.

Schindler, R.M. (1987), "A New Study on Pricing: Odd Price Endings Do Affect Your Image," *Directions*, 9 (January/February), 1-2, 12

Research-related interviews and descriptions of my work have appeared in numerous publications and broadcast programs including:

New York Times

Philadelphia Inquirer

Philadelphia Daily News

Radio Times (WHYY, Philadelphia)

Newsweek (International Edition)

South Jersey Courier-Post

CNN Money (online publication)

Pueblo (Colorado) *Chieftain*

St. Paul Pioneer Press

The State (Columbia, South Carolina)

Houston Chronicle

Strategy and Business

Star Ledger

Business Newsmakers (WCIU-TV, Chicago)

John Gambling Show (WOR, New York)

Atlantic City Press

Wall Street Journal

Catalog Age

Psychology Today

Dun's Business Month

Harper's Magazine

Adweek's Marketing Week

San Antonio Express

The Economist

Pittsburgh Post Gazette

Chicago Tribune

Across the Board

Business Month

Daily Oregonian

Toronto Globe and Mail

CBC Radio News (Ottawa, Canada)

New York Magazine

Teaching Activities:

Courses taught:

Pricing Strategies - undergraduate and MBA

Principles of Marketing - undergraduate

Consumer Behavior - undergraduate and MBA

Marketing Management - MBA

Marketing Research – undergraduate

Spirituality in Business – undergraduate

Member, 4 dissertation committees, University of Chicago, 1984-1989.

Supervised 19 undergraduate and MBA-level independent-study and honors research papers, Rutgers

University, 1989-present.

Faculty advisor for recipients of competitive Rutgers Undergraduate Research Fellowships:

Brian Kornberger, 2003-2004

Saun Conlin, 2005-2006

Editorial Activities:

Editorial Review Boards:

Psychology & Marketing, 2003-present.

Journal of Foodservice Business Research, 2002-present.

Journal of Consumer Marketing, 1987-1991

Ad Hoc Reviewer – Journals:

Journal of Marketing

Journal of Consumer Research

Journal of Marketing Research

Journal of Retailing

Journal of the Academy of Marketing Science

Journal of Advertising

Marketing Letters

Journal of Personality and Social Psychology

Journal of Interactive Marketing

International Journal of Internet Marketing and Advertising

Journal of Retailing and Consumer Services

International Journal of Research in Marketing

Journal of Business Research

Sloan Management Review

Management Science

Academy of Marketing Science Review

Quarterly Journal of Economics

Annual Review of Marketing

Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior

Food Service Technology

Ad Hoc Reviewer – Conferences:

Association for Consumer Research, Annual Conference

American Marketing Association, Summer Educators' Conference

American Marketing Association, Winter Educators' Conference

Society for Consumer Psychology, Annual Conference

Fordham University Pricing Conference

Marketing and Public Policy Conference

Academy of Marketing Science, Annual Conference

Professional Organizations:

Memberships:

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Recent Service:

Co-organizer, 2009 Behavioral Pricing Conference, Orlando, FL

Organizer, special topic session, "Price-Ending Research," Fordham University Pricing Conference, 2002.

Co-organizer, special topic session, "Expanding the Scope of Word of Mouth: Consumer-to-Consumer Information on the Internet," at 2001 Association for Consumer Research Conference.

Member, Program Committee, 1999 Association for Consumer Research Conference.

Chair, competitive paper session, "Issues in Materialism," at 1998 Association for Consumer Research Conference.

Member, Publications Committee, Association for Consumer Research, 1990-1992.

Recent Consulting:

Diversified Foam Products, Inc.

McDonald Garden Center

Starting Point, Inc.

International Business Research, Inc.

Revenue Management Solutions, Inc.

Admerasia, Inc.

CVS Corporation

Campbell Soup Company

Trump Castle Hotel and Casino

Winterthur Museum catalog

Service to Rutgers University:**Course and Program Development:**

Designed and implemented undergraduate Honors Thesis Option, 1993-present.

Developed new undergraduate and MBA-level course, Pricing Strategies, 1989-1990.

Recent Administrative Service:

Marketing Area Coordinator. 1998-1999, 2002, 2005-2006, 2008-present.

Dean Search Committee. 2005.

Curriculum Committee. Co-chair, 2007-2008; Chair, 2009-present.

Instructional Resources & Responsibilities Committee. Member, 2001-2002, 2005-2006.

Co-chair 2002-2005.

Marketing Area Outside Speaker Coordinator. 1997-2005, 2006-2008.

Intellectual Contributions Committee. Member, 2001-2004.

Courses of Study Committee. Chair, 1997-1999.

Peer Evaluation Committee. Member, 1998.

Undergraduate Retention Committee. Member, 2006-2008.

Camden Campus Honors Program Committee. Member, 1997-2001.

Scholastic Standing Committee. Member, 1997, 2000-2001.