

# MARSHA L. RICHINS

Myron Watkins Distinguished Professor  
University of Missouri

## Contact

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## Education

Ph.D. in Marketing, University of Texas at Austin, 1979.  
M.B.A., University of Texas at Austin, 1980.  
M.A. in Social Psychology, University of Texas at Austin, 1976.  
B.A. in Psychology, California State University, Sacramento, 1974.

## Academic Experience

Professor of Marketing, University of Missouri, 1992 to present  
Associate Professor of Marketing, University of Massachusetts, 1987 to 1992.  
Assistant and Associate Professor of Marketing, Louisiana State University, 1982 to 1987  
Assistant Professor of Marketing, Portland State University, 1979 to 1982.

## Publications

### *Journal Articles and Book Chapters*

Catherine A. Roster and Marsha L. Richins (forthcoming), "Ambivalence and Attitudes in Consumer Replacement Decisions," *Journal of Consumer Psychology*.

Marsha L. Richins (2007), "Consumption Emotions," in *Product Experience: Perspectives on Human-Product Interaction*, eds. Hendrick N. J. Schifferstein and Paul Hekkert, Amsterdam: Elsevier, forthcoming.

Marsha L. Richins (2005), "What Consumers Desire: Goals and Motives in the Consumption Environment," in *Inside Consumption: Frontiers of Research on*

*Consumer Motives, Goals, and Desires*, eds. S. Ratneshwar and David Glen Mick, London: Routledge, 340-347.

Marsha L. Richins (2004), "The Material Values Scale: A Re-inquiry into Its Measurement Properties and the Development of a Short Form," *Journal of Consumer Research*, 31 (June), 209-219.

Marsha L. Richins (1999), "Possessions, Materialism, and Other-Directedness in the Expression of Self," in *Consumer Value: A Framework for Analysis and Research*, Morris Holbrook, ed., New York: Routledge, 85-104.

Marsha L. Richins (1999), "Material Values," in *The Elgar Companion to Consumer Research and Economic Psychology*, Peter Earl and Simon Kemp, eds., Northampton: Elgar, 374-380.

Marsha L. Richins (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127-146. Winner, 1997 Best Article Award, *Journal of Consumer Research*. Abstracted in *Essential Readings in Marketing*, eds. Leigh McAlister et al., Marketing Science Institute.

Marsha L. Richins (1996), "Materialism, Desire, and Discontent: Contributions of Idealized Advertising Images and Social Comparison," in *Marketing and Consumer Research in the Public Interest*, Ronald Paul Hill, ed., Thousand Oaks, CA: Sage, 109-132.

Marsha L. Richins (1995), "Social Comparison, Advertising, and Consumer Discontent," *American Behavioral Scientist*, 38 (February), 593-607; abstracted in *The Consumer Society* (1997), eds. Neva R. Goodwin, Frank Ackerman, and David Kiron, Global Development and Environment Institute, Tufts University, Island Press, 242-245.

Marsha L. Richins (1994), "Special Possessions and the Expression of Material Values," *Journal of Consumer Research*, 21 (December), 522-533.

Marsha L. Richins (1994), "Valuing Things: The Public and Private Meanings of Possessions," *Journal of Consumer Research*, 21 (December), 504-521.

Marsha L. Richins and Floyd Rudmin (1994), "Materialism and Economic Psychology," *Journal of Economic Psychology*, 15 (June), 217-231.

Peter H. Bloch and Marsha L. Richins (1993), "Attractiveness, Adornments, and Exchange," *Psychology and Marketing*, 10 (November), 467-470.

Marsha L. Richins and Scott Dawson (1992), "A Consumer Values Orientation for Materialism and Its Measurement: Measure Development and Validation," *Journal of Consumer Research*, 19 (December), 303-316.

Peter H. Bloch and Marsha L. Richins (1992), "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept," *Psychology and Marketing*, 9 (January), 3-15.

Marsha L. Richins, Peter H. Bloch, and Edward F. McQuarrie (1992), "How Enduring and Situational Involvement Combine to Create Involvement Responses," *Journal of Consumer Psychology*, 1 (2), 143-154.

Marsha L. Richins (1991), "Social Comparison and the Idealized Images of Advertising," *Journal of Consumer Research*, 18 (June), 71-83. Reprinted in *Consumer Behavior: The Meaning of Consumption*, ed. Margaret Hogg, Sage (2006); *Classic Articles on Gender and Advertising*, ed. Linda Scott, University of Chicago Press, 2003.

Susan Fournier and Marsha L. Richins (1991), "Some Theoretical and Popular Notions Concerning Materialism," *Journal of Social Behavior and Personality*, 6, 403-414.

Marsha L. Richins and Peter H. Bloch (1991), "Post-Purchase Product Satisfaction: Incorporating the Effects of Involvement and Time," *Journal of Business Research*, 23 (September), 145-158.

Bronislaw J. Verhage and Marsha L. Richins (1988), "Het Meten van Assertief en Agressief Consumentengedrag in de V.S. en Nederland," *Jaarboek van de Nederlandse Vereniging van Marktonderzoekers*, 127-137.

Marsha L. Richins and Bronislaw J. Verhage (1987), "Assertiveness and Aggression in Marketplace Exchanges: Testing Measure Equivalence," *Journal of Cross-Cultural Psychology*, 18 (March), 93-105.

Marsha L. Richins (1987), "A Multivariate Analysis of Responses to Dissatisfaction," *Journal of the Academy of Marketing Science*, 15 (Fall), 24-31.

Marsha L. Richins, William C. Black, and C. F. Sirmans (1987), "Strategic Orientation and Marketing Strategy: An Analysis of Residential Real Estate Brokerage Firms," *Journal of Real Estate Research*, 2 (Winter), 41-54.

Bronislaw J. Verhage and Marsha L. Richins (1987), "Beter Klagen Klanten dan Ontevreden Kopers," *Tijdschrift voor Marketing*, November, 26-35.

Marsha L. Richins and Peter H. Bloch (1986), "After the New Wears Off: The Temporal Context of Product Involvement," *Journal of Consumer Research*, 13 (September), 280-285.

Marsha L. Richins and Bronislaw J. Verhage (1985), "Seeking Redress for Consumer Dissatisfaction: The Role of Attitudes and Situational Factors," *Journal of Consumer Policy*, 8 (March), 29-44.

Marsha L. Richins and Bronislaw J. Verhage (1985), "Cross-Cultural Differences in Consumer Attitudes and Their Implications for Complaint Management," *International Journal of Research in Marketing*, 2, 197-206.

Marsha L. Richins (1983), "Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study," *Journal of Marketing*, 47 (Winter), 68-78.

Marsha L. Richins (1983), "An Analysis of Consumer Interaction Styles in the Marketplace," *Journal of Consumer Research*, 10 (June), 73-82. Featured in the Word of Mouth Marketing Association Newsletter and blog, November 2006.

Peter H. Bloch and Marsha L. Richins (1983), "A Theoretical Model for the Study of Product Importance Perceptions," *Journal of Marketing*, 47 (Summer), 69-81.

### ***Edited Proceedings and Journal Issues***

Guest editor (with Peter Bloch) of special issue, "Marketing and the Pursuit of Beauty," *Psychology and Marketing*, December 1993.

Floyd Rudmin and Marsha Richins, eds. (1992), *Meaning, Measure, and Morality of Materialism*, Provo, UT: Association for Consumer Research.

M. C. Gilly, F. R. Dwyer, T. W. Leigh, A. J. Dubinsky, M. L. Richins, D. Curry, A. Venkatesh, M. Kotabe, R. R. Dholakia, and G. E. Hills, eds. (1991), *Enhancing Knowledge Development in Marketing*, Chicago: American Marketing Association.

### ***Invited Presentations***

"Survey Research in Consumer Behavior: Trends and Implications," plenary session of the Association for Consumer Research Doctoral Symposium, San Antonio, Texas, September 29, 2005.

"Integrating Macro and Micro Perspective Through Phenomenon Based Research," Association for Consumer Research Doctoral Symposium, Portland, Oregon, October 14, 2004.

Marsha L. Richins, "Presidential Address: Consumer Behavior as a Social Science," presented at plenary session, annual conference of the Association for Consumer Research, Salt Lake City, Utah, October 2000; published in *Advances in Consumer Research*, Vol. 28, eds. Mary Gilly and Joan Meyers-Levy, 1-5.

"Developing Research Programs: Issues and an Example from the Study of Materialism," keynote speaker, 13th Annual Doctoral Symposium, University of Houston, April 7-8, 1995.

"Thinking Big in Consumer Research," 1993 AMA Doctoral Consortium, University of Illinois.

"The Social Psychology of Materialism," University of Missouri Social Psychology Speaker Series, April 23, 1993.

"Materialism: The Role of Social Comparison," University of Massachusetts Personality and Social Psychology Lecture Series, November 22, 1991.

### ***Conference Papers and Presentations***

Marsha L. Richins (2007), "The Nature of Materialism," paper presented at the annual conference of the Association for Consumer Research.

James E. Burroughs, Christine Moorman, Marsha L. Richins, and Aric Rindfleisch, "A Life Out of Balance: Health Consequences of a Material Lifestyle," Association for Consumer Research Transformative Consumer Research Conference, July 2007 (winner of the Best Conference Paper award).

Marsha L. Richins (2005), "What We Need to Know About Materialism," Midwest Materialism Conference, University of Illinois, April 9, 2005.

Marsha L. Richins (2004), "The Positive and Negative Consequences of Materialism: What Are They and When Do They Occur?" special session summary in *Advances in Consumer Research*, Vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, 232-235.

Marsha L. Richins (2003), "Aspirational Transformations Among Consumers," in *Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, 216-217.

Marsha L. Richins (1995), "Esteem, Possessions, Conspicuous Consumption, and Materialism," paper presented at the annual conference of the Association for Consumer Research.

Marsha L. Richins (1993), "Materialism and the Idealized Images of Advertising," in *Marketing Theory and Applications*, Vol. 4, eds. Rajan Varadarajan et al., Chicago, American Marketing Association.

Kim K.R. McKeage, Marsha L. Richins, and Kathleen Debevec (1993), "Self-Gifts and the Manifestation of Material Values," *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, 359-364.

Marsha L. Richins (1992), "Media Images, Materialism, and What Ought to Be: The Role of Social Comparison," in *Meaning, Measure, and Morality of Materialism*, eds. Floyd Rudmin and Marsha Richins, Provo, UT: Association for Consumer Research, 202-206.

Marsha L. Richins, Kim K. R. McKeage, and Debbie Najjar (1992), "An Exploration of Materialism and Consumption-Related Affect," *Advances in Consumer Research*, Vol. 19, eds. John F. Sherry, Jr., and Brian Sternthal, 229-236.

Marsha L. Richins (1991), "Possessions in the Lives of Materialists: An Analysis of Consumption-Related Affect and Expectations," paper presented at the joint conference of the Society for the Advancement of Socio-Economics and the International Association for Research in Economic Psychology, Stockholm, June 1991.

Marsha L. Richins and Scott Dawson (1990), "Measuring Material Values: A Preliminary Report of Scale Development," *Advances in Consumer Research*, Vol. 17, eds. Marvin E. Goldberg et al., 169-175.

Marsha L. Richins and Teri Root-Shaffer (1988), "The Role of Involvement and Opinion Leadership in Consumer Word-of-Mouth: An Implicit Model Made Explicit," *Advances in Consumer Research*, Vol. 15, ed. Michael J. Houston, 32-36.

Marsha L. Richins and Peter H. Bloch (1988), "The Role of Situational and Enduring Involvement in Post-Purchase Product Evaluation," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 1, 10-15.

Marsha L. Richins (1987), "Media, Materialism, and Human Happiness," *Advances in Consumer Research*, Vol. 14, eds. Melanie Wallendorf and Paul Anderson, 352-356.

Marsha L. Richins (1986), "Adapting Psychometric Measures for Use in Cross-Cultural Consumer Research," *Proceedings of the 1986 Annual Meeting of the Decision Sciences Institute*, 519.

Marsha L. Richins (1985), "Factors Affecting the Level of Consumer-Initiated Complaints to Marketing Organizations," in *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, eds. H. K. Hunt and R. L. Day, 82-84.

Marsha L. Richins (1985), "The Role of Product Importance in Complaint Initiation," in *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, eds. H. K. Hunt and R. L. Day, 50-53.

Marsha L. Richins (1984), "Word of Mouth Communication as Negative Information," *Advances in Consumer Research*, Vol. 11, ed. T. C. Kinnear, 697- 702.

Marsha L. Richins and Peter H. Bloch (1983), "An Investigation of Cognitive Structure in a Shopping Context," *Advances in Consumer Research*, Vol. 10, eds. R. P. Bagozzi and A. M. Tybout, 555-558.

Peter H. Bloch and Marsha L. Richins (1983), "Shopping Without Purchase: An Investigation of Consumer Browsing Behavior," *Advances in Consumer Research*, Vol. 10, eds. R. P. Bagozzi and A. M. Tybout, 389-393.

Marsha L. Richins (1983), "Word-of-Mouth as an Expression of Product Dissatisfaction," in *International Fare in Consumer Satisfaction and Complaining Behavior*, eds. R. L. Day and H. K. Hunt, 100-104.

Marsha L. Richins (1982), "An Investigation of Consumers' Attitudes Toward Complaining," *Advances in Consumer Research*, Vol. 9, ed. A. Mitchell, 502-506.

Marsha L. Richins (1980), "Product Dissatisfaction: Causal Attribution Structure and Strategy," in *Marketing in the 80's*, AMA Educators' Proceedings, eds. R. P. Bagozzi et al., 105-108.

Peter H. Bloch and Marsha L. Richins (1980), "What is Product Importance? A Theoretical Analysis and Synthesis," in *Theoretical Developments in Marketing*, eds. C. W. Lamb and P. Dunne, 190-193.

Marsha L. Richins (1980), "Consumer Perceptions of Costs and Benefits Associated with Complaining," in *Refining Concepts and Measures of Consumer Satisfaction and Complaining Behavior*, eds. R. L. Day and H. K. Hunt, 50-53.

Marsha L. Richins (1979), "Consumer Complaining Processes: A Comprehensive Model," in *New Dimensions of Consumer Satisfaction and Complaining Behavior*, eds. R. L. Day and H. K. Hunt, 30-34.

### ***Other Publications***

Marsha L. Richins (2000), "The Discipline of Consumer Research," *ACR News*, March 2000, pp. 1-5.

Marsha L. Richins (2000), "Research Longevity Among ACR Scholars," *ACR News*, June 2000, pp. 1-7.

Marsha L. Richins (2000), "Observation and the Training of Doctoral Students," *ACR News*, September 2000, pp. 1-6.

Marsha L. Richins (1995), "Social Comparison, Advertising, and Consumer Discontent," in *The Consumer Society* (1997), eds. Neva R. Goodwin, Frank Ackerman, and David Kiron, Global Development and Environment Institute, Tufts University, Island Press, 242-245.

William C. Black and Marsha L. Richins (1989), "Supply and Demand Strategies in the Service Sector: An Expanded View of Real Estate Strategy Options," *Real Estate Institute Reports*, Louisiana State University.

Marsha L. Richins and William C. Black (1987), "Competitive Market Structure and Strategies in the Service Sector: A Case Study of the Baton Rouge Residential Real Estate Market," *Real Estate Institute Reports*, Louisiana State University.

Book review of *Advanced Questionnaire Design* in *Journal of Marketing Research*, 18, November 1981.

Book review of *Marketing Research and Knowledge Development* in *Journal of Marketing Research*, 18, February 1981.

Karen Matthews, Marsha L. Richins, and David C. Glass (1977), "The Mother-Child Observation Study of Type A-Type B Behavior," reported in David C. Glass et al., *Behavior Patterns, Stress, and Coronary Disease*, Hillsdale, NJ : Lawrence Erlbaum Associates.

### ***Work in Progress***

“Transformation Expectations, Materialism, and the Consumption Experience”

"A Life Out of Balance: Health Consequences of a Material Lifestyle" (with James E. Burroughs, Christine Moorman, and Aric Rindfleisch)

"Consumer Experience as a Predictor of Consumption Hopes and Desires: Implications for Vulnerable Populations"

"Materialists in Motion: The Longitudinal Effects of Materialism on a Purchase" (with Alex Gunz and S. Ratneshwar)

“Materialism and Consumption Emotions in the Product Experience”

## **Grants**

A Life Out of Balance: Health Consequences of a Material Lifestyle, Transformative Consumer Research grant, Association for Consumer Research, \$4,000 (co-investigator), August 2006

Cognitive and Affective Processes of Materialism, University of Missouri Research Council, \$2,240 (primary investigator), October 1993

## **Honors**

Nominee, 2008 Paul D. Converse Award, granted to individuals who have made outstanding contributions to marketing scholarship

Recipient of Best Conference Paper award, Transformative Consumer Research Conference, July 2007, for the paper "A Life Out of Balance: Health Consequences of a Material Lifestyle" (with James E. Burroughs, Christine Moorman, and Aric Rindfleisch).

Fellow, Society for Consumer Psychology, named February 2005

Listed in *Who's Who in Economics*, 4th edition (2003), as one of the 1,200 most cited researchers in economics

Winner, 1997 Best Article Award, *Journal of Consumer Research*, for the article "Measuring Emotions in the Consumption Experience"; awarded in 2000 for the article that had the most impact on the discipline during the period 1997-2000.

Harry Hall Trice Faculty Research Award, 1992, 1994, 1997, and 2003, University of Missouri College of Business

Distinguished Research Fellow, University of Missouri College of Business, 1996-97

## **Selected Professional and Service Activities**

### ***Association Activities***

Past-President and Member, Board of Directors, Association for Consumer

Research, 2001  
President, Association for Consumer Research, 2000  
President-Elect and Member, Board of Directors, Association for Consumer Research, 1999  
Treasurer and Member, Board of Directors, Association for Consumer Research, 1996  
Officer Nominating Committee, Association for Consumer Research, 2005

***Editorial and Review Work***

Associate Editor, *Journal of Consumer Research*, 1994-1997 and 2005-2008  
Member of Editorial Board, *Journal of Consumer Research*, 1991-1994, 1998-2004

Member of Editorial Advisory Board, *Monographs of the Journal of Consumer Research*

Ad hoc journal reviewer for journals, including *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, *Journal of Advertising*, *Marketing Letters*, *International Journal of Research in Marketing*, *Journal of Public Policy and Marketing*, *Journal of Applied Social Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Economic Psychology*, *Research i Consumer Behavior*, *Human Relations*, *Psychological Reports*, *British Journal of Social Psychology*, *Journal of Consumer Policy*, *Journal of Business and Psychology*, *Journal of Retailing*, *Journal of Business Research*, *Review of Marketing*, *Journal of Health Care Marketing*, *Journal of Real Estate Research*, and *Teaching Business Ethics Journal*

Paper reviewer for conferences, including Association for Consumer Research annual conferences, American Marketing Association summer and winter educators' conferences, Society for Consumer Psychology annual conferences, Marketing and Public Policy Conferences, Southern Marketing Association annual conferences, Decision Science Institute annual conferences, Transformative Consumer Research conference, Advertising and Consumer Psychology conferences, Consumer Satisfaction/Dissatisfaction annual conferences, Academy of Marketing Science annual conferences, and the Southwestern Marketing Association annual conferences

Reviewer for dissertation competitions, including APA Consumer Psychology Division Dissertation Competition, John A. Howard AMA Doctoral Dissertation Competition, Marketing Science Institute Alden G. Clayton Doctoral

Dissertation Proposal Competition, and Society for Consumer Psychology/Sheth  
Doctoral Dissertation Proposal Competition

Proposal referee, University of Vienna, Initiativ Collegs proposals for  
interdisciplinary doctoral education, 2006 (refereeds selected by the Austrian  
Science Fund)

### ***Conference Activities***

Program Committee Member, European Association for Consumer Research annual  
conference, 2007

Program Committee Member, Association for Consumer Research annual conference,  
1993, 1995, 1996

Co-Chair and Organizer (with Floyd Rudmin), international research symposium on  
"Materialism and Other Consumption Orientations," Queen's University, Kingston,  
Ontario, June 1992

Founder, Association for Consumer Research annual doctoral symposium, 2000

Track Chair, Buyer Behavior Track, American Marketing Association Educators'  
Conference, 1991

Track Chair, Quality-of-Life/Marketing Conference, 1989

Track Chair, Consumer Behavior Track, Southwestern Marketing Association  
Conference, 1987

Special Session Organizer and Chair, "Cultural and Measurement Issues in the Study  
of Materialism," Association for Consumer Research Conference, 1989

Special Session Chair, "The Positive and Negative Consequences of Materialism:  
What Are They and when Do They Occur?" Association for Consumer Research  
Conference, 2003

Roundtable Discussion Participant, Midwest Materialism Conference, 2005  
Discussant, Association for Consumer Research annual conference, 1990, 1995, 2003  
Discussant, Southern Marketing Association annual conference, 1984  
Discussant, Southwestern Marketing Association annual conference, 1984  
Discussant, Annual Conference on Consumer Satisfaction, 1984

Session Chair, Annual Conference on Consumer Satisfaction, 1980

Numerous paper presentations at the Association for Consumer Research and American Marketing Association annual meetings and the annual conferences on consumer satisfaction, among others. See Conference Papers and Presentations, earlier.

### **Selected University Service Activities**

Institutional Review Board for Research Involving Human Subjects (University committee), 1993-96

Undergraduate Research Scholars Committee (University committee), 2004-08

Campus Faculty Committee on Tenure (alternate member), 1994-98

College of Business PhD Policy Committee, 1996-99

College of Business Research and Development Committee, 1992-96, 1997-2000  
(chair, 1994-96)

College of Business Promotion and Tenure Committee, 1994-95, 1996-97,  
2002-03, 2005-08

College of Business Undergraduate Programs Committee, 1993-94, 2000-03

Marketing Department Promotion and Tenure Committee (chair), 1994-95, 1996-98,  
2002-05

Marketing Department Post-tenure Review Policy Committee (chair), 2002-2004

Marketing Department PhD Program Committee, 1992-94, 1995-2001, 2002-06

Marketing Department PhD Program Committee (chair), 1996-99

Marketing Department Undergraduate Committee (chair), 1993-94, 2000-03

Marketing Department Chair Recruiting Committee, 1998-99, 2002-03

Marketing Department Recruiting Committee (chair), 2000

Marketing Department doctoral program coordinator and advisor, 1996-99