

Jennifer H. Dennis, Ph.D.

HORTICULTURE
625 Agriculture Mall Drive,
Room 320 Horticulture Building
Purdue University
West Lafayette, IN 47907
(765) 494-1352,
(765) 494-0391 (fax)
Email: jhdennis@purdue.edu

AGRICULTURAL ECONOMICS
403 W. State St.
659 Krannert Building
Purdue University
West Lafayette, IN 47907
(765) 494-9812
(765) 494-9176 (fax)

EDUCATION

<u>Degrees Received</u>	<u>Institution</u>	<u>Dates</u>
Ph.D.	Michigan State University	2001-2004
M.S.	University of Illinois (UIUC)	1999-2001
B.S.	University of Illinois (UIUC)	1993-1999

Doctor of Philosophy in Horticulture, **Michigan State University**

- Dissertation Title: Happy Customers Buy More: An Investigation of Consumer Satisfaction and Regret of Three Horticultural Products, Advisor: Dr. Bridget K. Behe
- Graduation: May 2004, Comprehensive Exams Passed: August 2003
- Areas of Concentration: horticulture, marketing, consumer behavior, survey research

Master of Science in NRES, **University of Illinois at Urbana-Champaign**

- Thesis title: Identifying Marketing Opportunities Within Illinois' Retail Nursery and Garden Center Sector, Advisor: Dr. Anton G. Endress
- Graduation: May 2001
- Areas of Concentration: agribusiness, horticulture, marketing, survey research

Bachelor of Science in Ornamental Horticulture, **University of Illinois at Urbana-Champaign**

- Graduation: January 1999

FELLOWSHIPS, AWARDS, AND HONORS

- Fall 2004 Horticulture Departmental Teaching Award
- Fall 2005 Horticulture Departmental Teaching Award
- Fall 2006 Horticulture Departmental Teaching Award
- 2006 Teaching for Tomorrow Award
- Undergraduate Student Research Competition, 2nd Place in Social Science Division
- Student: Mr. Behnam Arjomandi, Undergraduate Honors Project in Agricultural Economics, "Willingness to Pay for State Sponsored Promotional Programs"
- Competitive Doctoral Enrichment Fellowship Recipient, MSU, 2001 to Present
- Member of Phi Kappa Phi Honor Society, UIUC, 2000
- Member of Phi Alpha Xi Ornamental Horticulture Honor Society, UIUC, 1999

DISSERTATION

Regret, satisfaction, and other constructs were measured utilizing an Internet survey of consumers who had purchased a garden plant in the previous season (hanging basket, rose, and 1 gallon perennial). Cognitive appraisal theory of emotions serves as the theoretical framework. Concepts such as outcome irreversibility (guarantees) were measured to determine relationships between satisfaction and regret. Consequences of regret, mainly switching behavior, were determined using comparable and non-comparable alternatives as a framework.

EMPLOYMENT

Assistant Professor, Specialty Crop Marketing Specialist

June 2004 to Present *Purdue University* *West Lafayette, IN*

- Appointment: 60% Extension, 30% Teaching, 10% Research
- Primary extension duties include acquiring and disseminating marketing information about the specialty crop industry to (but not limited to): nursery, floriculture, fruits, vegetables, direct marketing operations, organics
- Teaches two horticulture marketing courses
- Conducts research on emotions and purchase behavior for horticultural retailers
- Conducts applied research on farmers' market characteristics, direct marketing statistics for Indiana, baseline statistics, economic impact, etc.

Instructor

August 2002 to May 2004 *Michigan State University* *East Lansing, MI*

- Instructed 400-level Horticulture Marketing and Management Classes, 3 credit hours, 15 week semester
 - Sole responsibility Fall 2002, Co-Instructor Spring 2003 to Present.

Research Assistant

August 2001 to May 2004 *Michigan State University* *East Lansing, MI*

- Prepared six grant proposals for research funding, Received \$3000
- Organized survey research design, analysis, and final reports for numerous projects
 - Regret of horticultural products (2000 participants)
 - Regret and satisfaction of horticultural products (750 participants)
 - Season Sales Summary (1700 participants)
- Mentored Minority Apprenticeship Program (MAP) students by monitoring and guiding students through data analysis and final report of poinsettia (n = 300) and flower show data (n = 158)
- Presented various research results at industry and trade conferences

Graduate Research Assistant

January 1999 to May 2001 *University of Illinois at Urbana-Champaign Urbana, IL*

- Conducted research pertaining to the effectiveness of target marketing for retail nurseries and garden centers in Illinois

- Conducted 35 face-to-face interviews with owners/managers and 135 interviews with customers for Illinois garden center study
- Compiled lists for stratification in sampling frame for Illinois Green Industry project (n = 17,102)
- Responsible for writing questions for marketing section of “Green Industry” project
- Established, developed, and trained a team of 10 undergraduate students to increase response rate of “Illinois Green Industry Survey” surveying 17,000 businesses
- Hired 10 undergraduates to assist in telephone follow-up and organized work schedules
- Designed work stations for telephone calling organizing the site and contacting the appropriate personnel for space

PUBLICATIONS

Research Publications

A. PEER REFEREED ARTICLES

Dennis, Jennifer H. and Bridget Behe, 2006. (Accepted). “Evaluating the Role of Ethnicity on Gardening Purchases and Satisfaction,” HortScience, Forthcoming.

Hicks, Jessica, Thomas J. Page Jr., Bridget K. Behe, Dennis, Jennifer H., and R. Thomas Fernandez, 2005. “Delighted Customers Buy Again: An Investigation into the Impact of Consumer Knowledge on Consumer Satisfaction and Delight of Flowering Potted Plants” Journal for Satisfaction, Dissatisfaction, and Complaining Behavior. Volume 18, 94-104.

Dennis, Jennifer H., Bridget K. Behe, R. Thomas Fernandez, Robert Schutzki, Thomas J. Page Jr., and Richard A. Spreng. 2005. “Do Plant Guarantees Matter,” HortScience, 40 (2): 142-145.

Dennis, Jennifer H., Bridget K. Behe, Thomas J. Page, Jr., and Richard A. Spreng, 2004. “Can Experiencing Regret Affect Future Consumer Consumption of Horticultural Products,” Acta Horticulturae 655: September, p. 89-91.

B. CONFERENCE PROCEEDINGS

Dennis, Jennifer H. and Bridget Behe, 2006. “Does Emotion Drive Gardening Purchases?” Southern Nurseryman Association Research Conference Proceedings, Vol 51.

Behe, Bridget and Jennifer H. Dennis, 2006. “The Changing Face of the American Gardener,” Southern Nurseryman Association Research Conference Proceedings, Vol 51.

Dennis, Jennifer H., Richard A. Spreng, Thomas J. Page Jr., and Bridget K. Behe, 2005. “What Happens After Product Failure: An Examination of Switching?” 5th Annual Hawaii International Conference on Business. 5: 739-745.

Dennis, Jennifer H. and Bridget K. Behe 2004 (49), "Satisfaction Guaranteed: Do Guarantees Help Customers Repurchase Gardening Products," 2004 Southern Nursery Association (SNA) Research Conference Proceedings, 472-474.

Dennis, Jennifer H. and Bridget K. Behe 2004 (49), "Was It Something I Said: Understanding Why Customers Switch," 2004 Southern Nursery Association (SNA) Research Conference Proceedings, 475-477.

Dennis, Jennifer H., Thomas J. Page Jr., Richard A. Spreng, and Bridget K. Behe 2004. "The Determinants of Consumer Regret in Purchase Situations," American Marketing Association (AMA) Summer Educators Conference Proceedings. Boston, MA. p. 200-201.

Dennis, Jennifer H., Bridget K. Behe, Rachel M. Walden, and R. Daniel Lineberger. 2004. *Diamonds are Forever...But How Long Do Valentine Day Roses Last?* 2003 Southern Nursery Association Research Conference Proceedings. 43: 550-552.

C. ABSTRACTS

Dennis, Jennifer H. 2006. American Society for Horticultural Science (ASHS), New Orleans, "Evaluating the Role and Impacts of Agriculture Innovation Centers," HortScience, 41 (4): 928.

Dennis, Jennifer H., 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "Price Determinants for New Products," HortScience, 40 (4): 970.

Hicks, Jessica, Thomas J. Page Jr., Bridget K. Behe, Dennis, Jennifer H., and R. Thomas Fernandez 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "Delighted Customers Buy Again: An Investigation into the Impact of Consumer Knowledge on Consumer Satisfaction and Delight of Flowering Potted Plants," HortScience, 40 (4): 969.

Dennis, Jennifer H., and Bridget K. Behe, 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "The Changing Face of the American Gardener," HortScience, 40 (4): 983.

Dennis, Jennifer H. and Bridget K. Behe, 2004. American Society for Horticultural Science (ASHS), Austin, TX. "Do Plant Guarantees Matter?" July 19, 2004.

Dennis, Jennifer H. and Bridget K. Behe, 2004. American Society for Horticultural Science (ASHS), Austin, TX. "Understanding Behavioral Consequences of Dissatisfied and Regretful Customers," HortScience, 39 (4): 722.

D. MAGAZINES, TRADE PUBLICATIONS AND RESEARCH BULLETINS

Dennis, Jennifer H. 2004 "Understanding and Evaluating Guarantee Programs," Ohio Florists Association Bulletin, November/December.

Dennis, Jennifer H. 2004. "Plant Guarantees Increase Consumer Confidence," *Nursery Management Production*, April, pp 50-52.

Baldwin, Tamika, Bridget Behe, Rachel Walden, and Jennifer H. Dennis. 2003. *Consumers Still Prefer Red Poinsettias*. Nursery and Landscape Research Projects and Educational Programs 2002. Michigan State University, Research bulletin. P. 36-38.

Bryant, Shanel, Bridget Behe, Jennifer H. Dennis, Rachel Walden, Susan Barton, and Daniel Warnock, 2003. *Garden Show Visitors Evaluate Landscape Service Quality*. Nursery and Landscape Research Projects and Educational Programs 2002. Michigan State University, Research Bulletin. P. 38-41.

Bryant, Shanel, Bridget Behe, Jennifer H. Dennis, Rachel Walden, Susan Barton, and Daniel Warnock 2003. *Garden Show Visitors Evaluate Landscape Service Quality*. The Michigan Landscape. 46(3) 57-61.

Behe, Bridget K., Jennifer H. Dennis, and Rachel Walden 2002. 2001 *Season Sales Summary*. GMPRO Magazine. 22(1): 52-54.

Behe, Bridget, Jennifer H. Dennis, Rachel M. Walden. 2002. 2001 *Season Sales Summary*. Ohio Florists, Association Special Bulletin, March, P. 1-8.

Campbell, Gene E., Richard J. Brazee, Anton G. Endress, Thomas B. Voigt, Daniel F. Warnock, and Jennifer L. Hall. 2001. *The Illinois Green Industry: Economic Impact, Structure, Characteristics*. Natural Resources & Environmental Sciences Report Series 2001-01. P. 1-105.

Extension Publications

A. BULLETINS

Miller, Alan, Maria Marshall, Jennifer Dennis, Craig Dobbins, and Fred Barnard. 2005. 2005 Farm Management Tour. CES paper number 358.

B. NEWSLETTERS

Dennis, Jennifer H. and Corinne Alexander, 2006. "United States and Regional Supply of Certified Organic Fruits and Vegetables," *The New Agriculture Network*, (August 9, 2006), Vol 3., no. 9. <http://www.new-ag.msu.edu/issues06/8-9.htm#2>

Dennis, Jennifer H. 2006. "2006 Produce Availability & Merchandising Guide Now Available," *Facts for Fancy Fruit*, August 2, 2006, FFF 06-04.

Hofmann, Christa and Jennifer H. Dennis, 2006. "Understanding the Perishable Agriculture Commodities Act," *Facts For Fancy Fruit*, August 2, 2006, FFF 06-04.

Alexander, Corinne and Jennifer H. Dennis, 2006. "United States and Regional Supply of Certified Organic Field Crops and Livestock," The New Agriculture Network, (July 12, 2006), Vol 3., no. 7. <http://www.new-ag.msu.edu/issues06/7-12.htm#4>

Hofmann, Christa and Jennifer H. Dennis, 2006. "Understanding the Perishable Agriculture Commodities Act," Vegetable Crops Hotline, 468, July 27, 2006.

Dennis, Jennifer H. 2006. "2006 Produce Availability & Merchandising Guide Now Available," Vegetable Crops Hotline, 468, July 27, 2006.

Dennis, Jennifer H. and Christopher Gunter, 2006. "Unseasonable Weather Impacts Cantaloupe Market," Vegetable Crops Hotline, 464. May 25, 2006.

Dennis, Jennifer H. 2006. "Do You Want To Know Your Cost of Production?" Vegetable Crops Hotline, 461, April 6, 2006.

Dennis, Jennifer H. 2005. "Understanding Today's Organic Consumer," The New Agriculture Network, (August 12, 2005), Vol 2., no. 8. <http://www.ipm.msu.edu/new-ag.htm>

Alexander, Corinne and Jennifer H. Dennis, "Organic Crop Budgets: A Catalogue," The New Agriculture Network, (June 24, 2004) Vol 1., no. 6, <http://www.ipm.msu.edu/new-ag/issues04/06-24.htm#5>

Dennis, Jennifer H. 2005. "Agritourism Opportunities for Indiana Farms & Rural Communities," Facts for Fancy Fruit, May 6, 2005, FFF 05-02.

Dennis, Jennifer H. 2005. "Trends in Farmer's Market Purchasing," Facts for Fancy Fruit, June 20, 2005, FFF 05-04.

Dennis, Jennifer H. 2005. "Farm Market Survey," Facts for Fancy Fruit, August 24, 2006, FFF 05-07.

Dennis, Jennifer H. 2005. "Fruit Market Survey," Vegetable Crops Hotline, 454, August 12, 2005.

C. MAGAZINES AND TRADE PUBLICATIONS

Dennis, Jennifer H. 2006. "How to Create Positive Experiences With Your Customers," Great Lakes Christmas Tree Journal, Vol 1 (Summer), No 3, 12-14.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006. "Decreasing Marketing Risk," Ohio Florists Association Bulletin, May/June, No. 896, pp.17-19.

Dennis, Jennifer H, Benjamin Taylor and Michael V. Mickelbart, 2006. "Risk Management Principles Part I: Production Risk," Indiana Nursery Landscape News, January/February, Vol 66, (1) pp. 32-33.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006. "Risk Management Principles Part II: Marketing Risk," Indiana Nursery Landscape News, March/April, Vol 66, (2) pp. 32-34.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006, "Risk Management Principles Part III: Human Risks," Indiana Nursery Landscape News, May/June, Vol 66, (3) pp. 34-35.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006. Risk Management Principles Part IV.: "Financial Risks," Indiana Nursery Landscape News, July/August, Vol 66, (4) pp. 26-28.

PRESENTATIONS

<u>Program</u>	<u>Location</u>	<u>Date</u>	<u>Audience</u>	<u>Presentation</u>
Consumer Trends & Information:				
Women in Agriculture	Fishers, IN	2/8/07	32	Marketing Trends in Horticulture
Ohio Cents Show	Columbus, OH	1/23/07	250	Consumer Behavior that Leads to Repeat Purchases
Indiana Flower Growers Assoc.	Lansing, MI	10/5/06	35	Promotions & Displays
Southern Nurseryman Association	Atlanta, GA	8/10/06	50	Does Emotion Drive Gardening Purchases?
CAB Executive Retail Program	West Lafayette, IN	5/2/06	12	Consumer Behavior of American Consumers
Indiana Horticultural Congress	Indianapolis, IN	1/24/06	85	Determinants of Pricing
Indiana Horticultural Congress	Indianapolis, IN	1/23/06	90	Generational Spending Patterns and Agritourism
Illinois Specialty Crop Conference	Springfield, IL	1/18/06	65	Differentiating in the Marketplace
Illinois Specialty Crop Conference	Springfield, IL	1/18/06	57	Understanding Today's Produce Consumer
Northwest IN Flower Growers Association	Merrillville, IN	1/12/06	60	Knowing Your Customer
Indiana Arborists Association	Indianapolis, IN	1/11/06	50	Understanding Indiana's Green Ind.

Indiana Flower Growers Association	West Lafayette, IN	10/12/05	63	Knowing Your Customer
New Ventures/ Small Farms Organic Workshop	West Lafayette, IN	3/2005	30 plus IP Video	Organic Opportunities for Fruits & Vegetables
Indiana Nursery & Landscape Assn.	Indianapolis, IN	1/12/05	100	Repeat Garden Center Customers: Why or Why Not
Illiana Veg. Growers Conference	Schererville, IN	1/6/05	100	Understanding Today's Produce Consumer
Market Opportunities and Channels				
Ohio Cents Show	Columbus, OH	1/23/07	250	The Importance of Sales & Marketing
New Jersey Vegetable Growers Conference	Atlantic City, NJ	1/18/07	60	Evaluating Niche Opportunities
Illinois Direct Marketing Conference	Bloomington, IL	12/7/06	80	Evaluating Market Opportunities Through Development & Penetration
Findlay Market Winter Conference	Cincinnati, OH	12/6/06	50	Value-Added Products On Farm Processing and Greenhouse Production for Retail
Michigan Greenhouse Grower Expo	Lansing, MI	11/7/06	85	Exploring Niche Marketing Opportunities and Exploring New Markets for Small Greenhouse Growers
Tri-State Extension Diversity Conference on Food	Cincinnati, OH	1/12/07	35	Evaluating Niche Marketing Opportunities
Tri-State Extension Diversity Conference on Food	Cincinnati, OH	11/18/05	45	Evaluating Niche Marketing Opportunities
National Gladiolus Association	Indianapolis, IN	1/19/06	28	Evaluating New Market Opportunities for Gladiolus
Purdue Extension and Small Farms Team	West Lafayette, IN & Various Locations	3/30/05	50	Organic Opportunities for Fruits and Veg.
Farmers' Market Meeting	Seymour, IN	3/28/05	50	Marketing Tips for Farmers' Markets

NE Indiana Flower Growers Association	Fort Wayne, IN	11/10/04	35	Differentiating Yourself in Today's Marketplace
IN Flower Grower Conference	West Lafayette, IN	10/7/04	65	Differentiating Yourself in Today's Marketplace

MEMBERSHIPS

- American Society for Horticultural Science
 - Marketing and Economics Working Group Chair, 2005-2006
 - Marketing and Economics Working Group Chair, 2006-2007
- American Marketing Association
- American Agricultural Economics Society
- Ohio Florists Association
- International Society for Horticultural Science
- Member of Pi Alpha Xi Ornamental Horticulture Honor Society
- Member of Phi Kappa Phi Honor Society
- Minorities in Agriculture, Natural Resources and Related Sciences

SKILLS

Qualitative: Focus Groups, In-Depth Interviews

Quantitative: ANOVA, MANOVA, Factor Analysis, Reliability Analysis, Structural Equation Modeling (SEM), Mean Comparisons, Regression, Multiple Regression, Cluster Analysis, Conjoint Analysis, Survey Research

Proficient in SPSS, Knowledge of SAS