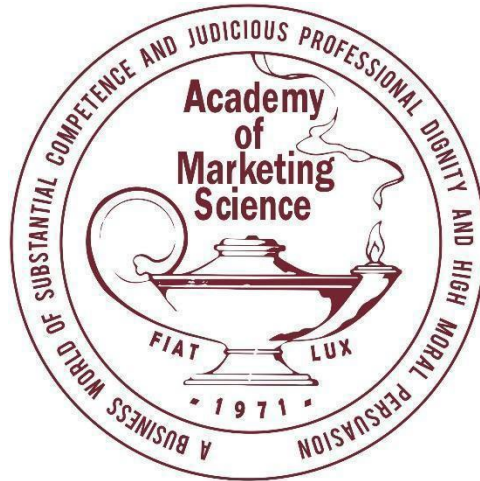


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Preface

The Academy of Marketing Science was founded in 1971, held its first Annual Conference in 1977, and has grown and prospered ever since. The relevancy of the Academy's mission and activities to our chosen target market of the marketing professoriate has been a key factor in attracting the discipline's best and brightest from all over the world.

The revised Articles of Association of the Academy, approved by the Board of Governors in the spring of 1984 and by the general membership in the fall of that year, define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing, while simultaneously seeking new ways of bringing theory and practice into practicable conjunction.
2. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
3. Provide a forum for the study and improvement of marketing as an economic, ethical, social, and political force and process.
4. Furnish, as appropriate and available, material and other resources for the solution of marketing problems, which confront particular firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for fellows of the Academy and reviewer assistance on the fellow's scholarly activities.
6. Sponsor one or more annual conferences to enable the fellows of the Academy to present research results; to learn by listening to other presentations and through interaction with other fellows and guests; to avail themselves of the placements process; to conduct discussion with book editors; and to exchange other relevant information.
7. Assist fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
8. Provide educator fellows with insights and resources as may be available to aid them in the development of improved teaching methods, materials, devices, and directions.
9. Seek means for establishing student scholarships and professional university chairs in the field of marketing.
10. Offer fellows of the Academy status to business and institutional executives and organizations.
11. Modify the Academy's purpose and direction as the influence of time and appropriate constructive forces may dictate.

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Acknowledgements

This book contains a collection of abstracts of the 2023 Academy of Marketing Science (AMS) World Marketing Congress. This conference encourages marketers not to lose sight of marketing's core under the theme "Bringing the Soul Back to Marketing." This volume focuses on supporting the current and future practicing marketers, consumers and stakeholders amidst the changing nature of the "soul" of marketing as a discipline.

The Academy of Marketing Science would like to acknowledge the individuals who have made the conference a success. Special recognition goes to the World Marketing Congress co-chairs, Ben Lowe, Dan Petrovici, and Michael Czinkota. An incredible commitment is necessary to coordinate and organize a conference of this measure. Further, track chairs were essential in encouraging submissions, managing the review process, and organizing session details.

Lastly, the Academy of Marketing Science extends sincere appreciation to all authors who submitted and presented their research and contributed as reviewers and session chairs. In addition, the success of the meeting depended on tireless volunteers including the AMS officers and directors. Gratitude is also extended to the AMS home office who diligently worked behind the scenes to ensure the success of the event. Thank you to all attendees from around the world who made this conference another special AMS event. The 2023 Academy of Marketing Science World Marketing Congress would not have been possible without the support of all of these individuals.

Vincent Jeseo
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A Toolbox to Identify P-Hacking: Four Techniques to Evaluate Published Findings' Trustworthiness: An Abstract

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ABSTRACT

Recent years have witnessed intense debates after replication crises in fields such as psychology concluding that many effects cannot be replicated to a satisfactory degree. Unsuccessful replications can be a consequence of a publication bias that favors significant over non-significant results which allows false-positive findings to enter and persist in the academic literature. Scholars suggest that these developments can arise as a consequence of testing small effects in underpowered samples, while other researchers have criticized their professions for questionable research practices such as p-hacking (i.e., selectively reporting analyses that yield a p-value below 5%). Given these discussions, researchers are increasingly uncertain about which results to trust as an underlying basis for their own research. Large-scale replication studies and the implementation of open-science practices that can increase the transparency in planning, analyzing, and reporting of research can help identify trustworthy and replicable effects but have not yet found broad application in consumer research leaving researchers in the dark as to whether to trust a line of research or a particular effect. Moreover, other means to assess publication bias such as meta-analytical methods are often not feasible to be conducted prior to all studies. To address this problem, we provide an easy-to-use approach that can help assess whether a line of research may be subject to publication bias. Specifically, we combine p-curve analysis that examines observed p-value distributions, z-curve analysis that helps estimate expected replication rates, a caliper test that examines distributions of test statistics in a narrow band around the publication threshold (i.e., $z = 1.96$), as well as a relative proximity index for mediation analyses in an R Shiny Web application. We provide this application as an easy-to-apply approach to assess test statistics in terms of whether they tend to show a publication bias (i.e., to favor significant over non-significant findings). This toolbox can help to assess whether a replication might be successful which can inform researchers who are conceptualizing a study. Importantly, the toolbox results provide an interim solution to efficiently assess prior research but only comprises rules of thumb and users should be aware that the approaches we gathered in the toolbox cannot fully replace meta-analyses that more precisely identify publication bias, nor can they replace replication studies.

Keywords: Publication bias; P-hacking; P-curve; Z-curve

References Available Upon Request

Combining Importance and Performance with Necessary Condition Analysis in PLS-SEM: An Abstract

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ABSTRACT

Partial least squares structural equation modeling (PLS-SEM) is used to analyze “causal-predictive” models (Jöreskog & Wold, 1982, p. 270) to enable simultaneous explanation and prediction-oriented model assessments (Chin et al., 2020). To support explanation-oriented objectives in the analysis of PLS-SEM results researchers and practitioners often employ the importance-performance map analysis (IPMA; Ringle & Sarstedt, 2016), which has a long tradition in marketing research (e.g., Martilla & James, 1977). The IPMA in PLS-SEM contrasts a construct’s performance with its importance for a dependent key target construct in a path model (e.g., Höck et al., 2010). The analysis of importance in the IPMA follows an additive sufficiency logic on how antecedent constructs can improve an outcome. However, PLS-SEM’s IPMA does not provide insights on the antecedent constructs that are imperative for an outcome. Therefore, we argue that complementing the sufficiency logic with necessity logic can be an important addition. This can be achieved if PLS-SEM results are contrasted with findings from necessary condition analysis (NCA; Dul, 2016; 2020). The NCA builds on necessity logic and aims to identify necessary conditions in data sets, which has gained relevance in many fields including marketing research (Dul et al., 2021). Necessary conditions represent constraints, bottlenecks or critical factors that must be satisfied to achieve a certain outcome. Failure to consider these antecedent constructs can therefore lead to incomplete results interpretations and recommendations. The combined use of NCA and PLS-SEM has been proposed recently (Richter et al., 2020), which has been acknowledged as a unique and previously unrecognized way of assessing causality (Bergh et al., 2022). Building on this work, we argue that the identification of necessary conditions can also enrich an IPMA. Necessity logic and NCA can complement the IPMA by providing information about the necessity of antecedent constructs. This provides researchers and practitioners with a more complete picture of important and necessary antecedents and contributes to the validity of the results of an IPMA. While an antecedent construct with a low importance according to the PLS-SEM results may receive low attention in the classical IPMA, it may represent a necessary condition, which would move it back into the focus of decision making. This research presents findings and guidelines for a combined IPMA that builds on results from PLS-SEM and NCA.

Keywords: Importance-performance map analysis; IPMA; Necessary condition analysis; NCA; Partial least squares; PLS-SEM; Structural equation modeling

References Available Upon Request

Artisan Entrepreneurs in Kenya: A Brand-as-Culture Perspective: An Abstract

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ABSTRACT

The concept of artisanship is deeply rooted into the Kenyan local culture (Brown, 2015) and celebrates traditions that are strongly linked to Kenyan tribes (Akama, 2002). Although during the British colonization Kenya's local heritage was heavily influenced by Western culture (Tignor, 2015), over the past ten years Kenya has displayed a rising trend of artisan local products presenting key elements of the Kenyan traditions (Wright, 2008). However, this emerging trend is challenged by negative associations towards locally crafted products stemming from stereotypes and a rather fragmented national identity (Maheswaran, 1994).

This poses several challenges for entrepreneurs who offer products that are created locally and leverage the cultural heritage of Kenya. To address these challenges, artisan entrepreneurs are increasingly organising themselves in informal networks aimed at developing joint value and establishing a new identity for the 'made in Kenya' brand, which goes back to their indigenous traditions and values. To shed light on this phenomenon, we conducted a qualitative study involving 17 artisan entrepreneurs in Nairobi, Kenya, and attended several craft markets events organised in the city to actively observe their activity.

Building upon the existing literature on Brand-as-culture and the Country-of-origin effect (Beverland et al., 2021; Luedicke, 2015; Papadopoulos & Heslop, 2002; Verlegh & Steenkamp, 1999; Zarantonello et al., 2020) results reveal several practices that support the growth of artisan entrepreneurs in Kenya. Firstly, the creation of shared meanings among artisans, including empowerment of Kenyan artisans, promotion of local culture, and the establishment of a shared national identity based on Kenya's heritage and traditions. Secondly, overcoming the negative country-of-origin effect, as Kenyan brands are often perceived as lower quality compared to international brands. Artisan entrepreneurs engage in activities to expose consumers to their locally produced brands, providing free samples and on-site demonstrations to highlight superior product quality. Lastly, the establishment of informal networks plays a critical role, creating a supportive community where artisans view each other as partners rather than competitors. This fosters a greater appreciation for the artisan community among local consumers.

This study shows how the artisan entrepreneur community play the role of microinstitutional agents (Sydow et al., 2020) that can trigger bottom-up institutional change and the role of the nascent 'made in Kenya' brand as transformative of the values and perceptions towards products made in Kenya and in the creation of a community sharing the same ideas. We observe how the role of community-led initiatives is critical in fostering the role of artisan brands in generating new value for the local and international markets and contributing to cultural changes as well as institutional changes.

Keywords: Artisan; Brand-as-culture; Entrepreneurship; Country-of-origin

References Available Upon Request

A Historical Analysis of Corporate Heritage Brand's Strategies: A Case Study of Soy Sauce Brands in Taiwan: An Abstract

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ABSTRACT

Corporate heritage brand, similar to a nation's historical heritage, worth a further management. While prior literature discussed heritage brand, but most focused on cross-sectional perspective; those from the historical perspective are still limited. This study uses eight approaches of brand management proposed by Heding et al. (2009; 2019) as a theoretical lens to understand a heritage brand's marketing tracks.

This study adopts a longitudinal case method, i.e., structured-pragmatic-situational (SPS) proposed by Pan and Tan (2011). It mainly collects secondary data and chooses four flagship soy sauce brands in Taiwan including the K brand (33 years), the W brand (78 years), the C brand (114 years) and the L brand (87 years) and collects 2nd data during 1994~2022, including official website, advertisements in official *YouTube* and *Instagram*, together with 2nd data on market performance and observation from the major retail channels in Taiwan. Data is analyzed using the inductive method, together with *MaxQda* software to open-code the grounded data.

Results: 1). In the 1st stage (before 1992), economic approach (EA) is the driver. 2). Identity approach (EA), consumer-based (CBA), personality (PA) and relational approach (RA) become main drivers between 1993 and 2011. 3). From 2012 till now (3rd period), main branding paradigms dominant, i.e., community approach (CA), consumer-cultural (CCA), and brand alliance (BAA).

Suggestions: 1). The economic approach (EA), is still important, thus a heritage brand should maintain its traditional 4Ps strategy, e.g., good quality; 2). Consumer cultural approach (CCA) appears important, therefore I suggest a brand should not only focus on traditional 4Ps, but also keep close eyes on the social trends, e.g., food safety and environmental issue; 3). While this study does not identify the importance of RA and CBA, this result might indicate the disconnected emotional bonds in Taiwan's soy sauce market. I suggested a heritage brand should re-connect the emotional bonds with loyal customers using emotional appeal strategy.

Contributions: 1). It is one of the few longitudinal studies in heritage branding literature; 2). It is also one of few works focusing on the eastern heritage brand, thus comparing the differences with the western heritage brands reported in prior branding literature.

Keywords: Heritage brand; Brand approach; Marketing theory; Longitudinal study; Case study; Soy sauce

References Available Upon Request

¹ This study is financially supported by National Science and Technology Council, Taiwan (NSTC 111-2410-H-020 -008 -MY2).

The Role of Brand/Product Deletion Strategy During a Pandemic: An Abstract

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ABSTRACT

The COVID-19 pandemic not only caused significant business disruptions but also presented businesses with opportunities to learn new skills, innovate products and processes, and grow their ventures (Gopalakrishnan & Kovoov-Misra, 2021). When the pandemic created a sense of urgency, firms learned to prioritize and focus on what was most important at that time in that situation and reallocated the resources needed to do so. One approach to reallocate resources to a priority is to free them from the non-priorities (Johnson & Murray, 2021), such as brand/product deletion to make room for crucial, priority, time-sensitive innovations, to survive through the threats posed by the pandemic, and to capitalize on the opportunity to grow revenues and profits (Gasparro et al., 2020). The purpose of this research is to explicate (1) how and why firms adopted the opportunity-based and threat-based brand/product deletion strategy during the pandemic, (2) what were the deletion consequences, and (3) what were their post-deletion action plans.

In this research, we use qualitative archival data in the form of 168 popular press or mass media articles (Fisher & Chafee, 2019; Fischer & Parmentier, 2010) about brand and product deletions during the COVID-19 pandemic period of Feb 2020 – Feb 2021. A total of 78 companies and 146 brands that spanned across ten industries were represented in these documents. These articles in the form of PDF files were imported in NVivo 12 Plus, a qualitative data analysis software, for conducting thematic analyses (Braun & Clarke, 2012). The preliminary thematic analysis revealed interesting insights about brand/product deletion during the first year of the COVID-19 pandemic.

These findings have theoretical and practical implications. Past research on innovation in a crisis like the COVID-19 pandemic has discussed the urgent need of re-focusing resources to priority products and processes that would help the firm survive through challenges and improve revenues and profits (e.g., Cooper, 2021; Gopalakrishnan & Kovoov-Misra, 2021; Johnson & Murray, 2021). However, literature does not discuss the avenues for rechanneling resources. This research contributes by filling this research gap by expounding one approach to reallocation of resources, viz. brand/product deletion. Furthermore, the findings of this research will enable managers to learn about a way to reallocate resources to priority products and processes during a crisis and evaluate the post-deletion consequences and action plans. These lessons may also apply in other crisis situations and guide managers on how to survive the threats posed by the crisis and how to find opportunities for growth despite the crisis.

Overall, this research not only fills a research gap in the brand, product, and crisis management literature, but also enables managers to understand the significance of embracing the brand/product deletion strategy during a crisis situation.

Keywords: Brand deletion; Product deletion; Covid-19 pandemic; Brand portfolio management

References Available Upon Request

When the Metaverse Meets Omnichannel Retail: A Systematic Literature Review of Customer Engagement: An Abstract

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ABSTRACT

The Metaverse is a hyper-integrated immersive ecosystem that blends virtual and physical worlds with "unlimited scalability and interoperability" using "real-time three-dimension rendering-related technologies as the main interaction interface" (Duan et al., 2021, p. 156). Many researchers and practitioners believe that the Metaverse will be the next phase of the Internet, powered by a combination of Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), accessed through a browser, monitor device, or headset and backed with Artificial Intelligence (AI) and blockchain (Deloitte Insights, 2020; Ball, 2020). Technology companies are investing millions in metaverse-related technologies, such as Facebook was rebranded as Meta in 2021 and funded academic and independent Metaverse research (Meta, 2022), and Apple launched Vision Pro (Cross, 2021; Kelly, 2021; Bosworth & Clegg, 2021; Iversen et al., 2021).

One feature of the Metaverse is to break physical barriers, such as time and space, and create unique, immersive, and interactive experiences (Papagiannidis & Bourlakis, 2010). It has the potential to become a new marketing channel and brings to life the retail omnichannel experience to its full potential, where physical stores integrate with digital channels to deliver a seamless and consistent customer experience, empowering retailer brands and consumers to achieve a new level of physical and digital integrations, customer engagement, and content co-creation. Retailers are exploring the opportunities in the Metaverse and learning about how customers interact with retail brands in an immersive environment. For example, Nike launched virtual sneakers and AR hoodies. IKEA leveraged AR allowing customers to digitally place true-to-scale holograms of furniture in their own homes. L'Oréal incorporated AR features in their apps to offer virtual cosmetics try-on experiences anytime and anywhere.

While Metaverse has been evolving rapidly in retail, it is still in the infancy stage of development. Marketers need to think beyond the current status quo of digital and physical channels and learn about customer interactions in the immersive environment – the Metaverse channel. Key areas that require further exploration include understanding what immersive interactions are meaningful for customers. How should the immersive shopping experience be designed to effectively engage customers? What should retail brands consider when selecting suitable immersion technologies to deliver these experiences? Therefore, this study conducted a systematic literature review to develop a comprehensive understanding of how customers interact with brands in the Metaverse, identify the meaningful factors that drive customer interactions, and propose future research directions.

Keywords: Metaverse; Customer engagement; Retail; Omnichannel; Augmented reality; Virtual reality

References Available Upon Request

Leveraging the Metaverse for Marketing Strategy Insight: An Abstract

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ABSTRACT

As an over-arching digital application, Metaverses (MVs) promise to offer firms a unique environment for experimentation and innovation, enabling them to observe actual consumer response to product concepts or ideas, to inform marketing strategy. Because insight about customers' needs and behaviours is essential for marketing strategy development, in this paper we examine how MVs may assist in the generation of this type of customer insight. We adopt a sociotechnical lens to develop a technology-centric but actor dependent framework for understanding the potential of MVs to generate customer insight relevant for marketing strategy. Specifically, we propose that:

1. MVs high in sophistication and low realism allow for a wide range of activities to take place, which expands the dataset that may be created and, thus, the insight potential of MVs;
2. MVs that operate at scale, are open and support interaction with multiple user types, allow for a wide range of connections, which expands the dataset that may be created and, thus, the insight potential of MVs;
3. MVs that enable customisation of the avatar and the environment, lead to increased immersion in the platform, which expands the dataset created by the users and, thus, the insight potential of MVs;
4. MVs with ubiquity of access and interface, interoperability and scalability lead to increased use of the platform, which expands the dataset created by the users and, thus, the insight potential of MVs;
5. MVs ability to record behavioral and physiological data about users, in real-time, presents a rich dataset, and, thus, increase the insight potential of MVs;
6. MVs ability to test and experiment with users, in a cost-effective manner, increase the insight potential of MVs;
7. MVs whose users' profile fit the organisation's target customers produce a dataset that is more relevant for the firm, and thus, better for insight; and
8. MVs whose users' motivations fit the brand's produce a dataset that is more relevant for the firm, and thus, better for insight.

We discuss the implications of this framework for how we examine the role of MVs in marketing strategy.

Keywords: Metaverse; Marketing strategy; Customer insight; New product development; Innovation

References Available Upon Request

Proactive Service Recoveries: How Forewarning Helps to Reduce Two Forms of Negative Word-of-Mouth: An Abstract

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ABSTRACT

In this research, we investigate forewarning (i.e., providing potential customers pre-information about a possible service incident) as an easy-to-apply proactive service recovery strategy and analyze its effects on consumers' inclination to voice NWOM. Specifically, we add to academic knowledge by comparing a problem situation involving forewarning with two no-forewarning conditions (i.e., where the consumer attributes the failure to either the company or the circumstances) and investigate how such failures differently affect consumers' emotional states (anger and guilt) and their intention to share revenge-based and support-giving NWOM.

Our findings indicate that even in a situation when a problem obviously originates from the company itself (e.g., a late service delivery), forewarning customers about this likely problem in advance of its occurrence leads to strong self-blame attributions when customers insist on their choice. Extant literature has just recently begun to understand the impact of service recovery strategies on consumers' attributions. A notable exception is the work of Weitzl et al. (2018), who show that the classic reactive strategies (i.e., accommodative, defensive, and no- response) differently affect complainants' attributions of locus, controllability, and stability. No research has stressed the impact of proactive strategies and – more specifically – the effect of forewarning so far. The research at hand demonstrates that pre-information can influence the agency dimension of attributions as it stimulates self-blame (i.e., internalization) (“I should have known it.”) and suppresses company- and circumstances-blame attributions (i.e., externalization). Perceived guilt mediates between self-blame and NWOM types such that self-blame suppresses support-giving NWOM, but not revenge-based NWOM.

Forewarning sets mental frames and manipulates consumers' expectations. It makes consumers to accept the future situation and their own responsibility (i.e., self-blame) when making a well-informed decision. Hence, forewarning enables marketers to overcome the ‘fundamental attribution error’, which refers to consumers' tendency to blame service failures on companies instead of themselves (Hui & Toffoli, 2002). By emphasizing on the locus of causality, this research adds to the limited research on this subject. Based on our findings, we suggest that companies should consider honest forewarning as a proactive recovery strategy that benefits them when failure occurrence is likely. Literature suggests that consumers are unlikely to suffer from this negative inward emotion, but future research should be conducted to clarify this potential issue.

Keywords: Service recovery; Attribution; Guilt; NWOM

References Available Upon Request

Make Me Laugh and I'll Share the Message! The Effect of Humor Appeal on Anti-Binge Drinking Advertising: An Abstract

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ABSTRACT

Binge drinking is a prevalent and dangerous pattern of excessive alcohol consumption among young adults, associated with various health issues and negative consequences. Many studies have explored the effectiveness of alcohol prevention social marketing campaigns, particularly examining the impact of emotions on viewers' responses. The literature has mainly focused on the use of fear in health-related advertising to change behaviors. While fear-based messages highlighting the negative consequences of drinking have been commonly used, the interest of incorporating humor into these campaigns was raised by some authors.

When the campaign has the objective to be diffused on social media, humor, were found as very effective to impact customer engagement (e.g. liking, sharing, and commenting) within social media advertising.

This research is the first research that tests the combined effect of humor and fear (i.e. satirical humor) on the engagement of young adults' audience toward a preventive campaign against binge drinking diffused on social media. To test the hypothesis, this research is based on two studies. In the first one, a quasi-experimental approach was employed to test the persuasive effectiveness of different messages targeting binge drinking prevention on social media.

Results from this study indicate that the satirical message generated a higher level of amusement compared to the other conditions (fear message and neutral message), leading to a greater intention to share the message on social media. However, there was no direct effect of the satirical message on the intention to decrease binge drinking practices.

To enhance the external validity of the research, a second study was conducted using different stimuli. The findings of the second study replicated the results of the first study, reinforcing the superiority of the satirical message in generating amusement and increasing the intention to share the message on social media. Additionally, the study examined the moderating roles of age and familiarity with binge drinking. The results indicated that younger individuals were more likely to share satirical communication. Moreover, the familiarity with binge drinking influenced the effectiveness of satirical messages, with less familiar individuals being more receptive to humorous content.

Those findings have implications for organizations aiming to communicate health-related messages to a young target audience, highlighting the relevance of employing a satirical tone to enhance social media prevention campaign success. Further research is needed to explore the ripple effect of shared messages and investigate additional moderators that may influence the effectiveness of binge drinking prevention campaigns.

Keywords: Preventive advertising; Binge-drinking; Fear; Satiric humor

References Available Upon Request

Co-Creation of A Message To Promote Healthy Eating Behavior: A Lever To Change One's Behaviors?: An Abstract

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ABSTRACT

This research examines the implications of co-creation in the context of social and societal campaigns. Specifically, it investigates the effects of co-creating a message to promote healthy food consumption on the co-creators' behavioral intentions. Drawing on consumer-generated advertising (CGA) and co-creation literature, a qualitative study was conducted involving seventeen student participants. Each group consisted of 5 to 6 students and worked on a specific theme: healthy eating for health, environment, or industry boycott. The study utilized focus groups and creative collective tasks to co-create three posters targeting different themes related to healthier eating. The co-creation process was evaluated, and the experiences and impacts on co-creators' beliefs, attitudes, and behavioral intentions were analyzed.

The results indicate that participants positively assessed the co-creation process, finding it engaging and enriching. They acquired new knowledge and validated existing knowledge, deriving pleasure and a sense of pride from contributing to the campaign. The co-creation process empowered some participants and stimulated hope for change, making healthier behavior more feasible and reducing the perceived distance to desired behavior. Participants expressed intention to share acquired knowledge and implement the co-created tips and tricks. However, external factors such as time management and cost of organic food were identified as potential barriers to behavior change.

The findings highlight the cognitive and behavioral outcomes of the co-creation process, such as increased awareness, changed perspectives, higher self-conviction, and intentions to engage in healthier behaviors. The study contributes to the understanding of co-creation in the context of social campaigns, emphasizing the importance of cognitive and affective outcomes and providing insights for designing effective co-created social campaigns.

Managerial implications suggest the need for inclusive co-creation processes with well designed tools and clear instructions, fostering collective intelligence and enabling information search and creativity. However, further research is required to assess the long-term sustainability of behavioral intentions and behaviors resulting from co-created campaigns and to explore the effectiveness of different arguments in co-created messages.

Keywords: Co-creation, Healthy eating behavior, Consumer-generated advertising, Social marketing

References Available Upon Request

3 Decades of Eye-Tracking Research in Advertising: A Bibliometric-enhanced Topic Modeling Analysis: An Abstract

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ABSTRACT

Technological advancements in eye-movements recording have spurred a significant expansion in eye-tracking research over the past few decades. Eye-tracking analyses were used in an increasing number of scientific domains such as neurosciences, psychology, education or marketing. Particularly, in the advertising area, researchers have made considerable efforts to extend our knowledge of consumers' visual attention to advertisements. The first paper was published in 1994 in Journal of Advertising Research. Advertising research within marketing has also increased substantially, especially with the emergence of new channels such as the mobile, social media and Internet of things. Some researchers in this field have also provided comprehensive bibliometric analyses of the advertising research landscape (Soley & Reid, 1983; Barry, 1990; Ford & Merchant, 2008). The latest covered the decade from 2008 to 2019. All these studies did not however focus on the role and the place of eye-tracking methodology in advertising research. Thus, this paper is, to the best of our knowledge, the first to examine how eye-tracking research on advertising has evolved over the past thirty years. Especially, we have intended to address the following research questions:

- Has the general landscape of the research changed over time?
- What are the main topics of research in each of the three past decades?
- Which are the most prominent authors and articles?
- What are the opportunities for future eye-tracking research in advertising?

The present study analyses over 230 papers published between 1991 and 2022. For this purpose, we performed a bibliometric analysis using Bibliomtrix Package on R for analyses of performance. Moreover, we applied a topic modelling analysis (LDA) in Python to identify the most investigated subjects over the three last decades. Results provide a comprehensive and in- depth examination of the publication performance, as well as the evolution and contrasts of research during the three past decades.

It serves as a guide for researchers who wish to contribute to the research on advertising by offering information on, for instance, which journals should be examined, which authors are the most renowned, and which themes are pertinent to the various sectors. This paper also provides methodological contribution regarding literature analysis as it combines an advanced text-mining analysis with the traditional bibliometric analyses. Finally, this research highlights new insights about future research directions. The advanced methodology we used revealed the need for more research on advertising that use eye-tracking technology to improve our knowledge of consumers' visual attention to advertisements.

Keywords: Eye tracking; Advertising; Bibliometric study; Topic modeling

References Available Upon Request

Analytics as Enablers for New Product Success: An Abstract

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ABSTRACT

This research develops a theoretical framework with survey data from managers to examine the role of big data analytics, specifically effective big data aggregation tools, effective use of data analysis tools, effective use of data interpretation tools and skills sets for analytical professionals to understand the role customer agility for new product success. These four constitute an important BDA set in understanding the role of customer agility in new product success. Firms need to understand the capabilities of big data analytics (BDA) as a strategic, competitive tool which will enhance new product success (NPS). This study investigates the role of big data analytics in tracking customer agility using the resource-based view as an underlying theoretical framework. Big data analytics is conceptualized as a capability set that influences customer agility and thus increases the success of new products. Using data from top managers of North American industries, this work employs structural equation modelling (SEM) to investigate the interrelatedness of the BDA capability set of effective data aggregation tools, effective data analysis tools, effective data interpretation tools, and skill sets for analytical professionals. In particular, the paper examines the impact of these constructs and the way they enable firms to track customer agility and NPS. The study examines the moderating role of environmental (market) turbulence on NPS and product innovation performance (PIP). The research findings show that the BDA capability set and market turbulences are the drivers of product innovation success. NPS is found to be a function of customer agility and product innovation performance, moderated by environmental turbulences. The managerial and theoretical implications of the study provide competitive tools to firms in achieving new product success in the big data era.

Keywords: Customer agility; New product success; Big data analytics; Big data analytics capability set; Product innovation

References Available Upon Request

Special Session: Automation of Marketing Research Processes: Chances and Risks for Marketing Research and Practice: An Abstract

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ABSTRACT

Business and society has already digitized significantly, and is on the brink of revolutionizing marketing and exchange processes with different stakeholders. This will be done through increased automation and robotization. Many companies are already using modern information and communication technologies to stay closely connected with their customers throughout the customer journey, as well as with their cooperation partners, competitors, and other stakeholders. This allows them to leverage these relationships to create a competitive advantage. As artificial intelligence and machine learning continue to advance, and the internet expands not only to a virtual reality, but more an augmented reality if not mixed reality, the current as well as future human-machine-interaction becomes more and more important. Very far-reaching scenarios indicate that this could lead to a marketing perpetuum mobile (marketing perpetual motion) in which customer needs and demands are constantly being identified, monitored and addressed through feedback systems, without any human intervention. Customer feedback systems that track brain activity, behavior, usage patterns, and product engagement along the customer journey are used to conduct in-depth research of customer needs. Understanding what customers think, feel, and do – as well as their unmet needs – is crucial for businesses to be successful. This process enables both practitioners and researchers to gain that understanding. At its heart, data is used to design solutions that improve customer experience. By understanding what customers want and need, businesses can create engagement strategies that increase retention and lifetime value. As industries continue to digitize, it is crucial to investigate how this will affect marketing research and the design of markets. Even though marketing practices may be more or less distant from implementing such a scenario in many industries, it seems still necessary to explore how increasing digitization in the economy and society affects marketing research. The rise of automation and robotics is expected to have a major impact on market research, changing the way it is practiced and conducted. This will in turn also affect scientific marketing research. Marketing research is constantly evolving and changing, bringing with it new opportunities for businesses. Additionally it is confronted with many questions:

What does the future of marketing look like? What new opportunities will arise from advances in technology? How can we best take advantage of these opportunities? These are just some of the questions that marketing researchers must grapple with in order to stay ahead of the curve.

Keywords: Research methods; Automation; Agile marketing; Consumer insights, Market research; Augmented reality; Artificial intelligence

References Available Upon Request

In Carbon Labels We (Dis)Trust: An Abstract

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ABSTRACT

Climate change and the need for sustainable development represent some of the challenges of the 21st century (Felsenthal, 2021). Recognizing this, in 2015 the United Nations created the 2030 Agenda for Sustainable Development that includes several calls-to-action on a global scale (United Nations). Utilizing depth interviews with U.S. consumers, we explore consumer perceptions of climate change, sustainability, and food choice. We then concentrate on perceptions of carbon dioxide emission labeling (kgCO₂e labeling, that is kilos of CO₂-emissions from production to point-of-sales, carbon labeling hereafter) and decision making on food choice (Albinsson & Connor, 2011; 2014).

In-depth interviews were structured to uncover participant perceptions, attitudes, and behaviors around climate change, sustainability, food label awareness, and food preferences. Twenty depth interviews with eight males and twelve females, ages 20-63. The analysis of the data began with iterative readings (Strauss & Corbin, 1988) and then, using a hermeneutic and phenomenological approach (Thompson et al., 1994), emergent themes were developed, explored, and presented below.

Our findings indicate that consumer perceptions and understanding of sustainability-focused initiatives, particularly “newer” practice-based applications, such as carbon labeling, are clearly in their infancy. While some consumers are skeptical of product labels in general, others trust information labels and would use carbon information presented on labels as part of their overall purchase evaluations. In fact, with regards to nutritional information like ingredients, GMOs, various nutritional macros, etc., many consumers already incorporate labeling information into their consumption-based decisions. Our preliminary, qualitative examination indicates that there is potential to educate and influence consumer choice based on detailed carbon labeling and focused educational initiatives. However, our findings also indicate several fundamental concerns and questions remain. Firstly, information overload or a willingness to observe and process new information remains a challenge that warrants additional exploration. Secondly, the willingness or unwillingness of consumers to learn to make better choices presents opportunities and challenges for responsible food marketers engaging in sustainability-oriented practices to adopt “learnable” carbon labels for use on their products, packaging, advertising, and within other consumer-facing initiatives. Finally, as carbon labeling is still in limited use, an empirical examination that experimentally tests whether these identified behavioral intentions translate into actual behavioral change is necessary. Furthermore, future research should assess cross-cultural and other demographic differences.

Keywords: CO₂-labeling; Carbon labeling; Consumer choice; Product labels

References Available Upon Request

The Value-Needs Matrix for Market-Based Social Sustainability in Digital Services: An Abstract

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ABSTRACT

Digital technologies are widely recognized as potential forces contributing to the development of sustainable societies (de Villiers et al., 2021; Hilty & Hercheui, 2010). Sustainability is usually defined as a multidimensional construct, integrating environmental, social, and economic considerations (Elkington, 1998; Ozanne et al., 2016).

Whilst for a long time sustainability research has mainly been focusing on environmental and economic concerns, the social dimension has gained progressive recognition and has become a key component of the sustainable development of nations, with empowerment, participation and equity, but also education and skills development being major themes (Colantonio, 2009; Kelling et al., 2021). This notion has been internationally recognized and is manifested in the Sustainable Development Goals (SDGs) of the United Nations (UN) (2015, Resolution 70/1., p. 14) which include objectives related to social sustainability.

The use of digital technologies in the development and delivery of novel services may play a key role in a nations' inclusive and socially sustainable future (Gouvea et al., 2018; Miles, 2016). However, simply throwing technology-enabled services at potential users hardly resolves the issues societies are facing these days. In fact, digital technologies can only be instrumental in the development of a more sustainable global approach of the organization.

However, as of today, there is only little understanding as to how socially sustainable value propositions can be created in digital service contexts. Our contribution to the current debate is twofold: From a theoretical perspective, we integrate the models of consumer value dimensions (Sheth et al., 1991) and human needs and motivations (Fiske, 2008; Hutchins et al., 2019; Maslow, 1951) to create a framework for socially sustainable value development in digital services. Based on our data, we develop a Value-Needs Matrix that offers managerially relevant insights into which specific user needs have to be addressed in a given digital service context and shows through which service value dimensions this can be achieved.

Keywords: Value-needs matrix; Digital; Service; Sustainability

References Available Upon Request

Consumer Attitudes as Drivers of Luxury Brand Purchase Behaviour: An Abstract

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ABSTRACT

This study aimed to determine the impact of values and attitudes leading to the consumption of luxury brands among South African consumers. Previous studies have stressed the importance of future research in emerging markets to understand how different cultures and societies are influenced in luxury goods purchase behaviours (Christodoulides & Wiedmann, 2022; Truong et al., 2010). In a systematic analysis of 1151 luxury brand papers, the output was mainly from US- and UK-based authors and none of whom dominates the field (Veloutsou et al., 2021). The research model highlights the fact that self-adjustive attitude, Social affiliation value, hedonic attitude, self-direction value, utilitarian attitude and value expressive attitude are predictors of luxury brand purchase intentions.

The population consisted of South African consumers all with the desire for luxury goods consumption. The sampling method used was non-probability sampling. The sample frame consisted of South African consumers between the ages of 16-65 years' old who have purchased at least one luxury brand accessory within the last six months. The data collection method used was Qualtrics, and convenience sampling using mall intercept surveys. Structural equation modelling was used to analyse the data collected. The software used to code data was Mplus– covariance approach. SEM was used in a two-stage approach: the measurement model and the structural model.

This study provides valuable insight into the driving force behind luxury purchase decisions within South Africa. Consumers are led more by a sensory feeling and experience gained from the product and also the benefit and value it provides. These are the two attitude functions that resonate with South African consumers who purchase luxury brand accessories. Gaining benefit and purpose from a luxury brand is important to South African consumers. The experience and sensory pleasure one receives from obtaining the products is also evident for South African consumers. Expressing oneself, social acceptability and being able to fit in by obtaining a luxury brand accessory is of no importance to South African consumers. Marketers and product managers should create communication around the purpose and benefit of owning a product to attract the South African target market for luxury goods.

Keywords: Values; Attitudes; Attitude functions; Luxury brands; Purchase intention; Consumer behaviour; South Africa; Hedonic; Utilitarian

References Available Upon Request

A Systematic Literature Review and Research Agenda of Masstige and Brand Happiness: An Abstract

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ABSTRACT

The purpose of this investigation is to understand the evolution of the scientific study regarding the relationship between the variables brand masstige and brand happiness, outlining the yearly production, main geographical areas, authors, and themes. Masstige is a very recent construct in the literature resulting from current key changes in the consumer-brand relationship and in business and marketing strategies applied to prestige brands. It reflects the terms “mass” and “prestige”, as pointed by Paul (2018), being described as the sustainable extension of the accessibility of prestige items/services to the masses. This shift in the consumption has been evoking some curiosity by marketers, but there is not a complete information yet in explaining this phenomenon. Based on previous works that associate happiness with the action of buying luxury items (Zhang et al., 2022), this study aims to understand how masstige consumption and happiness are related. Furthermore, the research entails an examination of key articles by clustering authors, analysing prevalent methodological approaches, contexts, and commonly employed models, facilitating the identification and description of certain research gaps. The analysis is based on the statistical study of 138 documents retrieved from the Web of Science, following: a global bibliometric review, resorting to R-Program; 2) a Social Network Analysis that enables the construction and interpretation of a keywords co-occurrence map and a bibliographic coupling map with the help of Vosviewer. Additionally, main articles selected from the last map are attentively examined. Our review shows masstige brand and brand happiness have been researched separately in the past three decades. However, there is lack of scientific research concerning the association between both themes. Up to this moment, there is not a bibliometric review focused on the relationship between masstige, a very recent concept, and brand happiness.

We verify that there is a theoretical support towards the effect of buying luxury items on happiness. This could be applied to masstige consumption. Also, masstige and brand happiness need to be deepened conceptually through a broader analysis (to different cultures, brands, or segments).

Keywords: Masstige; Brand happiness; Systematic literature review; Luxury brands

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² This work is supported by national funds through FCT Fundação para a Ciência e a Tecnologia, I.P., under the project UIDB/04005/2020

Is the Future of CRM truly Conversational? Exploring the Role of Virtual Service Robots in the Management of Customer Relationships: An Abstract

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ABSTRACT

The future of customer relationship management is claimed to be “conversational” (Forbes, 2021). There is a significant surge in human-robot collaboration especially in the fields of relationship and services management. AI algorithms, driven by machine learning, enable autonomy and adaptability in service robots. Wirtz et al. (2018, p. 446) define Service robots as ‘*system-based machines that interact with, communicate with, and deliver services to customers.*’ These can be either be *virtual* (e.g. chatbots, speech and text bots) or *physical* (Hoyer et al., 2020; Lu et al., 2019). ‘Service robots can have a physical representation (e.g. Pepper) or are only virtually represented (e.g. Alexa) (Wirtz et al., 2018, p. 9). For the purpose of this study, we use the term chatbots representing virtual service robots. Customer relationship management (CRM) first emerged in the practitioner and IT vendor community in 1990s (Buttle, 1996). It is commonly used in context of technology-based relationship management solutions, hence termed as the ‘information-enabled relationship marketing’. AI powered Virtual service robots connected to CRM systems identify customers and provide personalized services at scale. They can be deployed at a fraction of the cost and scale can be accommodated without additional capital expenditure. Youn and Jin (2021, p. 1) contend that ‘*despite the hype surrounding Artificial Intelligence (AI), the potential of AI powered technologies in customer relationship management (CRM) remains underexplored in academia.*’ In addition, little research has been conducted to date that examines the role of service robots in the process of relationship management (Qiu et al., 2020). The aim of this study is therefore to explore the role of chatbots in the management of customer relationships, paying particular attention to their efficacy as a relationship management tool. Specifically, the overarching question guiding this paper is: ‘*How virtual service robots i.e chatbots can help in management of customer relationships and to stimulate research ideas on conversational CRM.*’ We conceptualize that AI-CRM impacts the entire customer journey from customer acquisition, development, retention, and termination, we used this ‘stages based’ approach to relationship management to explore the potential applications for chatbots in CRM. This study marks an important step toward research and dynamic public discourses focused on AI technologies and CRM. Consistent with Libai et al. (2020) and Hopkinson et al. (2018) we contend that AI powered chatbots would serve to emulate human capabilities and enable conversational service automation in CRM (conversational CRM).

Keywords: Service robots, Conversational CRM, Chatbots, AI-CRM, Customer relationship management

References Available Upon Request

Roles of AI Personification, Trust, and Customer Personality in Using Social Chatbots as News and Information Sources: An Abstract

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ABSTRACT

Social chatbots (SCs) are programs (or applications) that utilize artificial intelligence (AI) and natural language processing technologies to naturally and intelligently “converse” with users via voice, text, and images (Henkel et al., 2020). They are increasingly implemented and used as personal scheduling and shopping assistants (e.g., Alexa, Siri, Google Assistant), customer service representatives (e.g., BOA’s Erica), mental health and elderly care attendants (e.g., Woebot), as well as friendship companions (e.g., Replika, Anima, Kajiwoto, Microsoft XiaoIce). The COVID-19-induced social isolation and the resulting “loneliness pandemic” (Sweet, 2021) prompted millions of people to download SCs for companionship and friendship (Metz, 2020). In addition to social and entertainment gratifications, a dominant motivation to use social chatbots is news and information seeking (Xi et al., 2022).

Given a real possibility of relationship formation with intelligent social chatbots and their potential influence on consumers, it is necessary to understand why and how consumers decide to seek information and news from chatbots. To address this issue, the current paper proposes and tests a model of customer information seeking from chatbots in the context of the AI chatbot Replika.

Using the data collected from current Replika users (131 responses), we confirmed that greater AI Personification (combining AI uniqueness, autonomy, and agency) increases customer trust in AI chatbot and indirectly (through trust) increases user intention to use the chatbot as a news and information source. The level of trust associated with a social chatbot plays a vital role in using AI chatbots for information and news seeking. This effect is especially prominent with more agreeable users. Our findings provide important contribution to chatbot research by explaining why some consumers choose to use AI bots as information and news sources, as well as how this decision develops and what boundary conditions can intensify this link. Future research can consider motivational mechanisms of using AI chatbots for social and entertainment, as well as transactional gratifications, as those may follow different paths. Our results require confirmation in the contexts of other social bots and voice assistants before being generalized. Our findings are also instrumental for chatbot designers who could use the identified personification components to increase user trust. Finally, policy decision-makers can use our findings in formulating regulations for chatbot design with the goal to protect vulnerable populations from being exposed to false and/or biased information and news.

Keywords: Social chatbot; Information and news consumption; AI trust; AI personification

References Available Upon Request

How Metaverse can Promote Social Sustainability: A Conceptual Model: An Abstract

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ABSTRACT

Metaverse, a 3D virtual environment built using Virtual Reality and Augmented Reality technologies, differs from other technological breakthroughs in that it blends *digital* and *physical* worlds. In this respect, it promotes the creation of virtual society and is expected to engender social sustainability (comprising, e.g., *social capital, social support, social justice, community development, cultural competence*) (Arpaci et al., 2022; Foot & Ross, 2017; Wang et al., 2022). Existing studies mostly used the technology acceptance model based theories and user personality traits as antecedents to Metaverse adoption. However, given the elevated importance of the socialization element, it is imperative to understand how social influence affects Metaverse adoption and the consequent social sustainability formation, and also to differentiate between real- life and virtual social influence.

To address this gap, this conceptual study proposes a model of antecedents and consequences of Metaverse adoption and social use and extends prior research by differentiating between real-life and virtual social influence. The systematic literature search using the key words Metaverse, adoption, and social sustainability returned 6940 papers, from which only three were relevant to social sustainability of the Metaverse. Based on their findings and on social sustainability research, we propose a conceptual model explaining the mechanism of Metaverse social sustainability formation. Specifically, we combine the UTAUT2 constructs (*performance expectancy, hedonic motivation, and social influence*) with the user personality traits (*agreeableness, openness, and conscientiousness*) as the antecedents of Metaverse adoption (Arpaci et al., 2022). We suggest that Metaverse adoption will lead to Metaverse social sustainability (comprised of *social capital, social support, community development, social responsibility and cultural competence*), moderated by the Virtual Social Influence (combining *virtual norms internalization, self-identification, and compliance*).

In summary, we propose a conceptual framework outlining a mechanism of social sustainability development via Metaverse adoption and virtual social influence. We extend previous studies on Metaverse social development by proposing two types of social influence: real-life social influence to promote Metaverse adoption, and virtual social influence to facilitate social sustainability. Testing the proposed model longitudinally could shed light on the relationship between technology and society, offering contribution to policymakers and researchers in this field.

Keywords: Social chatbot; Information and news consumption; AI trust; AI personification

References Available Upon Request

A Conceptual Model of Parasocial Teaching Practice: An Abstract

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ABSTRACT

The fallout from the Covid-19 pandemic and resulting student isolation and loneliness shone a critical light on the importance for educators to connect relationally with their students in online learning environments (OLE) to support student learning and well-being. The author evaluates insights from Parasocial relationship research in the context of social media environments to explore how to more effectively support students' relational needs in an OLE. Research suggests that three elements are critical in the creation of a successful Parasocial bond between an influential figure and their digital audience in online environments. The first one is interactivity. Studies have shown that interactivity strengthens the perceived relationship between a figure and users, facilitated by the affordances of technology, particularly the interactivity of social media platforms. Immediacy is the second element to support PSR. While not all social media interactions are synchronous, the immediacy of real-time interactive communication is correlated with a stronger PSR. The third element of a successful PSR is intimacy. Tools that are functionally interactive and immediate require intimacy for relationships to transcend into a more enduring perceived sense of connectedness and belonging.

The conceptual model of Parasocial teaching practice is a visual representation of the three elements and presents an initial framework for marketing educators seeking to develop an online teaching practice that supports Generation Z students' relational needs online. The model provides three areas to consider when designing learning and teaching activities for an OLE: Interactivity, which refers to the functional affordance of technology to allow two-way communication; immediacy, relating to communication taking place in real-time; and intimacy, which refers to the emotional quality of the message, content, and social presence in the OLE. Future research is required both to test and evaluate the model in practice and explore its efficacy in increasing student well-being and engagement in their online learning.

Keywords: Parasocial relationships; Online teaching; Learning; Well-being

References Available Upon Request

Antecedents of Salesperson Creativity: An Abstract

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ABSTRACT

Despite the economic downturn seen during the Covid pandemic, many organizations expect their workers to thrive through hard work and creativity (Edmondson & Matthews, 2022; Epler & Leach, 2021). This is especially true for the sales organization, where individual and organizational success depends on providing innovative and beneficial solutions for customers (Chonko & Jones, 2005). Research has shown that salespeople's emotional intelligence positively supports creative performance (Agnihotri et al., 2014; Kalra et al., 2021; Lassk & Shepherd, 2013). However, during stressful times, both inside and field salespeople can exhibit heightened levels of emotional labor and job burnout. Emotional labor and burnout can negatively impact one's creativity on the job.

This paper presents a model that explores these antecedents of salesperson creativity. The study explores the relationships between a salesperson's level emotional intelligence, emotional labor, burnout and creativity. It is proposed that a salesperson's emotional intelligence is positively associated with deep acting and negatively associated with surface acting. A salesperson's deep acting is proposed to be negatively associated with personal accomplishment, and positively associated with emotional exhaustion and depersonalization. Alternatively, a salesperson's surface acting is proposed to be negatively associated with personal accomplishment, and positively associated with emotional exhaustion and depersonalization. Emotional exhaustion and depersonalization are proposed to be negatively associated with salesperson creativity while personal accomplishment is proposed to be positively associated with salesperson creativity. In addition, the study retests support for the positive relationship between emotional intelligence and salesperson creativity.

These associations were tested with data from 361 inside and field B2B salespeople. A wide variety of product and service industries were represented in the sample. All but two of the studies hypotheses were supported. Emotional intelligence was found to be positively associated with deep acting but it was not found to be negatively associated surface acting. As hypothesized, surface acting was positively associated with emotional exhaustion and depersonalization, and negatively associated with personal accomplishment. Likewise, surface acting was negatively associated with emotional exhaustion and depersonalization, and positively associated with personal accomplishment. For the proposed relationships between burnout and creativity, emotional exhaustion was found to be negatively associated with salesperson creativity. Both personal accomplishment and depersonalization were found to be positively associated with salesperson creativity. Additionally, emotional intelligence was supported to be positively associated with salesperson creativity. Managerial and theoretical implications were presented based on the study's results.

Keywords: Emotional intelligence; Emotional labor; Burnout; Creativity

References Available Upon Request

Fear Control vs Danger Control: The COVID 19 Case in France: An Abstract

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ABSTRACT

Based on data from IPSOS Datacovid French survey, we analyze through the Extended Parallel Process Model (EPPM; Witte, 1992) the effectiveness of communications using fear appeal throughout the first wave of COVID 19 pandemic in France. During this period, the French President declared 6 times in his first discourse about Covid 19 pandemic that France was in a "state of sanitary war", and unprecedented measures were decided: lockdown, closure of many establishments, travel restrictions. Calls for adherence to lockdown, barrier gestures and distancing then multiplied. The appeal to fear seemed inescapable. The messages were built in this sense: the selected title "Coronavirus alert" clearly recalled another frightening alert "Kidnapping alert"; the tone was very serious and grave; the wording was imperative ("stay at home"); the bans were explicit ("all travel is forbidden, unless you have a certificate").

Fear appeal is common in health prevention (Gallopel-Morvan, 2006; Keller & Lehmann, 2008; Ruiter et al., 2014; Tannenbaum et al., 2015; Witte & Allen, 2000). But, its effectiveness is not always verified. It is still necessary to clarify under what conditions a fear appeal can be convincing or on the contrary fail to persuade (Charry & Pecheux, 2011; Dillard & Peck, 2000).

Many theoretical models seek to understand the factors that may influence health behaviors and thus guide public health policies (e.g. Health Belief Model, Protection Motivation Theory). However, the EPPM explicitly integrates fear, hence its choice. Our paper thus aims to examine the case of the fear-driven communication around anti-Covid 19 barrier measures in France, based on data from the open project "Covid19 barometer" (<https://datacovi.org>) of IPSOS polling institute, whose goal was to produce "data from a weekly survey administered online to shed light on the fight against the Covid19 epidemic based on measurements on the dynamics of the Covid19 epidemic, its determinants and its impacts". Our study focuses on some barometric questions for the first two survey phases (i.e. April 2020, the first period of Covid- 19 and first lockdown in France), and on some specific questions of the second phase. The measures of perceptions of severity, susceptibility, fear, response efficacy and self-efficacy correspond to the EPPM, but are based on single-item measures mainly. They were analyzed by frequency calculations and multiple regressions.

Our results show that the perception of fear is very present, but the perception of threat (severity, susceptibility) is much less so. Moreover, perceived efficacy of the barrier measures is moderate because of difficulty to follow them carefully. French people also doubt that the entire population respects them. This explains the low effectiveness of this fear-based communication: according to EPPM, the French were more concerned with controlling their fear than controlling the danger.

Keywords: Fear appeal; Extended Parallel Process Model (EPPM); Covid-19; Fear control; Danger control; France; Ipsos Datacovid

References Available Upon Request

Increasing Social Marketing's Impact: Time to Break the Fourth Wall: An Abstract

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ABSTRACT

Social marketing has demonstrated effectiveness across a range of behavioural settings; however, questions remain regarding the discipline's long-term impact on broader society. Although social marketing's purpose is to benefit individuals and communities for the greater social good, some critical reflection on how the field generates, exchanges, and disseminates knowledge reveals some uncomfortable truths. This position paper aims to challenge the predominant approach to knowledge dissemination in social marketing and propose an alternative. Impact from research, beyond academic impact, continues to grow in importance for researchers, institutions, funders, and broader society. Access to knowledge plays a critical role in catalysing the impact of academic and scientific research; however, dissemination of social marketing's theories, methods, and programs is often limited to journals and conferences. While this reliance on journals and conferences for knowledge dissemination is not unique to the social marketing discipline, social marketing *is* unique from other disciplines. Social impact lies at the heart of social marketing. Contemporary social marketing is something that is conducted *with* and *for* people. By working with and for people, social marketers can identify strategies and solutions that contribute to enduring changes benefiting individuals, communities, and societies. The current approach to knowledge dissemination in social marketing contradicts this philosophy of working with and for people. As put forward in this abstract, a more inclusive notion of what qualifies as an expert has the potential to transform academic publishing and increase social marketing's impact. Social marketers can lead the way in advancing knowledge translation by experimenting with a new approach to academic publishing that is grounded in participatory principles and promotes the accessibility of research. By applying participatory principles, the proposed approach seeks to bridge the gap between scholarly social marketing and social impact. An upcoming Special Issue in the *Journal of Social Marketing* was used as a pilot test. As a group, guest editors engaged in a co-operative inquiry process to reflect on their experiences of curating a Special Issue with a team of diverse experts from academia, practice, and lived experience. Co-operative inquiry is a participatory method that involves a group of people working through a structured, four-stage cycle of action and reflection. Within the context of academic publishing, co-operative inquiry can facilitate stronger connections between theory and practice while ensuring participant voices are upheld in research. This abstract presents a rationale for considering this new approach to knowledge dissemination in social marketing. Several lessons learned from the guest editorial team as a result of engaging in the co-operative inquiry will be shared in a future editorial. Embracing a more inclusive approach to academic publishing by widening our definition of 'expert' is expected to help bridge the gap between scholarly social marketing and social impact.

Keywords: Impact, Knowledge dissemination, Participatory design, Social marketing

References Available Upon Request

B2B Digital Customer Experience in the Machinery Construction Industry: An Abstract

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ABSTRACT

Due to the increasing digitalization, B2B companies find it more and more difficult to create value and reach their customers via the right channels. Organizations need to create a superior customer experience along the customer journey, enabling an effective way to improve a “mutually beneficial” relationship, which will increase customer loyalty and subsequently company’s profitability.

The paper encompasses a qualitative research design to explore the relevance of digital and non- digital touchpoints along the customer journey. Therefore, in-depth interviews were conducted. The interviews gathered insights about purchasers’ demands and attitudes towards steps and touchpoints within the purchasing process, as well as their expectations regarding customer experience. A major centerpiece comprised the elaboration of the touchpoints, being assessed as most relevant throughout the procurement journey. For the analysis, coding, and visualization, MAXQDA was used.

The research comprises a customer journey map that considers digital and non-digital touchpoints that aim at creating customer experience. The model entails seven phases: initial need recognition, awareness, information, consideration and negotiation, purchase, retention, and advocacy. The consideration but also the information phase re-shape the initial need due to an increasing number of collected inputs. Moreover, later retention phase and mainly service and support activities influence the former consideration set. Customer experience aspirations follow the consideration of the functionality of the machine, human factors & servicing, and new technologies. The conclusion is that the pre- and post-purchase phases in particular offer potential for integrating digital channels such as websites or AR/VR applications into the existing channel mix to create an omni-channel customer experience. When it comes to the final purchase decision, traditional channels, especially face-to-face, remain indispensable in the setting of B2B purchases within the industrial machinery industry.

The paper contributes to academics and practitioners alike by leveraging the results of in-depth interviews with B2B industry experts. With the proposed customer journey map, the impact of technology on the buying process is in the focus, recognizing the pursue of an omnichannel approach in integrating both, non-digital as well as digital channels as main touchpoints. Moreover, new insights into the development and management of the customer experience along current customer journeys with a focus on the industrial manufacturing sector could be gathered. Oftentimes intangible experiences were broken down into a construct of three concrete aspects: (1) the good itself, (2) human factors & servicing, and (3) new technologies. The managerial recommendation lies in the consideration of the proposed customer journey map and to follow an omnichannel approach. Thus, the outcome of the study helps machinery construction organizations serving B2B manufacturing companies to create an adaptable customer journey with the implementation of digital as well as non-digital tools.

Keywords: Customer experience; B2B; Digital marketing; Customer journey

References Available Upon Request

Smart Retail Adoption Model: The Retailers' Perspective: An Abstract

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ABSTRACT

The advent of Industry 4.0 marks the beginning of a new era for the retail industry. Most modern retailers use smart retail technology to connect and integrate in-store touchpoints to assist consumers who visit brick-and-mortar retail stores. Because smart retail holds considerable promise, it has become the focus of numerous studies. Most studies have employed a consumer perspective to explore the mode of smart retail adoption and have obtained valuable findings. However, few have adopted a retailer perspective and explored the causes and outcomes of retailers' adoption of smart retail.

This study aimed to apply the Technology-Organization-Environment (TOE) framework and the Evaluation-Adoption-Routinization (EAR) model as bases to integrate causes and outcomes of retailers' smart retail. The questionnaire survey with convenience sampling was conducted and 115 valid retailer supervisors (i.e., convenience store managers) in Taiwan participated the survey. The confirmatory factor analysis (CFA) was used to test the reliability and validity of measures and the structural equation modeling (SEM) was used to test hypotheses.

The research results revealed that relative advantage, compatibility, and perceived benefits of "Technology" positively affect retailers' evaluation and adoption of smart retail. The complexity and costs of "Technology" negatively affect their evaluation and adoption of smart retail. In addition, top management support, sufficient resources, and technological competence inside the "Organization" have positive effects on retailers' evaluation and adoption of smart retail. Moreover, competitive pressure and customer pressure from the external "Environment" of retailers positively affect retailers' evaluation and adoption of smart retail systems.

No predictors significantly affect routinization of smart retail. This may be because smart retail requires a considerable input of resources, extended periods of trial operations, and gradual promotion, which leads most retailers to approach the routinization phase of smart retail implementation conservatively. The government support variable does not significantly affect evaluation, adoption, and routinization of smart retail. This may be because government policies and reward systems have limited effects on encouraging retailers to invest considerable resources in smart retail.

Keywords: Retailers; Smart retail; Technology-organization-environment (TOE); Evaluation-adoption-routinization (EAR)

References Available Upon Request

³ The author would like to thank the National Science and Technology Council of Taiwan for financially supporting under contract No. 110-2410-H-152-029-MY3.

How the Hong Kong Government Promotes Social Inclusion Through Public Services Advertisements?: An Abstract

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ABSTRACT

The Hong Kong SAR Government has been enjoying free airtime in the broadcast media to encourage Hong Kong people to be responsible citizens since colonial times. By law, all free-to-air radio and television channels are required to carry one minute of the government's public service advertisements for each program hour. These advertisements carried various topics including health messages, consumer education, road safety, and crime alert.

Messages about social inclusion were featured under the topic of "civic education". There are three public services advertisements with the titles "respect different values; embrace difference voices", "respect different values; embrace different views", and "acceptance of new arrivals" (Information Services Department, 2022).

A discourse analysis was conducted to examine how the social inclusion issue is discussed in these three television advertisements. Discourse analysis is a qualitative research method that examines textual and visual data. The three advertisements were analysed to examine their symbolic meanings, the communication contexts, and the assumption behind the expression.

The two authors watched the three advertisements a few times before the analysis. They paid attention to the demographic profiles of the characters occurring in the advertisements, their actions and the motivations behind, the scripts, the visual elements, as well as the use of metaphors. They then discussed the values and meanings behind, the underneath assumptions of what was desirable or not desirable in the society, and the ideology endorsed in the advertisements.

Results indicated that the scope of "social inclusion" adopted by the government was restrictive to the assimilation of new arrivals from Mainland China, ignoring other disadvantaged groups such as persons with physical or mental disabilities. The government encouraged social harmony and conflict avoidance by asking individuals to respect others' voices. It does not encourage open debates on controversial issues in public forums. Collectivism values were endorsed asking individuals to place the interest of the society above their interests.

Social inclusion is an important issue in our society. Analysing the ideology and the storytelling process adopted by the government will contribute to the literature on the social construction of meaning. It can inform social marketers about the underlying assumptions about the societal values and the conflicts prevalent in Hong Kong society.

Keywords: Social harmony; Collectivism; Discourse analysis; Value construction; Conflict resolution

References Available Upon Request

Communicating Product Innovativeness Across Cultures: The Manifestation of Innovativeness Cues in Digital Advertising: An Abstract

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ABSTRACT

Advertising has an important role to play in enhancing the success of new products and increasing shareholder value (Borah et al., 2021), which matters just as much as innovation itself (Yohn, 2019). While product development and innovation adoption have been widely studied, there is value in understanding more about how adoption occurs in a cross-cultural context where sales take-off can substantially vary (Tellis et al., 2009). Research shows that some advertising appeals are more effective in new markets than in old and established ones (Chandy et al., 2001), and that changes to advertising content have a higher impact on sales than changes in weight (Tellis, 2009). Despite the cross-cultural nature of consumer behavior and receptiveness to innovation, little is known about how innovativeness should be communicated to consumers across cultures to enhance innovation adoption. Drawing on the frameworks of consumer perceived innovativeness (Lowe & Alpert, 2015) and intercultural advertising and communications (House et al., 2004), this study examines how advertisers manifest cues in innovative product advertising and how they enhance innovativeness perceptions across cultures.

To our knowledge, no research has investigated the communication of product innovativeness across cultures. Exploring this new and fertile area is expected to make significant theoretical contributions to the literature on product innovation and intercultural communications. The results will guide the development of a useful theoretical framework that could lead to critical discourse on and an examination of the cross-cultural communication of innovation. The empirical results will also offer useful managerial implications in terms of the innovativeness cues that managers can use to influence perceptions of innovativeness across cultures. Furthermore, the proposed study could help inform marketers as to whether a standardized advertising appeal could be adopted, and how to design more effective advertising appeals when promoting innovative products across cultures.

Keywords: Product innovativeness; Digital advertising; Culture; Cues; Communication

References Available Upon Request

⁴ This work was supported by the Research Grants Council of the Hong Kong Special Administrative Region, China (Project Reference No.: UGC/FDS14/H19/22).

Identifying the Optimal Brand Coappearance Configuration: A Qualitative Comparative Analysis (QCA) Approach: An Abstract

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ABSTRACT

The advertising environment is increasingly competitive, and the co-appearance of branded products in media content is part of a growing trend. Brand co-appearance can be understood as the phenomenon that occurs when two branded products are paired simultaneously in a television program either visually or verbally (Grossman, 1997). Previous studies have examined the effectiveness of co-appearing brands in television programmes (Chan, 2022). However, no studies have tried to systematically examine what is the optimal brand coappearance combinations. This study attempts to fill this gap. Utilizing a content analysis of six short film clips and a survey study of 1031 Hong Kong citizens, this study systematically examines different brand coappearance combinations in terms of brand awareness, brand familiarity, degree of match and usage frequency using configurational analysis with fsQCA 3.0 software. Qualitative comparative analysis (QCA) is an inductive approach that aims to find out the best configuration of conditions that could lead to preferable results (Misangyi et al., 2017). Unlike symmetry techniques (e.g., multiple regression or structural equation modelling), QCA is a “causal asymmetry” technique where causes (i.e., independent variables, IVs) of high levels of an outcome condition (i.e., dependent variable, DV) usually differ from causes of low levels.

A QCA was conducted to identify the optimal configurations of the above factors that may lead to a more positive perception of the placed brands (Song et al., 2023). The optimal configurations will also be contrasted across the demographic groups. To our knowledge, this is the first study that used multiple dimensions of brand coappearance configurations to identify paths that may lead to low and high brand perceptions. It is expected that this study will contribute to an emerging literature on the effect of brand coappearances through a better understanding of the role of different product attributes on the configurations. The empirical results can provide guidance to brand managers in determining the optimal brand coappearance configuration in achieving their promotional objectives.

Keywords: Brand coappearance; Product placement; Qualitative comparative analysis; Brand awareness; Brand familiarity; Degree of match; Usage frequency

References Available Upon Request

⁵ This work was supported by the Research Grants Council of the Hong Kong Special Administrative Region, China (Project Reference No.: UGC/FDS14/H15/17).

How Users' Emotional Connectedness to Facebook and WeChat Influences Their Attitudes Towards Facebook and WeChat Advertisements in Macau: An Abstract

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ABSTRACT

Facebook and WeChat are the two most popular Social Network Sites (SNSs) in the world. However, only very limited studies compare the use of Facebook and WeChat. Macau, as a Special Administrative Region of China, does not have restrictions on accessing Facebook. Because WeChat and Facebook are the two most popular mobile APPs in Macau, Macau is a suitable place to conduct a comparative study to understand the usage of and attitudes towards advertisements on Facebook and WeChat.

An online survey was hosted on Qualtrics to students and residents in Macau from February to March 2022 after a pilot study conducted in January 2022. The questionnaire was designed in Chinese and English and separated into 5 sections, i.e., screening the non-users of Facebook and WeChat first, the trustworthiness of the advertisement on social media, the attitude towards advertising on Facebook and WeChat, the usage intensity and users' emotional connectedness, and demographic information. The data with a valid sample of 289 was analyzed by using SPSS.

The findings are interesting with significant contrast and tension. Trustworthiness was tested for general advertisements on social media and the mean was slightly negative ($M=2.74$, $SD=.74$) which shows that users were partial to distrust the advertisement. Respondents spent more time on WeChat than on Facebook and were more emotionally connected to WeChat ($M=3.72$, $SD=.78$) than to Facebook ($M=3.24$, $SD=.71$); however, they had more "friends" on Facebook and used Facebook for a longer period of time and scored higher on the attitudes towards advertisements on Facebook ($M=2.69$, $SD=.50$) than on WeChat ($M=2.35$, $SD=.55$). There was a big gap in WeChat's paired difference and the mean difference was 1.37, while the mean difference for Facebook was only 0.55. It is noticed that respondents had higher emotional connectedness to WeChat but the scores of attitudes toward advertisements on WeChat dropped a lot, while Facebook had a relatively mild decrease. It is believed that the more positive impression toward advertisements on Facebook is probably affected by the purpose of using SNSs and their advertising style. In addition, females are easier to accept advertisements on both SNSs. The findings could provide useful insights to marketers in Macau.

Keywords: Facebook, WeChat, Advertisement, Emotional connectedness, Survey, Macau

References Available Upon Request

A Systematic Analysis of Laws and Regulations Relating to Product Placement Across Countries: An Abstract

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ABSTRACT

In 2016, Television Broadcast Limited (TVB), a free-to-air television licence holder in Hong Kong, was fined HK\$150,000 by the Communications Authority (CA) for showing actors giving out fried chicken during its award presentation ceremony (SCMP 2016). The CA found TVB to be in breach of paragraph 1 of Chapter 11 of the TV Programme Code and Paragraph 10(a), namely, “the brand logo of a fried chicken chain was conspicuously and blatantly shown, which was gratuitous, obtrusive to viewing pleasure, without editorial justification, and amounting to indirect advertising for the concerned brand”. The CA further relaxed regulations on indirect advertising (also known as product placement) in July 2018. Product placements is allowed when the products/services are presented in a natural and unobtrusive manner and there is no direct encouragement of purchase or use of the products/services (Chan & Lowe, 2018).

TVB has sought judicially review against the CA’s decision (HKSAR High Court, 2021). The Court of First Instance ruled in favour of the CA and it is worthwhile to study the rationale of the court’s findings which involves the balancing of the interests and rights of the consumers/viewers and those of the broadcasters. Regulation of product placement is always a controversial issue (Chan, 2012; 2020). The key principles of Hong Kong’s regulation of product placement in free TV services appear to be in line with those of United Kingdom, Europe and Korea (Communications Authority 2017; Spielvogel et al., 2020; UK Statutory Instruments, 2010). This study will systematically compare the laws and regulations relating to product placement across countries. The results will have implications for future development and refinement of laws and regulations of product placement in Hong Kong. Because of its exploratory nature we anticipate that the study could generate valuable insights for policy makers and marketers into the future product placement practices across countries.

Keywords: Product placement; Laws; Regulations; Hong Kong; UK; Europe

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The Self-Created Restriction: How Ageing Self-Stereotype Affects Chinese New Retirees' Responses to Public Services Ads?: An Abstract

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ABSTRACT

Population ageing has long been an issue addressed by the mainland Chinese government. With the purpose of constructing an ageing-friendly society, and encouraging the elderly to age actively, public services ads (PSAs) are often adopted for reaching mass audiences. For example, in 2022, the National Radio and Television Administration (National Radio and Television Administration, 2022) initiated a competition to motivate advertisers to produce PSAs to communicate the message of “being respectful and helpful to the elderly and taking care of them”. Besides, the proposition of Active Ageing, which is aiming at promoting active lifestyle among the elderly, was also suggested to be a crucial perspective needed to be communicated in PSAs for enhancing the elderly’s well-being (www.gov.cn, 2022). However, the consensus shared in China, considering the elderly to be the ones in needs of help and care, may become boundaries to the elderly when seeking for an active lifestyle.

Studies found the shared expectations about how we should interact with the elderly served as prescriptive stereotypes, which would set restrictions about what older people should be (Cary & Chasteen, 2015). These stereotypes would later be internalized as ageing self-stereotypes that affected the elderly’s beliefs and behaviours (Levy, 2003; 2009). Besides, the stereotyped perceptions about ageing might also be cultivated as we grow and transformed into ageing self-stereotypes (Levy, 2003; 2009). What kinds of ageing self-stereotype held by the Chinese elderly and how these perceptions affect the elderly’s experience with the PSAs, which encourage healthy and active behaviours when being aged, are under-explored.

This study will conduct semi-structural interview among mainland Chinese new retirees to obtain insights about how the Chinese elderly interpret the PSAs and why they will generate such interpretations. The results can serve as empirical explanation to the underlying mechanism of the influences of ageing self-stereotypes to the elderly. Furthermore, this study can help the advertisers to understand how to design more effective PSAs in promoting healthy and active behaviours among the elderly.

Keywords: Stereotype; Ageing; Older people; Public service advertising; China; Media effect

References Available Upon Request

Sport League Brand Personality: How League Popularity, Sport Liking & Fan Motivation Generate Favorable Loyalty: An Abstract

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ABSTRACT

This work attempts to examine the pathway of how sport league brand personality (SLBP) can be a source to loyalty and behaviors directed towards the leagues. Leveraging Aaker's theorization of brand personality and the signalling theory, the work proposes the effect of SLBP on fans' attitudinal and behavioral loyalty, which, in turn, positively influence the behavioral outcomes of consumers for the league. The model of this work was validated with data from 714 respondents collected across three popular leagues in India using covariance- based structural equation modelling.

The findings of the work not only add to the emerging literature on brand personality in the sport context but also guide league managers to carefully manage the league's personality for maximum consumer response to those leagues. Findings suggested that the interaction effect between the predictor and moderator was positive-significant for league popularity for the path of SLBP to Attitudinal Loyalty ($\beta=1.27, p=.000$). Similarly, the moderating effect of fan motivation for both the paths was positive-significant (Attitudinal Loyalty to Behavioral Intention: $\beta=1.13, p=.00$; Behavioral Loyalty to Behavioral Intention: $\beta=1.22, p=.00$). Finally, the moderating effect of sport attachment for both the paths was positive-significant (Attitudinal Loyalty to Behavioral Intention: $\beta=1.26, p=.00$; Behavioral Loyalty to Behavioral Intention: $\beta=1.17, p=.00$).

The findings supports extant literature that an impeccable SLBP, reflected by sincerity, excitement, ruggedness, sophistication, and competence, helps fans develop a strong consumer-league allegiance, reflected through attitudinal and behavioural loyalty. Adding value to the brand personality literature, this work reiterates that carefully cultivated brand personality for a league, beyond individual teams, are instrumental for strong consumer-league relationships which will also have positive 'trickle-down' effect for individual teams in the league.

Keywords: Brand personality; Attitudinal loyalty; Behavioral loyalty; Fan attachment; League popularity

References Available Upon Request

Gender in Cosmetics Advertising: Gender-neutral Advertising and Perceived Manipulative Intent: An Abstract

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ABSTRACT

Non-traditional advertising portraying changing gender-roles is a phenomenon that gained popularity in Western societies. The literature exploring non-traditional gender portrayals is more developed in Asian societies, while this phenomenon in the West is a less unexplored area (Chu et al., 2015). With the changes in UK advertising policies that discourage the depiction of traditional gender-roles, the younger generations add pressure on the public opinion in the society to change gender representation. There is a shortage in literature which examines gender in the context of comparative advertising (Chang, 2007) and comparative advertising in the context of new media (Del Barrio-García et al., 2020). Comparative ads are often used in social media to position brands or services. This study applies gender-neutral imaging in Comparative Advertising (CA) filling these gaps in the literature.

The purpose of this study was to investigate the influences of gender-neutral Direct Comparative Advertising (GNDCA) on Perceived Manipulative Intent (PMI) in the UK. Variables examined in this study also include brand attitude and ad certainty and their influence on consumer responses to GNDCA. This research uses a 1x2x2 between-subjects experimental design: GNDCA; two product categories (face moisturiser and hair shampoo); gender (males and females). Data collection consisted of two stages: stage (1) online survey (n=106), and stage (2)- in depth semi-structured interviews (n=9).

GNDCA ads were found to trigger PMI triggers in consumers, which were more linked to the DCA claims than to the gender component of the ads. Contrary to Chang (2007), men perceived higher manipulative intent than women following the exposure to direct comparative ads. Interestingly, results indicated that audiences were primarily focused on the gender neutral dimension of the ads, with the comparative element identified as a secondary focus of attention process. This insight also highlights that the gender-neutral factors were viewed by some consumers as an attempt at “green washing”, which fosters unfavourable brand attitudes. While GNDCA ads are envious ad types (non-traditional, e.g., feminism) according to the Stereotype Content Model, responses indicated low perceived aggression, with 93.28% of the respondents describing the ad as fair, direct, and bold. The in-depth interviews further provided that the colours and soft features of the ads made them attractive and not envious.

The study reinforces the importance of unambiguous claims in the beauty sector. Theoretically, GNDCA contributes to the Stereotype Content Model that envious ads can be perceived as warm by the application of soft features and warm colours. On a holistic level, GNDCA can contribute to societal campaigns that advocate gender equality (UNSDG #5) and embrace the diversity of gender roles in advertising.

Keywords: Comparative advertising; Gender-neutral; Perceived manipulative intent; Cosmetics

References Available Upon Request

The Ambient Lighting Effect on Goal Performance: An Abstract

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ABSTRACT

Consumers make New Year's resolutions to improve themselves, to be better people. Consumers strive to remain healthy, save more money, pay off debt, etc. We consider the role of environmental factor – illuminance - defined as “the amount of light perceived on an object,” when consumers strive to achieve a goal (Sample et al., 2019). Lighting has been found to influence social perceptions and behaviors (Biswas et al., 2017). While consumers are subject to different lighting conditions in their daily lives, we know little regarding the influence of lighting on consumer perceptions as much of prior studies on illuminance has examined a mix of lighting facets rather than brightness by itself. We focus on brightness to tease apart other aspects of ambient lighting.

Prior studies have examined the effect of lighting on social perceptions and how it affects behavior in this domain (Steidle & Werth, 2013). Researchers have shown that individuals feel closer to each other in dim lighting, thus forming perceptions of decreased social distance and demonstrating increased cooperation, as compared to bright lighting conditions (Werth et al., 2012). Extending these findings to goal performance, we expect individuals to feel proximal or closer to the goal under dim lighting, ultimately leading individuals more likely to complete a given task.

We examine the effect of ambient lighting on goal proximity and goal progress in Study 1, followed by the effects of ambient lighting and the provision of goal monitoring on goal proximity and goal progress in Study 2. Our findings provide initial evidence that ambient lighting influences consumers' goal proximity and goal progress. Consumers are more likely to complete a goal in dim lighting due to a perceived reduction in the distance towards the goal. This may lead consumers to believe that the goal is more attainable in dim lighting.

Keywords: Ambient lighting; Goal progress; Goal proximity; Goal achievement

References Available Upon Request

⁶ This work was supported by the National Research Foundation of Korea (NRF) grant funded by the Korea government (NRF-2022R1F1A1065352).

Is Hyper-Personalization of Recommendation Always Good? Consumers' Active Self-Censorship Behavior on Dataveillance and Privacy Concerns: An Abstract

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ABSTRACT

Making personal recommendations or suggestions to consumers to increase their degree of engagement is a common practice for recommender systems in a hyper-personalization society. How to improve recommendation algorithm accuracy and provide more personalized recommendations to consumers is currently mainstream research from various researchers. Most of these studies suggest more customized recommendation algorithms to develop the overall recommendation accuracy that fits consumers' tastes and increases recommender systems' profits. However, those highly personalized recommendations also severely threaten online consumers' privacy (Zhang et al., 2014). Although system designers have been actively developing algorithms to introduce personalized consumer mechanisms, it remains unclear whether it is always effective without considering consumers' concerns about dataveillance or privacy. It has not been questioned yet whether it is always suitable if the accuracy of the recommendation algorithm keep continues to grow.

Building on protection motivation theory, this study tries to illuminate the impact of consumers' dataveillance and their activeself-censorship behavior on their recommendation algorithm results. It also investigates the mediating effects of privacy concerns and perceived value. It explores consumers' intense effort in dealing with making self-optimization recommendations rather than fully personalization of their recommendation algorithm accuracy. Based on an extensive review of previous literature and identifying research gaps, this study has established the concepts of variables and the relationships between them. Furthermore, an experimental design has been developed to test the hypotheses formulated in this research.

The findings are expected to indicate that consumers' experiences with dataveillance and privacy concerns lead them to prioritize self-optimization of their recommendation algorithm results rather than seeking complete algorithm personalization. While existing research predominantly concentrates on improving accuracy or quality, this study seeks to shed light on the impact of consumers' various online activities and their reactions to recommendation algorithm results from the perspectives of dataveillance and privacy concerns.

By addressing these crucial aspects, this study contributes to our understanding of the implications of dataveillance and self-censorship in the digital age. This research highlights the need to consider privacy as a fundamental factor in the design and implementation of recommender systems, promoting consumer trust and satisfaction. Furthermore, by expanding the scope of investigation to encompass the interplay between dataveillance, privacy concerns, and recommendation algorithm results, this study offers valuable insights into the complex dynamics of the digital landscape.

Keywords: Recommender system; Hyper-personalization; Dataveillance; Privacy concern; Protect motivation theory

References Available Upon Request

⁷ This research was supported by the MSIT (Ministry of Science and ICT), Republic of Korea, under the ITRC (Information Technology Research Center), Republic of Korea, support program (IITP-2020-0-01787) supervised by the IITP (Institute of Information & Communications Technology Planning & Evaluation), Republic of Korea.

Hail to the Small Talk in Sales! Impact of B2B Salespersons' Social Media Usage on Performance through Small Talk: An Abstract

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ABSTRACT

The last two decades have witnessed many studies that tracked the impact of social media technology in the B2B sales domain. Social media has been touted as a primary tool for collecting business information and facilitating information communication among buyers and sellers. However, the use of social media to collect non-business information and its significance has gone largely unnoticed in sales literature. The Technology-to Performance Chain of Task -Technology- Fit and Similarity-Attraction theory serving as the theoretical foundation, we have developed and empirically tested a conceptual model in which B2B salesperson social media usage impacts salesperson performance indirectly through non- business talk (small talk). Our research findings are based on two empirical studies comprising a cross-sectional survey conducted among 276 B2B sales professionals working in multi- industry across India and hypothesis were tested using structural equation modeling (study 1). To overcome the self-reporting bias of the study 1, vignette-based surveys consisting of three real-life sales scenarios that are comprehensive of our proposed model with related questions on the variables (5 variables with single question data each) were conducted among industrial buyers and another new set of sales leaders working in multi-industry across India and data was collected from 33 industrial buyers and 41 sales leaders. Results of the second study confirmed the relationships in the model which is in line with the first study and therefore enhanced the validation. The finer-grained theoretical development of an essential but relatively underresearched topic of 'small talk' involves great significance in sales literature regarding its novelty and practicality. Our study shed light upon an intriguing phenomenon of the salesperson using social media to gather non-business information (common grounds) and engage in non-business talk (small talk). It would facilitate relevant business information exchange enhancing the individual competitive intelligence quality and thereby translating into sales performance. This study provides many valuable insights for academicians as well as industry practitioners. Our research is truly one of a kind to provide unique evidence of sellers using social media to collect non-business information (common grounds) and engage in non- business talk (small talk), creating enjoyable interactions with the customer that oils the buyer- seller relationship and facilitating relevant business information exchange (customer-based individual competitive intelligence).

Keywords: B2B salesperson; Social media usage; Common grounding; Small talk; Creative selling; Sales performance

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Embeddedness in Ethical Consumption: Perspectives from Kenya: An Abstract

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ABSTRACT

Ethical consumption has mostly been based on the understanding of consumers and contexts from industrialised, western societies, with less attention paid to those in developing countries (Gregson & Ferdous, 2015). Furthermore, ethical consumption has been articulated as ethical choices arising from moral beliefs and values (Crane et al., 2016), or matters of conscience (Carrigan et al., 2004), which are often linked to broader dimensions of sustainability (Auger & Devinney, 2007). Accordingly, consumers are considered to manifest their ethicality by favouring “good products” and brands (such as Fairtrade), boycotting other offerings (e.g., Cherrier, 2007; Szmigin et al, 2009), or resisting a culture of consumption (Painter et al., 2019). However, some scholars counter this individualistic view, arguing that ethical consumption is embedded in “significant structural elements” that both shape and constrain consumption choices (Carrington et al., 2016). These varied views problematize what consuming ethically may entail (Heath et al., 2016), particularly when contextual settings differ from those depicted in the mainstream literature.

Our focus is Kenya, a developing country in Africa where institutional environments are at times challenging, unsupportive, and dysfunctional (Amaeshi et al., 2016; Barnard & Mamabolo, 2022). Drawing on the embeddedness concept (Laud et al., 2015) the study used in-depth interviews and focus group discussions to examine how consumers domiciled in such contexts conceptualize and enact ethical consumption, especially when confronted with unethical practices and unsupportive institutions.

The findings indicate that consumers are embedded in the context at different degrees, which informs their understanding and enactment of ethical consumption. Ethical consumption is hence understood as the resistance or rewarding of institutions/actors whose actions compromise or advance the welfare of others, respectively. We unpack the nature of embeddedness, demonstrating that the depth of embeddedness informs consumer ethical views, choices, and behaviours. For example, when facing ethical dilemmas, consumers prioritize the welfare of those they are deeply connected to (relational embeddedness), even if this would be deemed conventionally unethical. Ethical consumption views and actions also differ depending on the institutions or actors they are directed at, and unethical behaviour tolerated accordingly. For example, the government is distrusted and considered corrupt, and an ‘unethical’ act like tax evasion by firms does not lead to their boycott. However, there is a lower tolerance for unethical behaviour by foreign companies, as they regarded as insufficiently embedded in the local contexts, and often associated with past unethical behaviours (such slavery) and/or current discriminatory practices.

We conclude that the meanings and enactments of ethical consumption evolve, acquiring different meanings and forms depending on consumers’ own embeddedness, the institutions/actors they are directed at, and the institutions’/actors’ legitimacy in consumers’ eyes regarding their ‘ethicality’.

Keywords: Ethical consumption; Developing country; Embeddedness; Institutional Theory

References Available Upon Request

Consumer Responses to Brands' Responsible Behavior: An Investigation through the Lens of Ambivalent Brand Stereotypes: An Abstract

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ABSTRACT

Despite the relevance of both corporate responsibility (CR) and consumer stereotypes in the context of brands, there is a dearth of research on whether and how CR activities affect brand stereotypes.

Drawing on the Stereotype Content Model (SCM), disconfirmation paradigm and assimilation (vs. contrast) mechanism in social judgements, we examine how CR impacts ambivalent brand stereotypes (i.e., brands stereotyped as having high warmth but relatively lower competence; brands having low warmth but relatively higher competence), and, in turn, drives consumers' attitudinal and behavioral intentions towards the stereotyped brand. We do so in the context of (a) varying combinations of brands' warmth and competence and (b) varying types of CR activities. In addition, we investigate the role of CR skepticism and brand-cause fit in the aforementioned relationships.

In two experimental studies we show that predominantly competent (warm) brands gain most from CR in terms of enhanced warmth (competence) and that CR's positive effects differ across CR types. Brands perceived as warm can more strongly enhance their competence level through environmental (vs. social) engagement, while for brands perceived as competent, both types of CR types boost their warmth level equally. In addition, by engaging in CR, competent brands have the potential to achieve a change in their overall stereotype content; that is, their stereotype status becomes univalent (i.e., high competence and high warmth). In terms of boundary conditions, CR skepticism and brand-cause fit interact with the stereotype dimensions in impacting brand attitude, and ultimately willingness to pay. Brands best positioned to benefit from CR in terms of enhanced brand attitude are those with high competence, lower warmth levels, exhibiting social CR engagement, and eliciting a high fit between the supported cause and the brand.

While our research confirms the applicability of the SCM in a CR context, it also stresses the importance of considering both brand stereotype dimensions simultaneously and the differential role of social vs. environmental engagement on consumers' brand-related perceptions.

Keywords: Corporate responsibility; Stereotyping; Warmth; Competence; Scepticism; Brand-cause fit; Fashion industry

References Available Upon Request

Ethical Perceptions of Retargeting According to GCU Configurations: An Abstract

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ABSTRACT

Purpose. Retargeting practices require consumers' consent and their acceptance of the general conditions of use (GCU). This research examines the impact of GCU configuration on consumers' perception of retargeting practices (perceived ethicality and intrusiveness).

Design/methodology/approach. We conducted four quantitative studies. The first study used structural equation modelling to empirically support the proposed effect of GCU configuration on consumers' perception (perceived ethicality and intrusiveness). Study 2a investigated whether mobile advertising was perceived as less intrusive and more ethical when accepting the visible GCU configuration of mobile applications rather than accepting the less visible GCU configuration of mobile websites. Study 2a isolated the effect of visibility in the mobile application settings only, to increase internal validity. Study 3 added a reminder of consumers' GCUs acceptance when presenting the retargeted ad and investigated the moderating role of consumers' interest in the product category.

Findings. Our findings highlight that highly visible GCU decrease consumers' attribution of the responsibility of receiving retargeting advertising to the company, but rather to their own responsibility, which in turn increases the perceived ethicality of the company. This relationship is moderated by (1) their privacy concerns and (2) the reminder of GCU acceptance at a different point during the mobile app usage.

Research limitations/implications. We only focused on one type of GCU configuration, namely visibility. It could be interesting to explore the role of the amount of requested information and its consistency (congruence) with the service or product being offered by the mobile app.

Practical implications. Retargeting practices based on personal data must be used with parsimony as the acceptance of GCU does not automatically mean that consumers agree with the way their personal information is processed and used. Advertisers must pay more attention when sourcing their publishers depending on their approach of retargeting practices.

Originality/value. Based on the attribution theory, this research contributes to the interactive marketing literature by investigating consumers' post-acceptance of data-usage and their ethical perception depending on the way the company communicates about the GCU.

Keywords: Retargeting; Perceived ethicality; Mobile applications; Attribution theory; General conditions of use

References Available Upon Request

Doing Good Matters to Consumers? The Effectiveness of Corporate Social Responsibility Activity: An Abstract

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ABSTRACT

Corporate social responsibility (CSR) has been regarded as a powerful marketing tool and has gradually become a priority for corporations. Today, corporations engage in various types of CSR. Two CSR activities are commonly applied based on the corporation's strategic goals including philanthropic CSR and promotional CSR. Empirical studies that attempted to compare different CSR initiatives are very limited. Moreover, companies are investing in cause-related marketing when entering a global market in order to improve their reputation (Choi et al., 2016). However, these efforts may not be effective for all consumers or in all countries. Differential perceptions of CSR could influence attitudes and behaviors toward the company; therefore, it is critical for corporations to understand the activities of CSR in which cultural orientation influences perceptions of CSR. The purposes of the study are to investigate the impacts of CSR activities on consumers' social responsibility perceptions, to understand the role of individualism/collectivism orientations, and further to explore the relationships among CSR activities, CSR perception, and customer citizenship behavior.

A between-subject experimental design was selected. The factor in this experiment included two types of CSR activity (promotional CSR vs. philanthropic CSR). The data were collected in Taipei, Taiwan. A total of 241 persons participated in the experiment. The findings suggest that the effectiveness of CSR activity is dependent on the type of CSR and that philanthropic CSR is more effective in building consumers' positive CSR perceptions than promotional CSR. Moreover, philanthropic CSR is more effective in CSR perception for collectivists whereas promotional CSR elicits higher CSR perceptions for individualists. In addition, CSR perception significantly mediated the effect of CSR activity on customer citizenship behavior. The results of this study provide guidelines and implications for a company to attract customers effectively and develop effective CSR cross-cultural marketing strategies.

Keywords: CSR activity; CSR perception; Individualism/collectivism orientations; Customer citizenship behavior

References Available Upon Request

Brands' (Ir)Responsible Business Practices and Consumers' Multiple Price Perceptions: An Abstract

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ABSTRACT

Corporate social responsibility (CSR) and corporate social irresponsibility (CSI), respectively, exert a positive and a negative influence on consumers' brand responses. However, it is unclear whether consumers wish more to reward CSR practices or to punish companies' engagement in CSI activities, particularly considering price-related outcomes.

Drawing on attribution theory, assimilation-contrast theory, and negativity bias, this research examines the impact of brands' socially (ir)responsible practices on consumers' multiple price perceptions. Based on Van Westendorp's Price Sensitivity Meter and two experimental studies in different product categories (apparel and consumer electronics), we show that consumers' multiple price responses (i.e., *too cheap*, *cheap*, *expensive* and *too expensive* prices) increase (decrease) following a brand's responsible (irresponsible) behavior. Moreover, our studies reveal that these effects differ in their magnitude: The increments in the *too cheap* price element after CSR exposure are higher than the reductions in this price element after CSI exposure. The latter result also holds for the *cheap price*, however, is limited to the apparel product category. Conversely, we find in both studies that the magnitude of the decrease on the higher end of the price responses (i.e., *expensive* and *too expensive*) resulting from CSI is greater than the magnitude of the increase in these price responses following CSR.

We advance previous research in the field of CSR/CSI by *a*) explicitly focusing on consumers' multiple price perceptions as an outcome variable and *b*) comparing the change in consumers' multiple price perceptions resulting from a brand's CSR versus CSI activity. Our research offers a first attempt to analyze the impact of CSR/CSI on price levels corresponding to distinct consumer perceptions and thus – compared to attitudes and purchase intentions – offers a proxy closer to actual behavior. From a practical perspective, assessing consumers' price perceptions for brands imbued with CSR and for brands violating the moral imperative can help managers implementing distinct pricing strategies.

Keywords: Corporate social responsibility; Corporate social irresponsibility; Multiple price perceptions; Price sensitivity meter

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Exploring the World of Context Effect Research on Product Choice: An Abstract

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ABSTRACT

Consumer preferences are not stable, but are significantly impacted by numerous external factors. For example, the choice set composition and the choice framing have been shown to strongly impact consumer decision-making, giving rise to so-called context effects. Over the past decade, researchers have discovered numerous of such context effects with the attraction and compromise effects being the most prominent ones. Context effects vary in their conceptualization and operationalization which has not been captured adequately in previous literature reviews and academic debates. Additionally, past reviews are constrained in that they only take into account a small sample of prominent context effects, ignore more recent ones, and concentrate largely on the psychological mechanisms and antecedents that underlie these effects. In addition, there seems to be much confusion regarding the use of terminology and context effects that seem comparable in their functioning mechanisms.

By providing a bottom-up conceptual framework that takes into account numerous context effects, we alleviate these constraints. Our framework relies on four criteria that we use to distinguish the effects, (1) scope dimension, (2) time dimension, (3) choice availability, and (4) attribute importance. The scope dimension refers to whether context effects are primarily conceptualized as alternative-based versus attribute-based. For the time dimension, we refer to whether context effects arise from immediate choices (present influence) or arise as carry-over effects from reviewing past choice sets (past influence). Option availability relates to whether all alternatives in the choice set can be selected or if some options are merely displayed without being an actual choice option. Further, some context effects explicitly consider that the importance of different attributes may vary (vs. is assumed to be equal). Drawing on the complete framework, we explain these features and classify 17 context effects that have been brought forward in the literature. We summarize the existing landscape of context effect research to identify blank spots in the field. Furthermore, we decipher unclear terminology in research practice and provide illustrated examples and explanations for each context effect. As a result, we provide researchers with a thorough and well-structured overview of the context effects subject. This overview provides practitioners with a toolbox for shaping consumer preferences in a targeted manner.

Keywords: Conceptualization; Context effect; Choice; Decision-making; Compromise effect; Attraction effect

References Available Upon Request

Changes in Consumer Behavior Due to Caffeine: The Case of the Attraction Effect: An Abstract

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ABSTRACT

Caffeine is the world's most popular psychostimulant and has fast-onset activating effects on the central nervous system, resulting in psychophysiological state alterations associated with increased wakefulness, attention, and pleasant arousal (Dixit et al., 2012). About 85% of the adult population in the USA consumes at least one caffeinated beverage a day (Mitchell et al., 2014). Caffeine's widespread presence in consumers' everyday life also covers retail contexts: Consumers engage in shopping activities directly after or while consuming coffee or other forms of caffeine and are therefore under the influence of its stimulating effects (Dolbec et al., 2022). In the context of stationary shopping, this link is facilitated by the omnipresence of coffee shops or cafés in city centers as well as in-store coffee consumption offers (e.g., in car dealerships or retail stores).

Despite caffeine's popularity and presence around shopping, researching the effect of caffeine on consumer behavior does not feature prominently in marketing research. This is surprising, because the influence of psychophysiological states and their underlying neurophysiological mechanisms on decision-making received increased attention in marketing research (e.g., Lichters et al., 2016a). Additionally, the influence of caffeine has been studied extensively in fields such as biology and medicine (e.g., Carvey et al., 2012), frequently focusing on various aspects like information processing speed (Dixit et al., 2012), and affect (Barry et al., 2005).

Answering Biswas et al.'s (2023) call for further research in order to disentangle the impact of caffeine consumption on product judgments in different marketing contexts, we investigate how caffeine consumption impacts consumers' susceptibility to the attraction effect (AE; Huber et al., 1982). The attraction effect is a prominent context effect that describes how the preference relation between two options changes when a third alternative is introduced. In two double-blinded laboratory experiments, we demonstrate that caffeine enhances the AE in consequential product choices in both forced and free-choice settings as well as in between- subjects and within-subjects designs. By showing that cognitive processing mediates this effect, we offer further insights into the mechanism through which caffeine impacts consumer decision-making. Our results have important implications for stationary retailers who often implement AE- inducing choice settings.

Keywords: Asymmetric dominance; Attraction effect; Caffeine; Consequential choices; Context effects; Preference reversal

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COVID 19 Pandemic and Its Influence on the Digitalization of the B2B Sales Process: An Abstract

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ABSTRACT

The pandemic has been one of the most important occurrences in recent years and has caused radical changes in many markets and societies. It has enforced changes in how sellers and customers interact (Rangarajan et al., 2021). Although digital adaptations by companies in B2B settings started before the current pandemic (Guenzi & Habel, 2020), companies were often not sufficiently adapted enough to digitalization technologies to handle the pandemic without encountering some challenging adaptations (Guenzi, 2020).

This study focuses on three groups of digitalization technologies used by companies to interact in the marketplace and with society: (i) digital communication tools (e.g. Teams, Zoom, etc); (ii) social media (e.g. LinkedIn, Twitter, etc); and (iii) CRM-systems (e.g. CRM, ERP and SFA – Salesforce, Hubspot). The research objective of this study is therefore to examine the use of technologies to digitize business-to-business (B2B) processes, before, during after the pandemic, the latter including the expectations of what is to come. The aim is to assess how digitalization technologies may also impact corporate sales performance in B2B settings.

A cross-industrial sample of Norwegian companies with sales B2B markets was targeted. 66 companies were selected to take part in the survey. A total of 356 sellers and key account managers were invited to participate in the study, all of whom received a link to an encrypted online questionnaire based on five-point Likert-type scales. The research team had an informed consent from all participants for this study. The research team received responses from 241 respondents, but after eliminating them for incompleteness, the number of valid responses declined to 216, generating a net response rate of 60.6 %.

The results obtained from the structural equation modeling using ADANCO 2.3.1 show that most relations proposed in the research model are valid. These digitization technologies have been instrumental in maintaining corporate sales performance. Digitization technologies have been crucial in forming post-pandemic performance expectations. Many of these vendors continue to actively use these digitization technologies, and their use is driven precisely by what they have learned from integrating them into their business during the pandemic. However, The current use of these digitization technologies is not conditioned by the results that companies obtained after the pandemic.

Keywords: Sales Performance; Digitalization; Covid-19; Salesforce

References Available Upon Request

Achieving Consensus on Digital Placemaking for Nature & Wellbeing through a Modified Delphi Study: An Abstract

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ABSTRACT

Our cities are experiencing numerous challenges involving economic globalization, urban nature degradation and climate change. In a call to rethink the human-nature relationship, digital placemaking could be implemented as a way to promote place branding and attachment, fostering community engagement in urban nature spaces and introducing nature as part of the community's identity and culture.

To explore the role of digital placemaking in place attachment and place branding processes to engage citizens with nature impacting their wellbeing, we propose a modified Delphi study. From a systematic literature review conducted, we have analysed the state of digital placemaking involving nature and wellbeing as well as identified a number of essential elements in digital placemaking practices. From this work, we have proposed a theoretical model for Digital Placemaking for Nature & Wellbeing that will be assessed and discussed by experts and 'expanded experts' through a modified Delphi study.

This modified Delphi study includes an initial qualitative stage that involves experts in digital placemaking who have published in scientific journals and/or hold a position in a relevant institution for a number of years, as well as 'expanded experts' in related fields of the study such as placemaking practitioners or health and technology scholars. The initial qualitative stage prior to the Delphi rounds of questionnaires and the inclusion of 'expanded experts' allow us to gain a better understanding of the complexity and interdisciplinary concept of digital placemaking for nature and wellbeing.

Our study contributed to advancing our knowledge of digital placemaking, promoting a consensual approach to this concept and its effects when applied to place marketing and branding. Theoretical and practical contributions are presented in advancing place attachment and place branding processes through digital placemaking. Cultivating community place attachment and branding through hybrid environments experiences created using digital placemaking practices has the potential to support behavioural sustainability goals, as well as provide an incentive for digital placemaking by illuminating the various benefits to both citizens and organisations.

Keywords: Digital placemaking; Place branding; Place attachment; Delphi method; Nature-based solutions; Community engagement; Wellbeing

References Available Upon Request

⁸ This work was funded by the European Union's Horizon 2020 research and innovation programme to the GoGreenRoutes project under grant agreement No. 869764. The sole responsibility for the content of this document lies with the GoGreenRoutes project and does not necessarily reflect the opinion of the European Union. The funders had no role in study design, data collection and analysis, decision to publish, or preparation of the manuscript.

The Effect of Bystanders' Virtual Presence on Service Recovery via Social Media: A Cross-Cultural Perspective: An Abstract

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ABSTRACT

In this research, we pioneer in investigating the effect of positive and negative interactive virtual presence (IVP) on such culturally different online complainants. To demonstrate the effects on complainants' satisfaction and repurchasing intention, we conducted a scenario-based experiment with participants from the US and India.

Our results suggest, amongst others, that the effect of IVP type (positive vs. negative) on complainants' satisfaction (i.e., awaited expectation fulfilment) and repurchase intention is strongly dependent on complainants' country of origin: Indian consumers, who receive an unsatisfactory webcare response, but positive IVP (i.e., a proof that others have been treated well, but not oneself) seem to form higher expectations due to the face concept, which remain unmet leading to lower customer satisfaction (i.e., a response of frustration). In contrast, US consumers appear to be persuaded by active bystanders voicing positive IVP that the unsatisfactory response may not be as worse as expected. Such consumers may think that their problem will be finally solved somehow.

These results imply that companies should be aware of the power of their online community. More importantly, for academics and researchers, our study demonstrates that cultural orientation is an important criterion in managing recovery expectations during online service recovery. Very few extant studies (e.g., Hutzinger & Weitzl, 2021; Schaefers & Schamari, 2016) have investigated how online bystanders impact social media recovery on complainants; however, the boundary condition of the focal complainants' culture remained under-researched.

By showing that the earlier findings from individualistic US consumers would not be applicable to collectivistic Indian consumers as we show opposite effects, we answer the call of Van Vaerenbergh et al. (2019) to examine how individual customer differences impact public online recovery expectations. By doing so, we also respond to Manu and Sreejesh (2021), as well as Ku et al. (2021) calling for more research into how firms can effectively manage publicly such complaints in terms of recovery expectations and satisfaction. For managers of multinational corporations, our study thus offers several insights into managing social media recovery across different cultures and countries.

Keywords: Online reviews; Virtual presence; Social influence; International marketing

References Available Upon Request

The Effect of e-WOM on Purchasing Intention of Fashion Brands: The Moderating Role of CSR: An Abstract

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ABSTRACT

The fashion industry has garnered attention for its negative social and environmental impacts. Outsourcing production to low-cost countries has led to labour issues and unsafe working conditions. Additionally, the fashion industry is highly polluting, with the entire lifecycle causing heavy pollution and water waste. Fast fashion, characterized by low prices and rapid production cycles, has contributed to increased clothing waste. Despite attempts at sustainability, the industry has failed to reduce its environmental impact. Corporate social responsibility (CSR) activities and electronic word-of-mouth (eWOM) play significant roles in shaping consumer behaviour. However, the literature reflects little effort to develop a framework that investigates the interplay of eWOM and CSR on the purchasing intention of fashion brands. While studies have examined the influence of eWOM on purchase intention and the role of concern for consequences, the moderating role of CSR communication on the eWOM-purchasing intention relationship is largely understudied. This study aims to explore the moderating role of CSR in the context of the fashion industry. The authors synthesize knowledge on the subject and provide a foundation for future research by introducing a new conceptual framework. The paper draws on the pertinent literature review of eWOM and CSR, outlines the methodology and demonstrates the anticipated theoretical and managerial contribution of the proposed study.

This study aims to explore the impact of eWOM on purchasing intention in the fashion industry. The research will employ a positivism paradigm and quantitative methods, combining deductive approaches and empirical analysis. Data will be collected through an online survey, including demographic information and Likert-scale questions derived from prior studies. The survey will utilize a fictitious fast fashion company to measure participants' attitudes towards CSR communication. Generation Z will be the targeted sample, as they are particularly concerned about sustainability. Structural equation modelling (SEM) will be used for hypothesis testing, with confirmatory factor analyses (CFAs) to ensure measurement validity and reliability.

This study will fill the gap in research by examining the role of CSR communication in consumers' decision-making and the determinants of eWOM that influence purchase intention. It proposes a theoretical model, enriching the literature on CSR and green marketing. The findings will guide brands in improving their CSR performance and online purchase intention. Managers will understand the importance of CSR practices and the influence of eWOM on fashion brands. They can engage customers through effective communication and leverage user-generated eWOM for brand image improvement. Marketers should prioritize sustainability, position reliable CSR information on social media, and monitor customer perspectives for better brand management.

Keywords: EWOM; CSR; Purchase intention; Fashion; Electronic word-of-mouth; Corporate social responsibility

References Available Upon Request

When the Courier Is More Important than the Online Retailer: An Abstract

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ABSTRACT

Online purchases can be delivered by various types of couriers, such as those employed by unfamiliar (non-branded) logistics services providers, branded third-party providers (e.g., FedEx, DHL), or the online retailers' own delivery services. Yet e-commerce and service marketing practitioners and scholars rarely consider how courier service quality might indirectly and directly affect critical service marketing outcomes. Applying a service marketing perspective, the current research seeks to examine how interactions between couriers and customers shape three important customer outcomes: satisfaction with the online retailer, loyalty toward the retailer, and word-of-mouth intentions. Customer satisfaction with the courier also might function as a mediator and courier type as a moderator.

A total of 199 subjects participated in a scenario-based, one-factorial experiment. Subjects were randomly assigned to one of three scenario groups: interaction with a no-name delivery service versus branded third-party logistics partner (DHL) versus proprietary delivery (Amazon delivery). For the statistical analysis of the mediation and moderation effects, we used the SPSS macro PROCESS (Hayes, 2022). We ran individual analyses to investigate the mediating effect of satisfaction with the courier, as well as the direct relationships of courier service quality with the dependent variables: satisfaction, loyalty, and WOM. Next, a moderated mediation analysis was performed with courier type as a multicategorical moderator using indicator coding with the unfamiliar courier type (non-branded) as reference group.

As predicted, there is a positive, direct effect of courier service quality on satisfaction with the courier. However, there is no indirect effect between satisfaction with the courier and any of the retailer-related dependent variables. To further probe this issue, we conducted a follow-up analysis using model 14 in PROCESS. The results show a positive conditional effect of satisfaction with the courier on all three dependent variables only for the proprietary delivery. Furthermore, courier service quality has a positive direct effect on all three retailer-related dependent variables, with this relationship being strongest for proprietary delivery services.

The results make it evident that e-commerce firms must not only consider last-mile costs but also customers' delivery experience. Our results show that in the case of proprietary delivery services, the interaction between courier and customer translates into high perceived service quality and satisfaction, suggesting that a proprietary (vs. non-branded or branded third-party) delivery service represents a competitive advantage. The implications of these findings can inform both service marketing research and management.

Keywords: Couriers; Moment of truth; Online retailing; Service quality

References Available Upon Request

When Love Turns into Hate: An Abstract

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ABSTRACT

Building on the shortcomings of previous literature and relying on the Emotion-in-Relationship Model (Berscheid, 1983), this study looked at how high and low passionate consumers in a positive relationship, when they experience symbolic, functional, moral brand wrongdoings may turn their brand relationship into negative – active and passive hate, given that both strong positive and negative relationships are governed by passion (Fetscherin et al., 2019) and that the intensity of the feeling determines the strength of the relationship regardless of the sentiment.

The study using an online, scenario-based between-subjects experimental design (two-factor design: (1) passion and (2) type of transgression—with the addition of a control condition as a baseline with no transgressions) collects and analyses data from 331 students taking four undergraduate elective marketing courses open to various majors. The differentiation between high and low passionate has been determined according to the score obtained on each item used to measure passion (greater than 4) in addition to the reported passion value mean ($M=3.56/5$; $sd=1.62$). Both criteria were used to mean-split high passionate respondents (lovers) (260 respondents) and low passionate ones (likers) (71 respondents). T-test analyses ($t_{activehate} (251)=2.036$; $p=0.001$ and $t_{passivehate} (251)=-0.078$; $p=0.938$) confirmed that high passion respondents show significantly higher levels of active hate ($M_{highpassion}=3.18$ vs $M_{lowpassion}=1.65$) but not passive hate ($M_{highpassion}=3.36$ vs $M_{lowpassion}=3.31$), indicating passion being more closely related with active rather than passive hate. To test for differences in active and passive hate in different transgression conditions, a two-way MANOVA confirmed the differences among groups of 260 high passion respondents ($F=3.988$, $p=0.001$; Wilks' $\Lambda=0.932$), with Scheffe results verifying that all groups differ from each other and from the control group significantly ($p<0.001$) in their active and passive hate levels, confirming that different types of wrongdoing generate different negative sentimental responses.

Although previous research documents that transgressions result in negative responses (e.g. Montgomery et al., 2018) and in hate (e.g. Hegner et al., 2017; Romani et al., 2015), the main contribution of the study resides in showing that different types of company wrongdoings can dynamically trigger different types of hate among consumers with positive brand relationships. Consistent with the emotion-in-relationship model, these results add to knowledge by indicating that previous studies reporting the buffering effect of positive emotions on brands' wrongdoings (Park & John, 2018; Lee et al., 2021) can be somewhat supported for consumers with lower levels of passion, who seem to be not as emotionally engaged and willing to forgive brand transgressions; responses not observed in true brand lovers.

Keywords: Brand love; Passion; Hate; Transgressions

References Available Upon Request

I Love to Hate You: Brand Attachment, Corporate Crisis Communication, and Brand Forgiveness: An Abstract

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ABSTRACT

Consumers nowadays have more possibilities than ever to voice their opinions and are fearless in letting brands know if they feel they are being wronged. In certain instances, customers might even develop brand hate, which can lead to severe consequences for brands. These consequences might even be worse when companies fail to respond adequately. Companies need to be made aware of how to respond to hateful rhetoric; thus, understanding the concept of brand forgiveness and having the knowledge to divert a crisis and restore relationships is essential. We address this topic by covering the roles of consumers' brand attachment and companies' response strategies for consumers' willingness to forgive a brand in the case of a value-based brand transgression.

For our pretest, we assigned participants to different groups of brand relationships and exposed them to a hypothetical brand transgression along with five different brand responses, one after another. ANOVA revealed significant differences in brand forgiveness among different groups of relationships in the brand response scenarios of denial, attacking, and excuse. However, we found no significant differences in the cases of concern and taking responsibility, which indicated that the type of brand relationship would not influence brand forgiveness if the company shows concern or takes responsibility. For our main study, we assessed brand attachment and exposed participants to a brand transgression along with three brand response scenarios (denial, taking responsibility, and control). Regression analysis revealed a positive influence of brand attachment on brand forgiveness. ANOVA showed significant differences in brand forgiveness depending on the brand response for participants with low brand attachment. However, we found no significant differences in the groups with medium and high brand attachment.

Based on these findings, we recommend managers to foster brand attachment, as medium to highly attached customers might forgive even in cases of negative corporate responses. However, companies should still take responsibility in their responses, as this will increase brand forgiveness amongst customers with low brand attachment.

Keywords: Brand forgiveness; Brand attachment; Brand transgressions; Brand hate

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Self-Esteem, Materialism and Maladaptive Shopping Behaviors: An Abstract

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ABSTRACT

There is a growing awareness of dysfunctional consumer behaviors and the detrimental consequences for society and consumer well-being. Because people with low self-esteem lack confidence in themselves and are more apt to feel incompetent, they are hypervigilant to signs of disapproval, rejection, and other threats to their self-concept. Compared to consumers with high self-esteem, those with low self-esteem are apt to feel less capable of directly resolving this threat, thus relying on indirect means to restore self-concept, through the purchasing and conspicuous consumption of products. Over time, these coping mechanisms become habitual. People with low self-esteem are thus more likely to place a higher valuation on material possessions. Self-esteem and materialism have indeed been associated with various maladaptive shopping behaviors. However, previous research has also shown mixed results. To date no research has compared the antecedents of different types of maladaptive shopping behaviors, and no study has examined the roles played by both individual and collective forms of self-esteem.

The first objective was to pinpoint how different loci of self-esteem (individual and collective) affect a series of maladaptive consumer behaviors. Various types of maladaptive shopping behaviors are considered: impulsive shopping, compulsive shopping, conspicuous shopping, consumption status signaling, and shopping addiction. The second objective was to examine the potential mediating role played by materialism on the relationships between self-esteem and maladaptive shopping behaviors.

Using various multivariate approaches to analyze data from 605 consumers, the present study evaluated the influence that individual and collective self-esteem, along with materialism, have on the distinct types of maladaptive consumer behaviors. Confirming previous studies that have considered the various maladaptive shopping behaviors independently, we documented a strong negative relationship between individual self-esteem and materialism, and strong positive relationships between materialism and all five behavioral constructs. We also found evidence that further corroborates the posited negative relationship of individual self-esteem to these behavioral outcomes; however, this relationship took on different patterns depending on the specific outcome. Using Hayes' PROCESS to assess the mediating role of materialism, after controlling for the latter in only one of five instances did individual self-esteem have a significant direct relationship to maladaptive shopping behavior (i.e., shopping addiction). Rather the role of individual-self-esteem was largely indirect, with significant inverse effects on the five outcome behaviors occurring through materialism. Implications for theory and practice are discussed.

Keywords: Maladaptive shopping; Self-esteem; Materialism; Conspicuous shopping; Shopping addiction; Impulsive shopping; Compulsive shopping

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Switching Customers: Customers Reactions to Other Customers' Behaviour in Retail Stores: An Abstract

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ABSTRACT

Negatively deviating forms of customer behaviour such as queue jumping, fraud upto abusive and aggressive behaviours directed at bystander customers, employees and the store are on the rise. Such behaviours effect not only retailers and their employees but as well bystander customers as it represents a threat to the customer experience including customers' satisfaction. Moreover, such extreme forms of behaviours cause significant financial losses to firms – directly and indirectly as bystander customers may no longer be willing to shop in stores where negative customer deviances (NCD) occurred. Therefore, this research aims at identifying dimensions of NCD perceived by bystander customers in stores, to investigate its consequences for bystander – customers and to examine NCD's impact on bystander customers emotions, their attitudes and their intentions to switch retail channels. On these grounds, managerial implications for retailers to diminish and control NCD induced threats to bystander customers are provided.

Building on psychological reactance theory the research hypothesizes that NCD occurrences provoke a reactance in the form of bystander customers' affective and attitudinal responses to such negative events in stores which lead to retail channel switching intentions. To test the research model including its moderation effects, this research uses structural equation modelling upon data collection through a web-based survey with 1008 customers.

The findings of this research confirm the correspondence of NCD perceptions and bystander customers' retail channel switching intentions as a result of the meditating chain of affective and attitudinal responses simultaneously along with the corresponding affective and attitudinal reactance. Further, structural equation modelling testing confirms the majority of moderating variables in relation with affective and attitudinal responses as well as the corresponding reactance. Specifically, bystander customers shopping effectiveness, their trust in store based retailers and their purchase engagement moderate some of the effects of NCD perceptions and its relation to crucial bystander customers affective and attitudinal states.

Based on these findings, retailers are advised to take actions to prevent and reduce the negative impact of NCD on bystander customers by measuring and quantifying NCDs in their stores and by targeting emotions and attitudes of bystander customers. Moreover, to diminish NCD occurances, retailers are asked to guide customers in retail stores towards appropriate behaviours by imposing a behavioural etiquette in stores. Since it is impossible to change and control customer behavior in retail stores entirely, and since the number of NCD occurances is increasing, retailers have to take actions to control the damage caused by NCDs, by building trust, ensuring shopping effectiveness, and by keeping their customers engaged. The affective attitudinal reactance chain of bystander customers perceiving NCD in stores indicate the need to target bystander customers' emotional and attitudinal states, thus redefining the shopping experience and customer service in consideration of NCD.

Keywords: Negative customer deviance; Bystander customers; Retail channel switching; Retail management

References Available Upon Request

Mindful Consumption Mediates Effects of Mindfulness on Compulsive Buying and Hedonic Buying: An Abstract

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ABSTRACT

Practice-oriented magazines as well as marketing gurus suggest use of mindfulness in marketing and the rise of mindful consumption (Kotler, 2021; Parvatiyar & Sheth, 2023). Integrating mindfulness into marketing is tough for traditional marketers (Hagenbuch, 2022; Tiland, 2019). Existing literature shows negative impact of mindfulness on compulsive buying and hedonic buying, but the mechanisms of these effects are yet to be fully explained (Armstrong, 2012; Zengin et al., 2022). Literature calls for finding mediators on such effects of mindfulness (Gupta & Sheth, in press). We aim to explore the mechanism of these effects using a cross-section study (n=1880). Mindfulness means paying attention on purpose, to the present moment and non-judgmentally so as to be aware of every moment (Kabat-Zinn, 2003). Practice-oriented magazines like CMO and Forbes emphasize the importance of mindfulness in marketing (Clark, 2014; Mitchell, 2019). Mindfulness reduces consumption by resolving the problems of automatic behaviour and need for fulfilment. Mindful consumers have high awareness, nurture non-materialistic values, and have empathy with society and environment (Fischer et al., 2017; Rosenberg, 2004). Mindful consumption is the manifestation of mindfulness in consumer decision making (Bahl et al., 2016). It arises from a mindset of awareness and attention and includes caring for self, society, and nature along with a mindset of temperance (Gupta & Sheth, in press; Lim, 2017; Sheth et al., 2011). Mindful consumers show high level of attitudinal and behavioral loyalty towards good quality offerings (Ndubisi, 2014). It shows negative association with materialism and positive association with self-esteem (Gupta, 2019). Impact of mindful consumption on compulsive buying is yet to be ascertained empirically (Gupta & Sheth, in press). Compulsive buying is excessive buying of unnecessary products and services (Faber & O'Guinn, 1992; Mrad & Cui, 2020). Mindfulness interventions have been found to reduce compulsive buying from physical as well as online stores (Armstrong, 2012; Brunelle & Grossman, 2022). Mindful consumption enhances the appreciation of daily experiences and makes consumers less vulnerable to the purchase-related false sense of fulfilment (Armstrong, 2012; De wet, 2008; Gupta, 2019). Hedonic buying means consuming things for satisfying the pleasure-seeking behavior (Hirschman & Holbrook, 1982). This may include spontaneity, entertainment, and instant gratification. Prior research found negative correlation between hedonic buying and mindfulness (Zengin et al., 2022). Mindful consumption may increase hedonic buying due to pleasure-seeking behaviour attributed to awareness of self (Gupta & Sheth, in press), and caring for self (Sheth et al., 2011).

Keywords: Mindful consumption, Mindfulness, Compulsive buying, Hedonic buying

References Available Upon Request

The Effects of Consumer Trust and Consumer Motivations on Consumer Engagement and Word of Mouth in the Context of Gamification: An Abstract

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ABSTRACT

There is a growing number of organisations that using gaming techniques and rewards based on games in order to improve customer engagement (Gartner Research, 2011; Hammedi et al., 2019). In the context of services marketing, gamification is described as ‘a process of enhancing a service with affordances for gameful experiences in order to support user’s overall value creation.’ (Huotari & Hamari, 2012). In this study, we propose that gamification can be utilised as one of the emerging drivers of customer engagement and positive word of mouth, in the presence of consumer trust, and consumer motivation. Trust is found to impact customer engagement (Chaudhuri & Holbrook, 2001) and word of mouth (Chu & Kim, 2011). However, even if customers might trust several brands, they might not identify with all of them (Lam et al., 2010). Yet, there is a gap in the marketing literature for adaptation of different theories on trust such as social identity theory (Hollebeek et al., 2020). This study considers social identity theory and motivation theory to investigate the potential impacts of online gamification adaption of brands on these constructs. Prior research suggests that appropriate designs of tasks and incentive mechanisms will enhance customer motivations, and increase their engagement with the task, however there is a lack of research of the relationship between gamification and intrinsic motivation and customer engagement (Feng et al., 2018). Past research explores how the typical gamification artifacts (e.g. point rewarding and feedback giving) affect engagement (e.g., Eickhoff et al., 2012), and how intrinsic motivations mediate the relationship between gamification artifacts and participation (Feng et al., 2018). Three intrinsic motivations in terms of self-presentation, self-efficacy, and playfulness are found to positively mediate the relationships between the gamification artifacts and user participation. However, we do not know whether we can draw similar conclusions in the context of gamification applications of brands’ websites. To explore our research question about the impacts of consumer trust and motivation on customer engagement and word of mouth, we carried on an online survey study. It showed that trust had a significant impact on both customer engagement and word of mouth, whereas motivation only had a significant impact on word of mouth.

Keywords: Consumer engagement; Trust; Motivation; Gamification; Word of mouth

References Available Upon Request

Effects of VR Experience Stereopsis on Brand Evaluations: An Abstract

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ABSTRACT

This paper proposes steps toward conceptual clarity in the field of VR marketing and clearly distinguishes between monoscopic 2D and stereoscopic 3D VR. It demonstrates that prior treatments of 2D vs. 3D VR in marketing and related literature have been inconsistent, hindering theoretical development and trustworthiness of empirical results in VR marketing.

Next, it investigates differences between 2D and 3D VR in telepresence, sense of realism, consumer attitudes, and behavioral intentions. It uses custom-made VR content developed in collaboration with industry partners. It reports the results of a field study, and a pre-registered lab experiment. The results reveal that 2D and 3D VR do not differ in their ability to elicit behavioral intentions and brand attitudes. However, the combined findings of the two studies suggest that 3D VR surpasses 2D VR in evoking telepresence and sense of realism.

From the theoretical perspective, this paper contributes towards increased conceptual and empirical clarity in VR marketing. Furthermore, by bridging research in marketing with studies in human-computer interaction, as well as media and computer sciences, this paper establishes valuable connections between disciplines and facilitates interdisciplinary collaborations.

Moreover, the findings of this research have important practical implications for marketers wishing to engage with VR marketing but facing budgetary constraints. The findings reveal that monoscopic 2D VR can offer similar benefits in terms of brand attitudes and behavioral intentions compared to stereoscopic 3D VR. As 3D VR is often more costly, these findings suggest that marketers with limited resources can still leverage the potential of VR without incurring significant costs. However, it is crucial to recognize that 3D VR surpasses 2D VR in terms of evoking a stronger sense of realism and telepresence, which is of importance to marketers seeking to induce these psychological processes among their target audiences.

Keywords: Virtual reality; VR marketing; VR advertising; VR experience

References Available Upon Request

Persuading Financial Stakeholders through Rational and Emotional Corporate Communication Appeals: An IPO Case Study Perspective: An Abstract

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ABSTRACT

Firm disclosure to the financial market is essential as it affects investor responses and capital market outcomes. However, firms often struggle to identify what constitutes effective corporate communication with financial stakeholders and what is the best communication approach to use. Conventional wisdom would suggest focusing on more rational and functional forms of corporate communications (e.g., Swani et al., 2017). Given the characteristics of financial communication, viewers are more likely to pay attention to messages that contain functional appeals due to their rational considerations (Nitani et al., 2019). Some research supports this approach as the financial market tends to be viewed as a highly involved and rational situation, thus requiring high levels of cognition (e.g., Swani et al., 2017). However, other research (e.g., Swani et al., 2020) shows that the use of emotional appeals in financial communication could be effective because they can provide a differential advantage and enhance relationships with the audience (Lynch & De Chernatony, 2004). Therefore, this paper aims to investigate the best way for firms to communicate with potential investors to ensure their continued financial support.

Using a large sample of SEC filings from 2010 to 2020, we examine the impact of communication appeals on market premiums. Given the textual nature of the data, we employ dictionary-based automated text analysis techniques to autonomously extract affective and cognitive appeals presented in the IPO prospectus, allowing us to investigate how different communication appeals affect the financial market. Our study contributes to the B2B marketing literature from both conceptual and empirical perspectives. Previous research has examined various factors that influence IPO success, including firm characteristics (Willenborg et al., 2015), CEO human capital (Cadman & Sunder, 2014; Kaplan et al., 2012), and the involvement of sophisticated investors such as venture capitalists (Jain & Kini, 2000). However, limited studies (e.g., Falconieri & Tastan, 2018) have investigated the communication style of IPO prospectuses. Our research addresses this gap by examining the role of communication appeals in IPO prospectuses and analyzing how these appeals influence IPO performance. Given that IPO firms compete for attention in a global information environment, it is crucial for issuers and underwriters to consider how to effectively communicate with a diverse range of stakeholders who may show interest in the conveyed message (Cardi et al., 2019).

Keywords: Corporate communication; Rational appeals; Emotional appeals; IPO

References Available Upon Request

Who Cares More Than Others? An Investigation of How Subjective Wellbeing Influences Status Concerns and Conspicuous Consumption Across Europe: An Abstract

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ABSTRACT

Social comparison is a concept of comparing oneself with others, with the purpose of making subsequent evaluations and enhancements of certain aspects of the self (Suls et al., 2002). Prior studies suggested that an individual's social comparison intensity is caused by one's subjective wellbeing and is a critical determinant of their subsequent purchase behaviour (Clarke & Senik, 2011; Gibbons & Buunk, 1999; Suls et al., 2002).

Whilst previous studies mostly examined the key individual demographic variables and subjective wellbeing variables that influence status concern, the collective effect of these factors were often overlooked (Gibbons & Buunk, 1999; Clark & Senik, 2011). As consumer's purchase decisions are subject to the influence of multiple intrinsic and extrinsic factors, therefore, understanding the influence of subjective wellbeing variables along with the consideration of demographic variables is a gap that needs addressing (Bagga & Bhatt, 2013). Hence, this research is positioned to address this gap and facilitate a further clarification of the dynamics of consumers' conspicuous consumption behavioural intentions, which would aid firms in refining their marketing strategies.

This study employed a series of multiple regression to discover demographics and subjective wellbeing's collective influence across Europe. While marketers noticed that income has been a strong driver towards conspicuous consumption, this research disclosed that income is not a significant influence when considered with other subject wellbeing variables. Interestingly, most subject wellbeing variables are significant towards conspicuous consumption intentions. Therefore, the result shows that that the strength of influence from the demographic are not as strong as the subjective wellbeing variables.

Marketers can utilize the results of this study and the subjective wellbeing values to refine their segmentation and retargeting purposes (Beatty & Farrell, 1998). This would enable them to identify customers with strong desires of enhancing their social statuses with time or cost constraints and to employ targeted marketing strategies. More specifically, luxury brand marketers can use subjective wellbeing variables to refine their psychographic segmentation and identify customers with strong desires of enhancing their social statuses with time and cost constraints. By accurately delivering the preceptive needs and wants to their target audience through effective marketing, it would limit consumers' decision time and convince consumers that such purchases are strict necessities to express an identity (Beatty & Farrell, 1998). Firms would then be capable of strategizing their marketing to capture maximum value by appealing to segments that possess high intentions to consume conspicuously and increase sales and conversion rates.

Keywords: Subjective wellbeing; Conspicuous consumption; Status concern; Segmentation

References Available Upon Request

An Ethnography of Innovation Adoption and Gender Subtext of Subsistence Farmers in Kenya: An Abstract

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ABSTRACT

The purpose of this study is to explore factors that influence the adoption of innovation, focusing on the obstacles women face in adopting agricultural innovations along the production value chain in Kenya. This will help to understand how subsistence consumers perceive and interact with innovations informed by consumers themselves. The study draws from theories of Diffusion of Innovation (DOI) and social construct feminism to inform diffusion (spread) and adoption of innovation within the subsistence contexts.

Despite challenges such as limited resources and uncertainties within subsistence contexts, there are also strong social relations and interactions, such as interdependence, reciprocity, togetherness, and mutual support. Subsistence farming which is crucial to Kenya's economic development and food production, is embedded in social relations within rural households, that are gendered under unequal social organizing regimes. However, within collective contexts, where resources are shared or made available for use by members of the households as a farming unit, this may produce gender inequality due to entrenched norms and beliefs, including subtle processes within the gender subtexts. These processes may restrict or enable one gender's ability to adopt innovations. Social inequality within a household may therefore create systematic disparities in power, control, access to innovations, and adoption outcomes.

Previous studies have focused on quantitative approaches and treated gender as a binary variable, which oversimplifies the day-to-day experiences of women. Additionally, the measurement scales used in other studies may not be appropriate for this context and require further development. This research, therefore, adopts an interpretive ethnographic epistemological approach, focused group discussions, participant observations and key informant interviews to gain a deeper understanding of how innovations are adopted in subsistence contexts. This approach allows for a nuanced exploration of the complex situations women face in these contexts.

Initial findings suggest that subsistence consumers perceive innovations as new products and practices that are useful and relevant to their circumstances. While social interactions among households can be a valuable source of innovative information, results show that they can also hinder the spread of useful knowledge due to gender inequalities. This study seeks to contribute to the existing literature on consumer innovation adoption by taking a social construction feminist perspective. By creating a theoretical framework that explores how subsistence consumers perceive and embrace innovations in a collective setting, this study can provide useful information about the systematic nature of gender in organizations and offer valuable insights for managing innovative solutions that temper down gender inequality and enhance women's access to and use of innovations.

Keywords: Subsistence contexts; Innovation; Innovation adoption; Gender; Gender subtexts

References Available Upon Request

Exploring the Consumer's Willingness to Pay for the Sustainable Tourism Label: An Abstract

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ABSTRACT

The tourism sector has a significant impact (positive and negative) on the environment and society (Su et al., 2016). Several studies have highlighted the relationship between tourism activities and climate change (Scott, 2011; Weaver, 2011) and discussed the question of human rights, the protection of the cultural heritages, the environmental impact of transport, accommodation and entertainment activities (Béji-Bécheurs & Bensebaa, 2009). Some remarks can be made about the marketing literature on the sustainable tourism. Firstly, prior studies have often focused on consumer's perception/attitude dimensions. Research examining the purchasing behavior is limited. Another weak point concerns the methodology: how to measure the consumption behavior in the case of sustainable tourism?

This paper suggests a new research direction: examining the consumer's willingness to pay (WTP) for the sustainable tourism label. This label is a quality certificate that highlights the Corporate Social Responsibility (CSR). Thanks to this label, consumers can recognise the "good" product in social and environmental terms (Spence, 1974). We will try to determine the economic value of this attribute – sustainable tourism label, and to examine the "average premium" that consumers are willing to pay for this label. Several methods can be used in marketing in order to measure the consumer's WTP. We have chosen the conjoint analysis, an experimental method for measuring consumers' preferences (Green & Srinivasan, 1978) that helps determine how people value different attributes (feature, function, benefits) that make up an individual product or service.

Understanding the WTP for the responsible tourism label can help managers to review their strategy and to better communicate with their stakeholders about their CSR. This study can also open a political debate: the social label can be considered as a tool for regulating social issues. But the high price of labellized products, due to the labelling process and investment costs, can be a barrier to purchase and can reduce the market size. In this case, state funding or tax credit may be necessary for promoting sustainable tourism. From an academic point of view, this study tries to better understand the consumer WTP for the sustainable tourism label: how to explain it and how to measure it.

Keywords: Sustainable tourism; Label; Consumer behaviour; Willingness to pay; Conjoint analysis

References Available Upon Request

The Impact of Privacy Cookie Notice on Consumers' Attention and Explicit Consent: An Eye-Tracking Experiment: An Abstract

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ABSTRACT

Consumer data collection provides significant benefits to website operators, advertisers and consumers. The use of this personal data has become particularly widespread among websites since it enables businesses to better cater to the interests and wants of users. Consumers' personal information may be of great value to companies, yet the increased data collection and use has raised many privacy concerns. These concerns have been heightened by several scandals such as Cambridge Analytica, or the photo-scraping scandal of IBM. Aware of this issue, policymakers have enacted new privacy regulations, such as the General Data Protection Regulation (GDPR) in Europe or the Consumer Privacy Acts in the USA (CCPA, UCPA, etc.), to prevent the misuse of private data and enhance consumers' privacy.

All these policies mandate the requirement of users' explicit consent on the collection and use of their data. To comply with this requirement for data tracking, websites display privacy cookie notices (PCN), to notify users about the collection and use of their data, and allow them to refuse or approve this collection.

However, the great freedom granted by privacy regulations for PCNs conception has led to considerable design variations and thus, a considerable difference in consent rates between websites.

This research particularly investigates the extent to which PCNs location on the website homepage (at the bottom, in the center, at the top) may influence consumer attention and consent. Through an eye-tracking experiment, we show that a centered location attracts more consumer attention and increases consent rates in e-commerce website.

These results have several practical contributions especially for policymakers and website operators. On the one hand, policymakers may take advantage of our results to better align the design of the PCN and more precisely, the location in which they are displayed on the sites. This would bring more transparency and consistency to websites practices, and allow the obtention of user consent in a reliable and ethical manner. On the other hand, website operators can increase consumer opt-in consent, which could help them achieve their goal to provide better and more targeted content.

Keywords: Privacy cookie notice; Location visibility; Consent; Attention; Eye-tracking; Website type

References Available Upon Request

When Discounts Have More to Offer: The Effect of an Exclusive Discount at a Gamified Point of Sale: An Abstract

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ABSTRACT

Past literature has mainly investigated the role of technologies to help core service delivery at the point of sale (POS). However, the development of digital technologies that add a playful dimension unrelated to the core service raises questions. This is particularly the case for gamification – i.e., the use of videogame elements in non-game contexts – of the service experience via hybrid reality games (HRGs) such as *Pokémon Go*. The gamification of the service experience using HRGs has gained in popularity among retailers (e.g., McDonald's, Starbucks and Walmart have used HRGs to offer a secondary service at their retail locations).

By essence, the secondary service's purpose is to increase customers' consumption of the core service. As such, the core and secondary services should not compete for customers' attention. Yet, HRG players can be highly immersed in the virtual game (e.g., in-game spatial presence). Players may be there without being mentally present in the store's physical environment. Thus, there is a risk that the secondary service created by the HRG will detract players from the core service and so gamification will not serve the retailer's economic goal.

In this paper, we suggest offering an exclusive discount on the core service for customers of the secondary service (i.e., HRG players) should bridge both services, benefiting to the core service. We use a between-subjects experiment based on a vignette method among 569 *Pokémon Go* players where we manipulate the presence of an exclusive discount dedicated to players and assess its impact on players' intention to play and to buy at the retail store. We hypothesize,

H1: For the users of the secondary service, the presence of a discount to use on the core service triggers more intention to buy the core service compared to the situation without discount.

H2: The presence (versus absence) of an exclusive discount for the users of the secondary service on the core service, (a) increases their intention to use the secondary service which, in turn, (b) increases their intention to buy the core service.

Results indicate the exclusive discount has a direct positive influence on the intention to buy the core service ($\beta = 0.38$; 95%CI = [0.23; 0.54]). Also, the exclusive discount increases the intention to use the secondary service – to play at the retail store – which mediates players' intention to buy the core service ($\beta = 0.19$; 95%CI = [0.10; 0.28]). The higher the intention to play at the retail store – due to the exclusive discount – the higher the intention to buy at the retail store ($\beta = 0.66$; 95% CI = [0.55; 0.76]). Hereby, H1, H2a and H2b are validated.

Keywords: Exclusive discount; Gamification; Hybrid-reality games; Phygital retailing

References Available Upon Request

Understanding How Social Media Influencer Characteristics Affect Purchase Intentions: An Abstract

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ABSTRACT

Influencer marketing has recently received greater attention from researchers and professionals. While previous research has examined some attributes of influencers, a few studies have integrated the role of audiences (Reinikainen et al., 2020) and there is limited knowledge of factors driving successful influencer marketing (Hughes et al., 2021). To fill these knowledge gaps, the current research explores how the influencer characteristics such as expertise and likability affect purchase intentions and uncovers the underlying mechanism and boundary conditions.

Influencer expertise can be defined as the followers' perceptions of an influencer's knowledge, qualification, and competence to discuss or promote a product or brand (Erdogan, 1999; Whitehead, 1968). Consumer behavior is influenced by opinion leaders' credibility and the information they share (Chu & Kamal, 2008). Thus, we propose that influencer expertise can positively affect consumer engagement. Previous research has found that celebrity likability positively affects consumers' attitudes towards the ad and perceived credibility, thus contributing to purchase intentions (Fleck et al., 2012). Therefore, we propose that influencer likability can positively affect consumer engagement, consequently increasing purchase intentions. Bearden et al. (1989) developed the scale of consumer susceptibility to interpersonal influence (CSII) such as normative influence and informational influence. CSII is significantly associated with social networking sites (SNS) user engagement in eWOM (Chu & Kim, 2011). Thus, we propose that CSII will enhance the effect of influencer characteristics on purchase intentions via consumer engagement.

Across four studies, our findings reveal that influencer characteristics such as expertise and likability positively affect consumer engagement, thus increasing purchase intentions. Further, we demonstrate that CSII enhances the relationship between influencer characteristics and purchase intentions via consumer engagement. Our research extends the opinion leader literature to the influencer marketing literature and provides an integrated perspective of influencer marketing literature and consumer engagement theory. Further, the moderated mediation effects contribute to interpersonal influence theory. Our findings suggest that marketers should collaborate with the influencers who are likable, competent, educated, and knowledgeable in a specific domain and qualified to discuss a specific product (Alba & Hutchinson, 1987). Our findings also suggest that influencers should engage their followers within their in-group community where those loyal followers might be more susceptible to interpersonal influence and engage more with eWOM.

Keywords: Influencer; Expertise; Likability; Consumer engagement; Interpersonal influence

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“If You Please, Draw Me A New Hybrid Product!” The Struggle between Designers and Marketers: An Abstract

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ABSTRACT

Designers play a key role in the success of marketing strategies when creating new products. To this end, fostering collaboration between marketers and designers would create well differentiated and attractive products (Radford & Bloch, 2001). However, many researchers attest that designers and marketers experience rivalry and frustration when working together and often achieve poor results. The question raised here is related to the role of designers in the conception of these NHPs. These newly created objects often incorporate the functionalities and usages of two (or more) original concepts or suggests new ways to use an existing product. Are designers willing to conceive them or are they under marketers' control mechanisms?

To understand the struggles between designers and marketers while designing NHPs, we have opted for a qualitative approach based on sixteen semi-structured interviews with French Hi- Tech design experts on new communicating hybrid concepts. In this article we apply Ouchi (1979)'s framework to the analysis of relationships between individuals within a corporation. We studied how control mechanisms can help understand marketers' control on designers in companies. The findings show on the one hand that designers are reluctant to conceive NHPs and on the other hand that they struggle with marketers as they try to control their work. Many marketers intervene to change their design. Designers find this intolerable interference in their work without any expertise in design as a lack of trust and understanding of their work. Companies and researchers in the topic should take into account the reluctance of designers to conceive these hybrid products as this reluctance may impact their design. They gain in understanding the various brakes presented in this study explaining this reluctance. Furthermore, this study help understanding the relationship between designers and marketers under the spotlight of Ouchi's control mechanisms. Marketers use their legitimate authority and norms of reciprocity in their relationship with designers. Due to the NHPs' ambiguity, designers deserve to be listened to in order to assess their willingness to create NHPs and move from a system where control mechanism create frustrations to a system taking into account designers'well-being.

Keywords: Marketer; Designer; Control; Resistance; Innovation; Product development

References Available Upon Request

Counterfactual Thinking and Perceived Fairness in Creative Crowdsourcing: An Abstract

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ABSTRACT

Besides its numerous benefits for companies, creative crowdsourcing contests can be linked to a risk of generating unfair perceptions among participants. (Un)fairness perceptions have further shown to affect participants' submission quality and continuous participant engagement. Prior studies have mainly investigated the impact of (un)fairness perceptions prior to the crowdsourcing contest, but there is lacking understanding of how (un)fairness is shaped during contestants' participation in crowdsourcing contests, and its managerial consequences. Therefore, our study will investigate the antecedents of (un)fairness perception formation in crowdsourcing and its consequences on brand attachment and word-of-mouth. Moreover, based on the fairness theory, we examine how different crowdsourcing characteristics (e.g. including consumers voting for winning designs, providing feedback, monetary reward) can shape the multi-dimensional (un)fairness perceptions due to the formation of counterfactual thinking. In order to test these hypotheses, we will use three studies, among which one will examine real contestants' past experiences and the two other studies investigate how managers can affect (un)fairness formation using managerial interventions. In particular, we will use a cross-sectional design in collaboration with a large crowdsourcing platform to examine the proposed conceptual framework. Collecting further data through two experimental designs (presence/absence of feedback, varying degrees of effort and presence/absence of different types of rewards), we will examine the extent to which counterfactual thinking will significantly increase using a thought-listing task and a measurement of counterfactual strength. We examine how counterfactuals affect the informational and distributive fairness perceptions, brand attachment, and WOM. These results will contribute to the crowdsourcing literature by providing a deeper understanding of how crowdsourcing designs affect fairness formation by using the multi-dimensional fairness theory and the novel concept of counterfactual thinking in crowdsourcing. Our findings will help managers to identify the levers that help to ethically manage creative crowdsourcing practices, which, in turn, avoids unfairness perceptions and negative side-effects on brand attachment and negative word-of-mouth.

Keyword: Crowdsourcing; Fairness perceptions; Counterfactual thinking; Brand attachment; Word of mouth

References Available Upon Request

Smart Garments and Ageing in Place: A Social Marketing Formative Research Study: An Abstract

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ABSTRACT

Population ageing presents a significant challenge for the healthcare sector and wider society. Many older adults wish to 'age in place.' Specialised care and support are needed to support older people in maintaining their independence in later life. Assistive technologies maintain or improve an individual's functioning and independence, thereby promoting wellbeing. Wearable devices such as smart garments are an emerging assistive technology offering potential to support ageing in place. Smart garments have embedded electronic functionality with fabrics that can sense or respond to stimuli. Advancements in technology mean smart garments can be comfortably worn and remain virtually undetectable. If integrated within a larger health monitoring system, smart garments have the potential to modernise traditional medical facility-based services and enhance the capability of healthcare services in terms of daily care, chronic disease management, rehabilitation, training, and consultation. Despite the potential benefits of assistive technology, issues with adoption and abandonment continue to hinder progress. Involvement of users in the development and evaluation of assistive technologies to support ageing in place is needed to enhance adoption, engagement, and adherence. Underpinned by the COM-B model, this abstract reports formative research conducted as part of a larger partnered social marketing project working with a technology start up and aged care provider in South Australia. A theoretically grounded qualitative research design was employed. A series of semi-structured interviews were conducted with older adults aged 60 years and older. A total of 33 semi-structured interviews (average duration of 32 minutes) with 34 participants were completed. Data were analysed using a deductive-inductive approach. Findings provide insights into older adult's capabilities, opportunities, and motivations surrounding the use of assistive technology (smart garments) to support health monitoring, daily living tasks, and reduce the risks associated with living at home. Findings support a broader conceptualisation of ageing in place and emphasise the need to apply a more socio-ecological lens (e.g., COM-B model) to promote the use of smart garments among older adults. Older adults demonstrated strong product and service preferences. To enhance the output value of a desirable behaviour (wearing a smart garment), social marketers must co-create value with the target audience (older adults) in the form of dialogue, interaction, communication, and collaboration. Solutions must be tailored to individual needs and preferences among this unique user group. Insights from this research will inform the user-centred design and delivery of a smart garment to support ageing in place. Application of key social marketing principles is expected to enhance smart garment adoption, engagement, and adherence among older adults.

Keywords: Qualitative; Older adults; Smart garments; Social marketing

References Available Upon Request

Motivations to Compensate Physical Activity and Sedentary Behaviors: A Formative Research among Disadvantaged Adults: An Abstract

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ABSTRACT

Interventions that have sought to increase physical activity and/or decrease sedentary behaviors in disadvantaged populations have had limited impacts over the mid- and long terms (Withall et al., 2012a). One hypothesis for these poor results is the limited knowledge about physical activity and sedentary behaviors contexts in disadvantaged populations. In addition, according to predictions of compensation for physical activity/sedentary behaviors (Rabia et al., 2006), people also compensate for their behaviors in certain contexts by increasing or decreasing their behaviors in others. For example, if they increase their levels of physical activity during work, they might decrease their leisure-time physical activity and increase their sedentary behavior. This compensation phenomenon, in physiological research, is manifest in the ActivityStat hypothesis (Biernat & Piątkowska, 2018) which proposes that people have energy expenditure thresholds. If the physiological aspects of compensation are understood, to the best of our knowledge, no studies have investigated its motivational and interactional mechanisms. Better understanding some psychological mechanisms of compensation could help design relevant recommendations for this priority population. Prior to the exploration of the compensation's mechanisms, we need to identify physical activity and sedentary behaviors patterns. Thus, the objective of this research is twofold: (1) Establish patterns of physical activity and sedentary behaviors according to people's motivations and interactions, then (2) Use these patterns to identify the conditions in which people feel motivated to compensate for their physical activities or sedentary behaviors. We focused this proposal on the second objective. Thus, we briefly describe the different patterns of physical activity and sedentary behaviors, and develop how people compensate their behaviors. Our results suggest the need to identify the environments in which physical activity and sedentary behaviors take place, before designing interventions (e.g., health benefits, social contact) to motivate people's behaviors. The environment strongly affects people's motivations regarding physical activity and sedentary behaviors, as well as the compensation between them. The balance between psychologic need satisfaction/frustration illustrates this compensation. Physical activity/sedentary behavior environments affect participants' intentions to compensate for their behaviors. If the environments satisfy their basic psychological needs, participants do not express a desire to compensate for their behaviors over subsequent days. Social marketing is an appropriate approach to design such intervention (Brennan et al., 2016; Rundle-Thiele, 2015). This formative research highlights how various environments (i.e., physical and social environment) affect people's motivations and future behaviors.

Keywords: Physical activity; Sedentary behaviours; Social marketing; Disadvantaged populations; Motivation; Compensation phenomenon

References Available Upon Request

Affective and Behavioural Impact of Exogenous Crisis on Consumers: An Abstract

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ABSTRACT

Brand management literature has predominantly focused on the crisis implications from an internal perspective (Grewal et al., 2007) whereas studies investigating external crisis threats are sparse with little progress (Whitler et al., 2021). Besides, global brands have become increasingly vulnerable to external disruptions, highlighting the need to investigate and comprehend exogenous brand crisis. This study aims to explore its impact, specifically, analyzing the affective and behavioural changes in consumers' purchase behaviour. Study applies projective technique of involving participants in collage construction providing an image-based representation to their thoughts and emotions (Belk et al., 1997). The participants were instructed to work in groups and to choose any natural disaster event (flood/earthquake) or spread of disease (Covid/SARS) as their topic. Also, to provide a written description with explanations and associated memories.

We followed an inductive approach (Elo & Kyngäs, 2008) to analyze the information from the collages and descriptions. An initial review was conducted to identify the emerging ideas and to frame the coding criteria (Shin & Parker, 2017). The emerging codes were then validated and consolidated based on extensive review of relevant literature. The key themes identified are:

- a) Deviant demands – Consumers engaged in panic buying due to anticipated scarcity of basic needs, or as a motivation that provides them a sense of security and comfort (Sneath et al. 2009). Contrastingly, financial restrictions influenced consumers towards minimalistic consumption of high-value purchases, thereby creating pent-up demands.
- b) Emotional upheaval – Images reflected the emotional anguish (fear, anger, grief) of consumers, that led to declined purchase intentions. Ensuing positive emotions of hope and courage, help their coping process.
- c) Community bonding – Emergence of strong sense of connection between people, exhibiting optimism and togetherness. Collages also exhibited that brands came forward in support of their community that includes employees, vendors and small players.

The results establish the shifts in consumer buying pattern and emphasize the dynamic role of brands in fulfilling consumer's utilitarian needs of the hour, to stay relevant. Brands must be sensitive to handle the challenges of surging negative consumer emotions. Instilling positive sentiments such as hopefulness and resilience, could influence consumer coping and market recovery. Largely, our findings may help brand managers to shift gears towards the fundamentals of marketing and take an inclusive approach in transforming their business and communication, at adverse times.

Keywords: Exogenous crisis, Brand management, Consumer behaviour, Consumer emotions, Collage construction

References Available Upon Request

The Power of Human Brands on Consumer Relationship and Compulsive Buying: An Abstract

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ABSTRACT

Human brands can be interpreted as one of several operationalisations of the general brand concept and incorporate celebrities, politicians, athletes, academics, social media influencers, and entrepreneurs (Thomson, 2006). Additionally, human brands are typically considered brands because they can be professionally managed and have the associations and features of traditional brands (Arai et al., 2014; Thomson, 2006). According to the literature review of Osorio, Centeno, and Cambra-Fierro (2020) on the theme of human brands, several research gaps appear. Other brand attributes and benefits than brand authenticity remain partially unexplored and studies considering brand associations and how they are formed and developed were not found. In this vein, it is well known that brands help to define individuals' identities and connect them with others. In this way, self-esteem, self-congruence, and self-brand identification have something to say about consumers' identities and consumer-brand relationships. The self-expansion theory (Park et al., 2010) argued that individuals reveal an overall motivation to integrate entities into their conceptions of self and develop positive feelings of belonging. Based on this theory, this study examines the effects of the various selfies in building a strong emotional consumer relationship - brand love - which develops into more extreme relationships - brand addiction. Additionally, brand addiction and brand loyalty become compulsive buying.

Findings evidence that in context of human brand, we verify a positive and significant effect between brand love and brand addiction. Some researchers have proved that brand addiction is always a result of brand love (Mrad & Cui, 2017; Elhajjar et al., 2021), but this relationship has not been tested in a human brand. The present study reinforces this result, contributing to the brand literature. Also, to the human brand develop brand love, consumers have to have a total identification with the brand, aspire to be like the person who represents it, and the brand has to be consistent. Furthermore, the consumer must have the ambition that the brand helps him become the person he or she aspires to be.

Keywords: Self-expansion theory; Human brand; Brand addiction; Brand love; Brand loyalty; Self; Compulsive buying

References Available Upon Request

Effects of Social Influence on Organic Food Consumption: Health and Environmental Concerns as Mediators: An Abstract

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ABSTRACT

While organic food is globally consolidated as a healthy and environmental-oriented food production mode, previous studies about organic food consumption express differences in how people express their health and environmental concerns towards the preference for a particular type of product (Apaolaza et al., 2018; Gifford & Nilsson, 2014; Tandon et al., 2020). Considering that an individual's purchase and consumption signal his lifestyle to people in his reference group, it is common for consumers to choose products/services that promise greater care for the planet, especially when this choice appears in public (Trudel, 2019). With this, there is a level of intention and another level of actual practice concerning health and environmental-oriented food choices. It is in this context that social influence acquires relevance, that is, the extent to which a person's concern is positively or negatively reinforced by their reference group. Therefore, this study aims to investigate the role of social influence in consumers' decision to buy organic food. Two factors are proposed as possible mediators in this process: health concerns and environmental concerns.

A survey was carried out with 581 organic food consumers in southern Brazil. The results confirmed a non-significant direct effect of social influence on organic consumption. At the same time, an indirect effect was significant, with the path "social influence → environment concern → organic food consumption" being the most relevant, presenting an effect of 0.06 of the total indirect effects (0.13). These results reinforce the importance of health concerns in the context of organic food consumption, advancing the studies by Rana and Paul (2017) and Rizzo et al. (2020). These results contribute to the current literature on the effects of social influence on more sustainable consumption forms by empirically demonstrating a serial mediation process of health concern and environmental concern on the relationship between social influence and organic food consumption.

This study identifies the effects of Social Influence on Organic Food Consumption in a emerging country (Brazil), in which organic consumption is not consolidated like in Europe (Willer & Reinalds, 2020). While most previous studies describe attitudes and buying behaviors towards organic food in consolidated markets, we have seen limited research describing the organic food consumption phenomenon in peripheral regions (Molinillo et al., 2020).

Keywords: Social influence; Sustainable consumption; Environmental concern; Health concern; Organic food

References Available Upon Request

The Future of Newsletter Marketing Is Customization, Not Personalization: An Abstract

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ABSTRACT

The relevance of email marketing is often overlooked. Yet, the usage and reach of emails are still high. Outlooks confirm a steady increase in email usage. Besides pure usage, consumers prefer to be contacted via email by brands rather than on other channels. The opening rate for marketing emails are high and email marketing generates a return on investment of USD 42 for every dollar spent. Consequently, email marketing is still one of the most important communication channels. However, click-through rates declined from 6% to 3.1%. Thus, marketers are challenged even more to effectively manage their email marketing.

Personalization can lift advertising effectiveness by increasing the relevance of offers for consumers. Adding consumer-specific information can increase opening rates, sales and consumer engagement. However, highly personalized emails can increase consumer's privacy risk perceptions, reactance, perceived intrusiveness, and lead to over-personalization. These negative effects can be mitigated by extending the passive concept of personalization to a participative customization. In this context, customization means the involvement of the consumer who can independently define parts of the marketing mix and therefore influence its elements. So far, research mainly focused on positive effects of personalization in email marketing and neglected how to counteract negative effects. To our knowledge, there is only study investigating the effect of email customization (Hartemo, 2022) and it is exclusively focusing on content as a customization dimension.

Our research investigates customization beyond opt-out options, by varying the intensity of email customization in a field setting combining different customization elements. The customization intensity corresponds to the number of customization elements. Since, too many elements could make consumers decisions too complex and difficult we limited the number of customization elements to two. Therefore, customizing one element represents a low customization intensity level, while customizing two elements represents a high customization intensity level. We analyze customization possibilities for two important elements: timing and content. We give consumers the opportunity to customize their right product or services at the time they chose. Consequently, our operationalization results in a 2 (no content customization vs. content customization) x 2 (no timing customization vs. timing customization) between-subjects design.

The experiment is currently in the final analysis stage. We are planning to measure the main effects using an ANOVA and to fit one binary logit model on each dependent variable to model the probabilities that a consumer opens or not and, after opening clicks on the link or not. The results are presented on the AMS World Marketing Congress 2023 in Canterbury.

Keywords: Brand architecture; Online retailer; Private label; Branding

References Available Upon Request

Incentive-Aligned MaxDiff: An Abstract

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ABSTRACT

Maximum Difference Scaling (MaxDiff), commonly known as case 1 in best-worst scaling, is a market research technique for projecting consumer preferences. While MaxDiff has received little attention in academic marketing research, it is gaining traction in applied market research (Sawtooth Software Inc., 2022). The traditional MaxDiff online interview consists of several MaxDiff tasks in which survey respondents choose both the best and the worst alternatives from a set of multiple (often three or more) alternatives (Finn & Louviere, 1992; Louviere et al., 2013). However, there are two threats to the predictive validity of the traditional MaxDiff approach. First, it only measures relative and not absolute preferences (Lagerkvist et al., 2012; Louviere et al., 2013). Second, it is exclusively conducted in hypothetical settings that do not necessarily reveal true product preferences (e.g., Ding et al., 2005).

To obtain absolute rather than relative preference estimates, one can implement anchored MaxDiff, which, when framed properly, elicits a “no-buy” threshold (e.g., Lagerkvist et al., 2012; Lattery, 2010; Orme, 2009). Including such a threshold enables the prediction of product choices in markets where consumers often have the option of not purchasing any product provided. Making choices consequential by incentive-aligning the MaxDiff tasks, on the other hand, minimizes hypothetical bias and, as a result, more closely resembles genuine choice behavior since survey respondents have the incentive to answer truthfully (e.g., Ding et al., 2005; Hofstetter et al., 2021). However, no study included incentive alignment in MaxDiff investigations, and no study assessed which proposed anchoring variant (direct vs. indirect) provides higher predictive validity.

By integrating anchored MaxDiff (i.e., direct vs. indirect anchoring technique) with incentive alignment (present vs. absent) in a 2x2 between-subjects preregistered online experiment (net sample $n = 448$), the current study is the first to fill these voids in research. We discover that incentive alignment in MaxDiff considerably enhances predictive validity in four consequential validation tasks. Furthermore, in four-fold out-of-sample cross-validation, incentive-aligned MaxDiff (vs. hypothetical anchored MaxDiff) exhibits fewer deviations between predicted and actual product choice shares (i.e., mean absolute error; e.g., Moore et al., 1998). Finally, we show that incentive-aligned MaxDiff accurately estimates general product demand, whereas hypothetical MaxDiff tends to overestimate demand. There were no differences between the two anchoring procedures (direct vs. indirect). Thus, while deciding between direct and indirect anchoring in MaxDiff, researchers should consider variables other than predictive validity (for example, interview times).

Our study closes by emphasizing the advantages of incentive-aligned MaxDiff investigations, specifically in identifying product bundles that better match actual preferences and obtaining more accurate market predictions.

Keywords: Maximum difference scaling (MaxDiff); Best-worst scaling (BWS); Market research methods; Preference measurement; Incentive alignment; Predictive validity

References Available Upon Request

LEGO® Serious Play and the Power of Storytelling: Exploring Student Creativity in the Graduate Marketing Classroom: An Abstract

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ABSTRACT

The competitive nature of higher education has led to a growing demand for interactive and immersive learning experiences that aim to foster critical thinking and creativity among students. Playful learning activities have demonstrated their effectiveness in developing both hard and soft skills, and while there is existing evidence on the benefits of play in students' learning experiences, there is a lack of research focusing on the use of play and playfulness as teaching techniques in graduate-level classrooms. It is worth noting that the concept of learning through play is commonly acknowledged as a crucial mechanism in early childhood education but tends to be undervalued in higher education.

In this research, a pedagogy of play was employed to investigate the use of LEGO® Serious Play (LSP) in the graduate-level business classroom as a means through which to enhance creativity, student engagement, and teamwork. The LSP activity was originally developed as a facilitation strategy for business executives seeking to enhance innovation and business performance. The activity makes use of LEGO® blocks to build structures that represent different experiences and concepts that are accompanied by storytelling. The objectives of this research were twofold: first, to identify the most effective way to facilitate the LSP activity in alignment with a graduate marketing curriculum, and second, to examine how students perceived the impact of the activity on their learning, creativity, and fun in the classroom. The LSP protocol was adapted to suit the graduate marketing classroom and used across Master of Business Administration (MBA) and Executive Master of Business Administration (EMBA) programs in a mandatory marketing course. The results of the study offer practical guidelines for marketing educators seeking to incorporate the LSP into their curricula. In addition, key positive and negative themes noted in student feedback can further be used to enhance the value offered by the activity.

Keywords: Marketing education; Creativity; Pedagogy of play; Student engagement

References Available Upon Request

The Impacts of Experience- and Lecture-based Learnings on Students' Learning Effectiveness: An Undergraduate Marketing Course as A Case: An Abstract

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ABSTRACT

Prior marketing course was conducted using lecture learning focusing on knowledge construction. This study uses two teaching strategies (i.e., lecture vs. experiential), to explore their effects on students' learning effectiveness. Objectives: 1). To explore how and what these two teaching strategies influence students' learning effectiveness? 2). To explore the effects of students' University Social Responsibility (USR) involvement in community on their social concerns.

This study uses a marketing course for the agribusiness undergraduate students in Taiwan as a case. Research questions: 1). How and to what extent does traditional lecture-based differ from the experience-based teaching strategy? Which one contributes more to students' learning effectiveness? And what abilities respectively? 2). Does a use of neighborhood community as a practical research context can effectively enhance students' a sense of social concerns, i.e., USR from a university's perspectives?

I use action research as the method, i.e., a use of marketing course, 9-weeks strategies (i.e., lecture, experiential), and five communities near a university as research context. In addition, I use several evaluation methods in the class: midterm exam (paper-pen), final open exhibition (video-making), questionnaire, together with students' 'learning process' interviews as teaching reflection and re-action.

This study finds the following results: 1). While lecture-based teaching enhances students' marketing knowledge, students are more interested in experiential learning because it effectively enhances their practical ability, marketing literacy, and collaboration; 2). Students can effectively enhance awareness of social concerns via. the experiential learning.

The teacher has the following self-reflections and re-action plans: 1). Lecture-based teaching can use the case study method, together with theory introduction, to more effectively construct students' marketing knowledge; 2). Students have shown a different level of interests in video-making. The course can use an alternative practice; 3). While students can know the community in a short time, it takes more time to know the community. This course might extend its length; 4). Due to the sudden outbreak of Covid-19, this course was forced to use virtual format, hence reducing students' learning effectiveness. So the alternative format should be prepared.

Keywords: Experiential learning; Lecture-based learning; University social responsibility (USR); Learning effectiveness; Marketing education; Action research

References Available Upon Request

Businesses' Interventions to Promote Sustainable Consumer Behavioral Changes: Preliminary Results from a Systematic Literature Review: An Abstract

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ABSTRACT

This paper presents a systematic literature review (SLR) that aims to bridge the research gap by examining empirical evidence on the actions that businesses can take, using marketing concepts, to change consumers' behaviors towards pro-environmental and sustainable choices. The review follows the PRISMA guidelines and utilizes a comprehensive search strategy to identify relevant studies. The analysis of 13 selected articles reveals key findings regarding approaches, strategies, contexts, tools, and methods for inducing behavioral changes. Financial incentives, combined with effective information provision, emerge as effective methods for encouraging sustainable consumption. Context modification, such as changing social norms and utilizing social structures, also plays a significant role. The review highlights barriers to behavioral change, including the loss of convenience and associated green costs. Trust-building and consideration of consumers' perceived values are crucial for successful interventions. The results emphasize the importance of repetition of messages and the integration of various communication channels. The debate on the longevity of behavioral change interventions is explored, indicating the need for sustained efforts to maintain consumer adoption of pro-environmental behaviors. The paper concludes with suggestions for businesses, such as emphasizing the benefits of sustainable behaviors for consumers, making interventions convenient and cost-effective, and utilizing a combination of communication channels. Limitations of the review are acknowledged, including the exclusion of non-English articles and potential human errors in the selection process. Future research directions are proposed, including the exploration of different contexts, methodologies, and technological applications such as gamification. Overall, this SLR provides valuable insights for businesses seeking to promote sustainable consumption behaviors among consumers.

Keywords: Business initiatives; Firms initiatives; Pro environmental behaviors; PEB; Sustainable consumption behavior (SCB); Behavioral change; Consumer behavior; Empirical research; Systematic literature review; PRISMA protocol

References Available Upon Request

Love on Instagram: The Multiple Paths for Luxury Brands' Sustainability: An Abstract

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ABSTRACT

This research examines how luxury brands address environmental and social sustainability in their social media posts on Instagram. It focuses on two sustainability event dates (Earth Day for environmental and “Black Out Tuesday” for social sustainability) to determine what aspects of the social media posts result in positive consumer affect. We adopt the measure “LoveR,” (Mandler et al., 2020) to capture consumers’ positive affect by examining the percentage of comments with red hearts to a specific Instagram post.

Regarding environmental sustainability, we find five paths leading to positive consumer affect. Two of these follows what would be considered the central route per the Elaboration Likelihood Model (ELM), primarily discussing the brand’s sustainability efforts by delivering factual information. Three paths follow the peripheral route, such as having multiple message elements, the use of influencers and hashtags, but not the quality of argument. Our results suggest the need to use a variety of social media posts to communicate environmental sustainability efforts. Luxury marketers will need some messages communicating primarily what they are doing to help the environment. In contrast, other messages are also required to focus on using influencers, hashtags, and multiple messaging and content elements. Timing also plays a role as making environmental sustainability posts on Earth Day is attractive to consumers.

For social sustainability, there were six paths leading to positive consumer affect. Only one would be considered the central route in influencing consumer affect. The other five paths followed a more peripheral route. For luxury marketers trying to communicate their social sustainability efforts via social media, while message elements are still essential, the use of influencers, hashtags, and multiple posts are also crucial to impact social media followers positively. It may not be enough to have a quality argument about what the luxury firm is doing to help society, as the central route could only be seen in one of six paths. Luxury brands will need to rely on multiple message elements and other social media elements, such as selecting influencers, utilizing videos with text and hashtags, and having numerous messages. This research contributes by examining various paths through which luxury brands can achieve positive consumer affective reactions to their social media posts that highlight the luxury brand’s strategic orientation toward sustainability.

Keywords: Luxury; Sustainability; Social media; QCA

References Available Upon Request

B2B Salespeople: The Fundamental Emotions at Their Previous Job: An Abstract

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ABSTRACT

B2B selling is an excellent example of studying emotions due to its emotionally demanding job nature. Salespeople are often referred to as emotional labors, highlighting the management of emotions while interacting with customers (Klein, 2021). Salespeople must possess emotional abilities to interact effectively with their customers (Kidwell et al., 2007). It is particularly true in business-to-business (B2B) environments. Serving business customers, B2B salespeople often need to deal with multiple decision-makers across various business units, multiplying the emotional demand of their sales job. Besides customers, meeting customers' needs requires salespeople to interact with colleagues in multiple departments within their sales organizations.

The emotional demands of B2B salespeople and the mass interactions can strain them and affect their job performance (Mulki et al., 2015). Such emotional exhaustion has negative consequences, such as job stress and burnout for salespeople (Klein, 2021). Salesperson turnover is a significant concern among sales organizations (Mulki & Jaramillo, 2011). Concerning turnover, retaining salespeople is another persistent problem (Boles et al., 2012). B2B salespeople face the ups and downs of their current selling jobs, and those who have undergone the challenge of their former selling jobs may often experience mixed emotions. Understanding the emotions of B2B salespeople who left their job may provide insights into salespeople retention.

This paper aims to answer Bagozzi's (2006) call for more research on the role of emotion in B2B marketing to investigate the emotions that B2B salespeople experienced at their previous jobs. There is a substantial need for more research on emotions in B2B sales contexts to "incorporate ideas grounded in human behavior and institutional and public action" (Bagozzi, 2006). Nowadays, one of the human behaviors in the digital world is writing various kinds of online reviews. As research on online textual data generated by digital users gains popularity, the benefits of studying such behavioral traces are becoming too significant to ignore (Ponizovskiy et al., 2020). B2B salespeople writing job reviews on their past employers on the job review platform Glassdoor is one example. Writing a job review is a behavior performed by its author (Ponizovskiy et al., 2020), whose emotions are embedded in the words used in the review. To do so, we adopted Ekman's (1992) six basic emotions: Anger, Fear, Surprise, Disgust, Joy, and Sadness. We used the NRC emotion lexicon (Mohammad & Turney, 2013) to measure the emotions in more than 22,000 job reviews B2B salespeople wrote about their former employers on Glassdoor.com.

We found several intriguing patterns. First, as the company rating rises from one to five stars, Anger, Fear, Disgust, and Sadness monotonically decrease. Joy monotonically increases. Surprise increases until its peak at four stars, then declines. Second, all emotions except Surprise are indicative of company rating. Third, Joy and Sadness rise as the company rating increases. Then we offer possible explanations for these results. We conclude this paper by discussing the study's managerial implications, limitations, and avenues for future research.

Keywords: Salespeople; Business-to-business; Selling; Emotions; NRC emotion lexicon; Job review; Automated text analysis

References Available Upon Request

Consumer Preferences for the Attributes of Plant-Based Meat Substitutes: A Segmentation Study Based on Best-Worst Scaling: An Abstract

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ABSTRACT

Plant based meat substitutes (PBMS) are food products that aim to approximate meat in terms of appearance, eating sensation and nutritional value (Kumar et al., 2017). They are generally marketed on their environmental and health attributes (Boukid, 2021). As faux meat these products may act as a gateway for people to attain more sustainable diets (Dagevos & Voordouw, 2013).

The aim of this study is to identify consumer segments based on the importance attributed to labelling information on the health, environmental and ethical, and sensory attributes of PBMS. The research builds on previous attitudinal studies by using best-worst scaling to examine trade-offs between attribute information. An understanding of the most important informational attributes perceived by different consumer cohorts will enable more effective marketing on product packaging.

The study utilises Best–Worst Scaling (BWS) to assess the importance attributed by consumers to information about the health, taste, environmental and ethical attributes of PBMS. BWS is increasingly adopted as a method of preference elicitation in food consumer research because it is free from the scale bias associated in rating scales (Loose & Lockshin, 2013). To examine preference heterogeneity, the BWS scores were analysed using latent profile analysis. The data were collected using an online survey instrument in August 2022. Respondents were invited to respond from a panel of consumers registered for online survey completion. Respondents were paid for completing the questionnaire and a quota system was used to ensure a proportionate response in line with the UK profiles for gender and age (n = 600).

The findings suggest that information on health attributes is more valued by consumers than environmental, ethical and taste information. However, there were high levels of heterogeneity for attributes such as taste and veganism. Four consumer segments were identified based on the relative preferences for PBMS attributes: Profile 1 Green (18%), Profile 2 Taste (21%), Profile 3 Sustenance (47%) and Profile 4 Health (14%). The segments differed by age, diet, and consumption preferences.

To successfully respond to the growing market for plant-based meat alternatives, marketers must develop a better understanding of consumer preferences for PBMS and adjust their marketing strategies to appeal to different target segments. The findings from this study indicate that an emphasis on health attributes and clean labelling may offer the most attractive growth opportunity.

Keywords: Plant based meat; Meat reduction; Segmentation; Sustainability

References Available Upon Request

What Social Representations Affect Consumers' Willingness to Try Plant-Based Meat? Food Neophobia Matters: An Abstract

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ABSTRACT

Animal-based meat consumption is being increasingly challenged due to concerns regarding its environmental sustainability, its health and safety, and animal rights and welfare. To solve the problem of human food consumption and achieve global sustainable prosperity and development, people must change their nutrient intake from animal-based to plant-based sources. New food technologies and new food products have considerable potential to transform the current resource-consuming food system to a more efficient and sustainable one. It is crucial to take into account the factors influencing consumers' perceptions of new food technologies and new food products during the early stage of development and introduction will successfully result in a higher acceptance rate. Based on the five social representations of plant-based meat (PBM) derived from a preliminary qualitative focus group interview from the perspectives of the environment, human health, and animal welfare by this author, this study aims to further investigate which social representations of PBM as a meat substitute affect Taiwanese consumers' willingness to try such sustainable food. The moderating effect of food neophobia was also incorporated into consideration in this research. A total of 490 respondents participated and completed the online questionnaire. Hierarchical moderated regression analysis revealed that three social representations of PBM positively contribute to Taiwanese consumers' willingness to try PBM: perceived benefits of eating PBM, perceived trust in the PBM supply chain, and perceived social norms regarding plant-based dietary trends. But two social representations of PBM have no substantial contribution to consumers' willingness to try PBM: perceived benefits of reducing meat consumption and perceived risks of eating PBM. Food neophobia could inhibit consumers' willingness to try PBM. However, if the perceived benefits of eating PBM outweigh consumers' degrees of food neophobia, consumers are more likely to be willing to try PBM. In addition, consumers' food neophobia may inhibit their willingness to try PBM despite they have perceived social norms regarding plant-based dietary trends.

Keywords: Sustainability; Social representations; Plant-based meat (PBM); Food neophobia

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⁹ Acknowledgment: The Ministry of Science and Technology, Taiwan. (MOST 109-2410-H-036 -004 -MY3).

Different Configurations and Plausible Explanations of SMEs Digital Presence: An Abstract

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ABSTRACT

The paper discusses the construct of online presence and advances a framework to analyze and assess with specific regard to SMEs. Despite early enthusiasms and experts' consensus, the adoption of digital marketing tools by SMEs advances slowly, and several mismatches endure. We posit that such delay depends on the heterogeneity of firms' approaches and paths towards establishing an online presence.

To tackle this issue, first, we try to discriminate among typologies of online presence, rather than considering it a unitary construct based on pre-selected variables and phases, such as in some of the stage-of-growth models (Burgess & Cooper, 2000; Daries et al., 2020). We head towards the discrimination among discrete configurations of firms' digital presence deploying an original analytic framework to analyse it based on five areas: website presence, social network presence, performance indicators—both editorial activities and engagement—, international presence, e-commerce. We then further delve into the matter analysing organizational, human, and structural factors that might underpin the observed configurations and explain the delay in transitioning to more mature digital strategies.

Following a mixed-method approach, we gathered data from two sources carrying out both a quantitative and a qualitative analysis: first, as in Gruner and Power (2018), we collected secondary data from firms' websites and from their social media pages and profiles of a sample of Italian SMEs in the agrifood industry; second, we selected a sample of appropriate respondents among them to add depth to the quantitative analysis and explain the configurations.

A cluster analysis was run among data collected of a representative sample of 520 food SMEs based in the Northeast of Italy. Three different configurations based on the online presence variables defined in our framework emerged: laggards, pragmatics, and unfocused companies. We then interviewed managers and experts to explain the reason why a specific configuration occurs. The study thus advances five propositions for further research on the motivations behind the choices related to online presence.

Keywords: Digital marketing; Online presence; Food; SMEs; Case studies; Cluster analysis

References Available Upon Request

¹⁰ This study was carried out within the "Interconnected Nord-Est Innovation Ecosystem (iNEST)" project and received funding from the European Union Next-GenerationEU - National Recovery and Resilience Plan (NRRP) – MISSION 4 COMPONENT 2, INVESTIMENT N. ECS00000043 – CUP N. H43C22000540006. This manuscript reflects only the authors' views and opinions, neither the European Union nor the European Commission can be considered responsible for them.

Why Good Air Is Not An Airy-Fairy Concept: An Abstract

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ABSTRACT

It is generally accepted that servicescape elements can shape customers' service experience. One servicescape element is (good) air quality to which a large number of marketing and services publications allude. The servicescape typically comprises three dimensions: 1) spatial layout and functionality, 2) signs, symbols, and artefacts and 3) ambient conditions such as background music, temperature, and air quality. Past research indicates that servicescape elements affect customers' perceptions, well-being, and emotions, as well as important service marketing outcomes such as perceived service quality, satisfaction, and loyalty (e.g., Walsh et al., 2011). Among ambient conditions, air quality features prominently in Bitner's (1992) original servicescape model. The fact that servicescape "air quality may make it difficult to breathe" (Bitner, 1992, p. 62) suggests that poor air quality can carry negative repercussions for customer well-being and health. As such, it is surprising that air quality has been relatively neglected, compared with other ambient factors addressed by prior marketing research. This gap in the literature is problematic, given that servicescape air quality is critical to service marketing and management because air quality represents both a health and a cost factor. What is more, good air quality may also serve as a potential differentiator in service sectors in which good air quality is not the rule. To date, there is no empirical foundation to guide firms' decisions about how they should manage air quality in their servicescape. Drawing on marketing and related literature and using a mixed method design comprising qualitative interviews and an experimental study, we present findings about the effect of measured servicescape air quality on key customer outcomes.

Our findings suggest that air quality is effective for influencing customers' service experience. In tentative support of the notion that poor air quality affects customer satisfaction, mediated by mood, we find a positive effect of good air quality on customers' service experience. In addition, we find shopping trip length to moderate the effect of mood on customer satisfaction: The shorter the shopping trip, the stronger the positive effect of mood, whereas if the shopping trip lasts longer, this effect vanishes. In other words, good air quality affects customers positively only during short shopping trips. If customers are exposed for a longer time, such that they might get accustomed to the air in the servicescape, they seem to adapt their mood to the air, regardless of its quality. We discuss theoretical and practical implications.

Keywords: Air quality; Customer experience; Customer outcomes; Servicescape

References Available Upon Request

The Effects of Social Media Engagement on Recall and Recommendation of a Service Experience: An Abstract

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ABSTRACT

Social media has become pervasive as a marketing tool, yet we know relatively little about how engagement with social media concurrently with consumption of a service experience influences satisfaction with that experience. Furthermore, we have only limited understanding of whether the recording of an experience facilitates long-term memory recall of the experience, or undermines it by distracting attention during the service encounter. We review literature on memory processes to test hypotheses relating to the effects of social media on satisfaction and subsequent recall. We test our hypotheses in a three-stage, time lagged study of visitors to three museums and art galleries.

We distinguish between short and long-term memory and conclude that social media engagement during a consumption experience has a positive effect on memorability of that experience, but only on short-term memory. Our analysis shows that for long-term memory there is no significant effect.

We also explore if memorability of a consumption experience has an effect on short- and long-term future behavioural intention. Our analysis shows that although memorability of an event has a positive effect on short-term future behaviour intentions, this is not the case in the longer-term.

After exploring memorability and future behaviour intentions, we seek further understanding of the potential effects of positive emotions evoked by the service experience. In this study, the respondents who reported having positive emotions also reported higher recall and memorability of their experience, and this higher reported recall was applicable for both short-term and long-term memorability. In addition to prior academic work on positive emotions, we have further evidence to show the importance of emotions during an experience for memorability.

Finally this study shows the importance of short-term memorability on several behavioural outcomes. Our conclusion can inform organisations and marketers that short term memorability of an event has a positive effect on revisiting, positive word of mouth and recommendation to others. Understanding the importance of memorability and investing in providing a more memorable experience can lead to more repeat visits, and recommendations to others.

Keywords: Social media engagement; Short-term memory; Long-term memory; Recall; Service experiences; Positive emotions

References Available Upon Request

Dealing with the Unavoidable: The Impact of Service Failure Recovery Management on Shelf Availability: Structured Abstract: An Abstract

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ABSTRACT

Product unavailability remains a common problem for store-based and online retailers. After several decades of research and processing on product unavailability, out of stocks (OOS) still happen (Aastrup & Kotzab, 2010; Sanchez-Ruiz et al., 2018). To date, 31% of supply chain professionals worldwide state out-of-stock situations as very challenging (MHI, 2020). This is therefore surprising as shelf availability is considered to be a noteworthy issue for all members within (grocery) supply chains as it significantly affects consumer value as well as all aspects of loyalty, including store, brand and shopper loyalty (Pramatari & Miliotis, 2008).

And still we are able to observe within all different retail sectors a continuation of lost sales and additional costs due to failures in product on shelf availability (OSA) caused by ineffective management of OOS situations. Worldwide, the overall value of products which were not available on the shelves reached nearly 1,200 billion U.S dollars in 2020 (IHL Group, 2020b) and thereof around the half were located in the grocery retailing (IHL Group, 2020a). However, the unavailability of products is a major threat especially for brick and mortar retail formats, cause 75% of OOS occurrences arise at the store level (Corsten & Gruen, 2003).

Due to the prevalence of the COVID-19 crisis product OSA experienced additionally a new meaning of significance. The consumer behavior changes in fact of the crisis and distorts the market regulations, regarding to supply and demand (Chen et al., 2020). In these times, hoarding and panic buying increasingly led to OOS in the retail sector (Putri et al., 2021). Therefore, empty shelves not only accomplish inconvenience and dissatisfaction but also represent a message of fear and panic outgoing from the consumer and addresses the society as a whole (Wang & Hao, 2020). These facts, emphasize even more the importance of the adequate management of OOS situations.

This study especially contributes to the limited body of research on how to deal appropriately with the inevitability of OOS situations in brick and mortar retail settings. To provide a better understanding this research aims to (1) examine the short- and long-term consequences of OOS. Additionally, we analyze the occurrence of OOS in more detail by distinguishing (2) different types of products (hedonic vs. utilitarian) and (3) different product importance levels (normal/promotion/preference). We furthermore explore the role of (4) consumers expectations towards on-shelf availability (OSA) and (5) the effects of different recovery measures. Finally, we provide (6) practical recommendations how to manage OOS situations and how to apply appropriate recovery measures in different retail settings.

Keywords: OOS; OSA; Service failure; Service recovery; Food retailing

References Available Upon Request

The Role of Subjective Knowledge and Financial Self-efficacy in Millennials' Adoptions of WealthTech: An Abstract

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ABSTRACT

The rapid advancement of technology has driven the growth of WealthTech, which combines emerging technologies like robot advisory with wealth management (Puschmann, 2017). Millennials, born between 1981 and 1996, have embraced WealthTech due to their digital savviness. They prone to value individual identities and feelings (Hershatter & Epstein, 2010).

This study examines the mediating role of financial self-efficacy between subjective knowledge and the adoption intention of wealth management apps. Self-efficacy, defined by Bandura (1982), refers to individuals' belief to perform effectively in a given task. Subjective knowledge reflects consumers' perceptions, which may differ from objective knowledge (Moorman et al., 2004). Given millennials' emphasis on self-identity, subjective knowledge is expected to significantly influence their financial decisions (Hadard et al., 2013).

A total of 194 participants (age: $M = 31.42$, $SD = 4.17$) were recruited from the US using Amazon's Mechanical Turk. Participants were screened to ensure the inclusion of millennials in our survey. We used Model 4 in the PROCESS macro for SPSS (Hayes, 2017). Using a 5,000-bootstrapping method, the results indicated a significant indirect effect ($\beta = 0.12$) with a 95% confidence interval (0.02 - 0.23), supporting the mediating role of self-efficacy between subjective knowledge and the adoption of WealthTech apps. These findings contribute to the relevant literature on WealthTech by providing insights into millennials, a rapidly growing customer segment with their increasing purchasing power and social status.

Keywords: Subjective knowledge; Financial self-efficacy; WealthTech; Millennials

References Available Upon Request

A Proposal to Incorporate Diversity, Equity, and Inclusion Topics into Introductory Marketing Courses: An Abstract

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ABSTRACT

Inclusive marketing respects diversity in all its forms, bolstering marketing effectiveness and improving a firm's triple-bottom line (American Marketing Association, 2022; Rivera et al., 2020). Such an understanding is particularly crucial for future marketing professionals, who need to navigate complex Diversity, Equity, and Inclusion (DEI) issues skillfully as a misunderstanding or mishandling of DEI can prove costly (Stevenson, 2020; Victor, 2017).

Despite the critical importance of DEI, its integration into marketing education remains sporadic and often confined to specialized, elective courses (Garcia, 2020; Jones, 2003). However, recent pedagogical advances, such as those adopted by AACSB that incorporates DEI in 60% of its accreditation standards (AACSB, 2020), underscore the urgency for comprehensive DEI training.

Building on the previous work that explored DEI through experiential activities or specific DEI-centric courses (Burton, 2005; Grier, 2020; Rivera et al., 2020; Stern, 2008), we propose an integrative approach. Utilizing Watson et al.'s (2020) "expanded voice" model, we aim to seamlessly weave DEI topics into every chapter of a traditional introductory marketing course. This method illuminates how DEI considerations underpin all aspects of marketing strategy and execution, fostering a rich, nuanced understanding among students.

Our method involved in-depth interviews with twelve marketing professionals, each possessing DEI-related roles in their firms. We solicited their expert insights on the key DEI topics relevant to each marketing subject, supplementing these with a semi-structured survey focused on the DEI challenges they encountered in practice. The product is a comprehensive DEI Integrated Introductory Marketing Course Outline, which suggests two DEI topics under each marketing chapter, with examples of learning opportunities.

The importance of DEI in marketing is escalating, with a growing emphasis on understanding and delivering value to diverse consumer groups (Schmidt & Eisend, 2015). By incorporating DEI topics into mandatory introductory marketing courses, students encounter DEI themes repeatedly, enhancing absorption and retention. Despite potential discomfort in managing sensitive DEI discussions (Melaku & Beeman, 2020), instructors can draw on strategies such as creating safe discussion spaces, setting early ground rules, and recognizing different viewpoints (Kraatz et al., 2022; Sedlovskaya, 2020; Vogelsang & McGee, 2015).

In conclusion, the proposed DEI Integrated Introductory Marketing Course Outline presents a systematic, inclusive approach to teaching marketing. By harnessing the wisdom of practicing marketing professionals and DEI experts, it equips students with a deep, practical understanding of DEI, essential for success in today's diverse marketing landscape.

Keywords: Diversity, equity, and inclusion (DEI); Marketing education; Inclusive marketing; Introduction to marketing

References Available Upon Request

Ex-Ante Motivations of Successful Online Learning Service Users: An Abstract

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ABSTRACT

Due to recent technological advances, increasingly more complex and longer-lasting services are now being provided through online platforms, including online learning programs, such as Massive Open Online Courses (MOOCs). MOOCs are today recognized as relevant educational services to widely disseminate academic knowledge. According to the "Global MOOC Market Report 2022 to 2027", over 900 universities were offering free online courses in January 2022. Courses on business and technology amounted to about 40 percent of the total. Class Central estimates that in 2020 around 180 million learners across the globe enrolled in MOOCs. In order to succeed in these programs, user participation (UP), and its dimension user effort (UE), are critical.

UP refers to "the extent individual users are involved in the service production and delivery by contributing effort, knowledge, information and other resources" (Prior et al., 2019). The level and nature of UP in a service is a strategic decision of companies as it can directly affect service quality (Zeithaml et al., 2006). When considering UP in an online learning service platform scenario, users are engaged in the production of the service experience through their interactions with a system or resource furnished by the supplier (e.g. Zhu et al., 2013). UE, the focus of this paper, is an essential dimension of UP (Prior et al., 2019). Effort has been defined as "the degree of engagement with a demanding task" (Westbrook & Braver, 2015) and is regarded as a distinct type of nonmonetary cost in service settings (Seiders et al., 2000). Service research suggests that UE impacts users' expectations as well as service success (Berry et al., 2002). Against this background, we explore different motivational forces that impact users' willingness to invest effort (WIE) in a MOOC.

To address our research aim, we extract motivational data of users that were collected during the registration process (ex-ante) of a MOOC. To enable the identification of motivational factors that may positively impact on online learning service success, we only select data from users who successfully completed the MOOC with a certificate (ex-post). A content analysis reveals that principally two intrinsic (excitement of novelty and longing for autonomy) and two extrinsic motivations (leverage and network) can be observed in participants who successfully completed the program. We propose a model linking these motivational antecedents to WIE, actual UE and successful performance.

Keywords: Motivations; Online; Services; Effort

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The Negotiation of Natural Motherhood and Consumerist Ideology through Crunchy Mom Discourse on TikTok: An Abstract

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ABSTRACT

Identifying as a ‘crunchy mom’ signifies one as a mother who uses innate and embodied knowledge (Atkinson, 2014; O’Neill, 2021) and cultivates a ‘natural’ lifestyle within the family in opposition to experts and institutions (Dejmanee & Rhode, 2021). Crunchy moms feel responsible in making morally-correct lifestyle choices for their families through consumption, which reinforces their domestic role in the traditional gendered division of labor (Knibb & Taylor, 2017). The explosion of mainstream crunchy-inspired products and services, such as organic baby food delivery services, organic cotton baby clothing, and wooden Montessori toy kit delivery subscription services, show the commercialization of the crunchy motherhood ethos (Arsel & Thompspon, 2011). With this research, we explore the lived experiences of crunchy moms expressing their identities and performing their lifestyles on TikTok as they negotiate the conflict between natural motherhood desires and consumerist ideology and build natural motherhood community microcultures.

To study natural motherhood discourse and lived experiences on TikTok, we used netnography (Kozinets 2020). We created a TikTok account, followed crunchy mom-related hashtags and prominent crunchy mom creators, and examined content from these hashtags and accounts in addition to spending immersive observation sessions scrolling through the videos algorithmically selected for display on the “For You Page” (FYP) tab in the TikTok mobile application (app) (Abidin, 2020; Southerton, 2021; Braun & Clarke, 2021). The field notes, screenshots, and saved TikTok videos from these observation sessions were analyzed using thematic analysis (Braun & Clarke, 2021).

Crunchy mom creators position themselves as rebels against institutions, seeking the freedom to follow their own intuitions when making consumption choices for their families. While conforming to traditional gender norms, crunchy moms reject mainstream mothering advice, rebuff judgment, and seek kindred crunchy communities. To sustain both their extreme consumption while living out their crunchy mom ideology, they perform domestic labor and, often hidden, content creation, affiliate marketing, and handicraft labor. These observations show their activist consumption reinforces the dominant ideology of the mainstream market. Beyond toys, clothing, food, cleaning products, and baby gear, crunchy moms’ influence is further demonstrated in the burgeoning desire for alternative medicines, midwives and doulas, homeschool curriculum, and the back-to-the-land movement.

Keywords: Motherhood; TikTok; Consumerism; Consumer ideology

References Available Upon Request

Life Events: A Systematic Literature Review and Classification Study: An Abstract

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ABSTRACT

A life event is a distinctive occurrence that exerts a major influence on an individual. In this project, we started with conducting a systematic literature review (SLR) to bring together the disparate streams of literature on life events within the marketing domain and highlight the gaps that currently exist. The SLR first gathered the research articles through a systemised search (based on the PRISMA framework) conducted on Scopus and Web of Science. First, a descriptive analysis was carried out by using MS Excel, which summarised the descriptive characteristics of the reviewed articles. Later, NVivo 12 was used to perform thematic analysis. Abstracts of all the articles were initially compiled and a 'word frequency query' was then applied which enabled the identification of important themes in the literature to create nodes and subsequently perform coding. Cluster analysis was then performed, which enabled the development of a holistic diagram of emerging constructs in the life event literature. This further facilitated the development of emerging propositions that could be evaluated by future researchers.

Among other gaps, the SLR revealed that life events differ in a number of ways, yet researchers seem to pick life events to study without necessarily considering their similarities or disparities. We, therefore, updated well-used life event lists (Social Readjustment Rating Scale and another list of life events used in the life event literature, e.g., Moschis et al., 2008) on which the discipline has largely relied since the 1960s and early 2000s. The refinement and validation were done through an expert panel study, where scholars in the field were surveyed about their perceptions of the new list followed by an inter-rater reliability test. The refined list includes thirty-six life events that are more compatible with our modern lifestyles. The Life Course Model (LCM) and life event characteristics were used to classify life events by creating a questionnaire to collect data from a national panel of consumers on these life events. The data was gathered from four hundred and thirty-seven participants who responded by selecting up to three life events from the updated list. This enabled us to get hold of nine-hundred and ninety-nine data points (self-reported life events). Cluster analysis (hierarchical and K-means) was then used to develop a consumer-based classification of life events according to the well-known LCM.

Keywords: Life Events, Life Course Model, Systematic literature review, Cluster Analysis

References Available Upon Request

Development of a Social Networking Sites Literacy Scale Directed to Adolescents to Prevent Alcohol and/or Tobacco Use: An Abstract

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ABSTRACT

Traditional media (e.g. Radio, TV, Cinema, ...) have been playing an important part in the development of the glamorization of Alcohol and Tobacco products (A&T) (Austin & Pinkleton, 2016), impacting young people as adolescents, more at risk of being influenced by the values surrounding the use of these products. This influence is now transposed on the new media, knowingly, the Social Networking Sites (SNS) (Gallopel-Morvan & Moodie, 2017). In order to minimize the influence of A&T products presented/placed on media popular with adolescents; it is important to develop the skills of these adolescents to resist this type of influence by developing their competences in SNS literacy. Different programmes have been created to develop the competences of adolescents to face the influential strategies integrated within the media posted online, however, the relevance of such programmes could be questioned (Austin & Pinkleton, 2016). This research programme intends to develop and validate a scale that could be used to assess adolescent's SNS literacy associated to A&T in the French context. The scale developed for our research programme originates from the Smoking Media Literacy's scale created by Primack et al. (2006) which was directed to American students aged 14 to 18 years in order to assess susceptibility to future smoking (Bier et al., 2016; Phelps-Tschang et al., 2015). The scale is made of different related media literacy core concepts associated to three media literacy domains: 1) Authors and Audiences, 2) Messages and Meanings and 3) Representation and Reality. In order to integrate the concept of alcohol within this scale, the items directed to tobacco have been duplicated and adapted to alcohol (e.g. "To make money, tobacco companies would do anything they could get away with" has been duplicated and adapted to "To make money, alcohol companies would do anything they could get away with"). To fit within the French context, some items were removed (e.g. the item "Cigarette ads show scenes with a healthy feel to make people forget about the health risks" was removed as cigarettes ads are illegal in France and as such theoretically inexistent). The understanding of each items has been tested towards 14 adolescents (m=13.5 years old [12-15]; 57% of girls) and adaptation have been made accordingly. The scale has been tested towards 308 French adolescents during the scholar year 2021/2022. In parallel, an alcohol expectancies scale (Grube & Agostinelli, 1999) and a smoking expectancies scale (Dalton et al., 1999) have also been given to the adolescents in order to evaluate the extent of which the level of SNS literacy associated to A&T could impact the substances expectancies. Data are being processed at the moment of submission and initial results will be presented and discussed during the conference.

Keywords: Social networking sites; Media literacy; Adolescents; Alcohol; Tobacco

References Available Upon Request

Reducing Negative Word-of-Mouth through Company Response Strategies: An Abstract

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ABSTRACT

In this research, we investigate the effectiveness of reactive webcare tactics aimed at persuading complainants to modify their public online complaints in a way that benefits the earlier criticized company. More specifically, it investigates the effectiveness of implicit and – more importantly – explicit direct requests embedded in online service recovery responses aimed at altering negative word-of-mouth (NWOM) messages and their potential to turn criticism into positive word-of-mouth (PWOM).

Our work empirically confirms that marketers can persuade complainants to favorably adopt their negative online review by simply asking. However, marketers should ensure that such requests are given in a setting that legitimizes their plea. A successful recovery appears to be the prerequisite. This research also highlights the boundary conditions that either favor the negative review revision or make them highly unlikely. Amongst others, our results confirm that problem stability moderates the positive impact of request explicitness on the intention to revise the review. Repetitive failures make complainants to regard the request as inappropriate. They evaluate it as illegitimate, which in turn decreases their revision intention.

Our results also emphasize the key role of satisfactory webcare. With such an online recovery, marketers even have the chance to reduce detrimental NWOM effects – even when the company is associated with ongoing problems. However, customer delight is not necessary. Satisfactory and delighting webcare both makes the explicit request appear appropriate. Here, the complainants process the request heuristically such that a direct effect between request explicitness and the intention to revise the negative review. On the other hand, our results confirm the intuition that an opposite, negative effect occurs when complainants are discontent with the handling of their problem. Here, the request is perceived as inappropriate, which initiates systematic information processing and the evaluation of the requests' legitimacy. Perceived legitimacy moderates the negative impact of request explicitness on the intention to revise.

Keywords: Service recovery; Webcare request; Online reviews; NWOM

References Available Upon Request

Customer Engagement with Brand-Generated Content on Twitter: An Abstract

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ABSTRACT

The rapid development of social media has attracted customers and companies to utilize its evolving platforms. Through social media platforms, customers can voice their opinions (Jung & Jeong, 2020; Liao et al., 2021), and companies can communicate their brands, products, and services and spread awareness or engage in discussions on particular issues (Busalim & Ghabban, 2021). This study employs thematic content analysis to explore how the content source (brand versus brands in collaboration with celebrities), content type (informative, social, and entertaining), and content format (videos, links, photos, and text) shape customer engagement on Twitter. It also aims to unpack the user-generated content (UGC) patterns in response to brand generated content (BGC). Using 5086 tweets generated by a brand and 4676 brand-related tweets generated by users, the findings demonstrate a significant increase in user engagement with the content generated by brands in collaboration with a celebrity compared to the content generated solely by the brand regardless of the content type. The findings also indicate that utilizing celebrities to generate content on social media helps brands socialize with users (e.g., interact with celebrities during their events, such as birthdays). Social and entertaining content attracts more user engagement in terms of likes, shares, and comments than informative content. This finding may be attributed to the notion that celebrities can add a personal touch while generating brand related content, presenting BGC in a personalized manner, which attracts more engagement in return.

The study found that users tend to engage more with images than tweets containing videos or links. Two reasons may explain this finding. First, most of the examined brand's media are images compared to the other media types, and usually, those images are celebrities' images. Second, the images take less effort for users to see, whereas videos may take longer to play, and links require users to open them to see what they contain. This study found that users' comments on Twitter included a higher percentage of negative behaviours, followed by a positive attitude, a negative attitude, and positive behavioural intentions. Our findings provide marketing managers with actionable insights into managing and monitoring brand-related social media content.

Keywords: Social media marketing; Influencer marketing; Celebrity endorsement; Brand generated content; User-generated content; Customer engagement

References Available Upon Request

How Online Retailers Should Manage Their Private Label Branding Strategy: An Abstract

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ABSTRACT

Most retailers, focused as well as generic, offer products from third-party brand manufacturers (so-called national brands) as well as their own products, which are usually sold exclusively by the specific retailer (so-called private labels, or PLs). While marketing PLs, managers have to decide between two PL branding strategy options: 1) PL is linked with the respective retailer brand name (linked PL branding strategy), 2) any link between the PL and the retailer brand should be avoided (stand-alone PL branding strategy). Based on the knowledge of the authors the results of previous research along PL branding strategies do not entail any moderator dealing with the degree of specialization (e. g. Keller et al., 2016; Schnittka et al., 2015).

To further improve focused and generic retailers' PL branding strategies our research considers the degree of specialization as a moderator. A 2 (PL branding strategies) x 2 (PL tier) x 2 (degree of specialization) between-subjects design was conducted. To test the hypotheses, an ANCOVA was performed. The study results reveal that the linked PL branding strategy is only favorable if a focused retailer (high degree of specialization) offers a premium PL brand which is highly typical for the superordinate retailer brand. This is consistent with the general understanding that most retailers in practice realize a certain standard / premium brand positioning. For all the other investigated scenarios the stand-alone PL branding strategy is more favorable or both PL branding strategies lead to the same effect. Our results confirm the two-step integrative concept of the schema theory. Consumers evaluate a new PL brand and how typical it is for the superordinated retailer brand. If the new PL brand is overall typical consumers continue a detailed evaluation based on further attributes.

Future studies should integrate men across different age groups in the study design. In addition, future studies could investigate the reciprocal spillover effect of PL branding strategies on the superordinate retailer brand's image. Third, based on the results of our study, scenarios can be identified in which a linked PL branding strategy is recommended. If such a linked PL branding strategy is recommended it finally raises the question how "intense" retailer brand and PL brand should be linked.

Keywords: Private label branding strategy; Degree of specialization; Schema theory; Online retailers

References Available Upon Request

The Producer's Photography Impact on Packaging. What Consequences on Brand Proximity and Brand Trust for Skeptical and Not Skeptical Consumers?: An Abstract

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ABSTRACT

The impact of the producer's photography on the consumer's perception of the product and the brand remains largely unexplored, even though this communication strategy is still developing. This research aims to address the question, "What are the effects of including the Producer's Photography on the Packaging on the consumer's perception of brand closeness and trust, and what differential effects it could have on skeptical and non-skeptical consumers?" Specifically, it focuses on the influences of the producer's photography on the packaging, examining the resulting brand closeness and brand trust, including integrity, credibility, and kindness, and the moderating effect of consumer skepticism on these relationships.

To conduct this study, an experiment was carried out, incorporating a cross-subject factor, which was the image of the producer. This factor had two modalities: absence and presence of the photograph. The results of the experiment indicate that the presence of the producer's image on the packaging has a positive influence on the perceived closeness to the brand and enhances its perceived integrity and credibility. These effects are mediated by brand closeness, suggesting that establishing a connection with consumers is a crucial step in promoting trust.

Moreover, the empirical findings confirm that skepticism about advertising plays a moderating role in the effect of the advertising character on brand trust. This implies that individuals with lower skepticism are more likely to be influenced by the presence of an advertising figure, leading to increased confidence in the brand due to the perceived closeness.

In conclusion, the study demonstrates that incorporating the producer's image on the product's packaging creates a connection with consumers and fosters their trust. However, it is important to first establish a sense of closeness with consumers, which can be achieved by providing more details about the producer's identity, such as their name, activities, and location.

Keywords: Endorsement; Ordinary endorser; Packaging; Brand trust; Perceived closeness; Buying intention; Experimentation

References Available Upon Request

Influencing Olfactory Perception with Motion: An Abstract

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ABSTRACT

Communicating the olfactory attributes of a product is challenging, especially in the digital age when consumers often have no access to the physical product. Nevertheless, it is often necessary for consumers to “feel” a product’s scent, at least for certain categories such as perfumes, before they can comfortably place an order. Recent research suggests that conventionally used textual cues, including sensory description and scent label, are ambiguous and misleading. The difficulty in highlighting a product’s olfactory attributes troubles marketers more in the post-pandemic period, given that a strong reliance on e-commerce has been cultivated. Thus, it has been recently called to develop new marketing techniques to communicate olfactory information and create online olfactory perceptions.

To this end, primarily drawing on conceptual metaphor theory and heuristics-related literature, the present research introduces visually implied explosion (i.e., the perception of explosion induced by a static image) as a promising tool to influence consumers’ olfactory perception. Two experiments were conducted in a perfume marketing context. Experiment 1 used simple print advertisement stimuli created for a fictitious brand and recruited a UK online panel sample, showing that visually implied explosion can increase perceived scent intensity and consequently enhance perceived scent persistence. Experiment 2 conceptually replicated these findings, using French workers as participants and highly realistic print advertisement created by a leading advertising artist for a well-known brand as stimuli. The present research shows that visually implied explosion, as a specific type of motion, can effectively signal important olfactory information without the presence of a physical product, suggesting that it is a promising sensory-enabling technique to shape consumers’ online olfactory perceptions. The results are also in line with previous studies, showing the potential of visually implied motion to create sensory perceptions. Notably, two distinctive processes (metaphorical reasoning vs. heuristic reasoning) are found to underlay aforementioned effects. While metaphorical reasoning has been used to understand the formation of consumers’ olfactory judgments, heuristic reasoning may provide another powerful tool to discover new sensory-enabling techniques.

Regarding marketing practices, given that visually implied explosion can communicate a product’s olfactory attributes without the presence of a physical product, it can be used as a new marketing element to create online olfactory perceptions. As our bodily experience with explosion is similar, the observed effect of visually implied explosion is very robust. Therefore, marketers can use it as a standardized visual element for international marketing practices to save cost and build a more consistent brand/product image.

Keywords: Implied motion; Olfactory perception; Sensory marketing; Conceptual metaphor; Heuristics

An Investigation into the Effect of Visual Information on Ethnic Restaurant Patronage in the Context of Food Ordering Apps: An Abstract

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ABSTRACT

Although online food delivery has rapidly shaped the global food industry (Singh, 2019), it has received little attention from marketing researchers. Visual information is an important factor in website and menu design (Hou et al., 2017; Pennings et al., 2014). However, a very few studies have extended visual information effect to any particular type of restaurant in the context of FDAs and uncovered the underlying mechanisms. Thus, this research aims to explore the impact of visual information on ethnic restaurant patronage and identify the underlying processes and moderators.

Dishes with ambiguous names and unique ingredients served by ethnic restaurants might make it hard for customers to imagine how the food tastes in the absence of visual information. Online trust involves consumers' perceptions of the website and their perceived credibility of website information (Bart et al., 2005), and information quality affects online trust when ordering online food (Vasanthakumar & Arunprakash, 2019). Thus, we propose that online trust and consumer attitudes towards an online ethnic restaurant serially mediate the positive effect of visual information on customer patronage. We propose that reputation would enhance such a serial mediation effect and that the individuals in low (vs. high) cosmopolitanism would rely more on the visual information to develop their online trust in ethnic restaurants. We also propose that short-term (vs. long-term) orientation would rely more on information presented on the menu to develop their online trust and form their positive attitude (Hofstede & Minkov, 2010).

Across two studies, our findings generated from Canada and China demonstrate that visual information on FDAs menu such as food pictures positively affects consumers' online trust, which leads to more favorable consumer attitudes towards the ethnic restaurant, thus increasing patronage. Further, this serial mediation effect is stronger for the customers in low cosmopolitanism and for those with short-term orientation. However, reputation does not moderate the serial mediation effect. This research contributes to the literature on visual information, cosmopolitanism, and cultural dimensions. Our findings suggest that FDAs managers and ethnic restaurant owners should work together to optimize their online menus by including food pictures in the menu to increase the overall credibility of FDAs and restaurants. Ethnic restaurant owners should also encourage their customers to write a review with food pictures to appeal to those individuals in low cosmopolitanism and short-term oriented customers, thus gaining their online trust in the restaurant and favorable attitude.

Keywords: FDAs; Visual information; Online trust; Cosmopolitanism, Long-term orientation

References Available Upon Request

LIGHTS, CAMERA, ACTION: An Examination of Healthcare Professionals on TikTok: An Abstract

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ABSTRACT

Healthcare professionals (HCPs) are turning to social media to perform hit dances to trendy music in the name of healthcare education. TikTok, a short-form video platform that allows users to create entertaining, informative content, garnered over one billion monthly active users (Doyle, 2022), is making healthcare information more accessible by providing opportunities for HCPs to connect with consumers online. Actively participating on TikTok, HCPs can share medical information alongside entertainment that displays their personalities, which may alleviate the distance in the doctor-patient relationship, build trust, and foster stronger bonds (Goldberg, 2020). However, this phenomenon of HCPs as social media influencers (SMIs) is little understood and is important for consumer well-being. Specifically, this research aims to identify how HCPs utilize TikTok to share health-related information via content analysis regarding how their short-form videos are designed, the primary content of their message, and how these factors impact consumer engagement. Exploratory content analysis was conducted to understand further how healthcare professionals utilize TikTok (Torres et al., 2007).

Based on the findings, HCPs on TikTok appear to focus on sharing healthcare information, healthcare-related opinions, and life as a healthcare professional. While they do not utilize all the technical capabilities TikTok offers, such as Duets or speech-to-text, it seems that they do intentionally design their videos to increase visibility, such as engaging in trending dance moves or using trending sounds regardless of whether they are related to their message. Regarding consumer engagement, HCPs can benefit from becoming verified on TikTok, which can be achieved by becoming verified on other platforms, creating viral content, or following TikTok's community guidelines. Although political and social opinions receive the highest consumer engagement in terms of the number of comments, this type of content might not provide the best positioning strategy for HCPs and could deviate from the physician's motivation of being on TikTok and limit the public health benefits of HCPs as SMIs. HCPs could consider experimenting with novel formats TikTok offers, such as Duets and text-to-speech, to increase the visibility of their message potentially. They can also be more open to using motion, acting, and dance, a rarely used format, to appeal to TikTok users' entertainment gratification motives, which Yang and Ha (2021) found to be the most common motivation for TikTok users.

Keywords: TikTok; Healthcare; Content analysis; Consumer well-being

References Available Upon Request

The Impact of Attitudes towards Advertising on Vaccine Acceptance: The Case of Covid-19: An Abstract

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ABSTRACT

Since Covid-19 first detection in Wuhan, China, multiple vaccines have been developed and rolled out to control the pandemic, but part of the population has not been willing to get vaccinated (Jennings et al., 2021). A set of reasons for refusing Covid-19 vaccination and several drivers of vaccine uptake have been considered to explain this behavior. At the same time, Covid-19 has been an ‘infodemic’ of complex and dynamic information, where misleading data were widely disseminated and unsourced recommendations on health were offered through social media, while governments and experts have needed to communicate uncertain advice and even reversals in advice, eroding public trust (Mheidly & Fares, 2020; Jennings et al., 2021).

Considering that exposure to health information through mass media affects health decision making (Troiano et al., 2021), this paper focuses on attitudes towards traditional media vaccination advertising. Moreover, some of the key factors that impact on vaccine uptake attitudes, such as social influence, perceived behavioral control, perceived risk for vaccine uptake, conspiracy beliefs and vaccine mandates tolerance, are considered. A new structural model is developed and tested in Greece by means of both a focus group discussion and a research questionnaire, distributed to 939 individuals.

The results provided evidence that attitudes towards traditional media advertising about Covid-19 vaccine have a positive effect on social influence (as in Thaker, 2020), perceived control regarding vaccination, tolerance to vaccine mandates (as in Wu & Shen, 2022) and vaccination acceptance attitude (as in Li & Sun, 2021). Moreover, social influence has a positive impact on perceived control and mandates tolerance, while it also affects vaccination attitude (as in Fernandes et al., 2021). Furthermore, it has a negative effect on conspiracy beliefs, which in turn influence risk concerns about vaccination consequences (as suggested by Su et al., 2020; Nazlı et al., 2022). Individuals’ compliance with vaccine mandates has both a direct positive impact on vaccination acceptance attitude (as in Karaivanov et al., 2022) and an indirect effect through its influence on perceived control which also affects vaccination attitude (as in Sherman et al., 2021). Finally, perceived risk regarding vaccination has a direct positive effect on perceived control (as suggested by Lee et al., 2022) and a negative impact on vaccination acceptance attitude (as in Fernandes et al., 2021).

Based on the above findings, healthcare policymakers may improve immunization plans and create better-targeted vaccination-related campaigns. Future vaccine communication strategies should address misconceptions through trustworthy messages, and use of comprehensive, scientific information, expert recommendations, and authority figures.

Keywords: Vaccination; Attitudes; Advertising; Social influence; Mandates; Risk; Conspiracy

References Available Upon Request

Technology as a Factor of Influence on Salesforce Performance in Services Firms: An Abstract

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ABSTRACT

The actual environmental complexity in B2B sales increases the need for firm's superior performance (Sulibhavi et al., 2018). In such situation, salesforce becomes a core value for sales organizations (Zhang & Glynn, 2015) and requires organizations to fully understand the drivers of their salesforce performance (Evans et al., 2012; Herjanto & Franklin, 2019). This is particularly true in the context of services firms given that the salesforce can be considered "...*the most important marketing tools...*" that, indeed, act as an interface between the firm and the customers (Basir et al., 2010, p. 52).

Verbeke et al. (2011) integrative work organizes the salesforce performance indicators into five categories and related subcategories. Recently, Chawla et al. (2020) maintain the same categories and briefly extend this classification with technology, which can be seen as an actual starting point for future research. Indeed, in this work we follow the main categories considered in Verbeke et al., (2011), but adopt Chawla et al. (2020) review and considerations to "...*recent changes in sales practices...*" (p. 1359), namely the extensive use of technology in sales settings. In all, the research objective is to test the validity and reliability of areas and dimensions revealed in previous meta-analyses of salesforce performance indicators in the context of service firms.

The methodology is based on a questionnaire survey based on a deductive approach. A total of 732 companies were ultimately selected. A total of 389 questionnaires out of 732 were returned generating a response rate of 53.1%. We use univariate and multivariate statistical techniques to analyze the data collected during the empirical phase of the study.

Results report that the factor solution is satisfactory (KMO/Overall MSA: 0.803; Bartlett's Test: Approx. Chi-Square: 5375.029; df: 741; Sig: 0.000). Measures of sampling adequacy range between 0.64-0.90. Communalities range between 0.58-0.79 with a total explained variance of 70.4%. The Cronbach Alphas for the thirteen factors range between 0.64-0.82.

We conclude that all thirteen factors identified in the factor solution of salesforce performance indicators demonstrate satisfactory convergent, discriminant and nomological validity, as well as reliability of each dimension.

We contend that this study makes a two-fold contribution to existing theory and previous studies of salesforce performance indicators: (i) confirms the main areas of salesforce performance indicators; and (ii) confirms thirteen dimensions.

Keywords: Salesforce; Sales Performance, Technology, Meta-analysis

References Available Upon Request

Can I Help You? Virtual Agents Service and Value Co-creation: An Abstract

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ABSTRACT

With the evolution of technology, consumers are experiencing new forms of interaction with companies and service providers, e.g., chatbots, dialogue systems and/or conversation agents (Liu-Thompkins et al., 2022), referred to in this study as virtual agents (VA). VA is an interactive, real-time multimodal dialogue system focused on emotional and non-verbal interaction skills (Schroeder et al., 2012), or in other words, an actor present in various aspects of customer service, simulating social interaction. Although recent studies have been conducted about virtual agents in the context of services, more study is needed to understand consumers' intention to use autonomous service technology and willingness to co-create value when using the services provided by a VA and to expand the extant literature (e.g. Anayat & Rasool, 2022). This study addresses this issue by testing the following hypotheses.

- H1: The ease of use of the VA has a positive impact on the consumer's attitude.
- H2: The ease of use of the VA has a positive impact on the consumer's perception of usefulness.
- H3: The perception of usefulness has a positive impact on the consumer's attitude towards the VA.
- H4: The consumer's attitude positively impacts the intention to use the technology.
- H5: The consumer's attitude positively impacts the willingness to co-create.
- H6: The intention to use positively impacts the willingness to co-create with the consumer.

The proposed model is tested with data from a survey with 691 service customers who used VA recently. Findings for H1 ($\beta = 0.20$) demonstrates that consumers who perceive greater ease of use of technology present more favorable attitude towards the virtual service agent. H2 was also supported, suggesting that the introduction of new technologies by service providers should receive extra attention when it comes to providing something that is easy to use. H3 was also supported, indicating that consumers tend to perceive an effective use for the non-human service agent and tend to continue using the services provided by autonomous technologies. H4 and H5 tested the influence of attitude on the willingness to co-create and the intention to use VA ($\beta = 0.05$) ($\beta = 0.84$). However, the attitude did not affect the willingness to co-create, at least not directly. It is noted that this effect occurs indirectly, through the intention of use. Finally, H6 tested the influence of the intention to use technology on the willingness to co-create and it was supported ($\beta = 0.70$), indicating that inserting a virtual agent for service providing can contribute to the value co-creation process, increasing the consumer's willingness to actively participate in the processes.

Keywords: Virtual agents; Co-creation; Value; Ease of use

References Available Upon Request

Retail Patronage: A Well-Known but Undefined Construct: An Abstract

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ABSTRACT

Due to the rising competition nowadays, companies strive for the attention and ‘love’ of their customers (Lemon & Verhoef, 2016; Mintel, 2022). Establishing and maintaining a close relationship with customers to convert them into ‘patrons’ still represents a key strategic aim of many firms, as doing so leads to sustainable sales and profits and thereby, return on investments, higher revenues and more durable customer relationships (Hogreve et al., 2017; Zeithaml, 2000). The impact of factors having an effect on retail patronage like store atmosphere, location and store management are examined on outcomes like store satisfaction, word of mouth or repurchase intention (Blut et al., 2018; Pan & Zinkhan, 2006). The probability of selling to an existing customer is nearly about 70%, whereas the probability for new clients is approximately only between 5% and 10% (Griffin & Herres, 2002). In addition, regular customers account for around 70% of revenues, although they only make up just under 30% of the buyer base (Horizont, 2019).

The authors conducted a systematic literature review in order to identify existing definitions and conceptualizations of the construct. Second, the first scale development was carried out by the means of a qualitative research (semi-structured interviews, n=78) and third, the researchers conducted a bibliometric co-citation analysis by using Bibliometrix (n=280). The two main contributions are to showcase the diversity of retail patronage by emphasizing used theories and methods, and to identify research gaps for future research. Articles are analysed on several criteria such as theory, methodology, and main descriptive elements and using automated text analysis.

Based on the identified literature and insights of the interviews the following findings can be outlined. First, we can identify retail patronage as a distinctive positive construct, with multiple dimensions. The most frequently mentioned dimensions were: relationship, emotional bond, loyalty, excellent service and offering as well as experience. By analysing existing literature according a bibliometric (co-citation analysis) we could identify 280 articles with a timespan from 1967 until today (annual growth rate: 3.23%) in 41 sources (journals). Overall, 13,015 references are included with a total citation count of 16,0111. The 280 documents are developed by 632 authors.

The current work emphasizes an in-depth understanding and exploration of the construct retail patronage (Contribution 1) and delimitate the construct from similar (existing) constructs, which serves as indication for discriminant validity during a scale development process (Contribution 2). The research underpins the need for the development of a measurement scale of the construct retail patronage (Contribution 3). The research gives and will give an overview about the reveal bibliometric structures and intellectual foundations of research themes (Contribution 4) and the operationalisation of the construct will be based on experts’ point of view (Contribution 5).

Keywords: Retail patronage; Loyalty; Conceptualization; Bibliometric analysis; Shopping behaviour

References Available Upon Request

Brown Hamilton and Black Ariel: Non-Traditional Casting and Consumer Sentiment: An Abstract

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ABSTRACT

“This is a story about America then, told by America now, and we want to eliminate any distance. Our story should look the way our country looks. Then we found the best people to embody these parts. I think it’s a very powerful statement without having to be a statement.”

-Lin-Manuel Miranda

The music swells as a mermaid swims rapidly to the light and the familiar lines are sung “out of the sea, wish I could be, part of that world” (Deggans, 2022). For those of us who were raised watching *The Little Mermaid*, this iconic scene is one permanently burned into our shared memories, her purple shell bra and those iconic green scales on her tail. There was one noticeable difference between the cartoon Ariel and Halle Bailey, the woman hired to play Ariel in the live action movie -- Bailey is Black while the cartoon Ariel is White. Consumer response to Disney’s decision to cast a Black actress in the title role was swift. In the initial explosion of social media response was mostly negative. Hash tags like #NotMyAriel and #NotMyMermaid were blowing up social media while openly racist memes and comments were sprouting up everywhere from YouTube to Twitter (McNabb, 2022). As Disney spent time trying to quell racist comments, consumers were threatening to boycott Disney. Rapidly, consumer sentiment turned more positive. Consumers all over the world started posting videos of little girls supporting Halle Bailey and even saying that they looked like Ariel (Cannella, 2022). Still other consumers waged an all-out war on racist memes and even #NotMyAriel. This epic battle is being played out live through social media while Disney tried to control the impact on their brand. Why has the casting of Ariel brought about such consumer interaction? And why has Disney knowingly placed themselves at the center of this debate? We believe it is in part because of the creative movement towards non-traditional casting.

There are many forms of non-traditional casting. One method of non-traditional casting is the act of casting without concern for an actors race, gender, gender-identity, disabilities or body type (Brown 1987, Pao 2011). Still other forms are more purposeful in their intent. In this paper we explore numerous methods of non-traditional casting. Specifically, we examine the impact of role congruity on consumer acceptance of non-traditional casting. Using congruity theory, we propose a typology to strategically decide if you should use non-traditional casting in your creative work.

Keywords: Non-traditional casting; DEI; Representation; Role congruity

References Available Upon Request

The Perception of The Gender Fluidity Movement Pushed by Gen Ziers in The Fashion Industry: An Abstract

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ABSTRACT

The fashion industry has seen an insane growth in the past years, a 2017 report on the state of fashion by McKinsey stated that “If it were ranked alongside individual countries’ GDP the global fashion industry would represent the seventh-largest economy in the world”. This growth is largely due to the globalization of fashion which has made it accessible for all. The history of fashion and gender fluidity has always been intertwined through different eras and cultures around the globe. It is not a new concept created by Generation Z, but this generation is the one that has pushed it the most, advocated for it and is trying to normalize it. With Gen Z’s spending power being on the rise, this cohort has \$360 Billion in disposable income (Bloomberg, 2021), they now have more influence, and their claims carry more weight. This shift in power and demand is enough to push brands to adapt.

With the aim of understanding this new and under-explored phenomenon, this paper is the first step in our research on gender fluidity in fashion. We had carried out two studies, the first one being a preliminary case study where we analyzed the feedback and social media reactions to gender fluid fashion events through which we extracted themes that were later addressed in the interview guide we used to conduct our second study via semi-structured interviews. Our sample was composed of 7 individuals with genuine interest in fashion. They all come from different backgrounds and cultures and reside in France.

The results show that although Gen Z might be facing less obstacles when expressing their gender fluidity through fashion, they still have to face and overcome many obstacles linked to cultural, societal and historical factors present in their environment. This study also showed that both men and women still get judged for expressing their gender fluidity through fashion, but it is most agreeable that men bear the brunt of this treatment showcasing the double standard they suffer from and that when done right by brands, providing more gender fluid collections could generate more profits which is the goal of all companies.

This research has some limitations that are currently being addressed, one being the small sample we have used to draw our conclusions. This study provides valuable theoretical contributions regarding the topic of gender fluidity in fashion. It takes traditional issues such as self-expression, masculinity, and corporate adaptability and analyzes them through a new dimension, that of Gen Z’s fashion choices. It also offers guidelines for brands who want to adapt to the gender fluid movement and cater to the demand of Gen Ziers.

Keywords: Gender fluidity; Fashion; Gen Z; Perception; Masculinity; Self-expression

References Available Upon Request