THE UNIVERSITY OF MELBOURNE

SOMETHING DIFFERENT

ANZMAC 2021

29th November - 1st December 2021



CONFERENCE PROCEEDINGS

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Track Chairs

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ANZMAC CONFERENCE 2021

Something Different

Proceedings

29 November – 1 December 2021

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Acknowledgment

Wominjeka!

Wominjeka is the Woi-wurrung word for Welcome.

The University of Melbourne acknowledges the Wurundjeri people who are the Traditional Custodians of this land.

We pay our respect to the Elders both past and present of the Kulin Nation and honour Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

PROLOGUE

A sense of place is critical to identity, and ANZMAC is our place of belonging where a rich community of Marketing professionals are united by a purpose to conduct meaningful, valued research that improves quality of life and the health of social and environmental ecosystems.

I remember back in 2018. It was the first time the Marketing team at the University of Melbourne hosted a conference. This was not due to a lack of willingness, but more a symptom of being a small team buried in a Management Department, and not having a critical mass in any one Marketing area.

ANZMAC, however, is a broad church that covers many interests. The Marketing team sat around my dining room table offering suggestions as to our conference theme. When Jill Lei suggested the theme of "Something Different" everyone enthusiastically agreed that this fitted the bill.

"Something Different" encapsulated how we wanted to act on past feedback of members and strive for a more affordable conference, with insightful reviews given to papers, and to discourage the conference platform being a place where only PhD students presented, or where academics used special sessions to avoid having to meet submission deadlines or peer reviews.

Every team member was given a role in the conference, typically as a track chair, and we began to organise.

"Something Different"- we had big plans. Little did we know that our theme was going to haunt us in ways we never expected.

2020 and beyond certainly was something different. My poor, wonderful city of Melbourne endured the lengthiest and restrictive lockdowns in the world; some of the ugliest anti-vaccination protests in Australia; and bouts of very unusual wet weather, not to mention an earthquake.

Further, zoom in on the University of Melbourne. Here, like so many universities, sessional teaching and academic support staff were drastically reduced, teaching hours were increased, and any promised relief to our team was removed.



PROLOGUE (Cont.)

The long shot was that this conference had to be organised over two COVID years under an increased workload with no administrative support.

So how did we get here today?

Here is where the "Something Different" theme was put into action. With so much uncertainty, fear, and fatigue, the default position from the University was "no". Had we not kept hope alive we would have admitted defeat. Instead, we navigated the roadblocks, designed new practices, and collaborated with our partners. Let me explain.

First, we worked very closely with the ANZMAC Executive and specifically the conference sub-committee. On this note I want to thank the 2020-2021 members of ANZMAC Executive for their support and especially Linda Robinson, Denni Arli and Billy Sung for attending to budget, invoices, and the many meetings scheduled in 2021 which faced a changing landscape. Rob Aitken as president was always open to fresh ideas and allowed ANZMAC to provide the agility that cut through the ever-rigid bureaucracy encountered at the University fortified (literally) by COVID.

Second, we employed the services of JT. Production Management, a small Melbourne based business of young, enthusiastic talent led by a passionate Creative Director Julia Truong. Together with her team we designed and adjusted scripts for what COVID and a hybrid conference meant for ANZMAC. When I needed reassurance that my optimism was not delusional, I turned to JT.

Last, we benefited from you, the ANZMAC community. You have supported the conference by submitting papers, reviewing papers, and offering sponsorship. And here I want to acknowledge all the Heads of Schools and Department that encouraged and supported their staff to submit a paper, and to register.

I am particularly humbled by all our wonderful sponsors who did not ask for their money back when the conference was deferred in 2020 and their budgets were under pressure. Thank you to those who somehow managed to squirrel away some funds to support us this year.

So here we are finally, and as of today we have over 300 presentations and 480 delegates registered. I reflect back with unease to all those dreary lockdown days, sitting in my study with my dogs beside me, teaching online, listening to the latest horrible COVID numbers.

How I stressed that few of you would submit a paper, even fewer would register as both international and state borders remained shut. But I can see now that I need not have worried as we are part of a wonderful Marketing community that is truly "Something Different."



Liliana Bove

Co-Chair of ANZMAC 2021

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WELCOME FROM THE CO-CHAIRS

Something Different

As we pen this editorial, only a few weeks out from the launch of ANZMAC 2021, the theme of "Something Different" seems to capture so many aspects of our working and personal lives over the past two years. And it would be a safe bet to suggest that all of us are still doing many things a bit differently now compared to our pre-pandemic routines.

But this was not the original motivation for the theme of this ANZMAC conference. Our intent was to try to recast how the academy sees our conference. In the beginning, we were not sure what that implied exactly, but we were unanimous on one ambition.

We hoped the "Something Different" theme would provide a platform for members of the academy – you, your colleagues, and your co-authors – to be just a little bit bolder in the ideas you brought to this conference. That this theme might, at the margin, motivate delegates to send their risky, but perhaps more interesting research, for review and presentation.

We are aware, of course, that "difference" can have negative connotations in the practice of our craft. We're reminded of the central theme of Patrick Barwise's and Sean Meehan's [1] timeless observation that
"difference" is often the enemy of "better".

And who hasn't been frustrated by a paper being rejected by a journal editor simply because there was not enough that was "new" in the manuscript? The scientific enterprise is literally founded on replication and (as Thomas Kuhn reminds us) incremental problem-solving within paradigms [2]. Constantly chasing the "new" or the "different", it might be argued, has contributed to the so-called "replication crisis" and is at odds with scientific progress.

That said, we still think there is room for bravery and challenging old ways of thinking, and we're convinced that the settings are right for this to happen within Australian and New Zealand higher education institutions.

There is abundant evidence to show – at least in Liliana's and Simon's twenty plus years in the academy – that Australian and New Zealander marketing scholars punch above their weight on the global stage. Our research attracts the attention of the best and brightest abroad and the most reputable institutions in the world are populated by ANZ expats.



WELCOME FROM THE CO-CHAIRS (Cont.)

Something Different

So what does “something different” mean in terms of our research? It could mean having the confidence to push back on commonly accepted wisdom. Often, it’s the younger scholars in our field who are best positioned to do this. Us ‘oldsters’ often become wedded to the sacred theoretical cows.

Our challenge to the PhD students, the post-docs, and the first-year lecturers is to resist ‘buying in’ to everything you read in our best journals. Ask if there’s a different way of seeing things and go and find out if you’re right.

It could also mean bringing a different methodological lens to your problem solving. More than ever before, ANZ institutions are seeking out scholars conversant in a broad range of research methods. Indeed, the marketing discipline itself appears to be demanding this. Attacking a problem with a different set of tools will often lead to new ways of seeing and understanding.

Finally, it could also be about stretching our field into other areas of application. Marketers are great “borrowers” of insights and methods from cognate disciplines, and this has served us well.

But how about training our marketing toolkit on problems not traditionally addressed by our field? Our academy’s own John Roberts and his colleagues have done just that in their recent special issue in the Journal of Marketing – Better Marketing for a Better World.

So, our hope is that ANZMAC 2021 will provide a stage for academics, young and old, to share their new and risky ideas. We don’t doubt that the normal academic sensibilities and humility in presenting our research will prevail, but we hope that you will mix things up a little in your session. Provoke some debate. Push back on the old doyens in the front row. And challenge the orthodoxy. Now wouldn’t that be something different?

Liliana L. Bove

Simon J. Bell

Abraham Hito

1. Barwise, P. and S. Meehan, Don't be unique, be better. Sloan Management Review, 2004. 45(4): p. 23-26.
2. Kuhn, T.S., The Structure of Scientific Revolutions. 2nd ed. 1970, Chicago: University of Chicago Press.



ANZMAC 2021 CONFERENCE ORGANISING COMMITTEE

Conference Co-Chairs

Liliana Bove
Simon Bell

ANZMAC Executive Conference Sub-Committee

Bill Sung
Denni Arli
Linda Robinson

Scholar One Paper Handling

Abraham Hito

Doctoral Colloquium

Jing Jill Lei, Doctoral Colloquium Co-Chair
Daiane Scaraboto, Doctoral Colloquium Co-Chair
Julie Ozanne, Doctoral Colloquium Co-Chair

Doctoral Colloquium Volunteers

Rohan Venkatraman
Ai Ming Chow

Event Management Services

JT. Production Management

WELCOME FROM ANZMAC PRESIDENT

I have great pleasure in welcoming you to ANZMAC 2021: Something Different. The title could not be any more appropriate given the changes, disruptions and challenges that have characterised this year and which, I assume, will continue to be a feature of our future. However, while circumstances and situations will change, some things will stay the same-and one of the most important of these is the strength of our membership and its commitment to supporting each other. Nowhere is this more clearly demonstrated than in the hosting of this, our annual conference. Despite all the uncertainty and distress as we braced ourselves against the swirling winds of change, Liliana, Simon and their fabulous team at the University of Melbourne, made the decision to not only go-ahead with their plans to host the conference but also to make it our first dedicated hybrid experience. Breaking new ground and thinking of divergent, different and distinctive ways of working and understanding underpins the conference and reflects the purpose and contribution that ANZMAC makes to the community. As our flagship, the conference brings together colleagues from throughout our region and provides them with the opportunity to present their latest research into theory and practice. For our colloquium participants, the conference is a rite of passage that will be an enduring and invaluable experience, and for our mainstage performers, the perfect opportunity to share our insights and inspirations. For all, the conference brings us back together and reminds us of the importance of community and the value of sharing. Thank you for supporting the Academy and being part of this unique experience and our enormous thanks to the University of Melbourne for their generous hospitality and, again, to our conference team for their exceptional determination and commitment.

Associate Professor Robert Aitken

President, ANZMAC



ANZMAC EXECUTIVE COMMITTEE

President and Chair, Strategy sub-committee
Robert Aitken, The University of Otago

Vice President and Chair, Awards sub-committee, Engagement and impact sub-committee
Lucie Ozanne, The University of Canterbury

Vice President and Chair, Communications & website sub-committee, Conference sub-committee, Journal support sub-committee
Paul Harrigan, The University of Western Australia

Treasurer & Memberships and Chair, Conferences sub-committee, Strategy sub-committee
Linda Robinson, RMIT University

Secretary and Engagement & impact sub-committee
Aron O'Cass, Macquarie University

Chair, International sub-committee and Chair, Doctoral colloquium sub-committee
Denni Arli, Griffith University

Chair, Engagement & impact sub-committee, Awards sub-committee, Strategy sub-committee
Frank Alpert, The University of Queensland

Chair, Journal support sub-committee, Awards sub-committee, International sub-committee
Jungkeun Kim, Auckland University of Technology

Communications & website sub-committee, Engagement & impact sub-committee, International and Conference sub-committee
Billy Sung, Curtin University

Doctoral colloquium sub-committee
Toni Eagar, Australian National University

Treasurer & Memberships sub-committee
Andrew Murphy, Massey University

Strategy sub-committee
Phyra Sok, Monash University

KEYNOTE ADDRESS – Monday, 29 November 2021



Mark Ritson

Marketing Professor | Global Consultant | Columnist

Mark Ritson is past Adjunct Professor of Marketing at Melbourne Business School. He has a PhD in Marketing and has been a marketing professor at London Business School and the University of Minnesota and a visiting professor at MIT Sloan and SMU. He has won MBA teaching awards at LBS, MIT, Singapore Management University and MBS.

Mark has worked globally as a private marketing consultant for clients that have included Baxter, Loewe, McKinsey, PepsiCo, Subaru, Eli Lilly, Donna Karan, Westpac, Shiseido, Flight Centre, Johnson & Johnson, De Beers, Sephora, Benefit, Amgen, Ericsson, Jurlique, Cloudy Bay, Unilever, KPMG and WD40.
For thirteen years - from 2002 to 2015 - he served as in-house Professor for LVMH - the world's largest luxury group - working in Europe with senior executives from brands such as Louis Vuitton, Dom Perignon and Hennessy.

He writes a weekly column for Marketing Week and for The Australian. On three occasions he has been judged the Business Columnist of the Year at the PPA Press Awards, the highest award for magazine journalism in the UK and was the British Society of Magazine Editors Business Columnist of the Year in 2018. His more scholarly publications include articles in the Sloan Management Review, Harvard Business Review, the Journal of Advertising and the Journal of Consumer Research.

He is a Thouron Scholar and was the recipient of the Ferber Award for his doctoral thesis. His co-authored pricing research was cited by George Akerlof during his 2001 Nobel Prize acceptance speech.

In 2018 he was rated one of the “Power 50” most important people in media by AdNews, one of ten top business thinkers in Australia by Smart Company, and recognised by the AMI with the Sir Charles McGrath Award, the highest honour for marketing in Australia.

KEYNOTE ADDRESS – Tuesday, 30 November 2021



Naomi Simson

Entrepreneur | Author | TV Show Guest | LinkedIn Influencer

Naomi is a member of the Faculty's Business and Economics Board at the University of Melbourne. Known as an entrepreneur and a business leader, Naomi Simson co-founded the Big Red Group (BRG) with business partner David Anderson in 2017. BRG serves experiences to different audiences through its various brands: RedBalloon, Adrenaline and IfOnly.com for Australia Redii.com. BRG also includes Marketics AI the exclusive distributor of Albert AI in ANZ. BRG serves an experience every minute and is currently a customer centric $100m enterprise.

Naomi is a passionate supporter of Australian business, a prolific blogger and business commentator, bestselling author and much sought-after keynote speaker. She has appeared as the #RedShark in four seasons of Australia's Shark Tank.

A true business leader and influencer, with more than 2.8 million LinkedIn followers, Naomi is Australia's most followed person on the business networking platform. She has authored two best-selling books "Live What You Love", and "Ready to Soar".

Before founding RedBalloon, Naomi worked for big businesses including IBM, Apple, KPMG and Ansett Airlines – all of which influenced her passionate views on workplaces. She is currently a governor of the Cerebral Palsy Research Foundation and is an advisor to a number of other not for profit institutions.

KEYNOTE ADDRESS – Wednesday, 1 December 2021



Russel Howcroft

Businessman | Media & Creativity Expert | Author | TV Panellist

Over a long career in media and marketing, Russel has been one of the most prominent voices for the power and cultural/economic importance of advertising, particularly through his role as a panellist on the ABC's Gruen program and fronting the documentary series How Australia Got Its Mojo.

His current roles include being a presenter on Melbourne's no.1 rated 3AW radio breakfast program, chair of the Australian Film Television and Radio School and the cofounder of The Grid Melbourne, a festival designed to bring entrepreneurs and innovators together. He has held multiple senior roles across the industry having served as PwC's first Chief Creative Officer (facilitating PwC's investment in Thinkerbell), Executive General Manager at Network 10, served as a board director on the ASX-listed Enero and as CEO of one of Australia's leading agency groups, Y&R Brands where he was also a member of the global management team.

Russel has also chaired or sat on the boards of a number of key advertising, film and television industry bodies including being the inaugural Chair of ThinkTV, the Australian Film Institute, the Screen Forever Advisory Board and he Chaired the AFA. He has written/co-written three best-selling books, with his most recent book Right Brain Workout II now being published throughout the world. He is also a founding partner and Chief Creative Officer at Sayers Group. He continues to be actively involved in the advertising industry, via his shareholding in the young agency, Good One.

TRACK CHAIRS

Thank you to the following committed and diligent individuals who took on the Track Chair roles this year.

BUSINESS TO BUSINESS

Sharon Purchase (University of Western Australia)
Ilkka Ojansivu (University of Oulu)
Chris Medlin (University of Adelaide)

CONSUMER BEHAVIOR

Greg Nyilasy (University of Melbourne)
Fang-Chi Lu (University of Melbourne)
Nitika Garg (UNSW Business School)

CONSUMER CULTURE THEORY

Eileen Fischer (Schulich School of Business) Robin Canniford (University of Melbourne)

DIGITAL MARKETING

Mathew Parackal (University of Otago)
Brent Coker (University of Melbourne)
Stephan Ludwig (University of Melbourne)

ENTREPRENEURSHIP & INNOVATION

Colin McLeod (University of Melbourne)
Kwanghui Lim (Melbourne Business School)
Ralf Wilden (Macquarie University)

ETHICS & SUSTAINABILITY

Ben Neville (University of Melbourne)
Michal Carrington (University of Melbourne)

INTERNATIONAL MARKETING & STRATEGY

Len Coote (University of Queensland)
Danielle Chmielewski-Raimondo (University of Melbourne)

JUDGEMENT & DECISION MAKING

Jill Lei (University of Melbourne)
Anish Nagpal (University of Melbourne)

MARKETING ANALYTICS

Martin Hirche (University of Cologne)
Erik Mooi (University of Melbourne)

MARKETING EDUCATION

Angela Paladino (University of Melbourne)
Foula Kopanidis (RMIT University)

SERVICE MARKETING

Nichola Robertson (Deakin University) Yelena Tsarenko (Monash University)

SOCIAL MARKETING

Davide Orzavi (Monash University)
Michael Polonsky (Deakin University)

TRANSFORMATIVE CONSUMER RESEARCH & PUBLIC POLICY

Lucie Ozanne (University of Canterbury)
Kanika Meshram (University of Melbourne)
Marcus Phipps (University of Melbourne)





BEST PAPER IN TRACK

BUSINESS TO BUSINESS
Unused Solutions in Business Markets
Authors: Elgeti, Laura; Kleinaltenkamp, Michael

CONSUMER BEHAVIOUR
Moral Peacocking: Exploring Social Media Outrage
Authors: Rotman, Jeff; Weber, Virginia; Perkins, Andrew; Reed, Americus

CONSUMER CULTURE THEORY
Finding Space for Black Joy in Live Music During COVID-19
Authors: Mitchell, Natalie; Thomas, Kevin; Eagar, Toni; Shi, Yingnan

DIGITAL MARKETING
Source Effects in Influencer Endorsement: A Meta-analysis
Authors: Paasonen, Petra; Vanninen, Heini

ENTREPRENEURSHIP & INNOVATION
Do Rational Entrepreneurs Exit Rationally?
Authors: Lin, Nidthida; Ghasrodashti, Elahe; Wilden, Ralf; Chirico, Francesco; Detienne, Dawn

ETHICS & SUSTAINABILITY
Corporate Lies Can Contaminate Individual Morality
Author: Nils Hoffmann

INTERNATIONAL MARKETING & STRATEGY
A comparison of the feedback effect of brand extension and co-branding strategies
Authors: Piehler, Rico; Schade, Michael; Diegel, Marius; Burmann, Christoph

JUDGEMENT & DECISION MAKING
The Effects of Lower Price Restraints on Consumer Choice
Authors: Han, Eunha; Oppewal, Harmen; Greenacre, Luke; Chan, Eugene

MARKETING ANALYTICS
Dissecting The Digits: Patterns In Post-Testing Measurement
Authors: Gray, Emily; Hartnett, Nicole; Kennedy, Rachel; Anesbury, Zachary

MARKETING EDUCATION
Students' Intentions to Work in B2B Sales
Authors: Pitman, Titta; Koponen, Jonna; Tarkiainen, Anssi

SERVICE MARKETING
Social Networks and Service Employee Innovativeness
Authors: Ozkok, Ozlem; Simon, Bell; Lim, Kwanghui; Singh, Jagdip

SOCIAL MARKETING
Re-imagining issue framing: The Women's Butterfly Project
Authors: Russell-Bennett, Rebekah; Bull, Melissa; Kelly, Nick; Letheren, Kate; Parkinson, Joy; Zhang, Jinglan

TRANSFORMATIVE CONSUMER RESEARCH & PUBLIC POLICY (Best Overall Paper)
Older Consumer Stereotypes and Technology: A Review
Author: Pao, Franco

REVIEWERS

We sincerely thank the following reviewers for their comments and insights on the submitted papers. Your efforts have been greatly appreciated.

Adams, Kathleen
Ahmadi Saber Doust, Negin
Ahmed, Al Sadat Ibne
Aleti, Torgeir
Algewatthage, Lakma
Amelia, Amelia
Antti, Nadia
Appau, Samuelson
Arli, Denni
Ashby, Rhys
Bakri, Marlini
Ballantine, Paul
Bandara, Priyantha
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Som, Anirban
Spassova, Gerri
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Tang, Ryan
Tang, Yuming
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Tjiptono, Fandy
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Tran, Ha
Tran, Khai
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Tuncay, Linda
Uusitalo, Outi
van Laer, Tom
Veer, Ekant
Venkatraman, Rohan
Veresiu, Ela
Vesal, Mahdi
Vishwakarma, Pankaj
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Voola, Ranjit
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Wang, Shasha
Webb, David
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Wilkie, Dean
Wilkinson, Ian
Windahl, Charlotta
Winzar, Hume
Wong, Amy
Wong, Jimmy
Wong, Phoebe
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Business to Business

Relational Qualities for Environmental Collaboration in Supply Chain Networks

Negin Ahmadi Saber Doust, Auckland University of Technology
Mark Glynn, Auckland University of Technology
Yingzi Xu, Auckland University of Technology
Ivan Russo, University of Verona

Abstract

The purpose of this research is to understand the relational qualities embedded in the network of relationships in the supply chain for environmental collaboration. The alignment of relationships in a supply chain are myriad dispersed across regions and industries(Rezaei Vandchali et al., 2020). The theoretical lens of relational theory aids in understanding the influence of relational assets, knowledge sharing, complemetary resource capabilities and government mechanisms that impact of investing in relational assets, sharing knowledge, using complementary resource capabilities and governance mechanism on environmental collaboration . The paper adopts a thematic analysis of 21 semi-structured interviews from retailers, manufacturers, suppliers, logistics and associations in the furniture industry. Six themes that has inductively emerged are relational alignment, power dynamics, trust, communication, transparency and authenticity. The identified relational qualities help managers cooperate and collaborate with their supply chain partners towards environmental objectives.

Keywords: Relational Qualities, Environmental Collaboration, Supply Chain Relationships

B2C2B Model – A Path Towards B2B Relationship

Himanshu Ahuja, Delhi Technological University
Deep Shree, Delhi Technological University

Abstract

All businesses are typically classified into three broad categories, based on their business models, namely - B2B (conventional), B2C (conventional), and B2B2C (modern). However, owing to the proliferation of digital media, there is another business model that is emerging known as 'B2C2B'. As against the B2B2C model that follows a top-down approach in terms of developing B2B relationships in order to acquire the customer base of business partners, the B2C2B model follows a bottoms-up approach. In this model, a business sells its product to an employee of an organization, with an end goal of acquiring the organization as its business client. This paper, through an extensive study of industry reports, aims to present B2C2B business model as a conceptual framework and propose pertinent research areas for future research. Further, this study focuses on highlighting implications of this model for business clients on one hand and business marketers on the other.

Keywords: B2C2B Business Model, Conceptual Framework, Implications

Introduction and Research Aim:

Most entrepreneurs and small businesses have started leveraging bottoms-up sales model that has its base grounded on influencer-driven marketing. Under B2C2B (business-to-consumer-to-business) model, the marketers from SaaS-based companies (such as Dropbox, Slack, etc.) or the companies having account-based marketing operations, focus all their efforts on winning the trust and confidence of the employees of the targeted company by offering them products for free or under 'freemium' licensing arrangement. Such employees, on being satisfied with the offerings made by the marketers, act as internal influencers in the sales process, thereby leading to adoption of such products and services by their employer company. This helps the marketer in acquiring business/institutional clients under premium licensing arrangement. The academic research on B2C2B business model has not yet started, and hence this area remains largely unexplored. The aim of this research work is to present B2C2B business model as a conceptual framework unfolding its antecedents, outcomes, moderators, and implications. Further, this study proposes intriguing research areas with respect to the model in order to give a direction for future research work in this field.

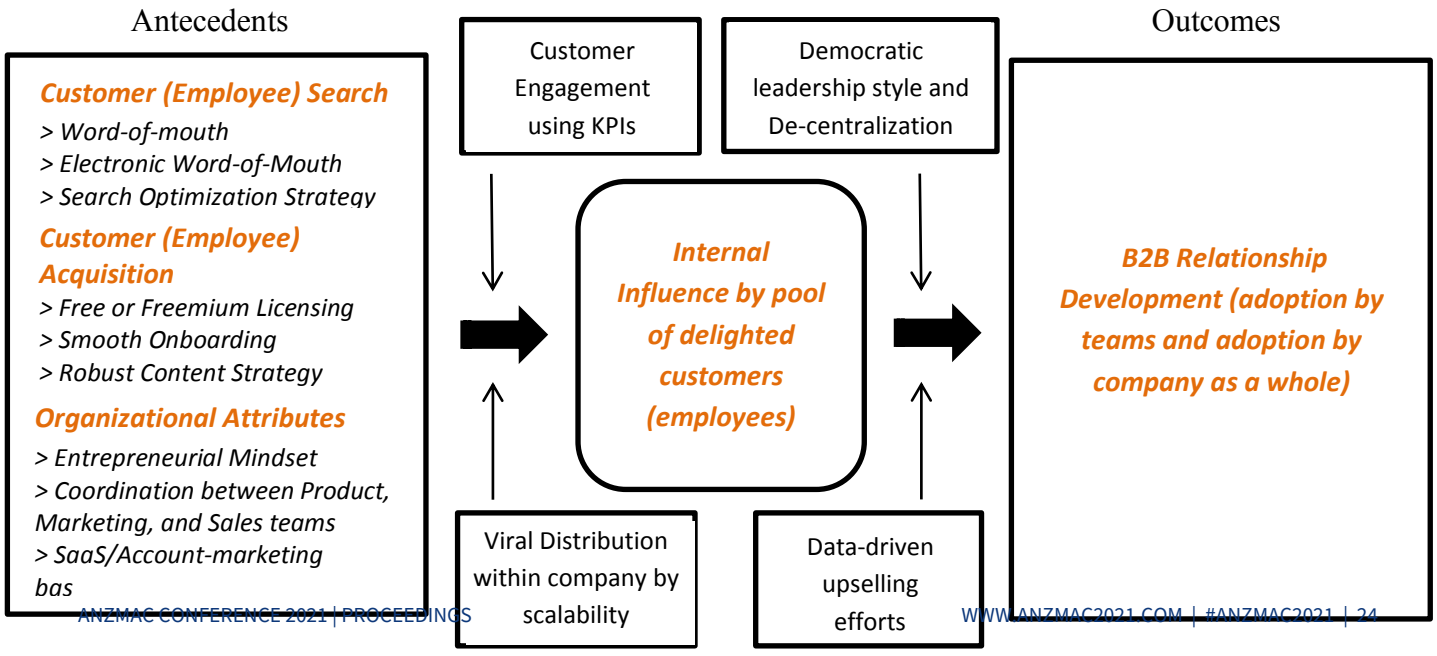
Methodology:

Extensive internet-based research has been conducted for gathering relevant constructs and concepts with respect to B2C2B business model in order to frame a robust conceptual framework. The sources majorly include recently published industry reports. The sources have been clearly mentioned in the 'references' section.

Theoretical Perspective:

In 1959, social psychologists, Bertram Raven and John French propounded 'Bases of Social Power' theory. The theory identifies six bases of organizational power namely – reward power, coercive power, legitimate power, referent power, expert power, and information power. They defined social influence as a change in attitude, belief, or behavior of a person through the action of an influencing agent. Further, they defined social power as the ability of the influencing agent to bring about a change using extant resources (Raven, 2004). Recently, there was a trend observed wherein employees through using their 'employee sentiment power' have started to influence corporate decision-making in areas including product-related decisions, customer-related decisions, etc. (Sullivan, 2018). Such power of employees and its resultant influence on corporate decisions act as a strong theoretical ground for running a business on B2C2B model.

Results: The Conceptual Framework:



Source: *B2C2B Business Model: A Conceptual Framework - Author's own analysis [taken inspiration from industry reports - (Rekhi, 2015), (Forensics, 2021), (REVteam, 2021), and (Tunguz, 2015)]*

The conceptual framework presented above throws light on the antecedents, moderators, and outcomes of B2C2B business model. The businesses need to focus on search as well as acquisition strategies, while maintaining its key attributes favorable from the point of view of this model. Focusing on better KPI-based customer engagement through personalization strategies, content strategies, email drip campaigns, excellent servicing, marketing and branding lead to delighted customers making their power of influence stronger. At the same time, acquiring more and more employees of the organization creates a stronger credibility for the product, making it hard to avoid by the employer company. Further, the relationship between the influence by employees and the resultant B2B relationship development is largely governed by level of decentralization and participatory culture in the organization. Furthermore, the marketers need to focus a lot on insights on adoption and utilization behavior of employees given by trained algorithms in order to make their upselling efforts stronger while at the same time need to delineate the differences between free and paid versions of the product in order to win the B2B relationship.

Implications

For selling company: This model results in a lot of benefits for the company selling the product to another business. Some of these benefits include ï shorter sales cycle, reduced cost of client acquisition, and better insights based on trained algorithms to improve the product and frame sound upselling strategies for their clients.

For buying company: This model is equally beneficial for the buying company as the decision to enter into a B2B relationship becomes less risky once the product has been adopted and utilized by the employees and teams of the company, giving it a social proof of acceptance. Further, the product training cost and time get substantially reduced as most employees are already familiar with the product and are comfortable using it.

Hence, it becomes a win-win situation for both the companies.

Direction for future research

As the business model is relatively new and research on the same is almost negligible, there is a lot of scope of research in this field. Firstly, the conceptual framework developed in this study can be made more robust through extensive research on the B2C2B business model. The relationships presented in the above conceptual framework can be empirically tested and validated so that it can be readily leveraged in all the future work proposed to be done in this field. Furthermore, there is a need to study and explore the scope of this business model outside of SaaS and Account-based marketing businesses, which can be taken up by marketing researchers and scholars. The theoretical associations of this business model can be explored in further detail. Last but not the least, there is an immense scope to study the pertinent digital marketing strategies that can be leveraged at each stage namely- during customer (employee) search, customer (employee) acquisition, customer (employee) engagement, and viral distribution in a company.

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Franchise Expansion: The Role of Franchisor Communications

Areej Alshamrani, Taibah University & Monash University
Sudha Mani, Monash University

Abstract

Franchise expansion is critical for franchisors. Yet, little is known on how franchisors' communication with franchisees can improve franchise expansion. Prior research has largely focused on *ex post* (i.e., ongoing franchise relationships) franchisor communications. However, little insight exists on *ex ante* (before the relationship begins) franchisor communications. This study addresses this gap. We investigate the influence of franchisors' communication of risk and reward on franchise expansion. Further, we examine how governance mechanisms – incentives and royalty-rate moderate the communication-expansion relationship. We develop a custom database of 331 US-based franchises, and we text analyse the franchise disclosure documents to test how franchisors' communication of risk and reward affect franchise expansion. Correcting for endogeneity, we find that the communication of risk decreases franchise expansion while communication of reward increases franchise expansion. We also find the governance mechanisms to moderate the communication-expansion relationship. Our findings have implications for both theory and practice.

Keywords: Franchise; Franchisor; Governance

Knowledge Transfer in B2B Customer Relationship Development

Shijiao (Joseph) Chen, Macquarie University, Australia
Khai Trieu Tran, University of Economics & University of Danang
Yimin Huang, Macquarie University
Jun Yao, Macquarie University
Raymond Xia, University of Otago

Abstract

Previous research on knowledge transfer mostly focuses on the transfer of knowledge within organisations rather than between organisations. This research aims to investigate how knowledge transfer develops business relationships and to explore the factors that moderate the effectiveness of formal and informal knowledge transfer. To test our conceptual model, we conducted a survey on a customer portfolio of a medium-sized medical equipment supplier. The results show that: (1) The extent of knowledge transferred influences customer loyalty through cognitive trust rather than affective trust. (2) Both formal training and coaching contribute to the extent of knowledge transferred. Interestingly, the effect of formal training is weakened by tie strength, while the effect of coaching is strengthened by both the size of customer firm and tie strength. Our findings contribute to the theory of knowledge transfer in B2B relationships and offer important practical implications.

Keywords: Knowledge Transfer, B2B Marketing, Trust

The Influence of Relational Models Theory B2B Relationships

David Gray, Charles Sturt University

Abstract

The purpose of this paper is to investigate the influence of relational models on interfirm relationship organisation and interaction/problem solving behaviour and to explain possible differences in the presence of on the management of interfirm B2B relationships.

Introduction

The aim of this study is: *To investigate the influence of Relational Models Theory on interfirm organisational structure and interaction/problem solving functionality.* Two research questions are addressed in line with this aim: **RQ1:** What is impact of RMT on *interfirm organisation and structure*? **RQ2:** What is the impact of RMT on interfirm relationship *interaction/problem solving functionality.*

Background and/or Conceptual Model

Relational Models Theory (RMT; Fiske, 1991) argues that all social interaction is the basis for how interpersonal relationships are structured and evaluated. A relational model is defined as a coherent set of relationship norms, values, and beliefs. RMT is now being applied to the business environment (e.g., Aggarwal, 2004; Kaltcheva & Parasuraman, 2009; McGraw et al., 2012; McGraw & Tetlock, 2005; Wan, Hui, & Wyer, 2011). That is, it is argued that the use of RMT can shed light on which relationship models can contribute to a better understanding of how interfirm relationship partners evaluate the relationship organization, their products, and services. RMT distinguishes four elementary relational models: Communal Sharing, Market Pricing, Authority Ranking, and Equality Matching. In Communal Sharing (CS) a common interest and/or solidarity exists between the relationship partners. Authority Ranking (AR) organizes relationships such that the partners are often in a hierarchical or authority relationship towards each other. In Equality Matching (EM) the investment in the relationship must be balanced with what the partners get out of the relationship. Finally, in Market Pricing (MP), the partners use a common value (usually money) to determine the value of the investment and the return on investment. A good cost-benefit ratio is essential in this kind of relationship.

In this paper we consider the impact of RMT on two important drivers of interfirm relationship functionality. First, we consider 'organisation and structure' – covers the maintenance of interpersonal roles, control, and responsibility. In the B2B context organisational structures are the formal and social mechanisms that regulate exchanges within and between stakeholders. These structures help to minimize exchange hazards (i.e. opportunism, conflict) (Geyskens, Steenkamp, & Kumar, 2006; Masten, 2000) and coordinate interdependent tasks (Gulati & Singh, 1998). Effective management of an inter-firm relationship thus relies on the implementation of those formal and informal social controls and the coordination capabilities that emerge from the process of interaction (Dekker, 2004; Brouthers & Bamossy, 2006). Second, we focus on the interaction/problem solving functionality of an interfirm relationship. In the B2B context interaction exchanges between the partners are likely to become routinized over time. This emergent interaction process allows the relationship to develop distinctive relationship competencies over time through improved co-operation; to product/service adaptation to the specific needs of the partners (Cannon & Perreault, 1999), and to improved problem solving and conflict resolution over time (Mohr and Spekman, 1994). The model to be tested is shown in Figure 1

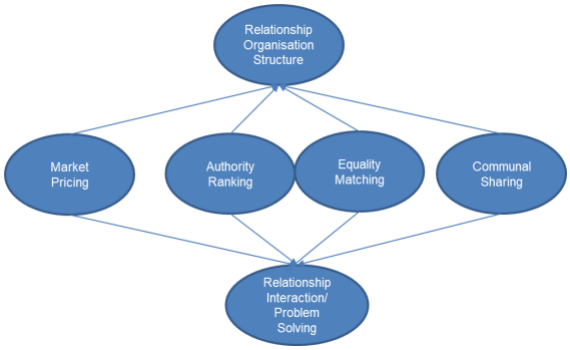
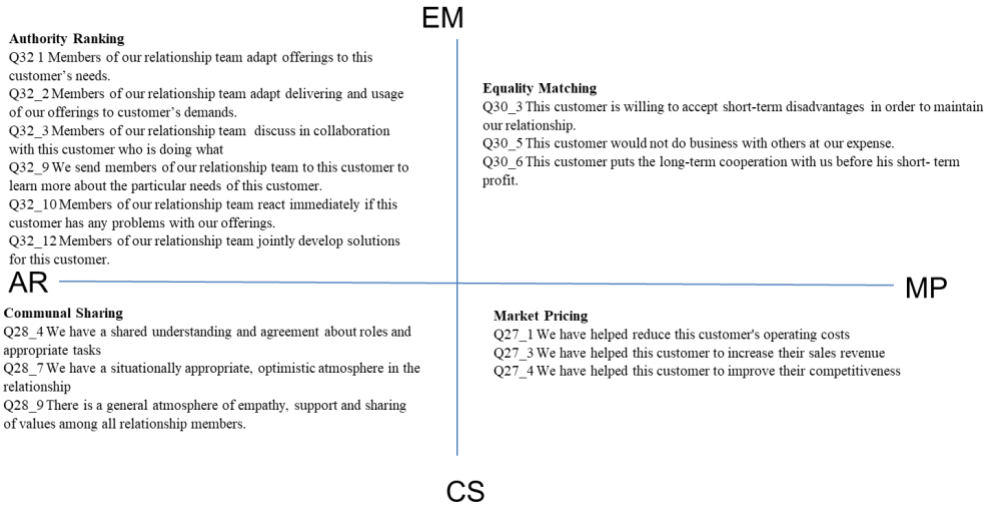


Figure 1 Conceptual Model

Methodology

Data was collected in an on-line nationally representative (by state, age and gender) self-report administered business panel survey from 541 respondents based in the Unites States aged 18 and over. Survey respondents were pre-qualified to ensure that their knowledge of the B2B relationship was adequate to answer the survey questions. The respondent positions comprised: owner managers/sales manager/marketing manager. The structure of the actual sample was in line with US Census data (Lichtenstein, 2014): gender (36.2% female, 63.8% male) and age distribution was skewed towards younger age groups (21.8% 18-29, 27.2% 30-39, 21.0% 40-49, 17.4% 50-59, 12.6% 60 plus) group. The fifteen items chosen for the four relational models in RMT were identified after conducting a factor analysis of 41 items identified through a number of well-known B2B scales including relationship trust and commitment developed by Helfert, Ritter, and Walter (2002). Sales interaction developed by Cannon & Perreault (1999). Relationship-specific adaptation developed by Helfert, Ritter & Walter (2002) and relationship performance adapted from Ashnai, Henneberg, Naudé, and Francescucci (2016). All scales use a 5-point Likert-type scale from 1 (strongly disagree) to 5 (strongly agree). Partial least squares (PLS) path modelling was used to simultaneously estimate both the measurement and structural components of the model. The model shown in Figure 1 was analysed using PLS software XLSTATPro (Fahmy, 2021).

Table 1 Scale items included in the four RMT scales



Results and/or Discussion and Contributions

The model identified in Figure 1 tested the relationship (Table 2) between each of the four RMT relational models and the on interfirm 'organisational structure' and 'interaction/problem solving' functionality. Overall the model explains 14% percent of the relationship between organisational structure' and 'interaction/problem solving and the four RMT models. Relationship organisation structure is moderately and positively associated with communal sharing an authority ranking. Relational interaction/problem solving behaviour on the other hand is only negatively associated with authority ranking.

Table 2 Overall Model β coefficient contributions

Variable	Communal Sharing (CS)	Authority Ranking (AR)	Market Pricing (MP)	Equality matching (EM)	R^2 for Model Performance
Organisation Structure	0.24***	0.28***	0.06 ns	-0.06 ns	0.23***
Interaction/Problem Solving	-0.08ns	-0.21***	-0.03 ns	0.07 ns	0.05***
					0.14***

Note: All variables p<.001 ***; p<.05 **, ns. Overall sample N=500.

Implications for Theory and Practice

The findings show that the four RMT models affect interfirm relationships in different ways. Communal sharing seems to have an influence over the organisation structure but not to interaction/problem solving. Authority ranking seems to have an influence over both organisation structure and interaction/problem solving. Both market pricing and equality matching see to have no influence over organisation structure or interaction/problem solving. The implications are that higher levels of communal sharing between the partners seems to improve the structure and governance of interfirm relationships. On the other hand the greater prevalence of authority ranking seems to discourage interaction/problem solving between the partners. Market pricing and equality matching do not seem to influence either the level of organisation structure or interaction/problem solving. This points to the need for practitioners to carefully monitor their interfirm relationships and carefully consider how they might lift modify the organisation structure and authority ranking as a means of improving interfirm relationship functionality.

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Diversity or Embeddedness: What Activates Absorptive Capacities?

Yoritoshi Hara, Meiji University
Yonghoon Choi, Doshisha University

Abstract

This study aims to examine how channel diversity and relational embeddedness affect industrial manufacturers' absorptive capacities, how the four elements of an absorptive capacity (acquisition, assimilation, transformation, and exploitation capacities) are related to each other, and how manufacturers' absorptive capacities influence their channel performance. We tested our hypotheses using survey data collected from Japanese industrial manufacturers. Our findings indicate that channel diversity is positively associated with acquisition capacities while trust relationships between manufacturers and intermediaries enhance manufacturers' assimilation capacities. The findings also imply a kind of sequentiality in an accumulation process of acquisition, assimilation, transformation, and exploitation capacities. Our study has theoretical implications for research in business-to-business marketing and managerial implications for industrial manufacturers' channel management.

Keywords: Multi-Channel Strategy, Inter-Firm Trust, Absorptive Capacity

Creating Shared Value Partnerships in B2B Markets

Joona Keranen, RMIT University
Natalya Turkina, RMIT University
Kevin Argus, RMIT University

Abstract

B2B firms are increasingly expected to create value to all societal stakeholders and Creating Shared Value (CSV) approach has been suggested as a powerful approach to create economic and social value. However, while there is a growing body of literature on CSV, it is focused on conceptual and static analyses of how firms practice it but lacks empirical and longitudinal analyses on how firms can implement the CSV approach. Consequently, this study explores the process of implementing CSV approach in B2B markets. We draw empirical insights from a longitudinal single-case study that is focused on the development and implementation of a CSV partnership among multiple cross-sectoral actors in Australia and involves qualitative interviews and intensive participant observation. The findings of this study identify the key activities and relational dynamics involved in implementing CSV approach in inter-organisational partnerships and offer important implications to contemporary B2B marketing and CSV literatures.

Keywords: Creating Shared Value, B2B Markets, Interaction Process

Early Life Experience and Business Decision-Making Bias

Jungkeun Kim, Auckland University of Technology
Drew Franklin, Auckland University of Technology
Suh-Young Irene Park, Auckland University of Technology
Jooyoung Park, Peking University

Abstract

Decision-making bias typically generates a negative outcome for both individuals and the businesses they serve when considering violations of rational choice behaviour, such as the sunk-cost fallacy. We investigate the sunk-cost fallacy in a business decision-making context by considering the impact of early life experience, specifically the decision-maker's childhood socioeconomic status (SES). Two empirical studies support our predictions that business decision-makers with lower (vs higher) childhood SES show less susceptibility to the sunk-cost fallacy, resulting in more efficient or unbiased decision-making. In addition, we also find that this effect is mediated by the perceived wastefulness and that this bias is unique to managers (vs. non-managers). Businesses are often faced with decisions to continue or abandon projects. Thus, this work offers further insight into the factors contributing to decision-makers' reluctance to terminate a failing relationship and project or escalating their commitment to inefficient and uneconomical projects to the business.

Keywords: Childhood SES, Decision-Making Bias, Escalation of Commitment

Unused Solutions in Business Markets

Laura Elgeti, Freie Universität Berlin
Michael Kleinaltenkamp, Freie Universität Berlin

Abstract

In business markets, customer solutions are sometimes bought or ordered but only used gradually or even not at all. As such unused solutions typically require high customer as well as provider investments of money, time and other resources, which 'fizzle out' somehow after their full or partial implementation, they may result in financial losses, negative effects on the respective customer-supplier relationships, and further reputational damages. However, in spite of the sometimes enormous investments that are at stake and the possibly very negative effects of unused solutions, they have not been investigated from a marketing perspective. This paper thus conceptualizes unused solutions in business markets and, based on a qualitative study with 25 interviewees representing solution customer and supplier firms, identifies the drivers of their emergence and the forms they may take. Moreover, based on these findings, measures are shown that providers can take to avoid or reactivate unused solutions.

Keywords: Customer Solutions, Solution-Specific Capabilities, Value in use

Driving the Implementation of Customer Success Management

Michael Kleinaltenkamp, Freie Universität Berlin
Katharina Prohl-Schwenke, Freie Universität Berlin
Joona Keränen, RMIT University

Abstract

Customer success management (CSM) is gaining increasing importance globally across industries. Especially when selling and delivering complex offerings, suppliers need to prove that value that has been promised in a value proposition is delivered to the customers or even exceeded in the post-purchase usage processes. This paper investigates the factors that drive the implementation of customer success management from a customer and supplier perspective and analyses in how far these perceptions differ or overlap. Based on interviews of 95 representatives of supplier and customers firms, the study reveals eleven drivers for the implementation of CSM that relate to customer perceived expected, experienced and relationship value. It further highlights key similarities and differences in the perceived relevance of these driving factors between suppliers and customers. Based on these findings, this study also provides insights for managers both on the supplier and the customer side on when to invest into CSM endeavours.

Keywords: Customer Success Management, Value in use, Relationship Value

Role of AMCs on SaaS Performance

Hea Sun Lee, University of Sydney
Margaret Jekanyika Matanda, University of Sydney
Shoutong Zhang, University of Sydney

Abstract

The growth of the Internet of Things (IoT) and cloud computing have led to the increased use of cloud computing services and the rise of new business models such as Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS). Out the three, SaaS is the largest public cloud market segment is forecasted to grow to US billion by 2025. B2B SaaS is a web-based software delivery model in which software licensed on a subscription basis available to B2B customers over the Internet. Whilst extensive research has been undertaken on the performance of traditional brick-and-mortar businesses, limited attention has been paid to investigating the non-determinants of SaaS performance. Using Dynamic Capability Theory (DCT), this investigates the role of adaptive marketing capabilities on SaaS performance. Global survey data from 190 SaaS indicates adaptive marketing capabilities affect performance of providers.

Keywords: SaaS, Adaptive Marketing Capabilities, Performance

1. Introduction and Research Aim

The growth of the Internet of Things (IoT) and cloud computing have led to the increased use of cloud computing services and the rise of new business models such as Software as a Service (SaaS), Platform as s Service (PaaS) and Infrastructure as a Service (IaaS) (Oliveira, Martins, Sarker, Thomas & Popovič, 2019). Out of the three, SaaS is the largest public cloud market segment is forecasted to grow to US$ 99 billion by 2025 (Gartner, 2021) as the Covid-19 pandemic has fueled the growth SaaS such as Zoom, SAP, Office365, Salesforce and HubSpot (blissfully.com, 2020). SaaS businesses model has received significant attention from researchers and managers. SaaS delivers software applications directly to the user over the Internet, replacing traditional software business model that required the maintenance of user software (Gupta, Meissonier, Drave & Roubaud, 2020.). The SaaS market is expected to grow more than 20% a year (Gartner, 2021). Despite its importance, limited research has been paid to how other factors such as managerial capabilities can enhance the performance of SaaS businesses (Rodrigues, Ruivo & Oliveira, 2021). Thus, the current study responds to calls for more work on SaaS businesses.

Prior literature point to the need for firms to develop and deploy dynamic capabilities to be able to service in highly turbulent and uncertain environments. Given that SaaS operate in highly turbulent environments, there is, therefore, a need to investigate the role of dynamic capabilities in facilitating SaaS performance. Literature has identified a range of marketing capabilities that enhance firm performance in the traditional context (Guo, Xu, Tang, Liu-Thompkins, Guo & Dong, 2018). However, little is known about the contribution of adaptive marketing capabilities in cloud computing business models such as SaaS (Rodrigues et al., 2021). Using a Dynamic Capability Theory (DCT), the study explores the role of adaptive marketing capabilities in enhancing SaaS performance. In line with prior DCT scholars, this study aims to answer the following research question: *Do adaptive marketing capabilities affect performance?*

This study begins with an overview of the theoretical framework on dynamic capabilities on SaaS performance. The methodology used is outlined, followed by the results and discussion. This study concludes by outlining the implication, limitations and areas for future research.

2. Background and Conceptual Model

2.1. Adaptive marketing capabilities and SaaS performance

Dynamic capabilities refer to firms' ability to adjust their marketing processes to create and deliver customer value in response to market changes (Teece, Pisano & Shuen, 1997). Previous literature on dynamic capabilities suggests that dynamic capabilities are reflected through a firm's adaptive capabilities in terms of flexibility of resources and ability to align its resources and capabilities with environmental changes (Teece, 2012; Baden-Fuller & Teece, 2020). Consistent with DCT, the study views effective adaptation to a changing environment such as adaptive capabilities as the type of dynamic capabilities (Wang & Ahmed, 2007; Zhou & Li, 2010). Adaptive capabilities can be reflected by the SaaS providers' ability to effectively reconfigure and coordinate its resources and promptly respond to accelerating market changes, thereby capture the essence of dynamic capabilities (Schoemaker, Heaton & Teece, 2018). Whilst dynamic capabilities correspond to firms' ability to anticipate changes in turbulent markets, firms still depend on their resources to meet rapid environmental changes (Day, 2011). Firms with adaptive marketing capabilities take a proactive approach that enables the firm to

meet rapid environmental changes and become more resilient in the face of growing volatility (Hunt & Madhavaram, 2019). Consistent with prior literature on dynamic capabilities, adaptive marketing capabilities are viewed as the type of dynamic capabilities (Teece, 2012).

Day (2011) conceptualised adaptive marketing capabilities as being composed of vigilant, adaptive and open marketing capabilities. Whilst vigilant marketing learning enables firms to deploy an early warning system to enhance deep market insights and anticipate accelerating market changes and unmet needs, adaptive market experimentation involves the development of continuous learning from experiments (Day, 2011). Open marketing capabilities enable firms to forge relationships with partners that have social networking technologies and media (Day, 2011).

Therefore, SaaS providers with strong adaptive capabilities are able to spot rapid market shifts and gain a competitive advantage by seizing opportunities sooner than competitors (Day, 2011). For example, SaaS providers such as Deputy were able to respond to new market trends much more quickly than rivals (Techi lab, 2019) as the company utilised online platforms that provides sales transactions as well as strong and fully interactive communication between B2B users (Brouthers, Geisser & Rothlauf, 2016). By providing on-demand software via the Internet to enable B2B buyers to manage their businesses (Oliveira et al., 2019), SaaS exhibited strong dynamic capabilities in a fast changing financial and banking sector. SaaS such as Deputy also exhibits strong market experimentation capabilities that enhance vigilant market learning capabilities that are required to understand B2B markets and customers (Hunt & Madhavaram 2019, Techi lab, 2019). For example, Deputy started implementing a pricing model that offered a wide range of pricing options to their B2B buyers and then gradually introduced it to price-sensitive small firms with limited resources (Deputy, 2021; Techi lab, 2019). Finally, open marketing enables SaaS to learn about B2B customers and supply chain members by sensing trends and events in market environments (Day, 2011). SaaS businesses support and facilitate online communities to enable them to understand their B2B buyers' preferences (Oliveira et al., 2019). By understanding specific buyers needs and requirements SaaS are able to target B2B market segments such as hospitality, retail and healthcare with highly customized service offerings ranging from online employee scheduling to time tracking software (Deputy, 2021). Open marketing capabilities enable SaaS to create and retain strong relational bonds with B2B users and supply chain partners, thereby leading to the superior business performance of both the SaaS providers and the B2B buyers (Rodrigues et al., 2021). Thus, the above discussion leads to the hypotheses:

H1. Vigilant market learning is positively associated with SaaS performance.

H2. Adaptive marketing experimentation is positively associated with SaaS performance.

H3. Open marketing is positively associated with SaaS performance.

2.2. Moderating role of Technological turbulence

Technological turbulence is defined as "the rate of technological change in an industry." (Jaworski & Kohli,1993, pg. 57). It provides entrepreneurial opportunities and poses challenges to existing firms. In highly turbulent technological environment, firms increasingly face substantial risks of maintaining the competitiveness of the firm's existing marketing capabilities (Wilden & Gudergan, 2015). However, other scholars contend that technological changes strengthen the relationship between marketing capabilities and firm performance (Guo et al., 2018). With the advent of the IoT and cloud computing, firms are facing tremendous technological turbulence (Oliveira et al., 2019). Such technological turbulence affects the extent

to which adaptive marketing capabilities can be deployed by SaaS providers (Guo et al., 2018). SaaS with strong adaptive marketing capabilities can cope with such technological changes and achieve high SaaS performance (Guo et al., 2018). In a turbulent technological environment, SaaS with high adaptive marketing capabilities is able to vigilantly sense market changes and have a strong willingness to learn from market changes (Teece 2009, Day 2011). In addition, SaaS that are able to proactively forge relationships with key B2B buyers by quickly responding to evolving buyer needs are able to access to the resources and information that is needed to effectively manage turbulent environmental turbulence (Guo et al., 2018). Therefore, adaptive marketing capabilities may help SaaS businesses to accurately anticipate and effectively respond to rapid market changes even under a high level of technological turbulence. Thus, the above discussion leads to the following hypothesis:

> *H4. Technological turbulence positively moderates the relationship between (a) vigilant market learning, (b) adaptive marketing experimentation capability, and (c) open marketing capability and SaaS performance.*

3. Methodology

3.1. Data

The data was obtained from CrunchBase (www.crunchbase.com), the largest public database with profiles of around 10,000 listed and unlisted SaaS (Liang & Yuan, 2016). The online survey was designed and administered using Qualtrics. Senior executives were contacted via email and Linkedin to participate in the survey. In total, 1905 organisations in Asia, Australia, USA, and Europe were contacted and completed 190 questionnaires.

3.2. Development of Measures

Most measures in the study were adapted from existing literature. A seven-point Likert scale (labelled at the two endpoints, 1 = 'strongly disagree' and 7 = 'strongly agree') was used for all the items. *Performance.* Unlike traditional firms, SaaS are relatively new, and most do not make profits or have negative earnings but a higher market valuation (Homburg, Artz, & Wieseke 2012). Thus, marketing value was used for unlisted SaaS because as this is a good indicator of the extent to which SaaS firms have been able to innovate and create new knowledge (Gupta et al., 2020). *Adaptive marketing capabilities* measurement items were adapted from Guo et al., 2018) and it was operationalised as a tri-dimensional construct composed of *vigilant market learning, market experimentation capability* and *open marketing capability*. The measures for *technological turbulence* were adapted from Wilden & Gudergan (2015). The use of firm size and age were used as control variables is consistent with existing literature. The number of employees was used to measure firm size (Vorhies, Orr & Bush, 2011) and age was a proxy for the number of years a firm has been in existence.

3.3. Measurement Purification

An exploratory factor analysis was run using SPSS. Cronbach's alpha exceeded acceptable thresholds of .70. A confirmatory factor analysis (CFA) was run using Amos 26 to check the validity and reliability of the data and measures used. Model fit metrices met appropriate levels. In support of convergence validity and reliability, average variance extracted (AVE) exceeded .50, and factor loadings are above acceptable thresholds (Fornell & Larcker, 1981).

The results of CFA can be seen in Table 1. Harmon's one-factor analysis was used to check the presence of common method variance (CMV). Since the total variance extracted by one factor is 18%, CMV is not a problem in this study.

Table 1 Reliability and validity of measures

Constructs	Item	Factor loading	CR	AVE	Cronbach Alpha
			0.89	0.58	0.89
Marketing Performance	1	0.76			
	2	0.94			
	3	0.95			
	4	0.60			
	5	0.59			
	6	0.64			
			0.72	0.53	0.72
Vigilant market learning	1	0.73			
	2	0.63			
	3	0.81			
			0.75	0.50	0.81
Adaptive market experimentation capability	1	0.63			
	2	0.74			
	3	0.75			
			0.94	0.70	0.94
Open marketing capability	1	0.70			
	2	0.81			
	3	0.81			
	4	0.87			
	5	0.89			
	6	0.90			
	7	0.89			
			0.87	0.54	0.86
Technological Turbulence	1	0.80			
	2	0.70			
	3	0.57			
	4	0.61			
	5	0.86			
	6	0.83			

Model Fit:
Chi-square=408.408; df=259; $\chi 2/df=1.577$; RMSEA=0.055; SRMR=0.07; CFI=0.953; GFI=0.858; AGFI=0.821; IFI=0.954; TLI=0.945

4. Findings and Discussion

Given the data structure, multiple regression analysis was used test the relationships between adaptive marketing capabilities and SaaS performance and the moderating effects of technological turbulence. The descriptive statistics and correlations variables of the major study variables are shown in Table s. The Variance Inflation Factor (VIF) was checked to identify any multicollinearity. The VIF value was between 1 and 3, below the10-threshold advised by Hair, Howard & Nitzl (2020).

The study results including the direct and interaction effects between adaptive marketing capabilities and the performance of SaaS providers are shown in Table 3. H1 stated that vigilant market learning is positively associated with SaaS performance. The result shows that vigilant market learning is positively and significantly related to the performance of SaaS providers ($\beta = .123$, $p < 0.1$), providing support for H1. H2 suggested that adaptive market

experimentation capability has a positive relationship with SaaS performance. It was supported as (β =.126, p < 0.1). As hypothesized in H3, open marketing capability is positively related to SaaS performance (β = .164, p < 0.05). Contrary to expectations, H4 that proposed that technological turbulence negatively moderates the relationship between adaptive marketing capabilities and SaaS performance was not supported.

Table 2 Correlations and Descriptive Statistics

	Mean	Std. Dev	1	2	3	4	5	6
Marketing Performacne	5.01	1.02						
Vigilant Marketing Capabilities	5.39	1.09	.17*					
Adaptive Marketing Capabilities	5.56	1.04	.15*	.43**				
Open Marketing Capabilities	5.69	1.03	.18*	.20**	.14*			
Technological Turbulence	5.40	0.94	.18*	.20**	.25**	.32**		
Firm age	3.32	1.70	.22**	.24**	0.09	0.05	-0.02	
Firm size	2.81	1.03	0.12	.18*	0.09	0.06	-0.03	.53**

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

Table 3 Model Results

	Hypothesis	β	Std. Error	t-value	
H1.	Vigilant market learning is positively associated with SaaS performance.	0.123†	0.07	1.67	Supported
H2.	Adaptive marketing experimentation is positively associated with SaaS performance.	0.126†	0.07	1.77	Supported
H3.	Open marketing is positively associated with SaaS performance.	0.164*	0.07	2.33	Supported
H4a.	Technological turbulence positively moderates the relationship between vigilant market learning and SaaS performance.	0.217	0.07	0.36	Not supported
H4b.	Technological turbulence positively moderates the relationship between adaptive marketing experimentation capability and SaaS performance.	0.153	0.00	0.90	Not supported
H4c.	Technological turbulence positively moderates the relationship between open marketing capability and SaaS performance.	0.810	0.06	1.15	Not supported

*** p < 0.001, ** p < 0.01, * < 0.05, † p < 0.1

This study examined the role of adaptive marketing capabilities on the performance of SaaS businesses. Consistent with the literature, we theoretically argued and empirically validated the effects of vigilant market learning, adaptive market experimentation capability, and open marketing capability on SaaS performance (Guo et al., 2018). The results showed that SaaS businesses with higher adaptive marketing capabilities are likely to have higher marketing performance. These findings suggest that all three key adaptive marketing capabilities; vigilant market learning, adaptive market experimentation capability, and open marketing capability, are the essential in enhancing marketing performance of SaaS providers.

5. Implications for Theory and Practice

The study provides marketing insights into how SaaS businesses in the B2B sector undertake marketing strategies. The study contributes to knowledge by extending the DCT theoretical framework to SaaS and also providing empirical evidence of the key role adaptive marketing capabilities play in facilitating SaaS performance which has not been done before. The study also contributes to managerial practice by pinpointing the specific capabilities SaaS managers need to develop to enhance their competitive advantage.

The study sample was obtained from Asia, Australia, Europe, and USA and a disaggregation test was not conducted due to the uneven distribution of the sample. Future studies could investigate SaaS businesses based on locations of businesses and industry. Additionally, longitudinal and experimental research could be undertaken to assess causation which could not be undertaken using survey data.

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The Future of Digital Marketing Tools in Business-to-Business Marketing

Tommi Mahlamäki, Tampere University
Sebastian Toukola, Tampere University

Abstract

Digital marketing tools are transforming business-to-business (B2B) markets. Current digital marketing tools combine sales and marketing communications in an integrated approach that helps companies gain new business while creating and delivering value to their existing customer base. As the field of digital marketing is developing at a rapid pace, it is worthwhile to identify the tools that companies believe they will be using in the future. To this end, we developed an online questionnaire for Finnish B2B companies and analyzed the responses of 335 B2B marketing professionals. The results can help to identify future trends in digital marketing tools and examine differences in their adoption by company size and level of internationalization. The results can also help companies develop digital marketing strategies to gain a competitive advantage. Finally, the findings can help academics focus their research on relevant topics.

Keywords: Digital Marketing, Digital Sales, Business-to-Business

The Role of Salesperson Mindfulness in Mitigating Emotional Exhaustion

Bahar Ashnai, William Paterson University
Sudha Mani, Monash University
Raj Agnihotri, Iowa State University

Abstract

Mindfulness has been embraced in every corner of society. However, the role of mindfulness in the organizational context, and particularly its role in mitigating salesperson emotional exhaustion remains under-explored. This study addresses this gap, developing and testing hypotheses focusing on the impact of mindfulness on emotional exhaustion and the interplay of adaptability and mindfulness on emotional exhaustion. The hypotheses are examined using a primary dataset based on a survey from business-to-business sales professionals in the USA. The results demonstrate that mindfulness reduces emotional exhaustion. Furthermore, adaptability and mindfulness complement each other and mitigate emotional exhaustion.

Keywords: Mindfulness, Sales, Emotional Exhaustion

A Study of Rebranding of Multilateral Co-branding Alliances

Amrita Mitra, Western University
Erik Mooi, University of Melbourne
Kenneth H. Wathne, University of Stavanger
Kersi D. Antia, Western University

Abstract

Multilateral co-branding alliances—three or more independent firms operating under a single brand co-existing with individual participants' brands—offer significant potential benefits but also pose unique governance challenges. The independent firms rely on risk-return trade-offs for determining their intent to extend their association with the alliance—their extendedness. We assess the causal impact of one potentially extendedness-altering event, a rebranding, on the extendedness of individual participants in multilateral co-branding alliance. We use Regression Discontinuity Design (RDD) on multiple waves of survey-based and archival sales and financial performance data on 86 European banks in a multilateral co-branding alliance. We find that rebranding increases participant extendedness by 6.8% on average. Also, the individual participant's prior evaluation of the alliance—specifically, their value perception, sales of alliance products, and change in customers' perception following an alliance-attributable scandal—moderates the effect of rebranding across the alliance-participating members.

Keywords: Multilateral Co-branding Alliances, Rebranding; Value; Regression Discontinuity Design

Intentional Networked Agency for Coordinating Economic Activity

Frans Prenkert, Örebro University
Kristin B. Munksgaard, University of Southern Denmark
Debbie Harrison, Norwegian Business School

Abstract

This paper questions the agency of the firm in the coordination of new forms of economic activity. While the work of Thompson (1962), Richardson (1972), and Simon (1965) is well known, we return to the neglected but fundamental ideas of Robertson (1923:84). His analogy of firms as "*...islands of conscious power...*" encapsulates the key roles of firms: organizing economic exchanges and coordinating activities. Our paper asks how this elegant phraseology can question the core role of the firm in organizing and coordinating in current ongoing market transitions. Specifically, we question (i) how and whether the firm or/and other entities are exercising 'conscious power', and (ii) what does this suggest about relationships, the core phenomena in IMP and B2B marketing research, and the role of the firm when Robertson's "… ocean of cooperation…" is conscious? We propose *intentional networked agency* as the principal mechanism by which coordination is achieved in economic activity.

Keywords: Organizing, Network, Agency

Negotiating Value-in-Use Goals in G2G Exchange

Ilkka Ojansivu, University of Oulu
Joona Keränen, RMIT University & LUT University
Erik MooiUniversity of Melbourne

Abstract

Government-to-government (G2G) exchanges have significant economic and social impact, yet they present unique challenges for value creation, such as an absence of alternative exchange partners, very long time horizons, and an inability for legal arbitration. The purpose of this study is to explore how value-in-use goals are negotiated and realized in G2G exchanges. This study is grounded in customer value, institutional theory, and organizational boundary literatures. We draw insights from qualitative data encompassing a three-year project worth of 7.5 million Euros between a government donor (buyer) and a government funded university research centre (seller). Findings indicate that in G2G exchange, the 'lofty' goals of both the buyer and the seller become often muddled in the wake of unrealistic expectations and institutionalized organizations, which result in subpar and 'sour' outcomes. This study contributes to B2B marketing theory and practice by opening the emerging topic of value-in-use in G2G exchanges.

Keywords: G2G Exchange, Value in use, Institutional Theory

Introduction and Research Aim

The concept of exchange is central to marketing (Hunt, 2014; Bonoma & Kosnik, 1989). Yet, exchange with the largest single customer, government, has almost not been studied. For example, government often buys and supplies defense; the UK defense budget for 2019 is 56.2 billion euros and a significant proportion is directed towards contract research with universities. Governments also buy and supply health research, e.g. through hospitals or research institutions. We call this a government-to-government (G2G) exchange and note that research in this area is nearly non-existent. Lilien (2015, p. 544) states explicitly that "there is virtually no academic work on sales to the military or to federal, state and local governments in the US or elsewhere".

At the same time, customer value-driven exchange strategies have become increasingly popular (Eggert et al., 2018). Organizational actors, including government, are now increasingly encouraged to ask and deliver value, impact, or bottom-line results instead of goods and services (Terho et al., 2017; Keränen & Jalkala, 2014). This is particularly important in the government sector, where the annual spent on exchanges is often staggeringly high (Meehan et al., 2017). Yet, at present, we know almost nothing about value-driven exchanges in the G2G context. Government buyers typically aim for significant economic, political or social reforms and interventions in the marketplace, yet it is challenging for the government to quantify a priori a metric measuring such intangible outcome. Thus, the government buyer relies strongly on the expertise of the government seller to design and deliver the project. The focus of this paper is on understanding how value-in-use goals are negotiated and realized in G2G exchanges. More specifically, we define 'G2G' as exchange between two parties that are in state ownership or receive significant public funds through a national or subnational government.

Background

At present, most of the current value theories are limited to insights from B2B (or, rarely, B2C) contexts (Kumar & Reinartz, 2016; Eggert et al., 2019) and we do not know how applicable these insights are in the G2G context. In this study, we argue, and subsequently demonstrate that G2G exchanges provide a unique context for value creation that cannot be sufficiently explained by using current B2B marketing theories and frameworks. It is not quite a domesticated market (Arndt, 1979), but far more limited in exchange alternatives than typical B2B exchanges that involve usually many exchange partners. Therefore, countries characterized by a single government (albeit at different levels) can be expected to have rather homogenous, institutionalized and resilient exchange norms (Meyer & Rowan, 1977). Legally, one government party also cannot take another government party to court. This necessitates different enforcement mechanisms as compared to B2B system where court ordering is typically possible.

In further contrast to B2B exchanges, government entities supply and procure on behalf of users (citizens) who are seeking cost effective individual, social and cultural benefits, rather than revenues and profit. For this reason, G2G exchanges tend to focus on long-term and future oriented outcomes, whereas in B2B the focus is usually on relatively short-term and near present outcomes. The more elongated time frames of G2G planning horizons, along with the social and cultural constraints and expectations usually lead to inertia, stiffness and inherent tendency for nitpicking (Meyer, 2015) and politically demarcated boundaries (Klijn & Teisman, 2003) creating a complex, multi-layered and resilient environment for value creation.

Methodology

In this research, we are interested in one particular type of G2G exchange: research projects between government agencies and government-funded universities. Most of the world's oldest organizations are universities, with some older than a thousand years, resulting in multiple layers of rules, norms, values, and meanings that are carefully built up over different eras of history (Donoghue, 2008). What this implies for the exchange is that the processes by which meaning is constructed, trust is built and knowledge is communicated are institutionally embedded (Giddens, 1984; Uzzi, 1997) adding to the already institutionalized nature of G2G exchanges. Given the absence of court ordering and the extended time horizons of the project, the exchange parties need to overcome these institutional barriers constructively.

Findings and/or Discussion

This study makes several major contributions to current value-driven B2B marketing theory and practice (e.g., Eggert et al., 2019) by opening up the highly relevant, yet understudied area of G2G exchanges and value creation therein (Grewal & Lilien, 2012). First, we unpack and describe the wide range of value-in-use goals that different stakeholders relate to and expect from G2G exchanges. The findings show that these go well beyond the economic and cost saving considerations that are typically at the heart of B2B exchanges (Grönroos, 2011; Terho et al., 2017), and include a significantly wider range of political and social value-in-use goals, which have received very little, if any attention in the previous B2B research (Macdonald et al., 2016; Prior et al., 2019). Second, we identify the key factors that influence the negotiation and realization of the expected value-in-use goals and illustrate how these dynamics can unfold between different G2G actors at multiple levels while leading to subpar value-in-use outcomes that deviate from the expected value-in-use goals. This helps to explain why and how G2G exchanges occur as they do (c.f. Josephson et al., 2019), and provides more nuanced insights into broader B2B marketing literature on why and how relationships with lofty value-in-use goals may turn sour and squander the expected value potential (Prior & Marcos-Cuevas, 2016; Marcos & Prior, 2017).

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Business to Business Relational Factors Important to Artificial Intelligence-based Services

Suh-Young Irene Park, Auckland University of Technology
Drew Franklin, University of Technology
Roger Marshall, University of Technology

Abstract

Existing research has identified several relational factors that determine the long term relationships between a service provider and its client in B2B settings, including communication, co-creation, benevolence, and integrity. The present research intends to extend this literature by investigating whether the impact of the relational factors differs depending on the service project type (AI-based vs human-based). To do so, we conducted an online experiment with 574 U.S Amazon MTurkers, in which we systematically manipulated each of the relational factors as well as the service project type. Results indicate that while all four relational factors increased the client's renewal decision in both AI-based and human-based service projects, the impact of communication was significantly moderated by the project type and the level of benevolence. Theoretical and managerial implications are discussed.

Keywords: Artificial Intelligence (AI), Relationship Quality, Contract Renewal

Ready or Not, Here I Shape!

Panayoti Psorakis, University of Adelaide
Jodie Conduit, University of Adelaide
Carolin Plewa, University of Adelaide

Abstract

Market shaping has emerged as a central research theme, underpinned by managerial relevance. Despite continuing advancements into understanding market shaping processes, actors, and mechanisms, lack of clarity ensues on what makes actors 'ready' to shape markets. While authors understand the importance of organisational readiness within market shaping, the concept remains neglected in extant work and requires further conceptual and empirical development. This paper offers a framework where five strategic imperatives are adapted in order to assess readiness for market shaping. Data was collected from 110 business decision makers, who had pursued an innovation/high growth strategy, or sought to create new market structures and/or change existing market structures. The role of readiness within market shaping is developed herein, whilst also offering implications for market shaping readiness from a managerial standpoint, thus offering theoretical and managerial contributions to existing market shaping literature and industry practice.

Keywords: Market Shaping, Organisational Readiness, Strategy

AV Sociotechnical Imaginaries: Stakeholder Comparison

Sharon Purchase, University of Western Australia
Daniel Schepis, University of Western Australia

Abstract

Autonomous vehicles (AV) will disrupt the transport sector, creating a future where transport becomes clean and green, improves liveability of cities and increases productivity. Or so we are told!. This paper considers how the sociotechnical imaginaries of different industry stakeholders are currently contested in the process of co-producing a vision of autonomous vehicles use. Qualitative data was collected from 35 stakeholders based in the UK and Australia. Thematic analysis was undertaken using Leximancer to produce a semantic map of stakeholder perceptions. Results indicate that government stakeholders place emphasis on the safety narrative, academic stakeholders focus on the role of government in transitioning to this future, whereas private organisations place more emphasis on a world view of industry development. Different contested visions are discussed, highlighting how traditional and future imaginaries are vying each other for understanding of our possible futures.

Keywords: Sociotechnical Imaginaries, Autonomous Vehicles (AV), Market Shaping

Strategic Category Management & Insights in Driving Performance

Rebecca Rees, Monash University
Margaret Matanda, University of Sydney
Felix Mavondo, Monash University
Satheesh Seenivasan, Monash University

Abstract

In today's highly competitive retail industry, organisations are increasingly facing pressures to improve profitability, minimise costs, and provide an enhanced value proposition to customers. This study examines the role of strategic category management, relational governance mechanisms, data analytics insights, and customer experience alignment, in sustaining and enhancing business performance. A new measurement item was *insights orientation*, with sub-constructs; *market insights, consumer insights* and *shopper insights*. Mixed methodology of semi-structured interviews and online surveys were used, and a conceptual model was proposed, which explains the relationship between all these constructs explored. Results indicate that suppliers require more mediating factors to realise the benefits of category management practices compared to retailers. The full benefits of category management are realised when retailers and suppliers work in close strategic alignment and share their insights with each other, to achieve mutually beneficial enhanced performance outcomes. This research has implications for theory, managers & policy makers.

Keywords: Strategic Category Management, Data Analytics Insights, Business Performance

B2B Marketing and the SDGs: A Review

Ranjit Voola, University of Sydney
Chinmoy Bandyopadhyay, XIMB
Jamie Carlson, University of Newcastle
Archana Voola, Western Sydney University
Subhasis Ray, XIMB

Abstract

The UN 17 Sustainable Development Goals (SDGs) provides B2B marketing scholars a useful framework to guide research with societal impact addressing real-world challenges, and that is easily communicable and readable to stakeholders outside academia. B2B literature relating to the SDGs remains fragmented and underexposed. To address this issue, this paper conducts a Systematic Literature Review of B2B Marketing literature (n=58) to gain insights into how it is engaging with the SDGs. Using descriptive and thematic analyses, the findings reveal that the engagement is in a nascent stage and there are various opportunities for B2B scholars to engage with the SDGs. We provide several research questions that may advance B2B scholarship in this area.

Keywords: B2B Marketing, Systematic Literature Review, Sustainable Development Goals

Manufacturer Triadic Governance in Marketing Channel

Zhikun Zhang, Zhejiang Gongshang University
Chuang Zhang, Dongbei University of Finance and Economics
Jeff Jianfeng Wang, Monash University

Abstract

Marketing scholars have explored a set of governance mechanisms toward dyadic relationships. However, we know little about how to govern effectively in triadic relations. To fill this gap, this research introduces one mechanism -- Manufacturer Triadic Governance (MTG) in marketing channel. It is defined as the establishment of a manufacturer's non-transactional connection with its retailers while maintaining the "manufacturer-distributor-retailer" distribution channel. We explore three questions: (1) What is MTG's impact on distributors' behaviour? (2) What is the contingent effect of manufacturer's market status? and (3) What strategic orientations can enable manufacturers to best capitalize on MTG? Our inquiry begins with a qualitative study with 18 sales and purchasing managers. We then developed hypotheses and tested them by conducting two experiments with supply chain managers. The results show that MTG has a double-edged effect on distributors. It inhibits distributors' opportunistic behaviour, especially when the manufacturer's status is low. However, MTG triggers distributors to reduce effort when the manufacturer's status is high. Interestingly, the fit between the manufacturer's status (high vs. low) and strategic orientation (collaborating vs. arbitraging) further influences the effectiveness of MTG.

Keywords: B2B Marketing, Channel Governance, Market Status, Strategic Fit

Consumer Behavior

Service Quality, Brand and Trust Effects Towards Green Energy Purchase – An Initial Research Agenda

Al Sadat Ibne Ahmed, University of Southern Queensland
Parves Sultan

Abstract

Green brand, retail service quality, and trust have become an important area of interest for the academicians and the marketers with regard to its influence on the consumer's green product purchase intention. However, limited inquiries have been initiated in particular green energy context and very scarce literature exits with regards to the association between green energy purchase and intention. The current study aims to explore the literature on the theoretical foundation of factors motivating the green energy purchase intentions (GPI), and to provide a path for future research for this field of study. The study identifies the possible impact of green brand perception and retail service quality on consumer's intention for purchasing green energy. An explanatory mediated mechanism through the lens of green energy trust is established to see changes in GPI as an outcome. The paper is conceptual, incorporates and interrelates the findings of existing behavioural research as applied within the context of green energy and proposes a set of research agenda to guide future research in the field of green energy consumer behaviour. The study significantly fuel the green energy consumerism literature and managerial implications to gain a deeper understanding of the antecedent and precursors that lead the development of green energy purchase intention.

Keywords: Green Energy, Green Energy Purchase Intention.

An Adapted TPB Approach in Green Buying Case of Green Energy in Australia

Al Sadat Ibne Ahmed, University of Southern Queensland
Parves Sultan

Abstract

There is scarce research in the domain of green energy marketing literature exploring the antecedents of consumers' green energy purchase intention and behaviour (GPIB, despite the importance of this area. In this study, Ajzen's Theory of Planned Behavior (TPB, 1991 is used as a theoretical framework to empirically explore the antecedents of GPIB with the aim of extending the prior research. This theoretical framework has already been employed to explain pro-environmental behaviours, suggesting its appropriateness in this context. The research model for this study is conceptualised with salient elements of TPB constructs - attitude, subjective norm, perceived behavioural control (PBC, and extended the TPB with an integration of personal norm to investigate their influence on GPIB. The study captures both behavioural intention and actual behavior (reported under the TPB framework, where both direct and indirect influences of the aforementioned factors on GPIB are examined. Partial Least Squares-Structural Equation Modeling (PLS-SEM technique is used to analyze the data of 386 Australian households and test the proposed conceptual model. The finding of the study confirmed that GPIB is significantly directly and indirectly influenced by PBC in the model. In addition, it would appear that attitude measure has significant influence on intention but not on actual behaviour. All the findings reported found to be consistent with the theoretical background. This study contributes to and extends our understanding of the green energy buying behaviour among consumers in Australia, to the author's best understanding, only modest research effort has been given to explore this topic. The findings have implications for academics, marketers, retailers and policymakers of the green energy industry.

Keywords: Green Energy, Green Energy Purchase Intention Buying Behaviour (GPIB)

LGBT-Themed Advertising and Consumers' Religiosity

Denni Arli, University of Minnesota
Rafi M. M. I. Chowdhury, Bond University
Felix Septianto, University of Queensland

Abstract

This research reports the findings of two experimental studies that examine the role of religiosity in relation to consumers' responses to LGBT-themed advertising. The results show that intrinsic religiosity leads to negative brand attitudes for brands that use LGBT images/themes in advertisements. Disgust mediates these effects. In other words, intrinsic religiosity leads to feelings of disgust for gay-themed advertising, which subsequently leads to negative brand attitudes for brands utilising such advertising. This negative impact of intrinsic religiosity on consumers' responses to LGBT-themed advertising can be mitigated by using gay and lesbian individuals in inspiring roles in advertisements. Hence, the findings provide insights for brand and advertising managers on how to develop LGBT-themed advertisements that are in line with societal trends of greater acceptance of sexual orientation diversity but also do not generate negative impacts among intrinsically religious consumers.

Keywords: LGBT Advertising, Religiosity, Branding

Introduction and Research Aim

In 2015, Wells Fargo released a national advertising campaign featuring a same-sex couple. Consumers had mixed responses. Although many consumers supported this effort, other consumers - mainly religious consumers - were vocally opposed to the campaign. Despite the documented evidence of some religious consumers' resistance to LGBT-themed advertising, prior research has not specifically examined the relationship between religiosity and consumers' responses to LGBT-themed advertising. Although there has been considerable research on homosexual imagery in advertising (see Eisend and Hermann 2019 for a review) with an emphasis on factors driving negative evaluations of such ads (e.g. Northey et al. 2020 examined the effects of political orientation on consumers' responses to LGBT imagery in advertising), the role of religiousness has not been examined in this context. This is a significant and important gap in the literature on LGBT-themed advertising (also referred to as homosexual imagery advertising, gay-themed advertising etc.). This research aims to address this gap in the literature by examining how religious consumers respond to LGBT-themed advertising. Thus, a key objective of this study is to identify which type(s) of religious orientation or religiosity (among intrinsic religiosity, extrinsic religiosity, and quest religiosity) negatively influence consumers' attitudes toward brands that utilize LGBT themed advertising. Furthermore, this research investigates the mediating role of emotions, particularly disgust, in explaining the relationship between religiosity and consumers' attitude toward brands using LGBT-themed advertising.

Background and/or Conceptual Model

In social psychology research, social identity theory has been utilized to understand inter-group relations and related social phenomena e.g., in-group favoritism and inter-group competition as well as out-group derogation (Tajfael 1981; Tajfael and Turner 1986). Prior research on consumers' responses to LGBT-themed advertising shows that consumers generally have negative responses to advertisements that use gay male images and themes compared to lesbian images and themes (Eisend and Hermann 2019). Recently, Arli et al. (2020) also demonstrated that intrinsic religiosity leads to negative attitudes toward gay men but not toward lesbians. Taken together, these findings imply that the negative effects of intrinsic religiosity on responses to LGBT-themed advertising through disgust should be primarily displayed for advertisements with gay themes rather than lesbian themes. Specifically, the following hypothesis is proposed:

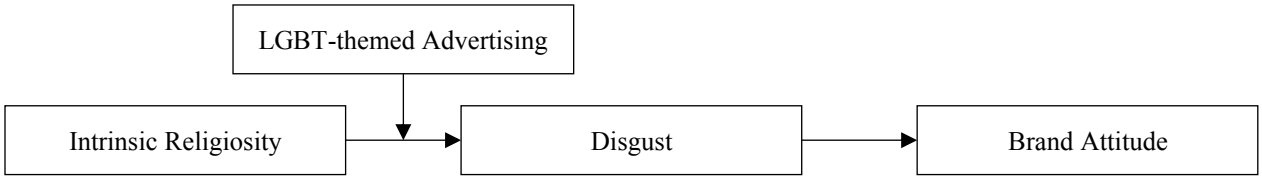
H1: Intrinsic religiosity will elicit higher levels of disgust among consumers evaluating an advertisement featuring an LGBT theme, leading to a less favorable brand attitude. These effects are more likely to be evident for advertisements that include gay-themed appeals compared to lesbian-themed appeals.

This implies that in an inspiring advertisement where the central character is an LGBT individual, intrinsic religiosity may lead to positive emotional responses based on inspiration, empathy, and compassion. Positive emotions such as inspiration can mitigate the negative effects of negative emotions such as disgust (Fredrickson et al. 2000). Hence,

H2: Inspirational LGBT-themed advertising will mitigate the effects of disgust for consumers with high intrinsic religiosity in response to LGBT-themed advertising.

Two experimental studies were conducted to test the proposed hypotheses. Study 1 examines H1, while Study 2 examines H2. The conceptual model of this research is provided in Figure 1.

Figure 1. Conceptual Framework.



Methodology

Study 1 - One hundred and thirty-four participants located in the United States were recruited from Amazon Mechanical Turk (MTurk) for financial compensation. Study 1 employed a one-factor, two-level (advertisement: gay couple, lesbian couple) between-subjects experimental design. Study 2 also recruited participants from MTurk. We employed one factor, four-level (advertisement: bisexual, lesbian, gay, and control condition) between-subjects design.

Findings and/or Discussion

The findings of this research provide several theoretical contributions for research related to both LGBTQ-themed advertising and the role of religiosity in consumers' responses to advertising. , The negative effect of intrinsic religiosity in terms of brand attitudes only occurs for gay-themed advertising and not for lesbian-themed advertising. The effects of intrinsic religiosity in relation to responses to LGBT-themed advertising occurs even after controlling for other forms of religiosity (extrinsic religiosity, quest religiosity), political ideology, gender, and sexual orientation. This research uses social identity theory (Tajfael 1981; Tajfael and Turner 1986) to explain why intrinsic religiosity has negative influences on consumers' responses to LGBTQ-themed advertising. Intrinsic religiosity is related to religious, social identity, which leads to identifying LGBTQ individuals as members of the outgroup, and hence brands that use LGBTQ-themed advertisements are evaluated in a negative manner. Furthermore, disgust is shown to mediate the effects of intrinsic religiosity. In other words, intrinsic religiosity leads to disgust toward gay-themed advertising, which subsequently leads to negative brand attitudes toward brands utilizing such advertising. Other research has also found that disgust plays a key role in responses to LGBT advertising among consumers who are aversive to such ads.

Implications for Theory and Practice

Collectively, these findings provide important managerial implications for brand and advertising managers. As society has become more accepting of sexual orientation diversity, brands have increasingly started using LGBT-themed advertising (El Hazzouri et al. 2019). This research shows that using LGBT individuals in inspiring roles in advertisements can mitigate negative responses to LGBT-themed advertising among consumers with high intrinsic religiosity. When the stories of LGBT individuals inspire consumers, intrinsically religious consumers are less likely to be offended by these advertisements and hence less likely to condemn brands that use these advertisements.

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The Instalment Payment Effect on Consumer Spending

Rhys Ashby, Macquarie University
Yi Li, Macquarie University
Shahin Sharifi, Macquarie University
Jun Yao, Macquarie University
Lawrence Ang, Macquarie University

Abstract

This research finds that a new instalment payment method offering consumers short-term interest-free payment deferral increases consumer spending (vs. cash and credit cards). Consumers perceive the instalment price as less expensive than the equivalent total price, which subsequently lowers the pain of payment. Ultimately, lower pain of payment increases consumer purchase intention and the choice of more expensive items. Four experiments demonstrate the psychological process underlying the effect of instalment payments on spending, supporting the role of the numerosity heuristic in influencing price perception of instalment prices. The presence of instalment prices increases spending with the instalment payment method, but not spending with credit cards. For retailers, the implication is that offering instalment payments and displaying instalment prices can increase consumer spending. For policymakers, restricting the presentation of instalment prices may be a novel means to prevent consumer overspending with the instalment payment method.

Keywords: Instalment Payments, The Pain of Payment, Numerosity Heuristic.

Exploring the Role of Digital Media Consumption During COVID-19

Farah Naz Baig, Institute of Business Administration*
Faryal Salman, DOW University

Abstract

COVID-19 has created turmoil globally. The purpose of this exploratory research is to get a deeper understanding of the role of digital media consumption in the lives of working professionals and students during the three waves of COVID-19. Ten in-depth interviews (working professionals) and six focus group discussions (students) were conducted. Thematic analysis revealed the positive and negative roles of digital media consumption. Digital media was used as a coping mechanism to overcome stress and anxiety during COVID-19. The negative outcomes of digital consumption were overcome by the development of self-regulatory mechanisms pertaining to thoughts and actions. This research will help marketers in content creation and policy makers to develop regularized digital eco-system.

Keywords: Digital Media Consumption, COVID-19, Qualitative

Flexibility – A matter of culture?
A Cross-Cultural Study Exploring Consumer's Cognitive Flexibility

Nadine Benninger, Technical University of Munich
Jutta Roosen, Technical University of Munich

Abstract

Studies show that product innovations are likely to fail. Still, some cultures tend to be more open towards innovative products compared to others. This research aims at investigating cultural differences in consumer's innovation acceptance by introducing the concept of cognitive flexibility. For this purpose, a new scale the *Consumer's Cognitive Flexibility Scale (CCFS)* was created and tested with two representative studies in Germany and Japan. The results of both studies led to a reliable and valid *CCFS* for the Western and the Eastern world. Both scales measure the same facets of consumer's cognitive flexibility. Results showed that the individual's level of cognitive flexibility helps explaining innovation acceptance across cultures. However, in contrast to prior expectations, Germans are more likely to try innovative products compared to Japanese consumers. This has to be considered by marketers launching new products in these two cultures.

Keywords: Cross-Cultural Consumer Behavior, Innovation Acceptance, Cognitive Flexibility

Investigating the Psychological Demands of Crowdfunding Participation

Sam Bertram, Harmen Oppewal, Gerri Spassova, Monash University
Joris Demmers, University of Amsterdam

Abstract

Reward-based crowdfunding is an increasingly popular means of funding entrepreneurial projects. Despite their similarities, crowdfunding shows significantly less repeat consumer participation than pre-selling. This research seeks to address why this is the case and investigates whether crowdfunding might place a greater mental burden on consumers than pre-selling. Specifically, it examines the role of empathy, psychological-ownership and delayed-gratification in crowdfunding and whether exerting mental effort toward these constructs may negatively impact consumers' future crowdfunding-based purchase intentions. Findings from an experimental study indicate that while there were no significant differences between crowdfunding and pre-selling regarding the above constructs, participants in crowdfunding and pre-purchasing felt different amounts of psychological-ownership based on whether they had prior crowdfunding experience. This is significant because repeat business is important to crowdfunding. This paper contributes to the literature by exploring how backing a crowdfunding project influences subsequent consumer purchase decisions. It also adds to the literature on psychological-ownership.

Keywords: Crowdfunding, Consumer Behaviour, Psychological Ownership

Snimex for Sneezes: Phonaesthemic Brand Name Priming

Stacey M. Brennan, University of Sydney
Jasmina Ilicic, Monash University
Alicia Kulczynski, The University of Newcastle
Shai Danziger, Tel Aviv University

Abstract

Brand names are a valuable brand element. When examining meaning derived from brand names, previous research has adopted a phonological (sound-based) perspective. This research introduces an alternate approach to developing brand names – phonaesthemes. Phonaesthemes are letter clusters (combination of form and sound) that have a predictable effect on word meaning. For example, the phonaestheme '*fl*-', occurs in multiple words relating to movement such as flow, float, flutter, and fly. While linguists have confirmed the existence of phonaesthemes, we propose that phonaesthemes can act as a priming device. A series of experiments were conducted that provide convergent support for a phonaesthemic brand name priming effect. Further, we eliminate phonology as an alternate explanation for the phenomenon. This research illustrates that brands can communicate meaning, and promote brand preference and choice through the strategic use of a phonaestheme. It also advances psycholinguistic research, in particular, the emerging area of brand linguistics.

Keyword: Brand Name, Phonaestheme, Brand Linguistics

Protestant Work Ethic Influences Natural Healthcare Preference

Yimin Cheng, Monash University
Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Abstract

The term "natural" is ubiquitous in advertising and branding, but limited research has investigated how consumers respond to naturalness. Some researchers have documented preferences for natural products, specifically food, but there has been scant investigation of the psychological antecedents of such preferences, especially in the multi-trillion-dollar domain of healthcare. Using publicly available country-level data from 41 countries and individual-level experimental data, six studies show converging evidence that consumers who subscribe strongly (vs. weakly) to the Protestant Work Ethics are more likely to prefer natural healthcare options, because they are more averse to external intervention in general. Further, people of high PWE are particularly averse to the invasiveness of the intervention rather than the mere extent of the intervention. This work contributes to the naturalness preference literature by identifying a dispositional antecedent operating on an ideational mechanism. Our findings have implications for health organizations and pharmaceutical companies.

Keywords: Protestant Work Ethic, Naturalness, Healthcare

Interplay Effects of Different Goal-framed Environmental Messages

Phoebe Wong, Hong Kong Polytechnic University
Calvin Wan, Nottingham Trent University
Geoffrey Qiping Shen, Hong Kong Polytechnic University
Stella Choi, Hong Kong Polytechnic University

Abstract

Message framing is a popular communication strategy for guiding behavioral change such as motivating individuals toward a sustainable lifestyle. There is substantial research investigating persuasiveness of framed-messages in environmental communications. However, most of these studies focused on framed-messages that are designed with single motivator and failed to consider the fact that human behaviors are multiple goals driven. Further, different goals may interact together for determining our behaviors. To address the research gaps, this study adapts an integrative approach offered by Goal Framing Theory to investigate how different goal-framed messages influence recycling attitudes and intentions. Using a 2 × 2 between-subjects experimental design, this study found that a gain/loss × hedonic/rational message frame has a significant interaction effect on recycling attitude but not intention. Findings of this study are expected to offer insights into the development of well-rounded public promotional campaigns and advance theory development of environmental psychology and communications.

Keywords: Goal-framing, Persuasiveness, Environmental Behaviors

Preferences For Attributes of Abalone in Australia

Chien (Patrick Duong*, Curtin University
Billy Sung, Curtin University
Sean Lee, Curtin University

Abstract

The Australian abalone industry is facing pressures from increasing competition, decreasing value, and disrupted exported markets. Furthermore, there is a paucity of research on what salient product attributes influencing consumers' choices. Therefore, as a part of an ongoing industry research project, this study explores key product attributes of abalone products and Australia's market segment. The current study adopted the best-worst scaling method to measure the importance of 31 extrinsic and 15 intrinsic abalone product attributes. Findings reveal that ocean-fresh flavour, texture, and umami flavour are the three key eating quality indicators. Additionally, consumers' decision is also motivated by the nutrition, origins, and sustainability. Six distinct consumer segments based on the importance of extrinsic attributes and five clusters based on intrinsic attributes were identified. The current study offers several important managerial implications for Australian abalone producers and marketers to adapt their product offerings to align with the domestic market's demand.

Keywords: Product Attributes, Australian Consumer, Best-worst Experiment

Can Identity Duels Improve Consumers' Brand Attitude?

Frederik Ferié, University of Münster
Nina Mack, University of Münster

Abstract

Recent research has found that providing potential donors with a choice of two non-related group affiliations to self-express one of their social identities can have a positive impact on their behaviour. However, so far, these findings are limited to the prosocial context. This paper investigates whether similar effects can be replicated in a commercial branding context. To achieve this aim, branding contexts suitable for replication are identified in a first study. Based on the original paper, a design for replication and extension of the results from the prosocial context is developed. It is found that sets of brands and identity-relevant groups that are conducive to the experimental design also exist in commercial contexts. Potentially, the duelling preference approach could mean a new and impactful addition to brand advertising.

Keywords: Social Identity, Self-expression, Brand Attitude

Information Disclosing Willingness In Using Mobile Internet

Ming Gao, University of Macau
Matthew Liu, University of Macau
Rongwei Chu, Fudan University

Abstract

This study explores people's information disclosing willingness (IDW) in the context of mobile internet and the relationship between IDW and the demographic, and geographic factors. A survey of 10,000 mobile internet users from 50 cities in China was conducted. The results indicate that significant gender differences exist in the willingness to disclose private information in the Mobile context, with the females showing higher IDW than males. Furthermore, the results suggest that first-tier citizens (third-tier citizens) have the lowest (highest) IDW. The findings are relevant to marketers for improving their segmentation measures in terms of information collection. Our study differs from the previous studies by introducing city tiers as a new approach to study IDW, and by highlighting the context of mobile internet usage. The results contribute to the literature of disclosing willingness by exploring interactive effect of gender on the relationship between perceived risk (or perceived trust) and IDW.

Keywords: Information Disclosing Willingness, Gender Difference, City Tiers

Introduction

Customers' personal information is vital to firms for their success of customization and the competitive advantage (Pine, 1993), however, the collection process is influenced by the providers' willingness to disclose. In this study, we explore how demographic and geographic traits influence individuals' personal information disclosing willingness (IDW) within the context of mobile internet usage, because the rapid development of mobile internet is gradually changing customers' purchasing habit and transforming their shopping behavior into "fingertip" scenarios. Hence, their information disclosing practices on mobile internet are more worthy of studying than ever before. Meanwhile, the results of our study can be used to better balance firm's collection and customers' divulge, with the aim of letting both parties enjoy the benefits brought about by the data-gathering.

Our study contributes to the privacy literature in many ways. Firstly, we highlight the information disclosing under mobile internet usage, which is a supplement to the existing literature body of information disclosure theory. While most of previous studies in this field were carried out in the Internet environment characterized with personal computers (PC). Secondly, the interactive effect of gender on the relationship between perceived risk (or perceived trust) and IDW sheds new light on the understanding of gender difference in privacy practices. Although gender difference is an extensively studied topic in privacy, few of them have underlined the indirect impact of gender differences. Our finding that gender could moderate the relationship between PT and IDW supplements privacy literature related to gender difference. Thirdly, this paper introduces a new approach to studying information privacy by adopting a geographical construct i.e., city tiers, a special administrative structure in China. To the best of our knowledge, this is one of the first studies exploring the geographical effect on information privacy.

Background and Conceptual Model

Gender issues and regional development imbalance are the typically economic and social characteristics in today's China. The gender imbalance resulting from decades of family planning policy and gender inequality caused by the traditional Chinese concept of male superiority may result in "gendered" online behavior. While urbanization represents the economic rising process of a consumer society and the regional imbalance, traditionally caused by regional differences in policies, natural conditions, and economic conditions, may also be transforming into the gaps between tiered cities. Therefore, it is very meaningful to conduct a group-level analysis on consumers' IDW by introducing the variables of gender and city-tier.

According to information disclosure theory, information disclosing willingness (IDW) is defined as "willingness to provide personal information required to complete the relevant procedures on the Internet" (Dinev and Hart, 2006). From an economics perspective, information privacy is regarded as an economic trade-off between the costs (risks) and the benefits in sharing personal information (Stigler, 1980). The worries of information providers about the possible abuse of their disclosed information can be perceived as risks on disclosing practice (Dinev and Hart, 2004; Metzger, 2007), which lead to negative intention to disclose (Malhotra *et al.*, 2004; Van Slyke *et al.*, 2006; Cocosila *et al.*, 2009). While the trust of the provider (customers) on the collector (firms) may play an important role in information disclosure because Information Asymmetry can bring about the agency problems of moral hazard (Pavlou *et al.*, 2007). Then we can suggest that Perceived Risk (PR) and Perceived Trust

(PT) might be related to an individual's IDW. So we developed the situational information privacy model to test the relationships between PR, PT, gender difference, city tier and IDW.

Methodology

We conducted a survey of 10,000 mobile internet users from 50 cities in China by distributing the online survey questionaires to a huge database of mobile app users. And we purposely collected responses from 10,000 participants, with 5,000 males and 5,000 females from 50 cities in China by setting the online survey system in advance to terminate the participant's access if he/she is not meeting the situations of city, gender or age related questions. The questionnaires were designed with self-developed items for PR, PT and IDW in order to focus on the situational context of disclosing information on mobiel internet, so that we can measure the factors from the perspectives of contemporary technologies, such as IOT, sensors, gene and facial-recognition technologies.

Overall, this survey's data has successfully included Chinese Internet users of different ages, with an average age of 34.52, and most of the respondents (75%) are married. The majority of the survey is distributed in second-tier and third-tier cities, with those of first-tier cities only accounting for 8%. From the perspective of income, the respondents are mainly middle-class people, and most of them (almost 90%) have a monthly income between RMB 6,000-20,000 (USD 900- 3,000). And the results of validity and reliability tests on IDW, PR and PT are mostly good, with the results as follows: KMO_{IDW}= 0.807 (good); and $Alpha_{IDW}$=0.643 (barely acceptable) (Griethuijsen *et al.*, 2015; Taber, 2018); KMO_{PR}= 0.854 (good); and $Alpha_{PR}$=0.743 (acceptable); KMO_{PT}= 0.818 (good) and $Alpha_{PT}$=0.696 (barely acceptable) (Griethuijsen *et al.*, 2015; Taber, 2018).

Findings and Discussion

We found significant gender differences exist between males and females in their willingness to disclose private information in the context of mobile internet usage, with females showing higher IDW. This privacy gender gap might be explained by the females' overlooked risks. In general, Chinese Internet users have a relatively strong willingness (Mean: 2.11) to disclose their private information in a range between 1 and 2.93. This high disclosing level might be related to the traditional Chinese collectivism. Furthermore, the results suggest that first-tier (third tier) citizens have the lowest (highest) IDW. Such tiered gap might be explained by the doctrine of survival (Uchida *et al.*, 2020) that the socio-ecological environment shapes psychological and behavioral functions for the purpose of survival and adaptation. Since people in higher tier cities (lower tier cities) are challenged by greater (less) competition and more complex (simpler) socio-ecological environment, they are more likely to have higher (lower) level of alertness to protect their personal information. It is also worthy of noting that Perceived Risk (PR) (β=-0.267; t=-69.072, P <: 0.01) exerts the highest effect on IDW, indicating that the protective reaction might be raised when perceiving the risk of losing control. (Lee *et al.*, 2019)

Implications for Theory and Practice

This study offers several theoretical implications. First, introducing gender and location into the information disclosing study has ushered such studies into a new boundary. Second, our studies on the direct and indirect effects of gender difference on IDW in mobile internet usage supplement the existing literature body of information privacy under the situational environment, and our results show that gender difference can influence an individual's IDW directly and moderate the impacts on the willingness of other factors might also add some value to the literature of gender differences. Third, this paper presents a ground-breaking approach to the study of IDW by introducing geographic location in a group-level analysis, which can fill the gaps in this field because previous information privacy was almost always captured at the individual level of analysis (Pavlou, 2011).
Regarding the finding that females have higher IDW than males in mobile internet environment, women-focused firms might be more successful if they focus more on mobile interenet to collect necessary information in order to facilitate customization. In view of the findings that people of first-tier cities have the lowest IDW which is caused by the strongest risk perception, when requesting private information, firms in first tier cities should mitigate their customers' worries by posting clear and straightforward informative privacy statements (Tsai *et al.*, 2011) and the related government regulations or laws, because such interventions can alleviate customers' perceived risk (Xu *et al.*, 2009).

Since Chinese mobile internet users' information disclosing level is still high, policy makers are suggested to put more efforts on community educating programs in privacy, especially people in the third tier cities. Regarding females' higher IDW, the information disclosing knowledge on mobile internet should be delivered to them as much as possible, in order to protect themselves properly in cyberspace.

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A Tale of Two 'Ideologies': Differences in Consumer Response to Brand Activism

Nitika Garg, University of New South Wales
Geetanjali Saluja, University of Technology Sydney

Abstract

Political ideology is associated with one of the most salient individual identities in current times. It has been shown to influence consumer behavior across various domains such as recycling intentions, message appeals, brand attachment, and willingness to pay. In the marketplace, brand activism is becoming more common, with brands taking sides on a controversial socio-political issue. In a series of three studies, we examine whether consumers' brand attitudes and willingness to pay for the brand is influenced by brand activism and whether this effect is moderated by consumers' political ideology; whether the issue type (pro-liberal versus pro-conservative) and type of activism (authentic, absent, slacktivism) interacts with political ideology to drive distinct consumer brand response. Further, we establish both affective (positive and negative emotions) as well as cognitive routes as potential drivers of these effects. Theoretical and managerial implications of the findings are also discussed.

Keywords: Political Ideology, Brand Activism, Consumer Response

Political ideology has become associated with one of the most salient identities in the current environment (Iyengar and Krupenkin, 2018; Van Bavel and Pereira, 2018). Research in the last decade has demonstrated its significant impact across a variety of factors such as openness to new experiences (Van Hiel et al. 2000), morality-based judgments (Silver and Silver 2017), collectivism and interdependence (Janoff-Bulman 2009), and consumer behavior (Crockett and Wallendorf 2004). For example, it has been found to influence response to persuasive appeals and sustainable behavior such as recycling intentions (Kidwell et al. 2013).

In recent times, a phenomenon called 'brand activism' where the brand takes a stand on controversial socio-political issues (Moorman 2020; Mukherjee and Althuizen 2020; Vredenburg et al. 2020) has emerged. Recent academic research suggests that activism can hurt brands by alienating consumers opposed to the issue (Mukherjee and Althuizen 2020). Given the significance of political ideology-based differences in consumer response in the marketplace (Crockett and Wallendorf 2004; Jost 2017), it is critical to understand *whether* and *how* it might influence consumer response to brand activism. Past work has shown that conservatives (vs. liberals) favor self-responsibility and personal control in solving problems (Everett et al. 2020; Eidelman et al. 2012; Jost 2017) and are less willing to help others (Hasson et al. 2018). They also exhibit greater compliance with social order and maintaining status-quo (Jung et al. 2017).

The current research thus seeks to examine how brand activism might lead to positive (vs. negative) consumer response in terms of brand attitudes and willingness-to-pay (WTP), and whether an individual's political ideology moderates this effect. Importantly, we explicate the mediating mechanisms and consider both, affective (positive and negative emotions) and cognitive (brand-value identification) routes as underlying drivers of the predicted effects.

Authentic Activism versus Slacktivism. Consumers can either see the brand as genuinely engaged with the issue or as just engaging in 'slacktivism' or inauthentic brand activism, seen largely as an opportunistic involvement via marketing messages (Kristofferson, White, and Peloza 2014; Vredenburg et al. 2020). Thus, it is important to empirically assess how consumers respond to it, and whether the effect is distinct for conservatives versus liberals.

Affective route as a driver. Prior research has shown that when dissatisfied with the brand, consumers can experience an array of negative emotions (Patterson, Brady, and McColl-Kennedy 2016; Wetzer, Zeelenburg, and Pieters 2007), leading to negative brand consequences (Kähr et al. 2016; Sen, Gurhan-Canli, and Morwitz 2001; Wetzer et al. 2007). In a related context, research has shown that a firm's participation in green actions elicited positive emotion of gratitude (Xie, Bagozzi, and Gronhaug 2015). Thus, we expect that when brand activism concerns an issue supported by the consumer, they will experience positive affect and vice-versa. These emotions can then be implicated in driving downstream outcomes such as brand attitudes.

Cognitive route as a driver. Consumers tend to be drawn to brands where their values are aligned with the brand's (Johar and Sirgy 1991). This has been shown to positively influence consumers' brand-value identification and thereby, positive WOM, brand attitudes, and commitment (Tuskej, Golob, and Podnar 2013). Given that brand activism reflects the brand's values (Vredenburg et al. 2020), we argue that when consumers' values match brand's and they identify with them, they will be more likely to hold positive brand attitudes and higher WTP. Further, since political ideology is intrinsically tied to an individual's value system, we argue that consumer brand-value identification could be a driving mechanism behind the interactive effect of brand activism and political ideology on consumer response.

Studies and Results

Study 1 examined the interactive effect of brand activism (present, absent) and political ideology (continuous) on consumers' brand attitudes and willingness to pay. Results revealed a significant interaction between brand activism and political ideology for brand attitudes ($F(1, 248) = 50.76$, $p < .0001$) and WTP ($F(1, 248) = 41.95$, $p < .0001$). Specifically, for both brand attitudes and WTP, liberals (vs. conservatives) report more positive brand inclinations in the activism condition, but this effect is reversed for conservatives. Further, mediation analysis revealed a significant index of moderated mediation for happiness on brand attitudes ($I = 3.29$, SE = .51, 95% CI = 2.35, 4.35) and WTP ($I = 3.31$, SE = .52, 95% CI = 2.33, 4.37), confirming a significant pathway through positive affect.

Study 2 examined how political ideology moderates the effect of activism issue type (pro-conservative, pro-liberal). It also included measures of pride and gratitude. Results showed a significant interaction between brand activism and political ideology for brand attitudes ($F(1, 246) = 88.64$, $p < .0001$) and WTP ($F(1, 246) = 97.59$, $p < .0001$). Specifically, liberals (conservatives) had more positive attitudes and higher willingness to pay for the brand when it engaged in pro-liberal (pro-conservative) issue activism. Mediation analysis revealed a significant index of moderated mediation for attitudes via emotions (happiness: $I = -1.79$, SE = .49, 95% CI = -2.87, -.90; pride: $I = -1.19$, SE = .51, 95% CI = -2.29, -.27) and WTP (happiness: $I = -1.63$, SE = .55, 95% CI = -2.86, -.68; pride: $I = -2.41$, SE = .60, 95% CI = -3.67, -1.32); supporting and building on Study 1's findings by establishing happiness and pride as mediators.

Finally, *Study 3* studied how conservatives and liberals respond to "slacktivism" compared to activism-present and absent conditions. It also assessed brand-value identification as a mediator, in addition to emotions. Results showed that conservatives had lower attitudes and WTP when the brand engaged in activism ($M = 3.83$) versus slacktivism ($M = 4.40$) ($b = -.57$, $SE = .26$, $t = -2.21$, $p = .03$; 95% CI = -1.07, -.06), while liberals had more positive attitudes and WTP in the activism ($M = 6.16$) versus slacktivism ($M = 3.99$) ($b = 2.17$, $SE = .22$, $t = 9.78$, $p < .001$; 95% CI = 1.74, 2.61) condition. Finally, mediation analysis showed that when affective and cognitive routes were accounted for in the same model, pride (but not happiness) ($\beta = -.19$, $SE = .11$, 95% CI = -.44, -.02) and brand-value identification ($\beta = -.85$, $SE = .31$, 95% CI = -1.48, -.26) significantly mediated the interactive effect of political ideology and brand activism on consumer's response.

Discussion

Overall, our findings reveal that while liberal (vs. conservative) consumers had higher brand attitudes and WTP in the brand activism versus absent condition (Study 1), this effect depended on issue type (pro-liberal vs. pro-conservative) such that when the issue was pro-conservative, conservatives (vs. liberals) were more likely to respond favorably toward the brand (Study 2). Further, our results show that engaging in inauthentic activism or slacktivism, is poorly received by both conservatives and liberals. The conservatives view it as equivalent to brand activism while the liberals view it as the brand not doing anything at all (Study 3). Further, we uncover both affective and cognitive factors as drivers of this interactive effect.

While past work has looked at how consumers react to brand activism (Mukherjee and Althuizen 2020), our research is one of the first to examine consumer response to it through the lens of political ideology. This work also contributes to the emerging literature on brand activism by demonstrating the pitfalls of brands engaging in slacktivism, which is more harmful for the brand than if it stayed silent on the issue.

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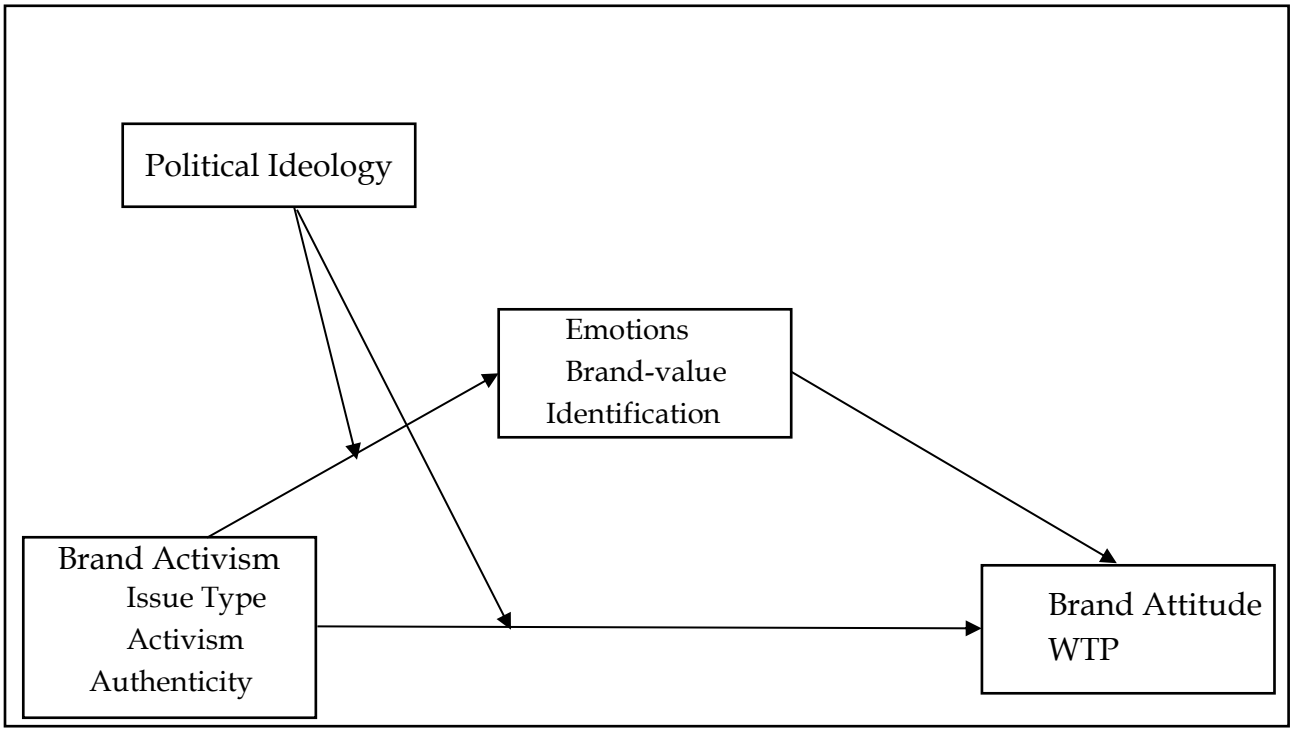
Table 1

Study 1		
DV	**Political Ideology**	**Brand activism (vs. activism absent)**
Brand Attitudes	Conservatives (PI<.50)	-.39 (95% CI = -.78, -.00)
	Liberals (PI>.67)	.35 (95% CI = .00, .71)
WTP	Conservatives (PI<.53)	-.41 (95% CI = -.82, -.00)
	Liberals (PI>.71)	.39 (95% CI = .00, .79)
Happiness	Conservatives (PI<.48)	-.64 (95% CI = -1.27, -.00)
	Liberals (PI>.64)	.56 (95% CI = .00, 1.12)
Study 2		
DV	**Political Ideology**	**Pro-conservative (vs pro-liberal) activism**
Brand Attitudes	Conservatives (PI<.51)	.42 (95% CI = .00, .84)
	Liberals (PI>.64)	-.37 (95% CI = -.74, .00)
WTP	Conservatives (PI<.53)	.43 (95% CI = .00, .87)
	Liberals (PI>.66)	-.39 (95% CI = -.79, .00)
Happiness	Conservatives (PI<.53)	.64 (95% CI = .00, 1.29)
	Liberals (PI>.71)	-.59 (95% CI = -1.17, .00)
Pride	Conservatives (PI<.56)	.65 (95% CI = .00, 1.31)
	Liberals (PI>.75)	-.65 (95% CI = -1.29, .00)

Study 3			
DV	**Political Ideology**	**Brand activism comparison groups**	
		Activism-absent vs. Slacktivism	Activism-present vs. Slacktivism
Brand Attitudes	Conservatives	5.92 vs. 4.40 1.52 (95% CI = 1.02, 2.03)	3.83 vs. 4.40 -.57 (95% CI = -1.07, -.06)
	Liberals	4.57 vs. 3.99 .58 (95% CI = .16, 1.01)	6.16 vs. 3.99 2.17 (95% CI = 1.74, 2.61)
WTP	Conservatives	6.15 vs. 4.60 1.55 (95% CI = .99, 2.12)	3.67 vs. 4.60 -.93 (95% CI = -1.49, -.36)
	Liberals	4.75 vs. 4.14 .61 (95% CI = .13, 1.09)	6.03 vs. 4.14 1.88 (95% CI = 1.40, 2.39)
Brand Value Identification	Conservatives	5.63 vs. 4.19 1.44 (95% CI = .84, 2.04)	3.19 vs. 4.19 -1.00 (95% CI = -1.60, -.40)
	Liberals	3.60 vs. 3.33 .26 (95% CI = -.25, .76)	6.03 vs. 3.33 2.70 (95% CI = 2.18, 3.22)
Pride	Conservatives	5.58 vs. 3.38 2.20 (95% CI = 1.27, 3.14)	2.91 vs. 3.38 -.47 (95% CI = -1.41, .47)
	Liberals	2.34 vs. 1.77 .57 (95% CI = -.23, 1.36)	5.24 vs. 1.77 3.46 (95% CI = 2.65, 4.27)

Note: For studies 1 and 2, the values reflect beta values for Johnson-Neyman points and the independent variable predicting the dependent variable. For study 3, the values represent the means for dependent variables across comparison groups and the beta and 95% CI values.

Figure 1: Conceptual Model



Consumer Values Towards Second-hand Fashion Consumption

Thamoda Geegamage, University of Moratuwa
H.R Achini Ranaweera, University of Moratuwa
Rangika .U Halwathura, University of Moratuwa

Abstract

The fashion industry has stated as one of the largest environmental polluters in the world. Millions of post-consumer waste dumped into landfill sites each year. However, environmental concerns are emerging as a mainstream issue for modern day consumers. This critical issue had influenced fashion retailers and brands to embrace sustainable practices that match or exceed consumer environmental concerns. Given this background, this exploratory study uses a qualitative approach to understand consumer values towards second-hand fashion consumption. This research embraces the theoretical notion of Means-End-Chain Model and shows five cognitive conceptions of second-hand consumers: price conscious, conscious on emotional bond, comfortability conscious, quality and brand conscious and social and environmental conscious. Furthermore, we show non-second-hand fashion consumers cognitive conceptions as: Social status conscious, hygienic conscious, comfortability conscious, quality and brand conscious and self-expressive conscious. This research sheds some light on the emerging marketing literature on second-hand consumption.

Keywords: Second-hand Fashion Consumption, Means-End-Chain Model, Qualitative Research

01.Introduction and Research Aim

Fashion has caused various ways to environment pollutions from the pre-consumer use to post-consumer use. The state of the environmental pollution caused by the fashion industry has no recover but rising day by day (Lehmann et al., 2019). The fashion industry is a significant participant in the global economy as its extensive resource use, environmental and social impacts occur during a garment's production, consumption and end-of-life phases (Allwood,2006; Bocken et al., 2016).

The Circular economy

Circular Economy (CE) is the most discussed approach out of all, which also emerged as the regenerative cycle of production and consumption (Bocken et al., 2016). CE tends to make a difference in some logics in economics because it appreciates reusing, recycling that cannot be reused, repairing things which are broken and only manufacturing the things only when it cannot be repaired. In particular, the business model of the CE concept can be categorized into two: 1). Foster reuse and make extensions for the service life through repair, remanufacture, upgrades and retrofits. 2). Recycle old goods and transform them into new resources (Stahel, 2016). The circular business model's aim is to gain value from waste (Bocken et al., 2016). Due to the concern of circular economy, the fashion industry began to find substitutes to recycle and collect post-consumer goods, consumers began to rethink their high fashion consumption and dispose of post-consumer waste (Vehmas et al., 2018). Such as disposable method of used clothes, people started to donate or sell them to thrift shops, selling through alternative channels such as garage sales, flea markets and internet platforms or giving or swapping among family or friends (Albinsson & Perera, 2009; Xu et al., 2014).

Post-consumer waste

In the largest fashion consuming countries like the United States of America, estimated as 92 million tons of post-consumer textile wastes are end up in landfill sites each year. These numbers will keep increasing as the world population grows in numbers which consequently cause the number of post-consumer waste increasing in high numbers. Thus, post-consumer waste accumulation will be the next most significant problem in environmental destruction by landfilling and other circumstances on a larger scale (To & Kan,2020). Allwood et al., (2008) shows the importance of appraising post-consumer waste. For example, they recommend considering more on buying second-hand products, leasing clothes and look into whether the products can be repaired. They further stress that using old clothes and fashion items will significantly reduce the energy requirements and toxins expose to the environment during the production process. Yet, post-consumed clothes and textiles should go through a proper disposing method like, recycling business that returns them for second-hand sale (Allwood et al., 2008).

Second-hand fashion consumption

Consuming already used someone's belonging is called second- hand consumption (Bardhi & Arnould, 2005). This has been quietly undergoing a makeover in recent years. The shops that established to sell second-hand clothing are called thrift shops, and they often sell these products below the traditional market prices (Bardhi & Arnould, 2005). However, there is a scant of theoretical and empirical understanding about consumer values towards second-hand consumption. The extant research seeks to fill this identified gap in the literature.

02. Conceptual Model

Means-End-Chain Model

This research adopts the theoretical lens of the Means-End-Chain model (MEC) which implies product Attributes (A), a consequence of product use (C), and the personal consumer value (V) with the product use (Gutman, 1984). The characteristics or features of the product is entails as the product attributes which has divided into two. First, concrete attributes or physical features perceived by the consumer such as price, colour, size, materials. Second, abstract attributes which are intangible characteristics of the product, such as quality, fit and reliability (Overby et al., 2005; Reynolds and Gutman, 1984). The consequences (C) are the advantages and disadvantages or risks arising from using a product or service in the context of used situations. Previous studies have identified three categories of consequences (Overby et al., 2005). First is the functional consequences (FC) which are the experience of functional consumers use of the products, second, is the psychological consequences (PC) which is about the consumer feels about the product attributes and features (Zachariah and Jusan, 2011). Lastly, social consequence (SC) which is derived from the depiction of the accordance with the social norms of others. peak level of desired-end-states is defined as the value (V), which are cognitive conceptions of the consumer's needs and goals (Overby et al., 2005).

03.Method

This exploratory study uses a qualitative approach to understand the consumer motivations towards second-hand fashion consumption. More specifically, the qualitative MEC analysis (Gutman,1982) was adapted to analyze the data with the thematic analysis method. The underlying premise of MEC is that the decision-making process is based on cognitive links between product attributes, consequences in the eyes of the consumer, and the personal values of consumers. The means-end theory has been previously used when researching and studying consumer behavior (Jackson 2005). The MEC model supports to conquer the issues with quantitative methods by amalgamating objective methods for the collection and evaluation of qualitative information (Hines and O'neal, 1995)

To obtain qualitative data, semi structure interviews were conducted using a sample of 20 fashion consumers from Sri Lanka. Participants were selected adopting the snowball sampling method. Interviewees were given the option to participate either online or in person (Boyatzis 1998). The questionnaire was developed for both second-hand fashion (SHF) consumer and non-second-hand (non-SHF) consumers delineating both groups' characteristics to determine the classifications of the MEC model. The interview questions were designed into four main categories. The first section consisted of a sociodemographic closed-ended question and two open-ended questions on the SHF consumption and awareness of the environmental effects on consumer purchases and consequences. Finally, consumer and non-consumer barriers and enabling factors concerning SHF consumption were examined. All responses were categorized into themes following key elements of the MEC model: consumers' perceived product attributes, functional, social, and emotional consequences and fundamental personal values towards second-hand fashion consumption.

04.Findings and Discussion.

Second-Hand Fashion Consumers' Values

Out of 20 consumers, 11 consumers have been identified as SHF consumers. Our analysis revealed five cognitive conceptions of SHF consumers towards second-hand fashion consumption: price conscious,

conscious on emotional bond, comfortability conscious, quality and brand conscious, social and environmental conscious (See figure 1).

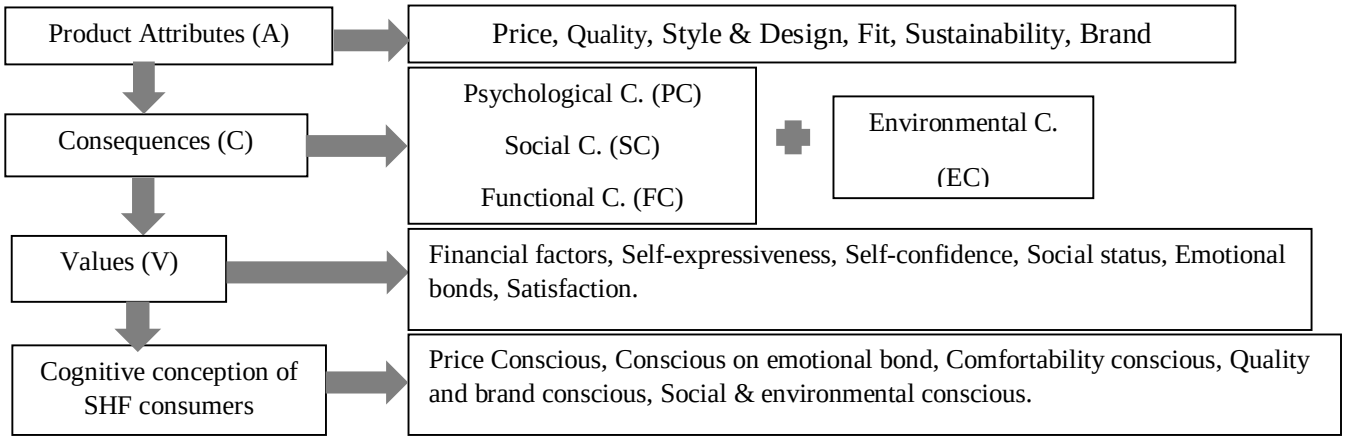


Figure 1: SHF consumers

1. Price conscious: Price emerged as the most concerned attribute of SHF consumers. They have perceived psychological c. by finding quality products for a lower price, and they have stated it's as an achievement. So, consumers provide the details about financial benefits they perceived by purchasing SHF among the society. Therefore, they perceive social consequences by building a community with the people who have the same interest in SHF. Functional c. perceived by making a financially good decision of buying a product which worth the price. They reveal that contributing a good impact on the environment with a low financial decision helps to perceive their environmental consequences. Moreover, the financial benefit enriches the value of their individual decision. For example, "In my mind, I always make calculations; I am very practical when it comes to buying SHF products. I compare the price between brand new fashion products & the price of SHF products before buying (Participant 03)".

2. Conscious on emotional bond: The most stated attribute by SHF consumers is the emotional connections with the products. They explain how exploring the products usually with the same interest cohorts as a positive social c. and environmental c. which ultimately caused a positive impact on the environment resulting a great level of emotional satisfaction. Participant 09 stressed that: *"It feels homelier than purchasing brand new clothes. When you purchase new clothes, it takes some time to get adopted to them & maybe you bought them because you have some expectation with the element of fashion, but you feel too fresh or like you still not ready for it. When it comes to SHF, even though it is second-hand, you bought them because you fell in love with the piece, so it is more welcoming (Participant 09)."*

3. Comfortability conscious: Comfortability is another concern of SHF consumers towards second-hand consumption. The comfortability causes the satisfaction, leading to the positive psychological c. and it appears the self-confidence which perceives social consequences at the same time. Quality of the product is concerned as the functional c. Self-confidence was emerged as a value. Consumers perceived the positive environmental

c. impact by consuming a product for a considerable time. *"When you are using something it's not kind of something new but it becomes comfortable. There is some sort of comfort wearing something that is worn out (Participant 09)."*

04. Quality and brand conscious: Another highly stated attribute is quality and the brand of the second-hand product. The enjoyment and the sense of achievement of making a financially good decision by purchasing a quality and branded product emerged as the psychological consequence. Moreover, consumers maintaining the

social status and self-expressiveness perceive the positive social c. Using quality products and spending low prices appears as the functional c. The positive impact causing by using products with good quality, in a long time is the perceived environmental c. Meantime, self-confidence and social status emerge as the value. *"I believe like the product that were bought long time back, like a decade ago the quality of them are so good. And also, I believe that most of them were supporting sustainable factors too (Participant 11)."*

05. Social and environmental conscious: Sustainability of the product states as the major product attribute. Moreover, the enjoyment of contributing good impact on the environment and the local charity arise as the perceived consumer psychological consequence. Consumers achieved positive social c. by engaging with the community's conscious of the environment and charity work. Also, sustainability and charity supportiveness appeared as a functional c as well. Thoroughly engaging and making the positive effect and being responsible for the environment, emerged as the environmental c. A sense of satisfaction with being responsible and consumer self-expressiveness aroused as a value. Participant 1 and 2 explained: "*When I was in Europe thrift shopping helps me to get connected with the local people and with my friends who has the interest in same sense (Participant 1)"; "Wearing SHC means that you are also contributing to the environment. To make a garment it takes so much of carbon emissions, so actually proudly wearing something that is already existing rather than purchasing something new. you are also feel good to contribute it to the sake of environment and social wellbeing (Participant 2)."*

Non-Second-Hand Fashion Consumers' value

Out of 20 consumers, 9 consumers have been identified as Non-SHF consumers. Our analysis revealed five cognitive conceptions of non-SHF consumers towards second-hand fashion consumption: Social status conscious, hygienic conscious, comfortability conscious, quality and brand conscious and self-expressive conscious (See figure 2).

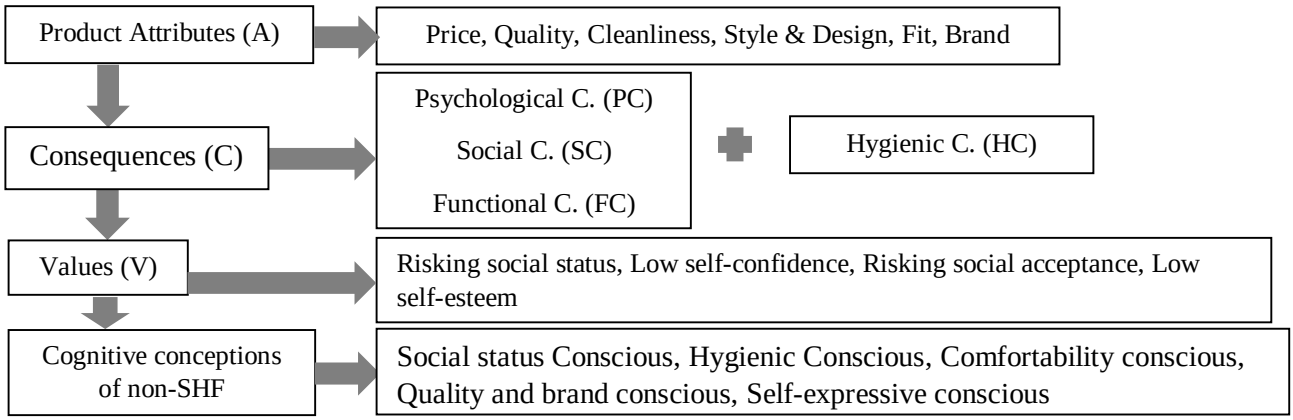


Figure 2: Non SHF consumers

01. Social status Conscious: Poor quality of the products is the most concerning attribute of the non-SHF consumers towards second-hand fashion consumption. They reveal that less self-confidence, feeling cheap and shy to reveal that wearing SHF product as negative psychological c. Concern on social status and acceptance emerged as a negative perception of the social consequences. Moreover, poor product quality is also stated as negative functional c. With social status concern, consumers stated that self-confidence and personality are at risk of revealing the product's inadequate hygiene, which perceives negative hygienic c. Low self-confidences was identified as a risking value. "*I always keep wearing SHF products at home, but I feel very insecure to wear them to an occasion (Participant 08)."*

2.Hygenic Conscious: One of the most stated attributes of non-SHF consumers is the cleanliness. They declared that they tend to perceive negative psychological c. by feeling insecure of the product belongingness. It caused less self-confidence and the fear of revealing the poor hygienic quality of the SHF product by perceiving the negative social consequences. Negative functionality-wise, poor quality with no new trends has stated by the consumers. Non-SHF consumers are more concerned about diseases that can cause by second-hand products by perceiving negative hygienic c. The concern of social acceptance and status emerged as values. Participant 11 explained: *"Rather than passing down SH clothes from my family, I am scared to buy and wear them Because we do not know how the first owner used them and what illness or hygienic problems they had (Participant 11)."*

3.Comfortability conscious: Non-SHF consumers repeatedly mentioned that they are not comfortable wearing clothes by not knowing the previous owners. As a negative psychological consequence, consumers have declared the low self-confidence and doubtfulness. Low quality emerged as a functional c., which affected negatively. Moreover, consumers stated that they are not comfortable to wear SHF products because of the odor, dirt patches and torn-out stitches, and those are considered as negative hygienic c. SHF consumers are highly concerned about risking their social status as a value towards wearing SHF. *"I feel like those SH products get personalized to a certain degree; like if you are using something for a long time, that object adapts to you for a certain amount. So, the object has the identity of the first user, same with an item of clothing. It takes a part of you with it, even if it goes to another person. I feel uncomfortable wearing something from an unknown person (Participant 10)."*

4.Quality and brand conscious: The majority of non SHF consumers have mentioned that even though the product is branded, buying a low-quality product is unsatisfying, and it's leading to negative psychological c. Also, consumers continuously stated that wearing second-hand branded clothes is a moment that risks social status, and it has stated as a perceived negative social c. Moreover, SHF consumers explained that it is worth buying new fashion products rather than purchasing low-quality branded clothes for higher prices as a negative functional consequence. Not knowing the previous owner has stated as a negative hygienic c. and risking social status has been stated as a value. "*Even though it is a brand new cloth with low or good quality, I feel like it's not worth it if the price is too high. I'd instead buy a brand new cloth for it (Participant 07)."*

5.Self-expressive conscious: These consumers were concerned about the style of the product and the limited product choice availability as the attributes. Under psychological c., this emerged lesser choices which limit expressing their self-identity, which ultimately bring them unhappiness with their decisions. Being not able to express self-identity leads to low self-esteem has stated as a perceived negative social consequence. Further limitation of availability emerged as a negative functional c. A sense of low self-esteem and confidence were concerned as the value. "*It's very hard to find exact clothing style that fits and suits me (Participant 14)"*

5.Implications for Theory and Practice

This extant research aims to determine consumer values towards second-hand fashion consumption. Adopting the theoretical perspective of Means-End-Chain model, the current research sheds some light on the emerging literature on second-hand consumption by delineating both SHF and non-SHF consumer values towards second-hand fashion consumption. In particular, we show five cognitive conceptions of second-hand consumer & non-second-hand fashion consumers' five cognitive conceptions. From a more practical point of view, we provide insights into Sri Lankan fashion retailers' sustainable strategies, thereby encourage retailers to focus on consumer values towards second-hand fashion consumption.

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Consumer Perceptions of Corporate Social Justice

Whitney Ginder, Georgia College & State University
Mary Tatgenhorst, Georgia College & State University
Olivia Johnson, University of Houston

Abstract

Although brands are increasingly taking a public stance on issues related to social justice, the literature is lacking regarding how consumers respond to such communications. To explore consumers' perceptions of and attitudes toward corporate social justice (CSJ) initiatives and the use of social media as a CSJ communication platform, we conducted consumer focus groups. Our findings revealed varied consumer perceptions regarding companies' role in social justice movements. Some consumers view social justice issues as beyond the domain of responsibility for companies and strongly advocated that brands should abstain from involvement, while others shared strong opinions that companies can and should be a catalyst for social progress. Several themes emerged regarding the role of social media in CSJ communication and which approaches provoke woke-washing skepticism and which engender perceptions of authentic activism. Our findings provide important theoretical, ethical, and managerial implications that can inform optimal communication approaches.

Keywords: Corporate Social Justice, Social Media, Consumer Perceptions

Power of Star Designers: Antecedents and Outcomes

David Hach Soeur, Curtin University
Anwar Sadat Shimul, Curtin University
Ian Phau, Curtin University

Abstract

This research aims to investigate the antecedents and the outcomes of the power of star designers in luxury branding. A research model is proposed with seven hypotheses. A total of 277 responses were analysed through SEM in AMOS v.27. The results show that star designer's traits and congruence (expectancy and relevance of the star designer) have a significant positive impact on the power of star designer (PSD). Additionally, the results show that perceived attractiveness of the star designer does have a significant positive impact on the referent power of star designer. Also, the power (i.e., expert and referent) of star designer creates luxury brand desirability (LBD) among consumers. This research provides theoretical insights about the antecedents and outcome of the power of star designers contributing into the marketing literature. Managerially, luxury brand managers can utilise the findings to understand their brand and designer better in terms of consumer-brand desirability.

Keywords: Consumer Desirability, Luxury Branding, Consumer-Brand Relationship

Introduction and Research Aim

Consumers who develop an attachment to a brand are most likely to transfer positive effects from the brand to another branded product; this also applies to the human brand context (Ki et al. 2020). These human brands (i.e., well-known people who become the subject of marketing communications efforts based on their brandable features) can form strong relationships with their followers and earn the followers' loyalty (Duffy, 2005; Thomson, 2006). This research focuses on star designers as human brands (e.g., Kim Jones (1 million followers), Virgil Abloh (6 million followers) and Riccardo Tisci (2.6 million followers)). They have been hired to lead heritage luxury brands as creative directors in 2018. The hiring of popular designers gives the brands a modern update which is perceived as an essential move to stay relevant and fresh in terms of catering to a younger and more discerning audience (Kasztalska, 2018). Evidently, designer Karl Lagerfeld revived Chanel to be more commercially successful as a brand with his interpretation of the fashion house in 1980s (Armitage & Roberts, 2021). With the 2018 hiring and limited studies conducted on fashion designers and brand desirability in marketing, there is a need to investigate the designers' power as celebrities and consumers' response to the brand desirability. Hence, the aim of the research is: *to examine the key antecedents of the power of star designer (PSD) and whether the PSD enhances the luxury brand desirability (LBD).*

Background

Drawing upon celebrity endorsement literature, three theoretical tenets have been developed. First, the antecedents of PSD which are star designer's traits, star designer's perceived credibility and star designer's congruence. Star designers are conceptualised to be fashion designers who have a large following and embody celebrity's star power and quality. The underlining theoretical foundations considered for this research are halo effect (Thorndike, 1920), source credibility model (Ohanian, 1990), match-up hypothesis (Mowen et al., 1979) and meaning transfer model (McCracken, 1989). The trait aspect of the halo effect is pertinent to the scope of this research in investigation the relationship star designer's traits and the power of star designer. Similar to the argument where the celebrities and athletes are evaluated for their halo effect based on their personal (e.g., healthy, attractive, famous …etc.) and professional traits (e.g., sporty, marketable, influential … etc.), the star designers can also be evaluated for their halo effect based on their personal and professional traits. The source with credibility can be a major influence to make the receiver for believes, opinions, attitudes and/or behaviours (Erdogan, 1999). Three main components of source credibility have been noted as: attractiveness, expertise, and trustworthiness (Ohanian 1990). There is an argument on why certain individuals with highly credibility or attractiveness are only effective endorsers for some brands but not others (McCracken, 1989). Research on the match-up hypothesis could be a valid response to this and explains how some endorsers are effective varied by product category (Koernig & Boyd, 2009). Heckler and Childers (1992) define "congruence" as a two-dimensional construct consists of "expectancy" and "relevance". Real-life examples of star designers on Instagram (e.g., Virgil Abloh, and Marc Jacobs) are sharing their relevant everyday activities to be more relatable to their followers as their audience (Gallagher, 2020).

The second tenet is related to the power of star designers. Meaning transfer model explains that the social meanings are transferred from the culture and society to consumer goods or brands (i.e., fashion, marketing communication and arts as facilitators) in the endorsement process (McCracken, 1989; Roy, 2018). Within the scope of this research, fashion designers convey the same meaning transfer from themselves (via expert and referent power) as credible characteristics to luxury brands in the public, which can lead to appear more desirable and more positive value (Roy, 2018).

The last tenet is related to the luxury brand desirability. Designers and their highly publicised lifestyles help create an image that consumers aspire to belong (Palomo-Lovinski, 2010). Consumers, who regularly follow influencers' product recommendations, are likely to purchase the product themselves or suggest it to others (Chapple & Cownie, 2017). With some brands blending the line between the brand and designers (e.g., brand Jacquemus and designer Simon-Port Jacquemus sharing one account with 1.8 million followers on Instagram), the designers are seen as influencers who are with a adequately robust social media following to influence people's behaviour (Gallagher, 2020). Having these star designers who highly engage on a digital platform such as Instagram, the brands mostly profit from the efforts of Insta-happy designers (Gallagher, 2020). Based on the conceptual and theoretical foundations, seven hypotheses are proposed, see Table 1 for results.

Methodology & Results

Christian Dior and Kim Jones were selected as the stimulus of this research. Five scales were adapted for each constructs of the research, they are star designer's traits (built upon an expert panel), star designer's perceived credibility (Ohanian, 1990), star designer's congruence (Yu & Yu, 2020), power of star designer (Swasy, 1979) and luxury brand desirability (Kapferer & Valette-Florence, 2016). Data (n = 277) were collected through a luxury consumer panel and were analysed with SEM in AMOS v.27. The measurement model ($\chi2$ = 2389.098, df = 1339.000, $\chi2$/df = 1.784, RMSEA = 0.053, SRMR = 0.041, CFI = 0.934) and structural model ($\chi2$ = 2435.285, df = 1346.000, $\chi2$/df = 1.809; RMSEA = 0.054, SRMR = 0.045, CFI = 0.931) provided good fit. A summary of the hypothesis testing is presented in the Table 1.

Table 1 Results of hypothesis testing

Hypothesis	Independent Variable	Dependent Variable	*t*	*β*	*p*	Outcome
H_{1a}	Star designer's traits	PSD (expert)	5.486	0.47	***	Supported
H_{1b}	Star designer's traits	PSD (referent)	3.107	0.34	0.002	Supported
H_{2a}	Perceived attractiveness of SD	PSD (expert)	1.497	0.08	0.135	Not supported
H_{2b}	Perceived attractiveness of SD	PSD (referent)	3.249	0.23	0.001	Supported
H_{3a}	Perceived expertise of SD	PSD (expert)	1.833	0.14	0.067	Not supported
H_{3b}	Perceived expertise of SD	PSD (referent)	-1.115	-0.11	0.265	Not supported
H_{4a}	Perceived trustworthiness of SD	PSD (expert)	0.688	0.05	0.491	Not supported
H_{4b}	Perceived trustworthiness of SD	PSD (referent)	0.284	0.03	0.777	Not supported
H_{5a}	Expectancy of SD	PSD (expert)	-2.522	-0.17	0.012	Supported
H_{5b}	Expectancy of SD	PSD (referent)	-2.566	-0.22	0.010	Supported
H_{6a}	Relevance of SD	PSD (expert)	4.804	0.41	***	Supported
H_{6b}	Relevance of SD	PSD (referent)	4.551	0.51	***	Supported
H_{7a}	PSD (expert)	LBD	8.135	0.47	***	Supported
H_{7b}	PSD (referent)	LBD	7.551	0.43	***	Supported

Note. *** $p < 0.001$; PSD = Power of star designer; SD= star designer; LBD = Luxury brand desirability

Implications for Theory and Practice

Conceptually, this is one of the earliest studies to examine the antecedents and outcome of the power of star designers. It professes a better understanding of the employment of star designers within the luxury branding context which it contributes into the marketing literature. Methodologically, this research uses a consumer panel; and a real-world brand and designer as the stimulus, which provide an ecological validity. Managerially, luxury brand managers can utilise the findings of this research to revamp the brand (e.g., hiring new designers), to budget advertising cost (e.g., increasing in consumers' online engagement for more desirability). Brand strategists can use the findings as a guideline to determine the focus of the designer and help them create activities, ideally for the consumer online behaviour.

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Technologies in Physical Retailing: A Systematic Review of Their Effects on Customers

Masoumeh Hosseinpour, Aarhus University
Sascha Steinmann, Aarhus University
Holger Roschk, Aalborg University
George Tsalis, Aarhus University

Abstract

Technologies impacted and continue to change retailing. Technologies can facilitate and inhibit customer perceptions, decision making processes, and purchase behaviors. This systematic review focuses on the effects of several technologies available in physical retailing on customer experience and behavior-related variables (i.e., customer responses). Previous literature focuses on *how* technologies in physical retailing affect consumer responses, rather than on *what* the effects of technologies in physical retailing can be on consumer responses. We will identify relevant studies by conducting a systematic search to gain an understanding of the impacts of using technology on customers affective, cognitive, and behavioral responses. The findings will contribute to knowledge on customer behavior in physical retailing. They also provide guidelines for retailers to implement appropriate technologies to facilitate consumer responses in physical retailing.

Keywords: Technology Experience, Physical Retailing, Customer Behavior

Luxury Brand Experience and Pro-brand Social Media Behaviour

Mohammad Majedul Islam, Curtin University
Fazlul K Rabbanee, University of Rajshahi
Mohammed Quaddus, Curtin University

Abstract

Luxury brand experience (LBE) involves multi-faceted aspects influencing consumers' pro-brand behaviour. Again, consumers' pro-brand social media behaviour (SMB) varies based on generations, such as millennials and non-millennials. Despite the significant importance of better understanding the role of LBE on pro-brand social media behaviour (SMB), research examining this relatuinship is limited. Especially, research focusing on how the impact of LBE on pro-brand SMB varies among the generations is almost non-existent. This study conceptualises LBE in terms of three unique dimensions, investigates their effects on pro-brand SMB and explores the moderating role of generations. Guided by the interpersonal relationship theory, this study was conducted using a mixed-method approach (20 in-depth interviews followed by a structured survey among 312 respondents. The results show empirical support for the significant impact of situational, enduring and intellectual dimensions of LBE on pro-brand SMB. Further, such impacts were found to vary significantly between millennials and non-millennials. Theoretical and managerial implications of the findings are discussed.

Keywords: Luxury Brand Experience, Social Media Behaviour, Interpersonal Relationship Theory

Introduction and Research Aim

Luxury is a growing and massive industry with global revenue of US$281 billion in 2019 (Arienti, 2020) with reaching more than US$420 (£305) in 2020 (D'Arpizio et al., 2017). Luxury brands have always been accepted as a lifestyle and experience instead of a momentary purchase (Atwal & Williams, 2009). Therefore, luxury brand marketers focus highly to endorse their brand through experience (Joy et al., 2014). Existing literature paid considerable attention to investigate the dimensions of brand experience (BE) (e.g. Brakus, 2009). But the dimensions of BE may not be readily applicable for luxury brands due to intense appeal relative to the non-luxury brands (Reimann & Aron, 2009). However, there is little empirical evidence to ascertain and measure the effective dimensions of luxury brand experience (LBE).

Luxury brands inspire customers to make a deep connection (Ko et al., 2019) by participating in favour of the brand (Brakus et al., 2009). Recent progress and adoption of digital have a more significant impact on luxury shoppers to act pro-brand social media behaviour through like, share, comments and seeking advice from trusted social networks (Achille et al., 2018). In this vein, luxury brand literature is still lacking to investigate luxury consumers' pro-brand social media behaviour. In addition, the consumers of luxury brands are not limited to the rich people only (Vigneron & Johnson, 1999). Millennials made up 35% of the luxury market besides the non-Millennials (CROBOX, 2021). Furthermore, Millennials and non-Millennials have separate ways to perceive luxury brand experiences (De Kerviler & Rodriguez, 2019). However, the extant literature is relatively silent about whether consumers' perception of LBE varies between Millennials and non-Millennials.

The objective of the current study is to conceptualise the LBE in terms of identifying its dimensions and examine its impact on consumers' pro-brand social media behaviour (SMB). In addition, this study examines the moderating role of generations (i.e. millennials and non-millennials) on the links between the LBE dimensions to pro-brand SMB.

Literature and Hypotheses

Brand experience refers to the internal and subjective consumer reactions toward a brand with four key dimensions: sensory, affective, behavioural, and intellectual (Brakus et al., 2009). However, the dimensions of LBE differ from BE due to the intense hedonic exposure that the luxury brands usually offer, which is unlike the conventional brands (Hagtvedt & Patrick, 2009). The sole paper published by de Kerviler & Rodriguez (2019) on LBE proposed four dimensions using only the Millennials sample. Still, it did not empirically test the impact of these dimensions on consumers' social media behaviour. Therefore it is evident that there is a shortage of research to investigate experiential dimensions in the luxury brand context.

The dimensions of LBE are multi-sensory (Kapferer & Bastien, 2012), intellectual learning (Hosany & Witham, 2010), and involves social assimilation (Hyun & Han, 2015). The multi-sensory aspects deliver temporary feelings (Houston & Rothschild, 1978) at a particular time or in a specific situation (Celsi & Olson, 1988). Intellectual aspects endorse the rich history and brand heritage associated with a luxury brand (Brun & Moretto, 2012). Finally, the social elements relating customers' personality and status to an object or brand endure the experience for a more extended period (Huang, 2006).

Consumers often reflect specific pro-brand behaviour in their social media such as Facebook page. Social media delivers a convenient way to communicate and share information (Quach & Thaichon, 2017). The case of a luxury brand is similar to this, as customers share their luxury brand experiences with their friends, family members and other like-minded people (Hajli et al., 2017) and remain attached to their preferred luxury brands (Park & Kim, 2015). Guided by the above discussion, this study argues that LBE includes situational, enduring and intellectual dimensions evoked by a luxury brand and its flagship stores.

This study builds on the principles of interpersonal relationship theory to examine how luxury brand experiences allow pro-brand SMB. According to Fournier (1998), consumers develop relationships with a brand similarly to human relationships. Fournier (1998) argued that consumer-brand relationships are validated by the lived experience and creates pro-brand behaviour. Developing the pro-brand behaviour is vital for luxury brands (Hwang & Kandampully, 2012). Consequently, previous literature indicates that the experiential aspects of a luxury brand affect customers' interaction in social media (Childers et al., 2001) to express their experiences (Tynan et al., 2010). The more experiential dimensions the luxury brand evokes, the more are consumers' social media behaviour. Hence, we hypothesise:

H_1: The situational dimension of LBE positively affect /or influence social media behaviour.

H_2: The enduring dimension of LBE positively influence social media behaviour.
H_3: The intellectual dimension of LBE positively influence social media behaviour.

Recent literature on luxury brands validates the significant heterogeneity across consumers regarding experiences (Banister et al., 2020). Consequently, luxury brands that are unsuccessful in meeting today's luxury consumers' needs will downfall due to providing similar experiences for different generations (Shin et al., 2021). Besides, the symbolic aspects, status and sophistication vary between the Millennials and Non-Millennials shoppers (Shin et al., 2017). Based on the above, it is, therefore, hypothesised that:

H_4: The relationship between the situational experience and SMB varies between millennials vs non-Millennials.
H_5: The relationship between the enduring experience and SMB varies between millennials vs non-Millennials.
H_6: The relationship between the intellectual experience and SMB varies between millennials vs non-Millennials.

Research Methodology

This study adopted a mixed-method approach with a qualitative phase to specify the dimensions of LBE focusing on luxury clothing brands in Australia. Later, the newly developed dimensions through qualitative study and the hypotheses were tested by a quantitative survey. The qualitative phase of this study was conducted through one to one in-depth interviews (n=20) with the Millennials and Non-Millennials. The interviewees were selected through network acquaintance from the staff members and post-graduate students of a large Australian university. The interviews were audio-recorded and transcribed verbatim. The transcripts were read and re-read and then analysed thematically to apply deductive coding. This study generated 23 initial items pool for LBE through literature review and qualitative study (in-depth interviews and social media content analysis). Six luxury brand experts reviewed the initial items and finalised 17 items for LBE through the face and content validity. A structural questionnaire was developed using the new items of LBE and adapted 7 items of SMB (Chen et al., 2014; Kefi & Maar, 2020) for the quantitative survey. The quantitative phase was conducted among the Australian Consumer Panel members through an online survey using Qualtrics. The respondents were screened out based on a memory recall condition having shopping experience from 12 luxury clothing brands in the last six months (de Kerviler & Rodriguez 2019).

Research Findings and Discussion

The findings from the interviews revealed three dimensions of luxury brand experience as situational, enduring and intellectual. The intellectual dimension is a contextualisation of previous literature developed by Brakus (2009). The other two dimensions (i.e. situational and enduring) have emerged from the interviews for the current study. The quantitative phase received 312 useable responses that consisted of Millennials (n=201) and 35.5% of non-Millennials (n=111). The measurement model shown excellent model fit with Chi-Square ($\chi 2$) =703.578, df=247, $\chi 2$/df=2.848, GFI=.839, CFI=.911, TLI=.901, NFI=.870 and RMSEA=.077. The model fit index of structural equation modelling (SEM) also shown reliable and statistically valid. Finally, the hypotheses H_2 ($\beta = 0.101$, t-value =4.908) and H_3 ($\beta = 0.069$, t-value = 6.775) were supported significantly at the 0.001 level ($p<0.01$) but H_1 ($\beta = 0.069$, t-value = 0.832) was not supported. We conducted a multiple-group analysis to test the moderation hypotheses. The results indicate that the total effect of situational experience on SMB differs significantly between Millennials and Non-Millennials and supported H_4 ($\beta=0.091$; t-value= 2.264; $p < 0.05$) significantly. However, hypotheses H_5 and H_6 were not supported.

Theoretical and Practical Implications

This study extends the extant luxury brand literature by two new dimensions (i.e. situational and enduring) of LBE. The study shows empirical evidence that LBE dimensions influence customers' pro-brand SMB and such impact varies between millennials and non-millennials. Under managerial implications, the findings of this study emphasize that the marketers should focus on appropriate experiential elements such as situational, enduring and intellectual cues to attract customers into a luxury flagship store. Finally, the luxury brand managers can make variations in experiential elements to evoke both millennials and non-millennials.

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Indulging in Uncontrollable Times: How Perceived Lack of Control Prompts Vice Food and Beverage Consumption

Renaud Lunardo, Kedge Business School
David Jaud, Kedge Business School
Esther Jaspers, Massey University

Abstract

This study examines the effects of perceived lack of control over the environment on people's consumption choices. Building on self-licensing theory, we predict that perceived lack of control indirectly prompts people to engage in the consumption of vice food and beverages, through increased stress which triggers the need to escape through self-indulgence. Data from two surveys conducted during the Covid-19 pandemic in France (N = 692) and the U.S. (N = 490), as well as one experiment (U.S., N = 246), provide consistent support for the hypothesized serial mediation process. The results (a) shed new light on why people engage in vice consumption, (b) confirm the necessity for overall societal welfare to have people feel in control over their environment, and (c) identify a detrimental spill over effect of a perceived lack of control over the external world on a lack of self-control.

Keywords: Perceived Control, Self-Indulgence, Vice Consumption

Retailer's Intervention, Media Amplification, Consumer and Brand Scandal

Sunaina Kapoor, Indian Institute of Foreign Trade-IIFT
Saikat Banerjee, Indian Institute of Foreign Trade-IIFT

Abstract

Well-known brands encountered frequent brand scandals and faced severe consequences. Existing research contributions focused mainly on post-scandal consumer behavior studies. Studies examining antecedents responsible in shaping consumers' attitudes about the brand scandal are limited. During a brand scandal, retailers' role become crucial as they provide authentic viewpoints to the consumers about a scandalized brand. Additionally, media may amplify the fault of a brand. Marketers must not underestimate their roles in the case of a brand scandal. The study examined the antecedents and consequences of consumer's attitudes about the brand scandal. It investigated the moderating effects of retailer's intervention and media amplification. A conceptual model is proposed for empirical validation using SEM. The study reveals consumers' attitudes about the brand scandal and the scandalized brand. The findings advocated moderating effect of retailer's intervention and media amplification in shaping consumer's attitudes. This study significantly contributes to consumer behavior, and brand management literature.

Keywords: Brand Scandal, Retailer, Media

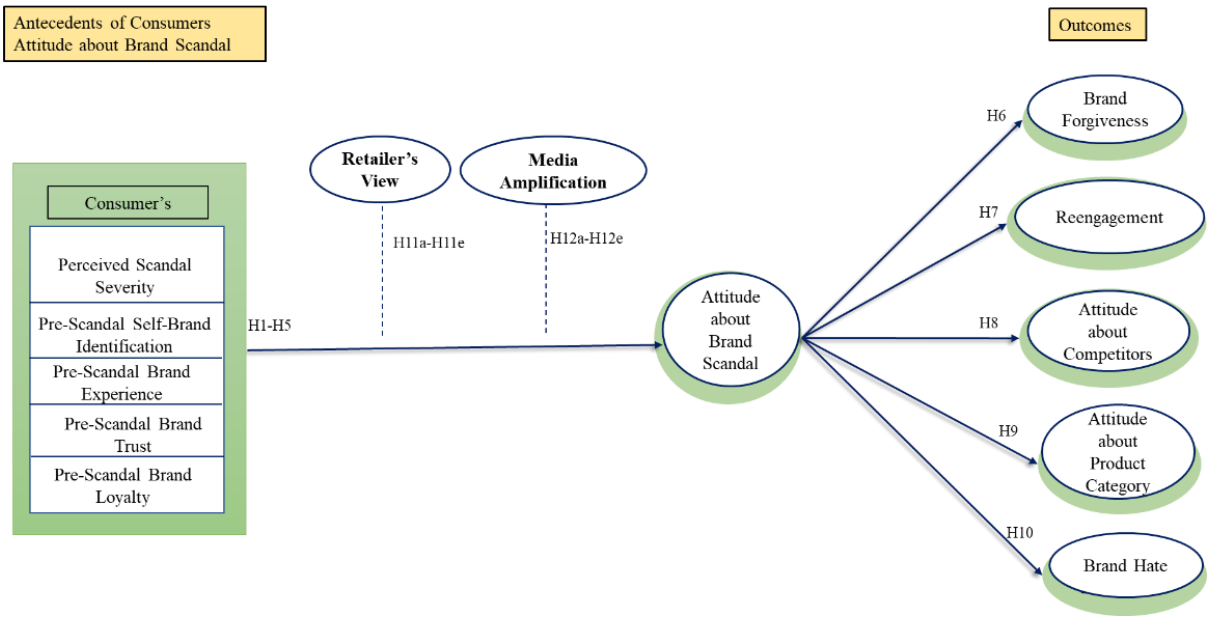
Introduction and Research Aim

A consumer-brand relationship is considered as the survival strength of a brand. However, well-known brands like Nike, Toyota, KFC, Volkswagen, Maggi, Samsung, and J&J have encountered brand scandals over the past two decades. Kapoor and Banerjee (2020) define brand scandal as an issue concerning the brand that results in either loss of consumer's confidence in the brand (Wang and Alexander, 2018) or the intent to purchase the brand's product. When a brand scandal takes place, its possible consequences involve financial losses (Cleeren et al., 2013), reputational damage (Huber et al., 2010), deteriorating brand equity (Dawar and Pillutla, 2000; Hegner et al., 2014), unfavorable brand views harming consumers' purchase intention and reducing marketing effectiveness (Huber et al., 2010).

Cleeren et al. (2017) suggest that most of the existing research contributions are focused mainly on post-scandal consumer behavior studies like the timing of the consumer's first purchase post-crisis, post-scandal consumer-based brand equity ramifications (Dawar and Pillutla, 2000). Studies examining antecedents responsible for shaping consumers' attitudes about the brand scandal are limited (Cleeren et al., 2017). However, understanding the same is vital for marketers to comprehend and address consumers' post-scandal reactions. Furthermore, consumers' attitude-behavior relationship is also influenced by various moderators (Park and MacInnis, 2006). During a brand scandal, retailers' role may become crucial as they may provide an authentic viewpoint to the consumers about a scandalized brand. However, whether such a consumer-retailer relation persists during a brand scandal is not examined to date (Cleeren et al., 2017). Additionally, media may amplify the fault of a brand, initiating a public perception of risk. Such amplification leads to a more considerable dent in the brand trust than the actual customer's experience of such an event (Yannopoulou et al., 2011). As the media acts as an uncontrolled source of information for consumers, the media may influence consumer responses to brand scandals (Alsem et al., 2008). Marketers must not underestimate their roles in the case of a brand scandal. Thus, the retailer's intervention and media amplification effect are crucial factors influencing consumers' attitudes about the brand scandal. The primary purpose of this study is to empirically explore the antecedents and consequences of consumer's attitudes about the brand scandal. It further examines the moderating effects of retailer's intervention and media amplification in shaping consumers' attitudes about the brand scandal.

Background and/or Conceptual Model

Based on the extensive literature survey, a conceptual model showcasing the causal relationship is proposed for empirical validation. The casual relationship consists of antecedents and consequences of consumers' attitudes about the brand scandal and moderating effects of retailer's intervention and media amplification (**Figure 1: Conceptual Model**).



Methodology

This study considers the Maggi brand scandal in India as the context of research. In the year 2015, the presence of the excess amount of lead and MSG in its tastemaker tarnished its reputation. Although the brand came out clean by the end of the year, some grey areas and litigations in the form of a class-action suit persist lately, even in 2019. The study applied survey methodology and used existing measures from the literature. We circulated the questionnaire within India amongst the consumers of Maggi. Out of 753 responses received, 717 were qualified for the study (95% response rate). Cronbach alpha and composite reliability (CR) scores were used for evaluating the internal consistency and construct reliability (Peterson and Kim, 2013). Both the values of the constructs match the threshold criteria 0.5 (Hair et al., 2019). Since the average variance explained (AVE) for each construct exceeds the threshold of 0.5 implies that convergent validity is achieved (Hair et al., 2016). The square root of AVE exceeding the shared variance between any two constructs ensures discriminant validity. The study applies structural equation modeling (SEM) to empirically verify the theoretical model and test the hypothesis (Anderson and Gerbing, 1988).

Findings and/or Discussion

The study's findings show that consumer's pre-scandal self-brand identification, brand trust, and brand loyalty significantly impact consumers' attitudes about the brand scandal. Consumers' attitudes about the brand scandal affect all the hypothesized behavioral outcomes: brand forgiveness, brand re-engagement, attitude about product category, attitude about competitors, and brand hate. Retailer's intervention moderates the favorable relationship between consumers' pre-scandal brand trust and attitude about the brand scandal. Moreover, retailers' intervention and media amplification moderate the favorable relationship between consumers' pre-scandal brand loyalty and attitudes about the brand scandal. Media amplifications considerably strengthen the non-significant relationship of consumers' perceived scandal severity with their attitudes about the brand scandal. In other words, consumers perceive the severity of a brand scandal based on media amplification such that more favorable views amplified over media lead to more favorable consumers' attitudes towards brand scandal.

Implications for Theory and Practice

This study makes a significant contribution to consumer behavior, brand scandal, and brand management studies. The study reveals consumers' attitudes about the brand scandal and the scandalized brand, specifically in performance-based brand scandals. The moderating effect of retailer's intervention and media amplification effect and their importance in influencing consumers' attitudes are discussed and examined. Our study stresses the significant antecedents which eventually impact consumers' attitude about the brand scandal event. Marketers are required to strengthen these consumer-based antecedents for their brands. Such that it mitigates consumer's negative attitude about the brand scandal in case of possible future events. Marketers' efforts to understand consumer behavior could be further extrapolated through their interaction with retailers. They must stay updated with the information gathered by retailers through consumer feedbacks and discussions. This study validates the influential role of media. Marketers should keep track and analyze consumer responses about the brand scandal on social media platforms. It may guide marketers in making appropriate communication strategies.

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Understanding Reverse Product Placement: Systematic Literature Review

Suras Khosla, Central Queensland University
Ann Mitsis, Central Queensland University
Sardana Khan, Central Queensland University

Abstract

Reverse Product Placement (RPP) is a relatively new phenomenon in marketing, product, and branding literature and is described as the process of turning around traditional product placement or commercializing fictional products/brands. Reverse product placement has recently attracted attention from scholars; however, limited efforts have been made to systematically review current literature to identify gaps and provide opportunities for further research.

This study conducts a systematic literature review on reverse product placement by discussing research focus, theories, finding and methodology of 9 identified and relatable studies. An increasing trend is noted in terms of studies with contributions made to Branding, purchase intention and advertising literature. Most studies were conducted with qualitative methods and have focussed on introducing the concept of Reverse product placement. This proposed study framework stipulates a theoretical basis for further research in this context.

Keywords: Reverse Product Placement, Systematic Review, Brand Defictionalisation

Introduction and Research Aim

Reverse Product Placement (RPP) is a relatively new phenomenon in marketing, product, and branding literature and is described as the process commercializing fictional products/brands. Muzellec and Lynn (2013, p.5) highlighted that 'the virtual brand is not necessarily reliant on physical existence to generate commercial value', they can be commercialised by developing a brand image in the virtual world and emotionally connecting with real consumers at the same time (Muzellec and Lynn, 2010). Whereas they termed this method "Brand Precession", Edery (2006, p.4) named it "Reverse Product Placement".

David Edery (2006, p.4), described RPP as "the commercial translation of fictional brands or products from games into the real world". It's important to note that reverse product placement is different from merchandising. For example, a toy of "Homer Simpson" (main character of the hit TV series "Simpsons") sold in a toy store would be an example of merchandising, whereas "Duff Beer" sold in a bar is an example of reverse product placement as it is a fictional brand developed within the TV series. Other known examples where a fictional brand from either a book, TV show, movie or a video game has crossed over to the real world are "Bertie Bott's Every Flavour Beans from Harry Potter", "StaplesQuill.com" online store from "The Office" and Nike's self-lacing sneakers from "The Back to the Future" (Vranica, 2011; Muzellec, Lynn & Lambkin, 2012).

Reverse product placement literature is still in its initial phase, but it has recently started to attract a lot of attention from scholars, however, limited efforts have been made to systematically review current literature. Therefore, a systematic review of previous studies is needed to amalgamate previous findings, identify gaps, and provide opportunities for further research. The purpose of this study is to explore the current literature in order to understand the concept of Reverse Product Placement.

Background and/or Conceptual Model

Firstly, to have a sound understanding of RPP, it is important to understand product placement (PP), as the notion of RPP has been derived from this concept. Whereas product placement (PP) is the process of placing real products in fictional settings to increase awareness and purchase intention (Newell, Salmon and Chang, 2006), Reverse Product Placement is the process of doing the opposite, which is, to take a fictional product/brand and place it in real-world (Muzellec, Lynn & Lambkin, 2012).

An important factor in product placement is consumers act or form an emotional attachment with products that their beloved character use. This emotional attachment with the product is known as self-connection (Russell & Stern, 2006; Russell, Norman & Heckler, 2004), which "indicates strength through activation of the person's identity system and contained items capturing the degree to which the relationship delivered on centrally held identity themes, or helped express real and collective selves" (Aaker et al., 2004, p. 7). It is also important to realise that "the power of a brand lies in what resides in the minds of customers" (Keller 2008, p.48).
Applying the same principle in the fictional environment, Lynn, Muzellec, & Szymanski (2009, p.3) described Brand Precession, which is "the process of fomenting a brand aura

entirely in the abstract and the virtual but captures the imagination and emotional attachment of real consumers". The fictional brand doesn't depend on tangibility to be marketable. Since the ultimate aim of branding is to get a place in the subconscious of the customer (Ries & Trout, 2001; Stern, 2006) as "perception is more important than reality" (Duncan & Moriarty, 1998, p.7) in increasing brand value, marketers can leverage this established relationship in the fictional world to accentuate brand equity, increase awareness and decrease the cost for the launch of the new products or services in the real world (Edery, 2006).

Virtual brands in fictional setting or ProtoBrands as defined by Muzellec, Lynn and Lambkin (2012) confirmed the additive interpretation of Abela (2003), wherein, brands are depicted separately to products. ProtoBrands confirms that brands can capture the attention of the consumer without the presence of a tangible product (Muzellec, Lynn & Kanitz, 2013). Muzellec, Lynn and Lambkin (2012, p. 820) also highlighted the importance of early identification of ProtoBrands (virtual brands existing in the virtual world) as benefits can be reaped with future defictionalisation (RPP).

Methodology

This study would employ a Systematic Literature Review (SLR) method to gain meticulous understanding of what has been discussed and established in the literature on Reverse Product Placement. SLR is a foundational step which enhances subject matter comprehension and assist in topic specific theories (Webster and Watson, 2002).

There are several benefits of conducting a SLR: First, to summarize existing knowledge and evidence on research related to RPP such as the theories, methods, factors and identify gaps in scholarly evidence. Second, to learn the current research trends in this setting and lastly to provide a knowledge repertoire and potentially provide a new cost-effective way to launch products.

(Masrom et al., 2021) discussed five research questions to conduct a successful SLR. These questions are deemed suitable to conduct our systematic literature review on reverse product placement. They are:
RQ1. What was the context of research in previous studies?
RQ2. What were the focus and trends of previous studies?
RQ3. What research methods were used in previous studies?
RQ4. What were the major theories adopted in previous studies?
RQ5. What important factors were studied in reverse product placement?

Findings and/or Discussion

RQ1: What was the research regional context covered in previous studies of RPP?
All studies have either been conducted in USA (3) or Europe (6). No studies have been conducted in Australia, Africa, and the Middle East. Although studies have either been in USA or Europe, due to its introductory nature, 4 out of 9 studies have been conducted by researching reverse product placement examples from around the world. 2 studies were conducted in only the USA context and three studies were conducted by taking only the European context (Spanish and Turkish respectively).

RQ2: What were the focus and trends in previous studies of RPP?
Three prominent trends were identified:

Branding: Most studies discuss the application of branding in the real world with no relevance given to brand establishment in the virtual setting. Muzellec, Lynn, and Lambkin (2012) recognised this gap and listed benefits of branding application in the virtual world, which led to the formation of proper definitions of concepts like protobrands and reverse product placement. Barnes and Chryssochoidis (2010) in their exploratory research also focussed on the branding literature to glean its application in the defictionalisation process.
Purchase Intention: Muzellec, Lynn and Lambkin (2013) and Reading and Jenkins (2015) identified that attitudes towards fictional products drive purchase intention. Factors like connecting individuals to a different world, allowing them to experience and indulge in their fantasies through a tangible object were discussed to show the positive effect of defictionalisation on purchase intention.
Advertising: Recent papers have started investigating the synergies between fiction and advertising. Alverez (2020) discusses the positive effect of the RPP technique on the advertising function by discussing the Nike Mag Shoes in the movie "Back to the Future 2" released in 1989, in which, the narrative moved from a fictional setting to the real world with the help of Nike shoes.

RQ3: What were the research methods used in previous studies of RPP?
Due to the limited research in this area, majority of the studies were conducted with qualitative methods to explore and accentuate the understanding of reverse product placement with only one study conducted using the quantitative approach.

Whereas initial papers (2006 – 2010) are aimed at inspecting and introducing the concept, recent studies (2015 – 2021) have focussed on increasing the understanding by conducting interviews with both consumers and product managers.

RQ4: What were the major theories adopted in previous studies of RPP?
Performing Systematic Literature Review on RPP demonstrated the usage of theories to increase the understand of the subject matter. Theoretical insight demonstrated by each theory is listed below:

Balance Theory: According to the balance Theory, individuals maintain, "balance," in their cognitive relationships (Heider, 1946; MacKenzie et al.,1986). Heider states that in a P-O-X model, relationships are balanced "if all three are positive in all respects or if two are negative and one positive" (Heider,1946, p.110; MacKenzie et al.,1986, p. 132).

For the application of this theory to defictionalized brands, the audience (P) has positive beliefs toward the show (O), leading to their positive attitudes toward brands in the show (X). Therefore, if the audience have positive belief towards "The Simpsons", they will have positive perception of brands represented in the show which would result in a positive purchase intention for defictionalized braids.
***Information processing and persuasion theory*:** This theory states that individuals tend to depend on prior acquired information or knowledge when exposed to new information (in this instance brand) (Wood, Kallgren & Preisler,1985, p. 74). For instance, Goliath National Bank" from the hit TV series "How I met your mother" showed the bank in a negative light, therefore, if the bank was to be defictionalised, it will not generate a positive feeling in the mind of a customer.
Narrative transportation theory: The Narrative transportation theory was discussed by Green and Brock (2000), where they discuss the transportation of people into the narrative world where they temporarily lose access to real world facts, cognitive responding, realism of

experience and strong affective responses. This is highly applicable to the consumption of fictional brands. For instance, customers had a positive attitude towards "Duff Beer" as it reminded them of the "Simpsons" and made them feel a part of that universe.

RQ5. What important factors were studied in reverse product placement?

Attitude towards the brands, perceived quality and brand identification were identified as positive factors in affecting purchase intention (Muzellec, Lynn and Lambkin, 2013). Several other factors such as programme-induced mood, viewer predisposition towards advertising and programme modality were not discussed but are important factors that could influence purchase intention in reverse product placement.

Prior knowledge about the fictional product was another factor influencing successful reverse product placement. Individuals tend to depend on prior acquired information or knowledge when exposed to new information (in this instance brand) (Wood, Kallgren & Preisler,1985, p. 74). Since, products are in fiction, no evidence of consumption is present in the memory of consumers, therefore, they are predominantly dependant on the attitude towards the show (media), which is also consistent with the model of brand defictionalisation proposed by Barnes & Chryssochoidis (2010), stating a congruence between positive attitude towards a film to positive attitude towards defictionalized brands.

Implications for Theory and Practice

The initial review has shown that studies were only conducted in either USA or Europe, which indicates a sustainable research gap in probing reverse product placement and its application in different regions i.e., Australia, Africa, South America and Asia. Although, Alverez (2020) and Basgoze & Bozlak-Arslan (2021) have initiated regional driven research on RPP by highlighting its application in the Spanish and Turkish context respectively, no cultural and background related evidence was highlighted.

The review also highlighted evidence of adoption of more exploratory research approach with a heavy focus on using qualitative research method. With only one study conducting a quantitative analysis, this calls for utilising more mix method research design to accentuate the understanding of RPP. Also, since attitude of consumers towards a product can change over time, application of longitudinal research method may result in extensive understanding of effect of RPP on attitude overtime.
Theories from branding and advertising literature has been applied to the process of brand defictionalisation but theories or models such as diffusion of innovation, adoption of innovation model or hierarchy of effects model can play a key role in drawing similarities in its application to brand defictionalisation.

Lastly, all examples of known placements within RPP were positioned unconsciously (Muzellec, Lynn and Kanitz, 2013, p.23). Therefore, conscious placement in the fictional world with the sole purpose of defictionalising the product at a later date or in other words "Planned RPP" is an unexplored notion with unidentified potential benefits (Muzellec, Lynn & Kanitz, 2013, p.23). It could help in defining target markets as marketers would be able to analyse the likability and usability of the product in real-time and it can be looked as a cost-effective option to develop successful products post COVID – 19.

With these identified research gaps, the study guarantees to not only contribute to the

development of reverse product placement but also marketing strategies, service quality, consumer behaviour, and product development.

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Herding Mentality, Vulnerability and Post-Adoption Continuance Intention

Tai Anh Kieu, Ho Chi Minh City Open University

Abstract

This study aims to address the questions of to what extent one's herding mentality dimensions, which are discounting one's own information and imitating others, and perceived consumer vulnerability affect factors of consumers' post-adoption online shopping. An internet survey was conducted with Vietnamese consumers, and upon screening, a usable data of 188 responses was analysed using PLS-SEM. Results provided further support for relationships between technology post-adoption factors: disconfirmation significantly affects satisfaction and continuance intention; and satisfaction has a significant influence on continuance intention. Findings also found that discounting one's own information significantly influences imitating others, which in turn significantly affects disconfirmation. Moreover, consumer vulnerability has a significant impact on disconfirmation. Theoretical contributions and managerial implications are also discussed in the paper.

Keywords: Herding Mentality; Vulnerability; Covid-19 Pandemic

Introduction and Research Aim

The COVID-19 pandemic has ushered everyone to a 'new normal' way of living and conducting business. For consumers, the pandemic has forced them to change their attitudes and buying habits, of which one is online shopping (Accenture, 2020). The e-commerce market in Vietnam was still relatively small. But since the pandemic began and the country has experienced waves of pandemic outbreaks, it is noticeable that many reluctant consumers have switched to or increased online shopping (VECOM, 2021). The pandemic presents an uncertain circumstance that could trigger herd behaviours, a situation in which one's fear may be deepened by the public's common fear and people give up their ideas and adopt behaviour consistent with the majority (Lee et al., 2021). The pandemic is also an adverse setting that could make some people feel vulnerable when having to do online shopping during the peak social distancing restrictions periods (Milakovic, 2021). While the pandemic continues to affect many parts of the world due to unequal access to vaccines and concerns about Covid-19 variants, researchers and practitioners have started to predict consumer behaviour in a post-pandemic world (Deng et al., 2020; Kantrowitz, 2021). This study aims to address the questions of to what extent and the mechanisms that consumer herding mentality and perceived vulnerability affect their post-adoption continuance intention of online shopping (CON). This study contributes to theoretical advancements and management application of expectation-confirmation theory and social cognitive theory, as it integrates these two theoretical lenses and incorporates the social influence aspect of herding and the personal self-efficacious aspect of vulnerability in examining their impact on post-adoption stage in the retail context under the circumstances of the COVID-19 pandemic.

Background and Conceptual Model

Based on expectation-confirmation theory (Oliver, 1980), Bhattacherjee (2001) suggested that one's experience with technology or new information in the adoption stage could lead to disconfirmation in the post-adoption stage, which in turn influences their satisfaction (SAT) and ultimately intention to continue to use the technology. Positive disconfirmation (DIS) implies that observed performance exceeds expectations (Sun, 2013). The relationships between post-adoptive factors were re-examined as in these hypotheses: *(H1) DIS positively affects SAT; (H2) DIS positively affects CON; and (H3) SAT positively affects CON.*

Herding literature theorises herd behaviours as a phenomenon that people disregard their own beliefs and imitate others' behaviours in ways that may be different than what their own information may suggest (Banerjee, 1992). According to the bandwagon effect theory, people follow the majority's thoughts or behaviours as they believe what is endorsed by a large group of people is probably valid (Wu & Lin, 2017). Researchers suggested that, in uncertain circumstances, herd mentality is an important predictor of adoption but may become fragile in the post-adoption stage (Lee et al., 2021). Sun (2013) proposed that herding mentality comprises two distinct dimensions: discounting one's own information (DOI) and imitating others (IMO). Empirical evidence suggests that IMO decreases post-adoption negative disconfirmation (Sun, 2013). The more a person discounts his or her own information, the more likely he or she will be to imitate others' behaviour. Prior research provided mixed evidence on the link between herding mentality dimensions (DOI and IMO) and post-adoption outcome expectancy. It could be argued that as consumers obtain benefits of online shopping in the presence of others (such as moderated comments…), especially during the pandemic, one's initial imitating others may lead to positive disconfirmation. Meanwhile, the more one discounts his or her own information, implying the more reliance on observations of others' actions in their adoption decisions, the more negative disconfirmation that he or she may perceive due to personal experience or information (Sun, 2013). Thus, it could be hypothesised: *(H4) IMO positively affects DIS; (H5) DOI positively affects IMO; and (H6) DOI negatively affects DIS.*

When encountering a stressing situation such as the pandemic, consumers may feel less self-efficacious, resulting in higher vulnerability (Milakovic, 2021). Baker et al. (2005) defined consumer vulnerability (VUL) as a self-efficacious state that consumers perceive powerlessness in their marketplace interactions or from exposure to marketing messages and products. When consumers feel vulnerable, they may strive to overcome it by relying on their product knowledge, proneness to promotion, purchase ability, and distinguishing ability (Milakovic, 2021). Based on social cognitive theory, Milakovic (2021) argued that given the Covid-19 pandemic (environmental aspect), consumers will strive to become less vulnerable (personal processes) in obtaining outcome expectancies (behavioural processes). Thus, it could be hypothesised: *(H7) VUL positively affects DIS; and (H8) VUL positively affects SAT.*

Methodology

A survey was conducted using convenience sampling method with Vietnamese consumers who indicated that they have switched to or increased online shopping since the pandemic. Respondents were invited through posts in forums and social media. The questionnaire includes scales adopted from prior research that are herding mentality from Sun (2013), consumer vulnerability from Milakovic (2021), disconfirmation, satisfaction and continuance intention from Bhattacherjee (2001) and demographic information. Respondents rated their extent of agreement with scale statements using the 5-point Likert scale. 204 responses were received and, upon quality screening, a usable data of 188 responses was analysed using PLS-SEM in SmartPLS 3.3.3.

Findings and/or Discussion and Contributions

Results showed that reliability, convergent validity and discriminant validity were accomplished as stipulated by Hair et al. (2016): Cronbach's alpha >0.7; CR > 0.6; AVE>0.5 and HTMT < 0.9. The R^2 adjusted results indicated the model explained 15.3% of the variation in DIS, 64.6% of SAT, and 51.2% of CON. The respective Q^2 of DIS, SAT and CON were 0.12, 0.56 and 0.45; all > 0, thereby indicating predictive relevance of the path model for those dependent variables. Hypothesis testing showed all but two hypotheses were supported ($p<0.05$). A plausible reason for unsupported H6 is that the herd behaviour is not fragile as in economics or finance, consistent with Vedadi and Warkentin (2020)'s argument. The unsupported H8 was not consistent with Milakovic (2021), but this mechanism indeed follows the attitudinal development process: consumers once become more efficacious, they would first cognitively process against expectations, then develop affect, and finally behavioural intention.

Implications for Theory and Practice

Given the seriousness of the COVID-19 crisis for both consumers and retailers and the optimism for a post-pandemic world, the study explores consumer continuance intention of online shopping in future transition to normalcy. The current research contributes theoretical advancements and practical application of expectation-confirmation theory, just as the research extends the model with herding mentality and provides insights on the impact and fragility of herding mentality in the post-adoption stage in the retail setting. Specifically, for online shopping, two dimensions of herding mentality influence outcome expectancy factors through different mechanisms, and herding mentality is not fragile like in other contexts. In addition, the study also adds to the theoretical relevance of social cognitive theory in uncertain circumstances like the pandemic, as the research shows that given the pandemic, consumers feel quite self-efficacious when it comes to the effects of consumer vulnerability on continuance intention. Managerially, the results imply that managers need to ensure common positive thoughts among the public, as this would further enhance positive disconfirmation. In addition, managers may need to plan and execute communication campaigns to help consumers develop online shopping knowledge and the ability to distinguish alternatives.

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Home / Host Country Image and Consumer Identity

Felicia Kim, Flinders University
Roberta Crouch, Flinders University
Naser Pourazad, Flinders University
Lara Stocchi, University of South Australia

Abstract

Understanding consumer identity is essential in explaining consumer behaviour in multicultural countries. This study aims to examine the impact of home and host country image (cognitive and affective country image) on ethnic and national consumer identity. The data was collected in Australia and targeting 1st and 2nd generation migrants from four ethnic communities. Using structural equation modelling (SEM), the study found that affective country image for home and host countries s a more significant impact on ethnic and national consumer identity than cognitive country images, emphasising the importance of emotions in country image research. Theoretical and managerial implications are also discussed in detail.

Keywords: Country Image, Ethnic Consumer Identity, National Consumer Identity

Introduction and Research Questions

For decades country image has been an essential determinant of consumer purchase intentions across many products and services (Jin et al., 2018; Li et al., 2012; Roth & Diamantopoulos, 2009; Han, 1989). Many companies take account the growing number of multicultural consumers in planning marketing strategies (Soto, 2018; Cui, 20001). For example, McDonald and KFC continue to invest in cross-cultural marketing strategies that focus on fast-growing ethnic consumers. While these companies and marketers have become more skilled and sophisticated in reaching ethnic consumers, they still suffer from the lack of effective strategies to target ethnic consumers (Licsandru & Cui, 2019). However, using the standard marketing mix strategies when targeting ethnic consumers has proven challenging due to differing cultural characteristics (e.g., native language, norms and values, country of origin) (Peñaloza, 2018). A less explored factor when researching the consumption behaviour of niche markets is consumer identity, particularly when examined in the forms of ethnic vs. national consumer identity (Peñaloza, 2018). Existing literature shows that factors such as language usage and religions typically impact the development of ethnic and national identities (Hui et al., 1997; Verkuyten & Yildiz, 2007). However, there is still a critical theoretical gap in the literature on the role of perceptual factors such as the country image in shaping identities (Laroche et al., 2003; Cleveland, Papadopoulos & Laroche, 2011). These absent insights significantly impact management strategies for effectively marketing products and services to large ethnic consumers representing a significant portion of the potential target market in many multicultural countries like Australia and New Zealand. In particular, in many countries where the economic power and population of ethnic consumers are increasing, the overlook of ethnic consumers can soon lead to a decline in sales. In addition, there are only limited studies that have explored how ethnic and national identities drive purchase preferences for products and services offered by the home or host country (Laroche et al., 2003) To address said gaps, the present study proposes the following research hypotheses:

H1/2*: Home/host cognitive country image (CCI) significantly influences a) ethnic consumer identity (ECI) and b) national consumer identity (NCI).*

H3/4*: Home/host positive affective country image (ACI) significantly influences a) ethnic consumer identity and b) national consumer identity.*

H5/6*: Home/host negative affective country image (ACI) significantly influences a) ethnic consumer identity and b) national consumer identity.*

Methodology

This research applies a qualitative methodological approach to answer the research questions. The benefits of the quantitative method are: first, this approach is standardised to reduce bias when collecting and analysing data; thus, the results are valid and reliable; second, it is possible to generalise the results (Gorard, 2001; Connolly, 2007). Using non–probability, convenience sampling, an online survey was distributed amongst the 1st and 2nd generation consumers (how have lived in Australia more than a year) with the ethnic backgrounds of Iranian, Vietnamese, Italian, and Latvian. The study constructs were measured using established scales. The collected data was analysed using a covariance-based Structural Equation Modelling (SEM) via Amos statistical tool (Steenkamp et al., 2003; Hair et al., 2011).

Findings and/or Discussion

Recent CI studies have focused on the identity of ethnic consumers living in multicultural countries. The study's findings describe the CI that influences diverse ethnic consumers'

identity in multicultural countries, and it is the first attempt to examine the relationships amongst home and host CCI, home and host ACI, ECI and NCI. The results indicated that home CCI directly impacts NCI, while host CCI directly influences ECI, supporting H1b and H2a. The results challenge existing CI studies (e.g., Han, 1989; Laroche et al., 2003; Cleveland, Papadopoulos & Laroche, 2011) that consumers prefer CCI messages from home and host countries, showing that the nation's economic development or power is not the most critical factor in determining an identity for ethnic consumers. Findings also revealed that ECI is impacted by home positive ACI and host negative ACI, whereas NI is only influenced by hose negative ACI (supporting H3a, H4b and H6a). The results explain that positive CI effectively reach consumer identity, while negative CI is not the most significant factor that effectively does not; the finding is in line with the Laroche et al. (2003) and Cleveland, Papadopoulos and Laroche (2011) studies that ACI in the home country influences consumers' intentions or behaviours. The findings confirm that consumers do not consider negative feelings toward their home country when choosing or maintaining ECI while responding strictly to negative feelings toward the host country.

Table 1: SEM results

Hypothesis	Paths			Path Coefficient	p-Value
H1a	Home CCI	--->	Ethnic consumer identity	0.026	0.728
H1b	Home CCI	--->	National consumer identity	0.36	0.000*
H2a	Host CCI	--->	Ethnic consumer identity	0.03	0.745
H2b	Host CCI	--->	National consumer identity	0.073	0.383
H3a	Home positive ACI	--->	Ethnic consumer identity	0.473	0.000*
H3b	Home positive ACI	--->	National consumer identity	0.016	0.834
H4a	Host positive ACI	--->	Ethnic consumer identity	0.141	0.124
H4b	Host positive ACI	--->	National consumer identity	0.493	0.000*
H5a	Home negative ACI	--->	Ethnic consumer identity	0.012	0.853
H5b	Home negative ACI	--->	National consumer identity	-0.038	0.571
H6a	Host negative ACI	--->	Ethnic consumer identity	0.152	0.040*
H6b	Host negative ACI	--->	National consumer identity	0.068	0.298

* Significant at the 0.05 level.

Implications for Theory and Practice

This study provides a theoretical basis for distinguishing the impact of cognitive and affective components of CI on consumer identity and distinguishes the various dimensions of these components. In this competence, this work will extend its initial intuition by Laroche et al. (2003). Furthermore, the findings highlight the role of multiracial marketing by participating in questions about the importance of consumer marketing as a persuasive communication model that emphasises multicultural countries' interests and policy concerns. Thus, the findings are anticipated to increase visibility into ethnic consumers in multicultural markets or countries.

In terms of managerial implications, the study presents a new way for more effective marketing communication for ethnic consumers in this era when multicultural countries are the norm. Marketers can develop effective communication strategies only when they are sensitive to cultural issues and meet the needs of individual consumers; these results are expected to provide a templet to comprehensive marketing and comprehensive policies by enhancing cultural views and understanding of ethnic consumers in CI studies.

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The Three Themes of Luxury – Testing a Practical Model for Luxury Brand Managers

Victor Kwan, *Wearnes Automotive*
Johanna Crabie, *ESSEC Business School, Asia Pacific*
Xeena Morales, *ESSEC Business School, Asia Pacific*
Avantika Pathare, *ESSEC Business School, Asia Pacific*
Laura Steyaert, ESSEC Business School, Asia Pacific
Patricia Zorn, ESSEC Business School, Asia Pacific
Jimmy Wong, *Singapore University of Social Sciences*

Abstract

A literature review on luxury research reveals numerous definitions on the concept of luxury. Although academics may find these necessary as they capture different aspects of luxury, this is not helpful for brand managers who require a simple and practical model to strengthen their marketing communications. This research aims to distil the concept of luxury by analysing what luxury truly means to marketers and consumers. Specifically, three common themes (*timelessness, distinction,* and *endeavour*) are identified through content analyses of online marketing messages designed by luxury companies (Study 1) and in-depth consumer interviews on their perception of luxury products (Study 2). When these themes are tested in an experiment (Study 3), results show that an advertisement featuring the three themes (vs. utility themes) leads to an increased perception of product quality and willingness to purchase. These results have important implications for luxury brand communications.

Keywords: Luxury Brand Management, Luxury Advertising, Luxury Sales Management

Green Marketing Affects Green Brand Attitudes

Minh Le, University of Economincs Ho Chi Min City

Abstract

The purpose of this study is to investigate how some important components of green marketing methods influence customer desire to purchase green products. This study utilized a multivariate regression model to examine the factors that impact customers' views about green brands after collecting data from 291 participants. The study's findings offer insights into several aspects of green marketing, such as promotions for green packaging, green brand positioning, and how the efficacy of eco-labelling influences views about green companies. The essential aspects of green marketing, according to research, all have a substantial beneficial influence on customer attitudes toward green brands. Both theoretical and practical implications were discussed.

Keywords: Green Packaging, Green Brand Positioning, Eco-Labelling.

1. Introductions and Research Aim

Most people living in developed countries consider environmental protection an important factor in their purchasing decisions (Peattie & Ratnayaka, 1992). Since the 1980s, green marketing and environmental marketing strategies have been of great interest to scholars. Green marketing and related ideas have evolved since the early 1990s (Chan & Lau, 2000). Meanwhile, consumers are also actively trying to reduce the impact on the environment, however, this is not really popular and is still growing (Cherian & Jacob, 2012). Over time, the increasing number of consumers who support environmental protection has increased the demand for green products (Vandermerwe & Oliff, 1990).

The research contributes to an improved understanding of the impact of green marketing techniques on customer perceptions about green products. At the same time, the study has a practical application in that it offers useful suggestions for marketers who want to develop and implement effective green marketing strategies and policies. The study gives significant guidance for creating positive attitudes toward green marketing in society and encourages businesses in developing methods to effectively promote their green products.

2. Background and Conceptual Model

2.1. Green Marketing

Green marketing defines green marketing includes all activities designed to create and facilitate any exchange for the satisfaction of human needs or wants, such that the satisfaction of satisfaction of these needs and wants occurs with minimal adverse impact on the natural environment (Jay Polonsky & Ottman, 1998). The main objective of green marketing is to develop and implement environmentally friendly marketing activities with the goal of generating revenue by providing exchanges that meet economic and social goals. Festival (Langerak et al., 1998). Appropriate green marketing activities include identifying markets for green products and ideas, investigating green consumer attitudes and behaviors, and stratifying green markets into different segments based on needs. consumer demand, develop green positioning strategies, and develop a green marketing mix (Jain & Kaur, 2006).

2.2. Green packaging promotions

Consumers are increasingly willing to modify buying behavior in response to advertising for green packaging, according to studies on environmental concerns. This is how brands influence consumers' perceptions and attitudes about long-term brand identification (Cheung & To, 2019). Promotions encourage customer attitudes and perceptions about quality, loyalty, and switching costs to remain constant and favorable (Ku et al., 2012). Previous research has shown the mechanism behind the connection between promotions and customer sentiments (Mussol et al., 2019). In-store monetary and non-monetary promotions have a favorable and significant influence on brand building and brand perceptions. The following hypothesis was proposed:

H1: Green packaging promotions have a favorable influence on attitudes toward green brands.

2.3. Green brand positioning

Green brand positioning entails aggressively conveying to target clients the distinctive value of a green brand resulting from its eco-friendly qualities (Hartmann et al., 2005; Lin et al.,

2017). More and more research demonstrate that customers exhibit good feelings and respond favorably to green businesses as a consequence of green branding tactics (Raska & Shaw, 2012). As a result, employing green positioning techniques can help raise brand knowledge and sentiments about green products (Papista et al., 2018). The primary goal of a green positioning strategy is to increase brand awareness by giving information about the product's environmentally beneficial features (Hartmann et al., 2005) as well as emotional brand advantages (Pickett et al., 1995). As a result, the following hypothesis describes the approach of positioning green brands through communication campaigns in order to increase customers' positive perceptions of green brands. The following hypothesis was proposed:

H2: Green brand positioning had a favorable influence on attitudes toward green brands.

2.4. The effectiveness of eco-labelling

Eco-labelling is described as the application of any identifiable symbol to a product or product packaging that indicates that the firm or product is environmentally conscious (Gosselt et al., 2019). According to recent studies, eco-labels on items influence customer purchasing decisions (Sammer & Wüstenhagen, 2006). The employment of eco-labels as a marketing or promotion technique is effective in evoking a favorable response to product advertising. As a result, the product or brand may be perceived as more favorable (Biehal et al., 1992). A related study looked at the impact of eco-labeling on customers' perceptions of green items after they were exposed to label information (Teisl et al., 2008). These findings might indicate that green product eco-labels have a favorable impact on customer perceptions toward green brands. The following hypothesis was proposed:

H3: The effectiveness of eco-labelling has a positive influence on on attitudes toward green brands.

3. Methodology

3.1. Data collection

The online survey questionnaire was built on the Google Forms platform, and the respondents were provided with a link to the survey form. The final result included 331 response sheets, 291 of accounting for 87.92 per cent of the total. Information was gathered through polling over 291 persons of all ages, with the majority of responses being between the ages of 18 and 45. The majority of people are middle-income, and 70% have a college or university degree.

3.2. Measurement

Based on the findings of qualitative research, we created a scale in the questionnaire with four variables: green packaging promotions adopted from (Nur et al., 2021), green brand positioning adopted from (Huang et al., 2014), the effectiveness of eco-labelling adopted from (Juwaheer et al., 2012), and attitudes toward green brands adopted from (Hartmann et al., 2005). All variables were measured using a 5-point Likert scale (With 1 = Totally disagree, 2 = Disagree, 3 = Normal, 4 = Agree and 5 = Totally agree)."

3.3. Methodology

The program SPSS was used to assess the reliability of the scale by Cronbach's Alpha coefficient. We run the test and eliminate the inappropriate observed variable in this stage. The variables in the research model that ensure the Cronbach's alpha coefficient is more than 0.7 and the suitable total correlation coefficient is greater than 0 are kept in the model (Hair et al., 2007). We also use SPSS to evaluate the multivariate regression model (Ho, 2006).

4. Findings and Discussion

Cronbach's Alpha is larger than 0.7, all scales have internal consistency. Cronbach's Alpha of green packaging promotion is 0.814, green brand positioning is 0.809, the effectiveness of ecolabelling is 0.782, and attitude towards green brands is 0.759. The findings show that promotion programs for green packaging, green brand positioning the efficacy of eco-labelling, have a positive influence. The β weights are 0.172, 0.210, 0.230, correspondingly, for consumer's attitude toward green brand, with P-values meeting statistical criteria, supporting H1, H2, and H3.

The variable attitude towards green brand is affected by the variables green packaging promotions, green brand positioning, the effectiveness of ecolabelling. The effectiveness of eco-labelling is the factor that has the greatest impact on “consumer attitudes toward green brands. Eco-labeled products are more likely to be used because they are a certificate that guarantees "safety for the consumer's health" while also being environmentally friendly. Green brand positioning has a significant influence on customer perceptions of green brands. We focus on analyzing green emotional positioning in this study to show that these factors create a relationship between consumers and brands, and that consumers prefer to use environmentally friendly brands, proving that the positive trend of brand positioning influences attitudes toward green brands.

5. Implications for Theory and Practice

The primary goal of this research is to examine and comprehend how elements such as promotion, green brand positioning, eco-labels, resulting in influence attitudes to purchase green products. According to the study's findings, all of the aforementioned characteristics have a favorable and significant impact on people's attitudes and intentions to buy green products.

5.1. Implications for Theory

First and foremost, customer promotions are a highly successful marketing strategy. Customers respond positively to both monetary and non-monetary promotions, giving them the thrill of shopping. Second, green brand positioning is an effective approach to make an impression on customers and get a positive position in their minds. Green customers will sympathize with brands that are kind and connected to nature. Furthermore, the brand's quality and reach will have a positive influence on customer sentiments. Third, eco-labels on items demonstrate customer trust. Products with eco-labels are more likely to be recognized by customers and have a positive attitude. This demonstrates the positive impact of on green customers' attitudes.

5.2. Implications for Practice

Promotions have a significant impact on consumers; marketers may devise appropriate promotional strategies to target green customer sources. Applications for promotions are

made in a proactive manner. Accumulating points when customers purchase the brand's items in order to become a loyal client and receive special offers will be a method for customers to feel unique. Second, green brand positioning is a good method to capture people's attention, therefore marketers should plan a unique marketing strategy for their company to be able to showcase its own identity. Make a powerful impact on customers with your brand. To capture the attention and confidence of the general public, the brand should be positioned in the direction of near to nature, environmentally friendly. Such a focus will assist the firm in establishing a distinct identity, as opposed to being mass-produced and blended in with other brands on the market. Third, according to studies, eco-labels affixed to items are a display of customer trust as well as the most influential element; therefore, marketers should place a greater emphasis on this component. It should be studied more fully and explicitly in the marketing process so that customers may clearly understand and have a good attitude toward their brand's green initiatives, as well as have trust in their brand's green initiatives.

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Childhood Environments and the Sunk-Cost Fallacy

Daniel Chaein Lee, Auckland University of Technology
Jungkeun Kim, Auckland University of Technology
Jaehoon Lee, Florida International University
Jihoon Jhang, University of Central Arkansas
Jooyoung Park, Peking University

Abstract

The present research investigates the relationship between one's childhood socioeconomic status (SES) and the susceptibility to the sunk-cost fallacy in adulthood. Building on sunk-cost research suggesting loss aversion as underlying mechanism and childhood SES research showing that growing up poor strengthens the motivation to avoid losses, we propose that individuals with lower childhood SES are more likely to fall prey to the sunk-cost fallacy than those with higher childhood SES. Four studies confirmed our prediction. Individuals with lower (vs. higher) childhood SES were more susceptible to the sunk-cost fallacy (Studies 1 and 2). Furthermore, this effect was driven by perceived wastefulness (Study 3) and anticipated regret (Study 4). Throughout studies, current SES did not impact the sunk-cost fallacy. This is consistent with the growing body of research demonstrating the overruling impact of childhood SES over current SES. This research contributes to the sunk-cost literature and offers practical implications.

Keywords: Sunk-Cost, Socioeconomic Status, Childhood Resources

The Effects of Social Influence on Children's Food Choice

Huda Khan, University of Aberdeen
Rashid Saeed, University of South Australia
Richard Lee, University of South Australia
Zaheer Khan, University of Aberdeen

Abstract

Childhood obesity is a critical health epidemic that leads to increased mortality and morbidity (Brown *et al.*, 2019). Research into combating childhood obesity has primarily focused on management and interventions including public health education (Chari *et al.*, 2014), parental guidance (Gerards *et al.*, 2011), and dietary control (Duncanson *et al.*, 2020). However, few studies have considered how social influence may play a critical role in childhood obesity interventions. Meanwhile, Cialdini and colleagues (Cialdini and Goldstein, 2004; Cialdini and Trost, 1998) theorise two types of social influence. Compliance involves people obeying explicit requests, and is particularly pertinent when the source of influence is perceived as authority, such as teachers. By contrast, conformance influence concerns people adhering to norms or what they perceive as unspoken rules, in order to fit in, to be liked or to gain approval. Research further shows that the efficacy of social influence may depend on the framing of the influence message (Bergquist and Nilsson, 2019; Rhodes *et al.*, 2020). Specifically, literature distinguishes a prescriptive or positively stated norm (e.g., should, ought) from a postscriptive or negatively stated norm (e.g., should not, ought out) (Bergquist and Nilsson, 2019; Törnblom and Biddle, 1976). Thus, this study aims to address the question on how compliance and conformance influence may individually, and interactively with prescriptive or postscriptive normative messages, may shape children's food choice.

Following ethics approval and necessary permissions, this online study took place with primary school children (age 11-12 years) in the Pakistani capital city of Lahore. The school children were exposed to one of four conditions in a 2(prescriptive message vs postscriptive message) x 2(positive peer reinforcement vs negative peer reinforcement) between-subjects design, before answering an online survey. Appointed confederates were briefed beforehand on what they had to do and not to share or discuss with their classmates, without being told the purpose of the experiment. During the middle of the lesson, in the *prescriptive message* class, the class teacher made the comment, "*Children, do you know that eating healthy food like fruits is good for your health. I recommend that you eat fruits regularly*." The procedure for the *postscriptive message* class was identical, except that the class teacher said, "*Children, do you know that unhealthy food like candies is not good for your health. I recommend that you do not eat candies*." Immediately after the teacher had spoken, the confederate in the positive peer reinforcement class said "*Children our age should eat more fruits as they are healthy. I also prefer fruit.*" Similarly for the negative peer reinforcement class, the confederate said "*There is nothing wrong with eating candies. Children our age should be allowed to eat candies. l prefer candies*."

Just before the lesson ended, the teacher shared a survey link and asked the children to complete the survey without giving further instructions. A question prompted "*If you were to pick something to eat now, which would you prefer*?", with a binary pictorial choice of fruit or candy. The children then responded to four items for the compliance scale taken from Bearden *et al.* (1989, and a further five items for the conformance scale adapted from Park and Lessig (1977. The scale items were randomly ordered to minimise common method bias (Podsakoff *et al.*, 2012. All scales met reliability, validity and homogeneity requirements.

The results showed children exposed to postscriptive influence selected fruits more

often than those exposed to prescriptive influence. There was also marginal significant difference between positive negative and peer reinforcement. The highest number of children who picked fruits (81%) over candies occurred when they were exposed to a postscriptive message from teacher that was reinforced with a positive reinforcement from peer. Next, we ran a binary logistic regression with item picked as the dependent variable. The model fit was satisfactory. It is noteworthy that while conformance significantly predicted item picked, but compliance did not. The interaction of conformance and peer reinforcement, as well as the interaction of compliance and message type, were both significant. In summary, a postscriptive message positively reinforced by peers resulted in the highest number of children picking fruits. However, negative peer reinforcement was able to sway some children away from fruits to candies, thus signalling the importance of harmful peer influence.

Childhood is an important stage for forming good habits when it comes to food choice and consumption (Tarabashkina *et al.*, 2017). Thus, developing further understanding on the determinants of healthy eating behaviour in children is important. A key contribution of this study is to shed light on how different types of social influence, and the message framing of the influence, may sway children's choice of healthy versus unhealthy food in an actual classroom context. Past research has shown that formal activities such as commercial advertising can influence children's food choice (Tarabashkina et al., 2017). Our research shows that informal activities can also be effective. As children are susceptible to compliance influence from teachers in a classroom context, teachers should purposely, and yet implicitly, talk about healthy eating or even exhibit healthy eating behaviours in the presence of students. Such informal actions can help complement schools and government activities, which is itself an intriguing area for extending this research.

Our findings also suggest that a postscriptive message is more salient than a prescriptive message. As importantly, children conform to their peers, and peers could even negate teachers' influence in food choice. Moreover, peers were able to exert more influence as children's willingness to conform to or follow their peers increased. Children are turned away from fruits when a postscriptive message from teachers are countered with a negative reinforcement by peers. A plausible explanation is psychological reactance (Brehm and Brehm, 1981), where children react negatively to being restrictively told *not* to do something. This result is worrying in that while the schools can play a proactive and constructive role in encouraging healthy eating habits, they cannot control peers' behaviours especially those whose approval are sought by other children.

From a practical perspective, the findings open up important contribution for policy makers as child obesity is a critical issue in countries like Pakistan. Knowing that classrooms are ripe locations to influence children's eating behaviour, government should provide educational facilities and financial support to promote healthy food consumption. Teachers should also take on the responsibility to encourage healthy eating. Based on the anecdotal discussion with the class teachers, it was suggested that schools could arrange excursion activities to places of interest related to healthy eating, such as fruit orchards, in order to enhance children's understanding of healthy consumption, or the consequences of unhealthy consumption. To prevent exposing children to harmful peer behaviour, schools should also not sell unhealthy food, as well as ban or deter children from bring unhealthy food to school.

References available on request.

How To Communicate Corporate-Cause Partnerships Credibly

Tamara Lorz, Ludwig-Maximilians-University Munich
Maximilian Geyr, Ludwig-Maximilians-University Munich

Abstract

To respond to the rising consumer demand for good corporate citizenship, companies are increasingly engaging in CSR initiatives, such as corporate-cause partnerships. With more companies communicating their CSR initiatives, consumer skepticism towards such messages increases. Research suggests that third party sustainability labels serve as credence anchors for messages conveyed with them. In this study, we therefore investigate the effect of sustainability labels on the credibility of corporate-cause partnership messages. In two experiments, we show that co-labelling of corporate-cause partnerships with sustainability labels lead to higher credibility and better evaluations of the displayed product. However, these effects are only significant for green consumers. Analyzing different CSR message types, we find that co-labelling of one type (CRM messages) results in stronger feelings of warm glow and better product evaluation. Moreover, co-labelling of a partnership and a label with the same sustainability dimension (environmental, social) leads to higher credibility and better partnership evaluation.

Keywords: CSR Communication, Credibility, Sustainability Labels

Introduction and Research Aim

Consumers are increasingly questioning the social and environmental standards of the companies they buy from and considering a company's corporate social responsibility (CSR) initiatives and partnerships when making purchase decisions (Lii et al., 2013). Consequently, CSR initiatives have become a new form of competitive advantage and a distinguishing feature for companies (Lii et al., 2013). Accordingly, more and more companies around the globe incorporate CSR initiatives within their business practices, often applying these as corporate-cause partnerships, which are especially popular and widely used among companies today (Bergkvist & Zhou, 2019). However, with more companies communicating their CSR initiatives (Gosselt et al., 2019) some use this for greenwashing (Leonidou & Skarmeas, 2017). Therefore, consumers become more and more skeptical towards sustainability messages of firms (Leonidou & Skarmeas, 2017). As credibility is a prerequisite for effective communication (Lock, 2016), it is crucial for companies to communicate their corporate-cause partnerships credibly. Especially since consumer skepticism is the strongest predictor of negative consumer reactions to CSR messages (Rim & Kim, 2016). While consumer skepticism is an increasing issue for companies engaging in CSR, research on this topic is still in its infancy (Leonidou & Skarmeas, 2017). One way to face consumer skepticism is the use of sustainability labels, which find growing attention in literature. It was found that sustainability labels can serve as credence anchors for other product messages, which positively influence consumers' perception of these messages (Gosselt et al., 2019; Kim et al., 2019). However, this was not studied in the context of corporate-cause partnerships so far. Therefore, this study aims at painting a more complete picture of the influence of sustainability labels on consumer evaluations of CSR messages by answering the following research question: *How can sustainability labels influence the credibility of corporate-cause partnerships?*

Conceptual and Theoretical Foundations

Companies can use many different forms of CSR initiatives to contribute to society and communicate their efforts as good corporate citizens. One way to do this is through *corporate-cause partnerships*, in which a company contributes to a nonprofit organization and can use the partnership for promotional messages in exchange (Kim et al., 2019). The partnership with a known trustworthy organization can signal trust in the company's CSR initiative (Darnall & Vázquez-Brust, 2018). There are different ways to communicate these partnerships. The one, which we will call partnership message, refers to advertising the corporate-cause partnership with a claim about the company's engagement in the cause. In contrast, a *cause-related marketing (CRM) message*, as we will use it in this study, is transaction-based and refers to communicating a CSR activity where the company donates a specific amount to a certain cause every time the consumer makes a purchase (Varadarajan & Menon, 1988). Research suggests that it is important for corporate-cause partnerships to have a good corporate-cause fit (Lii et al., 2013). If there is a good fit, CRM messages can offer an advantage over other communication activities as they actively involve the consumer in the altruistic initiative of the company (Westberg & Pope, 2014). On the other hand, CRM messages can also evoke a higher level of consumer skepticism as they directly link a cause to the company's profit generating activities (Lii et al., 2013). To gain the trust of consumers, companies strive for the utilization of sustainability labels on their products (Kim et al., 2019). Research on sustainability labels suggests that they are most effective if certified by a third party (Gosselt et al., 2019), such as the Fairtrade organization or the European Commission. Such labels demonstrate the sustainability of the products on one or more dimensions: The ecological (conservation of natural resources) or the social and economic (ensuring the well-being of society) dimension (Gröppel-Klein et al., 2019). While most literature

studied the effect of sustainability labels in isolation, some researchers also focused on a potential "co-labelling" effect. Following Gröppel-Klein et al. (2020), we define *co-labelling* as the combination of a CSR message with a sustainability label on the same product packaging. Literature implies that labels have an indirect positive effect on the perception and the credibility of other messages conveyed with it (Gosselt et al., 2019; Gröppel-Klein et al., 2020; Kim et al., 2019). However, this co-labelling effect was not studied in the context of corporate-cause partnerships yet.

Drawing on attribution theory (Fiske & Taylor, 1991), we infer that consumers collect and use product information to arrive at causal explanations as to why companies engage in corporate-cause partnerships. The cause of a behavior is attributed to an internal or external factor that has the highest perceived consensus and therefore most closely covaries with the behavior (Heider, 1958). External information, such as independent and credible third-party sustainability labels, can help consumers to develop more informed attributions about a company's CSR initiatives, such as corporate-cause partnerships (Parguel et al., 2011). We assume that a sustainability label displayed next to the CSR message signals a consistent motivation to engage in multiple sustainability-related activities and is therefore more likely to be attributed internally. Therefore, it can be hypothesized:

H1: *Corporate-cause partnerships communicated on **co-labelled products (vs. no product label)** will lead to a **higher attribution** of (a) a company´s intrinsic motivation to engage in the partnership and will thus result in significantly higher perceptions of (b) credibility of the partnership, (c) attitude towards the partnership and (d) product evaluation. Furthermore, they will evoke stronger feelings of (e) warm glow.*

Investigating the moderating effect of the message type in CSR communication, we can find ambiguous implications from research in the cognitive effects of different message types. While some studies underline the better effectiveness of CRM campaigns (Westberg & Pope, 2014), they also tend to evoke cynical reactions among consumers (Web & Mohr, 1998). However, we can assume that CRM messages have a stronger affective effect. When purchasing a product with a CRM message, consumers can directly engage in a social or ecological cause without additional cost and effort. When being involved in a sustainable cause, consumers perceive a moral satisfaction (Lin et al., 2017), which is referred to as warm glow (Andreoni, 1990). This may also improve their opinion about the product or the company, as they become part of their engagement (Lafferty et al., 2016). For the partnership message type however, consumers do not perceive to directly help a cause (Westberg & Pope, 2014) and therefore may not feel warm glow. The CSR message type will therefore moderate the positive co-labelling effect on the dependent variables.

H2: *The CSR message type moderates the co-labelling effects for the communication of corporate-cause partnerships, such that **a label will only increase the attributions** of (a) warm glow and (b) product evaluation **for CRM messages but not for partnership messages.***

Green consumers have been found to being as motivated to minimize effort and time in their shopping as non-green consumers (Thøgersen et al., 2012) while at the same time showing higher levels of involvement for products with green attributes. Ecolabels can serve as green attributes and therefore guide green consumers in their decision-making (Thøgersen et al., 2010). Barbarossa and Pelsmacker (2016) suggest that consumers with a green identity may satisfy their self-definitional needs and enhance their personal satisfaction when purchasing eco-friendly

products. This is because even consumers who genuinely want to be green to support the environment are likely to also have a strong self-interest in being perceived as green by others and themselves (Freestone & McGoldrick, 2008). Thus, we assume that green consumers will more strongly perceive the positive effect of a sustainability label displayed next to a CSR message when making a purchase decision, because a product with a sustainable attribute serves their motive to be green. Whether or not a consumer perceives himself as a "green consumer" will therefore moderate the positive co-labelling effect on the dependent variables. This leads us to the following hypothesis:

H3: *The consumer type moderates the co-labelling effects for the communication of corporate-cause partnerships, such that* ***a label will only increase the attributions*** *of (a) a company's intrinsic motivation to engage in the partnership, (b) credibility of the partnership, (c) attitude towards the partnership and (d) product evaluation* ***for green consumers but not for non-green consumers.***

To study the effect of co-labelling of sustainability initiatives holistically, it is important to consider the different sustainability dimensions (Catlin et al., 2017) and their fit. CSR-related and sponsorship-research has examined to a great extent, that the effectiveness of a partnership between two actors depends on the perceived fit between the two partners (e.g., Guzman & Davis, 2017). However, the concept of fit has not yet been applied to the perception of CSR messages and sustainability labels which are often displayed next to each other on product packages. Regarding the fit of a message and a label, only Gröppel-Klein et al. (2020) take the effect of different sustainability dimensions on the perception of health claims into account and suggest that a health claim is best supported by a label which has a high similarity in its message dimension. In the context of CSR messages, companies usually draw on activities which can be categorized in a social or ecological dimension (Janßen & Langen, 2017). We assume that a CSR message and a label, which are both categorized in the social/ecological dimension, are more likely to be attributed with a better fit than a CSR message and a label addressing two different dimensions. Therefore, we hypothesize:

H4: *Corporate-cause partnerships communicated on co-labelled products with the* ***same sustainability dimension (vs. different sustainability dimensions of partnership and label)*** *will lead to a* ***higher attribution*** *of (a) perceived fit of the sustainability dimensions and will thus result in significantly higher perceptions of (b) credibility of the partnership and (c) attitude towards the partnership.*

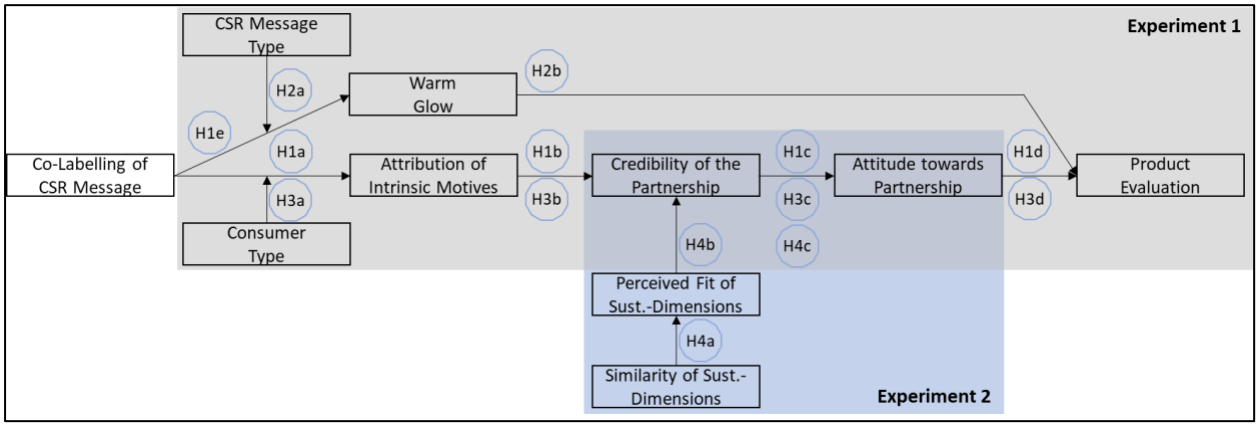

Figure 1

Methodology

To empirically test the influence of co-labelling on consumers' perceptions of CSR messages, we test our hypotheses in two studies. Study 1 tests the predicted relationships by H1, H2 and H3 by comparing the effect of labelling (labelled product vs. no product label) and CSR message type (CRM message vs. partnership message). Study 2 then tests H4 and the effect of sustainability dimension fit between a CSR message and a sustainability label on a co-labelled product. Figure 1 illustrates our studies and depicts the conceptual model.

Study 1 employed a 2 (CSR message type: CRM message vs. partnership message) x 2 (co-labelling of CSR message: yes vs. no) between-subjects design. We chose a chocolate bar as the context for both studies because sustainability labels as well as CSR messages are often used on chocolate bar packaging and it therefore serves as a realistic scenario for our experiments. The brand name "Meyer's" was chosen as a fictitious chocolate brand to avoid preexisting associations with a real brand. The fictitious "Forest Life Foundation" was chosen as partner for the corporate-cause partnership and was displayed with a corresponding logo on the packaging. For the CRM message condition, it said *"with the purchase of a chocolate bar, you protect 1 m^2 of the Amazon rainforest"* on the packaging. For the partnership message it said, *"together with our partner we protect the Amazon rainforest"*. For the co-labelling effect, the Fairtrade label was chosen as sustainability label, as it is very popular and much used for chocolate bars in Germany. Data was collected online in January 2021. Each respondent (N=278) was randomly assigned to one of the four experimental conditions.

In **Study 2,** we used a 2 (sustainability dimension of corporate-cause partnership: environmental vs. social) x 2 (sustainability dimension of label: environmental vs. social) between-subjects design. The context from experiment 1 was maintained. The fictitious "Forest Life Foundation" and the CRM message from experiment 1 represented the environmental corporate-cause partnership. As a social partnership, the fictitious organization "Amazon School Foundation" and a respective logo were used together with the social CRM message, "*with the purchase of a chocolate bar, you enable an indigenous child to attend one school lesson"*. For the manipulation of the different sustainability dimensions of the labels, the Fairtrade label was chosen for the social, and the German organic label for the environmental dimension. These two labels were chosen as most consumers are familiar with them and they therefore signal a trustworthy third party certification of the product. The experiment was conducted online in May 2021. Respondents (N=276) were randomly assigned to one of the four experimental conditions.

Findings and Discussion

Our findings from study 1 reveal that CSR partnerships communicated on co-labelled products (vs. no product label) lead to better evaluations of the partnership and the displayed product. Planned contrasts show that co-labelled products (vs. no product label) increase the attribution of intrinsic motivations for engaging in the partnership (M_{Label} = 3,15, $M_{NoLabel}$ = 2,97; t = 1,691, p = 0.092) and the credibility of the partnership (M_{Label} = 4,61, $M_{NoLabel}$ = 4,18; t = 3,115, p = 0.002). The means for attitude toward the partnership were higher for co-labelled products than for non-labelled products (M_{Label} = 5,40, $M_{NoLabel}$ = 5,21). However, we cannot report significant results (t = 1,407, p = 0.161). Besides the positive effects on the partnership, also the product is evaluated on a significantly better level (M_{Label} = 4,88, $M_{NoLabel}$ = 4,49; t = 2,911, p = 0.004) if a sustainability label is displayed next to the CSR message on the product packaging. Furthermore, co-labelling evoked significantly stronger feelings of warm glow (M_{Label} = 4,69, $M_{NoLabel}$ = 4,40; t = 1,658, p = 0.099). These findings support H1a, b, d, and e.

To test H2a and H2b we split our data into the subsample, which was given a partnership message and the subsample, in which the corporate-cause partnership was communicated as a CRM message. In line with our hypotheses, we find that the CSR message type moderates the co-labelling effects of the communication of corporate-cause partnerships. For the CRM message, a co-labelled product (vs. no product label) led to higher levels of warm glow (M_{Label} = 4,90, $M_{NoLabel}$ = 4,49; t = 1,820, p = 0.071) and product evaluation (M_{Label} = 4,91, $M_{NoLabel}$ = 4,38; t = 2,746, p = 0.007). However, as we expected for the partnership message, a co-labelled product (vs. no product label) does not result in significantly higher levels of warm glow (M_{Label} = 4,46, $M_{NoLabel}$ = 4,32; t = 0,532, p = 0.595) and product evaluation (M_{Label} = 4,86, $M_{NoLabel}$ = 4,57; t = 1,473, p = 0.143).

We split the sample into green and non-green consumers using median split to transform a green consumer scale into a dummy variable. The results indicate that the consumer type moderates the co-labelling effects for the communication of corporate-cause partnerships, which is consistent with H3a, b, c, and d. For green consumers, a co-labelled product (vs. no product label) led to higher levels of intrinsic motivation for engaging in the partnership (M_{Label} = 3,26, $M_{NoLabel}$ = 2,92; t = 2,309, p = 0.022), credibility of the partnership (M_{Label} = 4,68, $M_{NoLabel}$ = 4,07; t = 3,004, p = 0.003), attitude toward the partnership (M_{Label} = 5,50, $M_{NoLabel}$ = 5,18; t = 1,757, p = 0.081), and product evaluation (M_{Label} = 5,04, $M_{NoLabel}$ = 4,29; t = 3,803, p = 0.000). However, as we expected, for non-green consumers, co-labelled products (vs. no product label) did not result in significantly higher levels of intrinsic motivation for engaging in the partnership (M_{Label} = 3,03, $M_{NoLabel}$ = 3,03; t = 0,061, p = 0.952), credibility of the partnership (M_{Label} = 4,54, $M_{NoLabel}$ = 4,29; t = 1,350, p = 0.179), attitude toward the partnership (M_{Label} = 5,29, $M_{NoLabel}$ = 5,24; t = 0,276, p = 0.783), and product evaluation (M_{Label} = 4,73, $M_{NoLabel}$ = 4,68; t = 3,269, p = 0.788).

In study 2, our findings indicate that corporate-cause partnerships communicated on co-labelled products with the same sustainability dimension of message and label (vs. different dimensions) lead to better evaluations of the partnership. Planned contrasts show that the perceived fit is higher when the sustainability dimensions of label and message are both categorized in a social/ecological category ($M_{Similar}$ = 5,76, $M_{NotSimilar}$ = 5,42; t = 2,621, p = 0.009). Consequently, credibility of the partnership ($M_{Similar}$ = 4,55, $M_{NotSimilar}$ = 4,28; t = 1,837, p = 0.067) and attitude toward the partnership ($M_{Similar}$ = 5,75, $M_{NotSimilar}$ = 5,45; t = 2,114, p = 0.035) are higher for co-labelled products. These findings support H4a, b, and c.

Implications for Theory and Practice

The findings of our study contribute to existing literature on CSR communication, and in particular to the communication of corporate-cause partnerships, by considering sustainability labels in their message environment. Thereby our study also advances the hitherto scarce literature on co-labelling. Moreover, it responds to the call for more holistic research on sustainability (Catlin et al., 2017) by considering the ecological as well as the social dimensions of sustainability and their effect on consumers' perceptions of CSR messages. Practitioners may use the findings of our study as a guide for the selection of their CSR partnerships as well as for the design of their product packaging as to provide suitable and credible messages for their customers. For consumers the findings can help receiving clearer communication when choosing the right product and to be encouraged to make more sustainable consumption choices.

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Factors Influencing Buying Behaviour of Plant-Based Foods

Gurmeet Kaur Matharu, Southern Cross University
Golam Sorwar, Southern Cross University
Simon Wilde, Southern Cross University

Abstract

Plant-based (PB) food has health and environmental benefits and avoids animal cruelty. Despite these advantages, the proportion of vegetarians and vegans in the Australian population has increased only marginally in recent years. The consumer behaviour-related factors leading to meat-reduced diets have been explored in some studies. However, the literature on transitioning consumers from meat-based to PB diets is conceptually fragmented and lacks a theoretical framework. A research model is developed based on the Theoretical Domains Framework, which accounts for 12 domains within the COM-B components: Capability (e.g., skills, behavioural regulation), Motivation (e.g., emotions, reinforcement), and Opportunity (e.g., environmental context and resources). The proposed model also accounts for the moderating effect of consumer dietary types with behaviour. Quantitative data has been collected via an online survey through the Qualtrics survey platform. The study reports the preliminary analysis of the pilot study. The research will extend our knowledge about transitioning consumers toward PB foods.

Keywords: Plant-Based Foods, Theoretical Domains Framework, COM-B Model

Introduction and Research Aim

The demand for plant-based (PB) foods has increased globally due to their numerous health benefits (Larsson & Wolk, 2006), environmental benefits (Rees et al., 2018) and being more affordable than meat-based foods (Permanente, 2013). However, the proportion of vegetarians and vegans has improved only marginally in recent years (Roy Morgan Research, 2019), especially in Australia. Australia is chosen as the context for this study because Australia's per capita beef and sheep meat consumption are one of the largest in the world. The Australian per capita consumption of beef was approximately 25 kg, and per capita consumption of sheep meat was approximately 6.8 kg compared to the global average of 14.6 kg and 1.3 kg in 2019, respectively (Meat and Livestock Australia, 2020b). Moreover, Australia has one of the world's highest per capita consumption for lamb (Meat and Livestock Australia, 2020a). But, a recent study shows that Australian society is increasingly anxious about animal welfare and the environment and are interested in shifting from meat-based to PB foods (Roy Morgan Research, 2016).

In order to increase the share of PB foods, it is necessary to understand the factors influencing the behaviour of Australian consumers towards PB foods. Many systematic literature reviews have attempted to integrate the literature about PB and meat-based foods. First, Stoll-Kleemann and Schmidt (2017) reviewed 155 empirical studies and proposed a model of factors influencing meat-eating behaviour. This model comprises personal factors such as habits, knowledge and skills, socio-cultural factors such as culture and religion and external factors such as political factors. However, this model does not clearly explain the directionality of relationships between the factors which affect meat-eating behaviour. Second, Harguess, Crespo, and Hong (2020) investigated 22 experimental studies, critiqued Stoll-Kleemann and Schmidt's model (2017), and recommended including signs of directionality and more precise use of terms and other factors such as intentions. Third, Graça, Godinho, and Truninger (2019) assessed 110 articles and found that the literature is scattered and lacks an overarching theoretical framework. The authors also recommended applying the COM-B model from the theoretical domains framework to understand the behaviour of consumers towards PB foods.

Moreover, there is a lack of comparing different consumer dietary types towards PB foods. Lund, McKeegan, Cribbin, & Sandøe (2016) have found that omnivores show less concern for animal welfare than vegans and vegetarians. However, Kessler, Michalsen, Holler, Murthy, and Cramer (2018) have found no difference between consumer dietary types relating to health and animal welfare. No studies have compared all six consumer dietary types such as omnivores, flexitarians, semi-vegetarians, pesco-vegetarians, vegetarians, and vegans with a wide range of factors such as emotions, intentions and skills. So, there is a need to study the differences and similarities between all these consumer dietary types towards PB foods. Graça et al. (2019) suggested that these group and individual variances be recognised, as it would be irrational to assume similar results from consumers having distinct features. To address the limitations identified above, the research problem investigated in this research is: *What factors influence the buying behaviour of different dietary types towards plant-based foods in an Australian context?*

Theoretical Framework

The research draws on the COM-B model (capability, opportunity, motivation and behaviour) from the theoretical domains framework (TDF), encompassing 12 domains synthesised from 33 theories and 128 theoretic variables (Michie, Van Stralen, & West, 2011). The COM-B model states that at any point in time, a specific behaviour will occur only when a person has the capability and opportunity to be involved in that behaviour, and that person is also motivated to do that behaviour rather than other behaviours (Michie et al., 2011). This study compared the theory of reasoned action (TRA), theory of planned behaviour (TPB), health belief model (HBM) and TDF and selected the TDF as the theoretical framework because the TRA, TPB and HBM do not address the critical roles of several factors such as self-monitor, associative learning, emotions, and habits. Moreover, the first three theories do not include motivation factors such as optimism, reinforcement, goals and emotions. Further, these theories overlooked the opportunity factors such as environmental context and resources.

The study incorporates the 12 domains of the COM-B model: skills, knowledge, behavioural regulation, social/professional role and identity, optimism, intentions, beliefs about consequences, beliefs about capabilities, emotions, reinforcement, environmental context and resources, and social influences (shown in Table 1). Further, six consumer dietary types are posited to moderate the relationship between capability and behaviour, motivation and behaviour and opportunity and behaviour. Table 1 below summarises the 12 domains plus six dietary types and the extant scales used to measure these variables. In addition, demographic variables such as age, gender, education, household income, number of children, area of residence, and state of residence, will be added as control variables.

Table I Summary of hypothesised domains

Name of variable	Extant scale
Skills	Hartmann, Dohle, and Siegrist (2013)
Knowledge	Martins (2019) and Lang (2020)
Behavioural regulation	Rees et al. (2018); Sniehotta, Schwarzer, Scholz, and Schüz (2005); Howlett, Schulz, Trivedi, Troop, and Chater (2019)
Social/professional role and identity	Schenk et al. (2018); van der Werff and Steg (2016); Van der Werff, Steg, and Keizer (2013)
Optimism	Scheier, Carver, and Bridges (1994)
Intentions	Chan (2001) and Martins (2019)
Beliefs about capabilities	Francis et al. (2004); Povey, Wellens, and Conner (2001)
Beliefs about consequences	de Gavelle et al. (2019)
Emotions	Wolfswinkel (2020); Weibel, Ohnmacht, Schaffner, and Kossmann (2019)
Reinforcement	Cepeda-Benito, Gleaves, Williams, and Erath (2000)
Environmental context and resources	Echeverria, Diez-Roux, and Link (2004); Martins (2019)
Social influence	Chan (1998); Steptoe, Perkins-Porras, Rink, Hilton, and Cappuccio (2004)
Behaviour	Chan (2001)
Capability influences behaviour	No scale for this variable
Motivation influences behaviour	No scale for this variable
Opportunity influences behaviour	No scale for this variable
Moderator: Consumer dietary types moderates capability with behaviour	Forestell and Nezlek (2018)
Moderator: Consumer dietary types moderates motivation with behaviour	Forestell and Nezlek (2018)
Moderator: Consumer dietary types moderates opportunity with behaviour	Forestell and Nezlek (2018)

Methodology

Data collection: This research adopted a combination of convenience and self-selection sampling. An online survey was sent to the emails of students and staff through 'Qualtrics' web-based survey platform from 18 May to 18 June 2021. A total of 108 completed questionnaires (56 staff and 52 students) were received. The structured questionnaire contained three sections. Section 1 was designed to collect information about the current eating habits of respondents, whether they are omnivores, flexitarians, lacto-vegetarians, lacto-ovo-vegetarians, pesco-vegetarians, vegetarians and vegans (Forestell and Nezlek, 2018).

Scale development: Section 2 comprises 59 questions covering 13 variables, all drawn from previously validated scales (shown in Table I) and questions were adapted for the PB foods context. The items operationalising all the variables in Section 2 were measured with a seven-point Likert scale which ranges from 1 for 'Strongly disagree' to 7 for 'Strongly agree' as per the guidelines of Sekaran and Bougie (2016). Some of the variables used different scales such as beliefs about capabilities, behaviour and emotions (rather than 'strongly disagree' to 'strongly agree') depending on the questions asked in the survey. For example, beliefs about capabilities had an item "How much personal control do you feel you have over eating a plant-based diet in the future?" The scales for this item were "Very little control, little control, somewhat little control, neither complete control not little control, somewhat complete control, complete control, very complete control". Section 3 comprises seven demographic questions such as age, sex, education, annual pre-tax household income, number of children, area of residence, and state of residence.

Analysis: Analyses were conducted with Statistical Package for the Social Sciences (SPSS) version 27. Table II represents the demographic characteristics of 108 survey respondents. The reliability was evaluated with Cronbach's alpha, which is a measure of internal consistency, was calculated for all these 13 variables and found to be adequate (0.70) (Malhotra & Dash, 2010) shown in Table III. Mean, standard deviation (SD), skewness and kurtosis values are also presented in Table III. The mean and SD are the widely applied measures of central tendency and dispersion for interval scaled data (Malhotra & Dash, 2010). As the variables used in this study were mainly measured by interval scale like the Likert scale, so to present the central tendency and dispersion, this study used mean and SD, respectively. Means of all 13 variables were between 4.16 to 5.61, which shows that respondents have a positive attitude towards PB foods. For instance, skills and knowledge have mean values of 5.61 and 5.29 respectively, indicating that respondents have adequate skills and knowledge to prepare vegetarian and PB foods. The values of SD ranges from .54 to 1.68 shown in Table III.

To check the normality of distribution, the most widely applied methods are the calculation of the skewness and kurtosis values of variables. Distribution is considered normal where skewness is within ±2.58 and kurtosis values are within ±1.96 (Malhotra & Dash, 2010). As shown in Table III, all skewness and kurtosis values of all variables were within the suitable range.

Table II Demographic characteristics of the 108 survey respondents

Demographic questions	Survey respondents%	Demographic questions	Survey respondents%
Age		Number of children	
18-25	19.4	None	51.9
26-34	18.5	One	9.3
35-44	15.7	Two	25.9
45-54	25.9	Three	11.1
55-64	16.7	More than three	1.9
64+	3.7		
Sex		Area of residence	
Male	25.9	Major cities	25.9
Female	73.1	Inner regional	38
Other identity	0.9	Outer regional	33.3
		Remote	2.8
		Very remote	0
Education		State of residence	
undetermined	0.9	New South Wales	63
Year 11 and below	0.9	Victoria	1.9
Year 12	9.3	Queensland	30.6
Cert III or IV	5.6	South Australia	0.9
Diploma	9.3	Western Australia	1.9
Bachelor or honours	33.3	Tasmania	0.9
Grad diploma, grad certificate	7.4	Northern Territory	00
Postgrad-masters or doctorate	33.3	Australian Capital Territory	0.9
Annual pre-tax household income (AUD)		Income (cont.)	
0 - 20,000	11.1	100,001–120,000	12
20,001–40,000	9.3	120,001–140,000	10.2
40,001–60,000	10.2	140001+	15.7
60,001–80,000	13	I'd prefer not to say	9.3
80,001–100,000	9.3		

Table III Cronbach's alpha, mean, Standard deviation, skewness and kurtosis values

Constructs	Cronbach's alpha Coefficient	Mean	Standard deviation	Skewness	Kurtosis
Skills	.855	5.61	1.28	-.976	.499
Knowledge	.916	5.29	1.39	-.965	.471
Behavioural Regulation	.721	4.16	1.26	.091	.060
Self-Identity	.944	4.67	1.68	-.180	-1.009
Optimism	.891	4.82	1.07	-.425	.003
Intentions	.735	5.11	1.23	-.471	-.437
Beliefs about Capabilities	.867	5.23	1.51	-.626	-.555
Beliefs about Consequences	.785	4.67	.543	-.762	.910
Emotions	.796	4.47	1.19	.718	-.324
Reinforcement	.926	4.65	1.34	-.092	-.385
Env Context Resources	.927	5.59	1.19	-.702	-.145
Social Influences	.780	4.19	1.18	-.006	.030
Behaviour	.863	4.82	1.52	-.670	-.408

Table IV shows the correlations between all 13 variables used in this study. All the variables were positively and significantly correlated with each other. The only variable which is not correlated with other variables is 'optimism'. Optimism is not correlated with skills, knowledge, behavioural regulation, self-identity, intentions, beliefs about capabilities, beliefs about consequences, emotions, reinforcement, environmental context and resources, social influences, and behaviour. Environmental context and resources and emotions have been found not correlated as well.

Implications for Theory and Practice

Theoretical implications: This study will add knowledge to the present literature by providing an understanding of the behaviours of Australian consumers towards PB foods using the COM-B model. Also, the information about the barriers and enablers

Table IV Correlations matrix for the study variables

Factors	SK	KN	BR	SelfID	OP	INT	BACap	BACon	EM	RE	ECR	SI	BEH
SK	1												
KN	.87**												
BR	.49**	.63**											
SelfID	.32**	.47**	.51**										
OP	.02	.01	.14	-.06									
INT	.42**	.58**	.62**	.73**	.06								
BACap	.39**	.49**	.40	.61**	.06	.61**							
BACon	.26**	.35**	.42**	.46**	.14	.49**	.37**						
EM	.33**	.39**	.37**	.63**	.02	.51**	.49**	.31**					
RE	.31**	.40**	.40**	.64**	-.01	.63**	.44**	.32**	.53**				
ECR	.47**	.51**	.36**	.25**	.07	.38**	.27**	.19*	.18	.25**			
SI	.32**	.44**	.45**	.51**	-.09	.49**	.38**	.37**	.42**	.44**	.44**		
BEH	.46**	.62**	.68**	.70**	.05	.72**	.54**	.39**	.52**	.60**	.39**	.48**	1

Note: SK=Skills, KN=Knowledge, BR=Behavioural Regulation, SelfID=Self-identity, OP=Optimism, INT=Intentions, BACap=Beliefs about capabilities, BACon=Beliefs about consequences, EM=Emotions, RE=Reinforcement, ECR=Environmental context and resources, SI=Social influences, BEH=Behaviour;
**Correlation is significant at p<0.01, * Correlation is significant at p<0.05

to reduce meat-eating and adopting more PB diets will be revealed. This study will provide knowledge about the relations between 16 variables of the COM-B model in the PB foods context. Further, the research will provide a profile of Australian PB foods consumers by dividing them into different consumer dietary types, such as lacto-vegetarians, lacto-ovo-vegetarians, pesco-vegetarians, vegetarians and vegans. Also, this research will compare the seven consumer dietary types, such as omnivores, flexitarians, lacto-vegetarians, lacto-ovo-vegetarians, pesco-vegetarians, vegetarians, and vegans, comparing their behaviours. Finally, this research will offer visions for practitioners targeting interventions for reducing meat consumption. As this research provides knowledge about the behaviours of different consumer dietary types towards PB foods, the researcher can offer ideas to the upcoming researchers to apply interventions matched with each dietary group of vegetarian and PB foods eaters. With this knowledge, future researchers can easily categorise meat-eaters and PB food eaters and apply interventions to change their behaviours.

Practical implications: The results of this study support clarifications relating to the behaviours of Australian consumers. This may help PB foods marketers and industries to design their marketing strategies. Specifically, the larger study will examine how different factors such as emotions, optimism, skills, social influences, beliefs about consequences, knowledge are inducing the behaviour of Australian buyers in adopting the PB diets and reducing the meat-based diets. This research will also help production houses target the right customers for their PB foods, as it will offer an understanding of the different consumer dietary types depending on their sustainable food behaviour. This knowledge helps in developing the correct marketing messages for buyers interested in buying PB foods.

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Religiosity & Pandemic-Related Local Business Support

Elizabeth A. Minton, University of Wyoming
Frank G. Cabano, University of Texas at El Paso

Abstract

Local businesses struggle to survive during a pandemic as consumer spending decreases and safety measures increase. Across four studies, we seek to help local business survival by identifying the consumers who are more likely to support local businesses and understand the underlying reasons for such support. In Study 1, we show that religiosity is associated with more support for local businesses in response to a pandemic. Study 2 replicates and further confirms these effects by priming religion. Study 3 demonstrates that greater prioritization of caring for one's neighbors among higher religiosity consumers is the underlying psychological mechanism. Additionally, this study identifies that consumers with higher religiosity levels and higher in self-efficacy are even more likely to support local businesses. Finally, Study 4 primes a focus on neighbors in the context of advertisements, revealing that a neighbors-focused ad increases local business support to similar levels for consumers of all religiosity levels.

Keywords:*Pandemic, Religion, Local Businesses*

Are You Playing Fair? Consequences of Gamification Recognition in Fast-Food Chains' Promotion

Snezhana Muravskaia, Higher School of Economics
Daniil Muravskii, Higher School of Economics
Maria Smirnova, Saint-Petersburg State University

Abstract

Gamification is considered an effective tool to manage consumers' motivation and increase engagement. The shaky boundaries of a concept, in turn, allow the designer and the consumer to perceive different things as gamification. Our paper explores if the effect on motivation and behaviour remains the same whether consumers recognize gamification or not. According to research the end goal of applying gamification is to change the behaviour. In that case it should be analysed as an instrument of persuasion. We test whether the recognition of gamified promotion as manipulative intent leads to change in the effect gamification has on motivation. To test hypotheses, we provided two studies with overall 421 participants using structural equation modelling. The study showed that the recognition of gamification by consumer positively influences the outcome.

Keywords: Gamification, Covert Marketing, Consumer Perception

Strategies of Using Brand Characters in The Pharmaceutical Industry

Maria Lobanova, Institute of Business Studies-Moscow
Daniil Muravskii, National Research University Higher School of Economics
Snezhana Muravskaia, National Research University Higher School of Economics

Abstract

The research focuses on the problem of character choice for brand communications in the pharmaceutical industry: what approaches to using brand characters can be distinguished and whether they have a different effect on the brand? Based on analysis of brand character classifications and cluster analysis of a comprehensive database of 169 cases from the Russian pharmaceutical market, several approaches have been distinguished. This is followed by a consumer survey, which provides evidence that, depending on the archetype, brand characters may be efficient for different goals. The research paper offers findings on how dimensions of trust, expertise, nostalgia, characteristic attraction and fit are perceived by consumers for 4 groups of archetypes, and how each of these archetypes may influence perceived product efficacy, attitude to the brand, and purchase intention.

Keywords: Brand Characters, Marketing Communications, Pharmaceutical Industry

Decision-Making Styles and Omnichannel Shopping

Aisha Muthaffar, University of Newcastle
Sonia Vilches-Montero, University of Newcastle
Fred Chao, University of Newcastle

Abstract

The rapid growth in technology has influenced both consumer shopping behaviour and the retail landscape. The omnichannel strategy offers a holistic shopping experience by integrating all available channels. However, research has shown that omnichannel consumers shop differently. This study will investigate the decision-making styles of 'maximisers' and 'satisficers' in the context of omnichannel shopping. Applying an experimental design, the study finds that maximisers tend to have stronger intentions to use the omnichannel than do satisficers, more satisfied with the shopping experience, and they have positive attitudes to use omnichannel shopping. Therefore, these findings also supported by the perception of omnichannel capability, which is the ability to use omnichannel services. This study demonstrates the role of the consumer's decision-making style in the context of omnichannel shopping, and its findings will help marketers encourage consumer utilisation and improve customer retention through omnichannel approach.

Keywords: Omnichannel Shopping, Maximisers, Satisficers

Introduction and Research Aim

Reports show implementing an omnichannel strategy results in increases of 250% in purchase frequency, 13% in order value, 90% in customer retention, and a 13.5% increase in engagement compared to a single-channel strategy (Hossain et al., 2020). Omnichannel strategy is a subset of multichannel strategy, which focuses on handling and enhancing each channel independently (Ailawadi & Farris, 2017). However, omnichannel retailing features the integration of channels to provide a seamless shopping experience for customers Verhoef et al. (2015) defined *omnichannel* as "the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimised" (Verhoef et al., 2015, p. 176).

Research shows that the success or failure of the omnichannel strategy tends to depend on consumers' perceptions and usage of the delivered omnichannel service (Shen et al., 2018). Additionally, with omnichannel users representing an important segment of the retail market (Payne et al., 2017), developing and retaining omnichannel consumers is critical to any firm's strategic success (Rigby, 2011). Finally, because behaviours within the omnichannel approach are not the same for all individuals (Rodríguez-Torrico et al., 2020), a number of researchers have highlight the importance of studying consumer behaviour in the omnichannel setting in order to provide them with a seamless shopping experience (Silva et al., 2018).

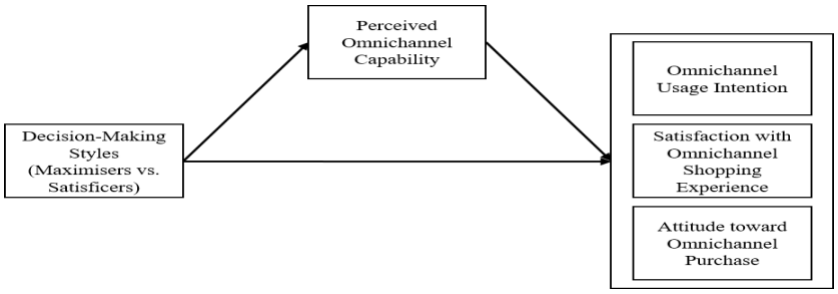
Therefore, it is crucial to evaluate the decision-making styles of consumers who shop in this way (Gao et al., 2021). Decision-making style, which can be defined as the tendency to either merely satisfy or maximise the outcome of a decision, is an individual characteristic that has been shown to be a predictor of the decision-making process (Karimi et al., 2015). When deciding, maximisers invest more time and effort to explore and evaluate many choice sets to attain the optimal option. In contrast, satisficers tend to choose a 'good-enough' option that does not involve spending time or effort to evaluate (Schwartz et al., 2002). However, the effects of decision-making style on the practise of omnichannel shopping remain largely unknown, and thus the motivation for this study is formed. Consideration of the characteristics of both maximisers and satisficers will further explain the variations in usage and customer satisfaction experienced in the omnichannel shopping environment.

> The aim of this study is:
> *To investigate the differential effects of decision-making style (maximisers/satisficers) on omnichannel shopping usage and satisfaction.*
> The following questions are addressed in line with this aim:
> **RQ1**: How does decision-making style affect the omnichannel shopping usage?
> **RQ2**: How does decision-making style impact omnichannel shopping satisfaction?
> **RQ3**: What are the drivers of this effect on the omnichannel shopping?

Theoretical Background and Conceptual Framework

This research draws on psychological theory to understand the factors which motivate people to shop using this strategy and the satisfaction outcome as presented in Figure 1.

Figure 1 Conceptual Model



Maximisers' and satisficers' decision-making styles have different effects on their decision processes and satisfaction outcomes (Iyengar et al., 2006). To attain a certain task, maximisers' goal is to find the best by following a specific strategy. They extensively search for information on all possibilities, compare and evaluate all alternatives available to them, which results in their spending more time and effort on making a decision. The searching behaviour of a maximiser is characterised by vacillating between going back and forth between the choices (Karimi et al., 2015). They usually involve in a *cognitive effort*, which is their ability to process high amount of information in a choice task (Misuraca & Teuscher, 2013). However, satisficers engage in different behaviour compared to maximisers. They search for an acceptable option among limited numbers of choice sets while spending less time and effort on decision-making. In a study about job seeking by Iyengar et al. (2006), maximisers were not only associated with acquiring more alternatives, but they also relied more on external and social sources of information, such as friends and family to support their decisions.

In the omnichannel context, we expected that maximisers, compared to satisficers, would have a stronger intention to use omnichannel shopping. This is because the availability of multiple channels and touchpoints, which can be used simultaneously and interchangeably, will motivate maximisers to find the absolute outcome. Further, as stated by Juaneda-Ayensa et al. (2016), *effort expectancy*, which is the degree to which the complexity associated with consumers affect the intention to use omnichannel, maximisers were found to be more willing to expend effort and time to attain their gaol. Thus, it is hypothesised that:

H1a. Maximisers will have a stronger intention than satisficers to use omnichannel shopping.

Further, within the omnichannel context, compared to satisficers, maximisers will be expected to be more satisfied with the omnichannel shopping experience. More specifically, according to Lai (2010), when involved in a decision-making activity, maximisers found the process of searching and evaluating alternatives to be more enjoyable. Therefore, shopping in an immersive environment will positively affect the satisfaction outcome related to the shopping experience with omnichannel. Thus, it is hypothesised that:

H1b. Maximisers will be more satisfied than satisficers with the omnichannel shopping experience.

In addition to the higher intentions of using omnichannel shopping and better likelihood of a satisfaction outcome, maximisers will also be expected to have a positive attitude toward making future omnichannel purchases. The environment of omnichannel shopping provides opportunities to browse social media posts and online customer reviews, which could be a positive predictor in motivating maximisers' attitudes to use this purchasing approach. Maximisers rely on the social support of relatives and friends when making a decision (Iyengar et al., 2006), and within the omnichannel shopping context, they are expected to have a positive

attitude toward omnichannel purchases in the future because this environment provides opportunities browse social media posts and online customer reviews to obtain extra information about products (Mishra et al., 2021).

H1c. Maximisers will have a more positive attitude than satisficers toward using omnichannel purchase.

Importantly, the shopping journey within an omnichannel store has been found to be more complex, dynamic, and to involve more reflective cognitive aspects (Lemon & Verhoef, 2016) than more straightforward shopping approaches. This resulted from the introduction of new technologies and touchpoints between customers and companies. For example, a customer can browse, compare prices, read reviews, or make purchases online, from a desktop or mobile device, by phone, or in a physical store as part of a single seamless purchase experience. Therefore, maximisers have reported higher confidence in their own abilities to perform a given task compared to satisficers (Lai, 2010). When looking at the omnichannel approach to shopping, we expected that the more challenging it was, the more differences would be revealed in this environment between maximisers and satisficers. Moreover, maximisers are expected to be motivated more by the perception of omnichannel ability, which in turn will increase their intention to use omnichannel, satisfaction with the omnichannel shopping experience and their positive attitudes towards omnichannel shopping purchase. Thus, it is hypothesised that:

H2a-c. Perceived omnichannel capability will mediate the effect of maximisers, as opposed to satisficers on a) intention to use omnichannel shopping, b) satisfaction with the omnichannel experience, and c) attitude towards omnichannel purchase/usage.

Methodology

An experimental approach was conducted to test the model described in Figure 1. The participants were 123 adults (72% females) aged 18 to 34 recruited from Qualtrics. They were randomly assigned to one of two priming conditions: maximiser and satisficer conditions, which were adapted from Ma and Roese (2014). They were tasked with choosing the best (maximiser condition) or the good-enough options (satisficer condition) among five choices across non-consumption domains. For example, in the maximiser condition, participants were asked, 'Please choose the singer you think has the best vocal ability. A. Beyoncé, B. Rihanna, C. Akon, D. Shakira, E. Eminem', whereas in the satisficer condition, they were asked 'Please choose the singers you think are good enough to listen to. A. Beyoncé, B. Rihanna, C. Akon, D. Shakira, E. Eminem'.

Following the priming task, all participants were presented with a shopping scenario, and asked to shop for sunglasses. The shopping involved searching for the product information using the provided 11 online links that represent an omnichannel sunglasses store. Participants were asked to return to the questionnaire page once they had found the sunglasses. They were asked to reflect on their shopping experience and express their level of agreement with a series of statements using the seven-point Likert scale. The measurement instrument was developed based on existing scales from previous studies.

Results and Discussion

The reliability of the scale exceeded the 0.07 of Cronbach's alpha. In terms of convergent validity, average variance extracted values were higher than 0.05, and item loadings above 0.70. Discriminant validity was established as the square roots of the variances extracted were greater than the highest inter-construct correlations, as presented in Table 1.

Table 1 Loadings, Cronbach's alpha, CR and AVE

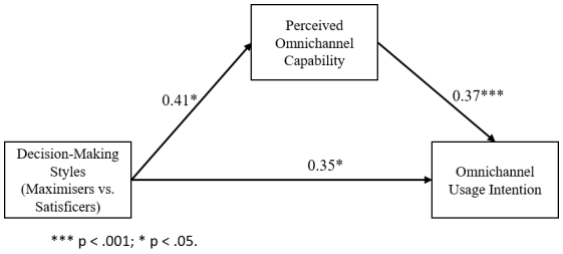
Construct and item description	Factor loadings
Perceived omnichannel capability (α= .86, CR = .86, AVE = .75)	
I trust my ability to use the omnichannel service on my own.	.863
I can easily operate this omnichannel service on my own.	.877
Omnichannel usage intention (α= .74, CR = .74, AVE = .59)	
I will use this retailer's omnichannel shopping in the near future.	.790
I intend to use this retailer's omnichannel shopping frequently in the future.	.749
Attitude toward omnichannel purchase (α= .85, CR = .85, AVE = .66)	
I like the idea of buying this kind of product from the omnichannel stores	.798
Using omnichannel store to buy this kind of product would be a good idea	.794
The idea of using omnichannel store to buy sunglasses is appealing.	.847
Satisfaction (α= 76, CR = .76, AVE = .61)	
I am very satisfied with the omnichannel shopping experience.	.789
I thoroughly enjoyed this shopping experience using the variety of online channels and platforms.	.778

Note: Standardised factor loadings are reported. α= Cronbach's alpha, CR = Composite reliability, AVE = Average variance.

The first hypothesis H1a-c was tested using one-way ANOVA analysis using SPSS version 27. As expected, maximisers produced a higher intention to use omnichannel, supporting H1a ($M_{Maximisers}$= 5.29, $M_{Satisficers}$= 4.64, p=.004), more satisfied with the omnichannel shopping experience, supporting H1b ($M_{Maximisers}$= 5.31, $M_{Satisficers}$= 4.86, p=.044), and positive attitude toward omnichannel purchase, supporting H1c ($M_{Maximisers}$= 5.33, $M_{Satisficers}$= 4.76, p=.008).

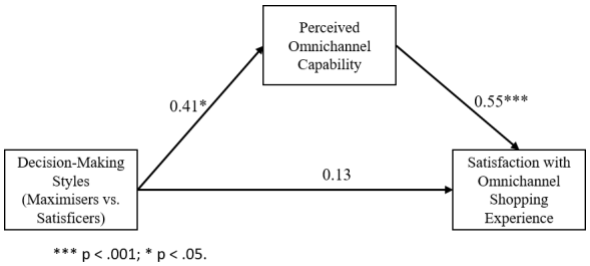
Further, to test the mediation model proposed here in (H2a-c), the bootstrapping method with bias corrected, 95% confidence intervals proposed by Hayes (2017)'s PROCESS SPSS macro (Model 4, n = 5000 resamples) were used. We calculated the indirect and direct effects of decision-making style (maximisers vs. satisficers) (IV), on omnichannel intention (DV) through perceived omnichannel capability (mediator). This suggests a partial mediation as the confidence interval (CI) for the indirect effect (ab pathway) of decision-making style on omnichannel intention usage does not include zero (β=0.09, CI=0.01 to 0.37). H2a is supported as shown in Figure 2.

Figure 2 Mediation analysis. Depicted is the path diagram (including regression coefficients and P-values).



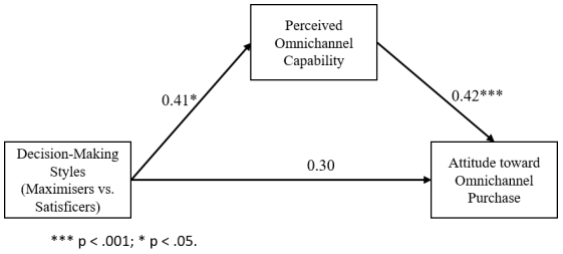
The processes of the mediation analysis were repeated using the same IV and mediator but with satisfaction with the omnichannel shopping experience as (DV). The regression model revealed a significant positive simple effect, and the indirect effect (ab pathway) of decision-making style on satisfaction with the omnichannel shopping experience was significant and fully mediated by perceived omnichannel capability, with confidence interval excluding zero (β=0.22, CI =0.03 to 0.44). Thus, H2b is supported as shown in Figure 3.

Figure 3 Mediation analysis. Depicted is the path diagram (including regression coefficients and P-values).



Similarly, the indirect pathway from decision-making style to attitude toward omnichannel purchase via perceived omnichannel capability was tested. The regression model revealed a significant positive simple effect, and the indirect effect from decision-making style to attitude toward omnichannel purchase through perceived omnichannel capability was significant and fully mediated, with confidence interval excluding zero (β=0.17, CI =0.02 to 0.38). Thus, H2c is supported as shown in Figure 4.

Figure 4 Mediation analysis. Depicted is the path diagram (including regression coefficients and P-values).



Implications for Theory and Practice

In this study, the effect of decision-making style was manipulated in an omnichannel shopping context. The goal was set to choose the best or the satisfactory sunglasses using a wide range of channels and touchpoints. The results demonstrated that decision-making styles have different effects on how one shops in this way. In contrast to satisficers, maximisers exert a

stronger intention to use omnichannel. Additionally, satisfaction with the shopping experience and the attitude toward omnichannel shopping are higher for maximisers than satisficers Finally, compared to satisficers, maximisers are associated with higher omnichannel competence and ability, which in turn, increases their intention, satisfaction and attitude concerning omnichannel shopping usage and experience.

The successful or failure of an omnichannel retailing strategy tends to hinge on consumers' perceptions and usage of the tools and strategies of omnichannel shopping. Notably, it would be more effective for decision-makers and marketers to understand the different effect of decision-making styles on shoppers and implement an effective strategy to attract them to continue using the omnichannel shopping environment.

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Stay Socially Connected to Improve Your Health

Deepa Chandrasekaran, The University of Texas at San Antonio
Raj Raghunathan, The University of Texas at Austin
Anish Nagpal, The University of Melbourne

Abstract

People often resort to consuming food to cope with negative emotions, a phenomenon known as emotional eating (EE, which typically leads to detrimental effects on health. An alternative way to cope with negative emotions is to reach out to close others and seek social support. In this research, we propose and show that seeking social support reduces chances of resorting to emotional eating, thus buffering the negative impact of EE on health. As such, although EE may in general be positively related to weight gain/BMI, this relationship should be attenuated among those who seek social support to cope with negative emotions. Further and along similar lines, we find that "socially distant" people—those who are unable or unwilling to seek social support—exhibit stronger relationship between EE and BMI because they are more likely to rely on consuming food to cope with negative emotions.

Keywords: Emotional Eating, Social Connectedness, Health

A Framework Underpinning the Intention-Behaviour Gap

Cathy Nguyen, Ehrenberg-Bass Institute, University of South Australia
Margaret Faulkner, Ehrenberg-Bass Institute, University of South Australia
John Williams, Otago University
Song Yang, Ehrenberg-Bass Institute, University of South Australia
Luqiong Tong, Beijing Normal University

Abstract

Researchers and marketers rely heavily on self-reported intentions as a proxy for actual future behaviour. Such metrics are also used in the charity sector to predict donation support. However, intentions are often not fulfilled, with many people that intend to give support not following through, and others that have little intention later reporting to give support. Returning to participants three months after the collection of intentions provides new insights into why a gap occurs. Using a longitudinal study across Australia, New Zealand and China, this paper presents a new framework that summarises twelve key reasons underpinning the intention-behaviour gap. In documenting these key reasons, this study helps researchers to better interpret intention metrics, and provides guidance to marketers on how best to encourage behaviour.

Keywords: Charity Support, Intention-Behaviour Gap, Intention Versus Behaviour

Seeking Pleasure Without Money? No Worry

Taufiq Nur, Universitas Indonesia

Abstract

Consumers debt is increasingly becoming a popular tool to fulfill consumers' needs and wants when they do not have enough cash to pay at a particular time, including for discretionary purchases. A recent study by Sharma, Tully, & Cryder (2019) introduced the concept of psychological ownership of borrowed money to learn about consumer debt decision behavior for discretionary consumption. Psychological ownership of borrowed money is defined as a degree of which people think of borrowed money as their money. The current study aims to investigate the interplay between psychological ownership of borrowed money and Material vs (Experiential) Purchases of Discretionary Spending on Willingness to Borrow Money in the context of Indonesian Consumers. 481 Indonesian workers who have been working for at least one year took part in this experimental study. We find that Psychological Ownership of Borrow Money and Material Purchases independently increase Willingness to Borrow Money.

Keywords: Consumer Debt, Psychological Ownership of Borrowed Money, Discretionary Purchases

Extended Abstract

People have an abundance of needs and wants. However, not all of their needs and wants can be satisfied. As a basic microeconomic concept stated, they have limited resources to fulfill their desires. A resource that most people find limited is money; they have limited money in their pockets to spend. Nevertheless, today, limited money is no longer a constraint for people to consume, as there are various consumers' debt options that allow consumers to not postpone buying the products or services when facing money constraint. Although consumers still need to return the debt to the lender, taking out debt gives consumers flexibility to pay for products and services that they are unable or unwilling to pay full at once

The growth of debt is reported to penetrate throughout the world. Consumers debt is increasingly becoming a popular tool to fulfill consumers' needs and wants when they do not have enough cash to pay at a particular time. Besides for necessity spending (such as education, home, etc), consumer debt is often used for discretionary purposes (fulfilling wants). Consumers spend their discretionary money on purchases that can be characterized on a spectrum from experiential to material purchases. Both of these purchases give consumers satisfaction in different ways.

The way consumers behave towards experiential and material purchases also influences how they respond to their willingness to borrow money. According to mental accounting research (Hirst, Joyce, & Schadewald, 1994), it is found that consumers tend to borrow money for longer-lasting purchases to utilize the benefits of consumption from what they buy for a longer-lasting period, as they perceive that they can still gain a benefit from the consumption they made during or even longer than their period of returning the debt to the lender. Thus, they prefer to borrow money for material over experiential purchases. However, Tully & Sharma (2018) found that people prefer borrowing money for experiential over material purchases as they fear to miss out on the consumption that they have planned, which typically happens for experiential purchases. These paradox findings indicate that taking into account material vs experiential purchase type is considerably important when investigating discretionary debt decisions.

A recent study from Sharma, Tully, & Cryder (2019) introduced the concept of psychological ownership of borrowed money to learn about consumer debt decision behavior for discretionary consumption. Psychological ownership of borrowed money is defined as a degree of which people think of borrowed money as their money. They found that a higher psychological ownership of borrowed money leads to a higher willingness of consumers to use the debt offer. Nevertheless, there is an absence of evidence that discuss how its relationship is influenced by different purchase types of discretionary purchases.

The current research aims to extend the previous study on how psychological ownership of borrowed money influences consumers' willingness to borrow money (particularly) for Indonesian consumers, and investigate how the purchase types (experiential or material) play a role in explaining its relationship in the context of discretionary debt decisions. One of the reasons why studying consumer debt in Indonesia is interesting is the fact that Indonesia is rapidly urbanizing with the rise of middle- income class and working age population that leads to higher consumer spending, compared to neighboring regions. Moreover, it has different levels in advancement of financial systems, different consumers' financial literacy, and different product penetration compared to the USA, the origin country that the prior

study took place. Hence, the findings of this study can help generalize the application of psychological ownership of borrowed money in a broader population.

We theorize that people who have higher psychological ownership, it will increase the likelihood to borrow money as they perceive to have higher control over the borrowed money and to produce the desired outcomes. Further, we theorize that we predict that psychological ownership of borrowed money and experiential (vs material) purchases depend on each other. We use 2 (credit vs loan) by 2 (material vs experiential) between-subjects design online experiment. We distributed the online questionnaire of Qualtrics through various social media channels. 481 participants (M_{age} = 28.73, SD = 4.61; 55.3% Females) of Indonesian workers who have been working for at least one year took part in this study.

We elucidated that the psychological ownership of borrowed money was varied across individuals. As expected, psychological ownership of borrowed money determined whether consumers are more willing to borrow money for discretionary purchases. The manipulation was not successful at creating low versus high psychological ownership between conditions. It is important to highlight that because less consumers use debt in Indonesia compared to the United States, the consumers' knowledge towards debt products are lower in Indonesia than In the United States. Consequently, they are less capable to comprehend and differentiate different debt types, including its features. Hence, consumers in Indonesia were less familiar to evaluate different debt types than in the United States which leads to see there is no difference between debt types. However, this did not affect consumers to report their feeling towards psychological ownership of borrowed money. Additionally, individuals who have higher psychological ownership of borrowed money will tend to feel that the borrowed money belongs to them. Thus, they are more inclined to borrow money from the lender. This study also found the evidence that purchase types (experiential or material) were not amplifying the role of psychological ownership of borrowed money in increasing consumers' willingness to borrow money. Both purchase types can produce the same favorable outcomes for consumers. However, the material (vs experiential) purchase type was solely found to increase the consumers' willingness to borrow money and reduce repayment concern.

Results of this current study extends and complements the field of psychological ownership of borrowed money for discretionary debt decisions. Although the current study was conducted in a different country with different consumer characteristics and debt behavior with the previous study, we still found evidence that psychological ownership of borrowed money increases consumers' willingness to borrow money. For next study, we are trying to manipulate the psychological ownership of borrowed money not using deb types, but channels to take out the debt. In the current research we used a perspective of banks as the lender that offers debt and separated the process of taking out debt via bank and spending the borrowed money via particular channels that consumers want. This means, we assumed that the bank as a financial institution, provides the borrowed money, and did not intervene in the process of consumers spending money. However, nowadays some E-Commerce companies and travelling platforms which are closely related to experiential – material items, (e.g., Booking.com) is developing debt products called "Pay Later" to help consumers buy either material or experiential items. This business model indicates that they would merge the debt facility with the purchase process. Therefore, it is intriguing to explore whether there is an interplay between psychological ownership of borrowed money and purchase types when the facility between taking out the debt and spending the money is collapsed.

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Biometrics, Benefits and Privacy Invasion Setting the Price

Ryan Payne, Queensland University of Technology
Brett Martin, Queensland University of Technology
Sven Tuzovic, Queensland University of Technology
Shasha Wang, Queensland University of Technology

Abstract

The aim of this paper is to investigate how emerging dynamic participatory biometric pricing technology (DPBPT) will affect the consumer experience, in particular their acceptance or resistance of such embedded technology, their engagement with such a participatory pricing process, and ultimately their willingness to purchase. Based on reactance theory a multi-study with 981 participants comparing personal vs anonymous recommendations to participate is conducted. Results show the perceived benefit, not a perceived ease of use or participatory factors (embeddedness or forced adoption) impacted consideration of the new technology. Further, perceived privacy invasion influenced willingness to purchase, and affective (emotional) based appraisals of the technology mediated the perceived privacy invasion. When consumers feel their privacy is being invaded, cognitive considerations such as their perceived privacy risks or biometric concerns and previous behavioral or participatory traits do not greatly influence their decision process and ultimately their willingness to purchase.

Keywords: Dynamic Pricing Systems, Reactance Theory, Privacy Invasion

Introduction and Research Aim

If "Data is the new oil", Biometric AI is emerging as the new Social Media, developing heavily in usage by corporations, governments and even educational institutions. This biometric data however is often collected at the expense of individuals' collective privacy (giving up one's privacy influences another's personal privacy). In response, marketing personal privacy is now one way companies differentiate to compete (Wedel & Kannan, 2016). However, these protections are at times superfluous. While personal identities are kept anonymous, collective group behaviours create archetypes of behaviours that an 'unknown individual' can be slotted into, for example, to set the price for goods or services. This is where a single or collection of biometric trackings; the speed of typing on a keyboard (Hagestedt, 2020); webcams measuring head, eye or facial movements (Hoppe et al., 2018); or even a microphone picking up background noise (Rathore, 2021), can be scraped to determine a user's preferences and a price set live, dynamically adjusting to each user's current state and preferences. This is called dynamic participatory biometric pricing technology (DPBPT) and allows for mass customization. Traditionally, consumers can evaluate product attributes (e.g., price, availability) before making a decision as shown in the literature with attribute-based evaluation models. However, in the case of DPBPT, the price changes live in front of the consumer based on their unconscious body and facial movements, not in response to a cognitive action (click and wait), giving the consideration of this new technology the need for new theoretical explorations. Such an innovation, once thought of as a scary Orwellian science fantasy or shopper's heavenly delight, today is emerging in a variety of forms from banking (Sabharwal, 2017), adapting website displays (Djamasbi et. al., 2010), to customizing marketing materials (Shah, & Murthi, 2021). From such growth in biometric tracking, ethics and privacy are receiving increasing attention in the public media. Therefore, this topic is timely and of importance to study. Given these challenges to a consumer's privacy, DPBPT requires exploration from a multitude of perspectives (ethically, sociologically and regulatory) and how such a system is accepted to avoid its coercion of acceptance in the future.

The aim of this research is to investigate how DPBPT will affect the consumer experience, in particular consumer acceptance or resistance of such an embedded technology, their engagement with such a participatory pricing process, and ultimately their willingness to purchase.
Further, how people respond to a new interactive biometric price setting technology, especially regarding biometric privacy, as such factors are different from more traditional technology usage or privacy calculation contexts explored (Miltgen et al., 2013). This research contributes to the marketing consumption literature with a new conceptual dynamic pricing system.
Indeed, this research responds to the calls by marketing journal editors and top contributors (Zeithaml et. al., 2020; Wedel & Kannan, 2016) for novel interdisciplinary approaches to how privacy affects a willingness to purchase by drawing on the ABC pillar (affective, behaviour, cognitive) of cognitive psychology (Breckler, 1984), to uncover what drives consumer judgments by considering not only behaviour participation outcomes but also affective (emotions over a new technology) and cognitive appraisals (traditional technology acceptance variables and privacy concerns).

This research helps facilitate this by outlining what privacy concerns influence a consumer's willingness to purchase and what factors simply raise privacy concerns in the individual but do not affect their ability to consume. Further, in terms of commercial importance, where mass price customizations could generate significant profits for consumer industries, this research contributes by looking at what factors affect its adoption and the implications of its implementation for commercial businesses (Hauser et al., 2009).

Background and/or Conceptual Model

Current pricing research (Reisman et al., 2019) does not address the digital tracking context of the consumer as the actual product. It is this real-time capturing of data about a consumer that is not addressed by the prior pricing or biometric literature (Miltgen et al., 2013). It is no longer solely the act of purchasing a product which potentially offers data to a company. Instead, the consumer being in front of any device (e.g., mobile phone, television, refrigerator, kettle, car door opener and other Internet of Things based devices) or occupying any monitored space (Shopping center, University, Public space) which offers potential data and value for companies (Kim et al., 2019). For example, a consumer standing in front of the fridge and looking at what to eat, before being sensible and selecting mint chocolate chip ice cream, now can present potential data for a plethora of companies (Employer, Psychologist, Insurance).

Prior research indicates many consumers accept that their privacy is exchanged for the benefits of personalization and customized offerings (Bleier et al., 2020). However, consumers also tend to be more concerned about pricing systems when they do not expect them, or do not understand the techniques behind such systems (UK Office of Fair Trading, 2013). Intuitively this makes sense. People are concerned about what they do not understand. The present research thus explores these emerging biometric systems and a consumer's response not only from a marketing perspective but also as a psychological reactance by consumers.

Reactance is the motivational state that is hypothesized to occur when a freedom is eliminated or threatened with elimination (Brehm & Brehm, 1981). Its existence follows from the assumption that consumers place a high value on choice, autonomy and control (Quick et al., 2013). It considers not only privacy context factors but also general user interactions to new experiences by drawing on cognitive psychology literature. This allows cognitive and affective reactions of consumers to be explored. Likewise, reactance theory has been employed prior in potentially invasive commercial based situation measurements (Edwards et al., 2002), not just static conditions as current privacy calculation theories and traditional technology acceptance models have considered (Bleier et al., 2020; Davis et al., 1989). Therefore, a new conceptual biometric reactance model (BRM) based on reactance theory is introduced. It is a combination of consumers' cognitive and affective appraisals of biometrics, traditional technology acceptance models, biometrics acceptance models as well as dynamic participatory factors and privacy concerns (invasion, risks).

Prior research on a consumer's reactance to participation pricing suggests to set a price with something felt potentially invasive, such as a high social interaction or a consumer's privacy with eye tracking, would not be accepted by consumers once they discovered they were being tracked (Hilbert & Suessmair, 2015). Research further argues that consumers "overwhelmingly object to most forms of behavioural targeting" and such a system would be negatively reacted towards, and be perceived as ethically wrong. However, there are conflicting practices to theories, and theory to actual societal adoption can be different with consumers often giving up their privacy for personalizations and other perceived benefits. Therefore, exploration is needed.

Based on these foundations it is predicted perceived benefit will govern the relationship of acceptance to use a new technology, regardless of its invasion or privacy risks. If people see a great enough benefit, they will look past other concerns/obstacles. Therefore, this research thus looks to explore: **What factors will influence a consumer's response to a new biometric tracking system when used to set the price of goods?**

Methodology

A multi study progression based approach with over 981 survey participants was conducted. First snowball recruiting was adopted, recruiting 421 participants. Next, Study 2 recruited 460 participants from an online paid survey collection (MTurk). Different collection methods were used to test if personal referral versus compensation influenced privacy concerns. In both conditions participants were asked to read a short scenario and then watch the demonstration of purchasing a plane ticket from a well-established third-party ticketing service.

Study 1:

Study 1 explored technology adoption variables (perceived ease of use and perceived benefit) prevalent in the literature for their ability to influence either willingness to purchase or technology acceptance with a privacy context. However, participation factors (embeddedness, forced adoption) in the literature were noted to also impact a consumers' cognitive and affective appraisal, privacy factors (i.e., privacy invasion, privacy risk, and biometric privacy concerns), and behavioural intentions, and therefore were also included. In addition, control variables were included. All measures were adopted from literature and measured on a Likert Scale (1=strongly disagree; 5=strongly agree), except embeddedness and forced adoption as currently both scales are validated only at the 1 to 7 measure. These two scales were square differentiation reduced to a standard Likert scale to match all other scales for statistical significance, weighting and measure ranges.

Study 1 Results:

A structural equation model (SEM) approach was applied for this exploratory research. The Cronbach alpha (α) and composite reliability values were compared as well, both critical factors of reliability if higher than .60. Further the path coefficient (PC) was utilized to understand relationships. The Chi-Squared Degrees of Freedom (PCMIN/DF=2.25), root mean square error of approximation (RMSEA=0.79), comparative fit index (CFI =.760), and Standardized root mean square residual (RMR=0.08) all meet the conventional cutoff values developed under normal-theory maximum likelihood (ML) with continuous data and multiple second and third order constructs.

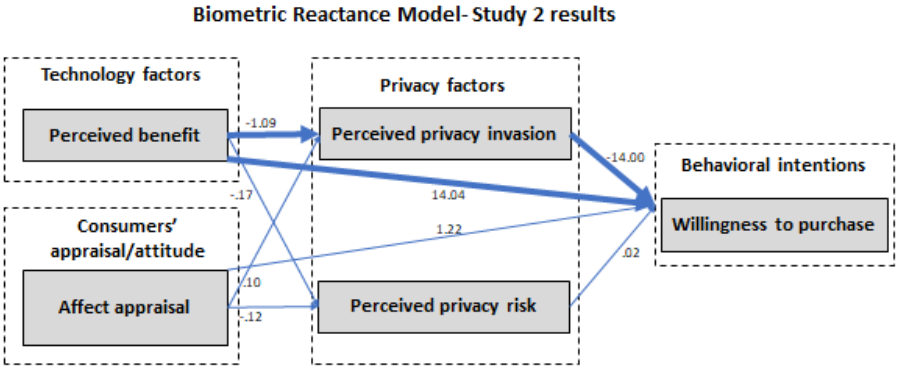
Examining the model without mediators we found the cognitive perceived benefits of participation (α =.770, n=7) was the strongest loading factor to willingness to purchase directly. Further, perceived benefit is highly correlated to perceived privacy invasion (PC=-.85, $p<0.01$) and then to willingness to purchase. However, perceived benefit did not strongly correlate to perceived privacy risks (PC= -.61, n.s.) nor mediate to strengthen the already proven poor link of perceived privacy risk to willingness to purchase relationship (PC=.15, $p<0.01$). In exploration two strong affective states emerged polarizing to positive (Happy, Belonging, Enjoyment; α =.801) and negative affective states (Helpless, Afraid, Nervous; α = .782) and as already validated in the literature significantly influenced the willingness to purchase (PC= .75, $p<0.01$). These affective variables however, did not have a significant mediation on the direct relationship of perceived benefit to willingness to purchase (β=.09, $p>0.05$) but the positive affective variables did significantly correlate to perceived benefit (PC=.59, $p<0.01$). This adds to the discussion of cognitive or affective attributes coming first in a decision matrix. Of note however, all other cognitive and technology variables considered (perceived ease of use, embeddedness, forced adoption, self-esteem, subjective privacy knowledge, objective privacy knowledge, perceived control, information control, impression management), and behavioural technology usage (number of devices, context of usage, duration, perceived experience) while not significant on the willingness to purchase, did load onto positive affective appraisals, and minimally onto negative emotions. This raises the opportunity to further the research of cognitive appraisals

influencing positive emotions and vice versa depending on the attribute, more so than negative emotions, and ultimately these relationships impact on their willingness to purchase relationships.

Behavioural biometric concerns (α =.817) on everyday usage strongly loaded with perceived privacy invasion (PC=.75, p<0.05), while perceived privacy risk (α=.763) did not significantly load onto either biometric concerns (PC=.14, n.s.) or privacy invasion (PC=.18, n.s.) or as a combined term (PC= -.19, p<0.01). This validates previous research perceived privacy risk does not strongly correlate to willingness to purchase (PC= .02, p<0.01).

Study 2:
To validate Study's 1 strong results were based on the dynamic eye tracking pricing system and not general concerns around online behaviour triggering such a result, we conducted a split 2 by 1 experiment with a manipulation of showing either the new price setting system or a regular plane ticket purchase. This also provided a comparison of personal recommendation (Study 1) to complete the survey vs MTURK (Study 2a). In addition, since being completed by highly speed orientated participants in study 2, novelty as a factor was included to verify that users perceive it as a new technology worth "new" consideration by users, along with additional engagement questions. Further, with positive emotions strongly correlating, additional negative emotional states (hostile, irritable, irrelevant, anxious) were included to validate that positive rather than identification of the correct negative emotions are influencing these relationships.

Findings and/or Discussion



Study 1 & 2 results confirm the prediction that perceived benefit directly, and its mediating impact on privacy invasion, greatly corresponds with a participant's willingness to purchase using a biometric price setting system while perceived privacy risk does not greatly impact a user's willingness to purchase with this new technology.

Study 2 matched Study 1 with a strong model fit, CMIN/DF (1.89) RMSEA (.63), CFI (.955), and TLI (.942). Perceived benefit was statistically significant when interacting with the new system compared to the control (z=1.80, P<0.001), while again other cognitive variables (novelty, perceived ease of use, embeddedness, forced adoption) flatline in connection, reflecting participants prioritizing their personal benefits to use a new technology over how interesting or easy it is to use. (Academic Researchers personally understand this struggle with Ethics Board submissions, they may not be interesting or easy to complete but the benefit is perceived to be worth the hassle, or a necessarily evil/step to achieve a goal). Further, as already prevalent in the literature, affective states similar to in study 1 strongly correlate with a willingness to purchase. Between study 1 and study 2 a slight significance was demonstrated (z=1.10, p>0.05) however, the same relationships were present.

The significance of privacy invasion to willingness to purchase (PC= -14.00, $p<0.01$) did not change in a statistically significant manner between studies ($p>0.5$), nor in study 2 between the control or manipulation ($p>0.5$) validating privacy invasion to willingness to purchase as a strong consistent correlation regardless of a new technology being present or not.

These results combined demonstrate when feeling their privacy is invaded users' emotional state is heightened and as such there is a dissonance between giving their privacy and their privacy perceived as being taken.

Theory and Practice

This study provides several important implications for theory and practice by exploring the novel concept of dynamic participatory biometric pricing. First, this study pioneers utilizing reactance theory to compare how privacy invasion correlates with willingness to purchase. Such a contribution allows for not only the recognition of affective appraisals and perceived benefit to be considered in the decision making process but also established as influencing the privacy invasion and willingness to purchase connection. This result helps establish a dual process approach to the consideration of new technology systems. This is significant as it addresses the gap of traditional technology adoption models (TAM) whose attributes are theorized to be cognitive in nature (Davis et al., 1989) and therefore miss how affective appraisals correspond to the phenomenon. Second, this research outlines how perceived benefit is the main driver between privacy invasion being experienced by consumers or not. Further, the more enjoyment (inspired, belonging, happy and enjoyment) a consumer experiences the less privacy invasion they experience. This opens up new avenues for consideration such as how enjoyment interacts with cognitive considerations. Third, perceived benefit greatly influencing consideration over other traditional technology or participatory factors adds to the understanding around judgements made with new technology acceptance. Lastly, these results extended current TAM models by not only providing dual processes of cognitive and affective appraisals to add consideration but also how TAM is or is not applicable with dynamic biometric technology. Where emerging Deep Fakes, Exoskeletons and Virtual Reality technologies all use biometrics, such contributions could be critical for understanding these new technologies' adoption and usage.

Practically, if consumers perceive their privacy has been taken or invaded in the shopping process without their consent, they will require additional incentives or considerations to be willing to purchase. The purchase consideration of what they normally would spend/give, now with the addition of something (privacy) perceived as taken, changes the ratio of expectations with their purchase. The regular offering is now no longer the same as previously offered, before the perceived privacy invasion. Therefore, previous balances of privacy for goods may not be sufficient to elicit the same willingness to purchase. However, this balance of exchanging money and privacy for goods is still emerging and it is not clear how the exchange of privacy for goods is fully governed.

As this research is conceptual of a future commercial innovation, it outlines the reactions consumers might take and helps provide context to illuminate the societal issue of whether such an innovation should be developed. Primarily this research helps prove people would give away their biometric privacy, a permanent human trait, if there is a perceived short-term benefit (a one-time plane ticket). This adds validity to the ethical questions of saving people from themselves: Should regulations be set before the development of this technology and such a personal trait be permanently collected forever, or will Biometrics like currently with Social Media never be fully governed?

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Dynamic Pricing and Price Matching Guarantees

Anna Priester, TU Kaiserslautern
Stefan Roth, TU Kaiserslautern

Abstract

Digitalization is leading to major changes in the way sellers determine their prices. Prices become increasingly dynamic, an approach known as dynamic pricing. For consumers, however, this pricing leads to unpredictable price changes, resulting in uncertainty and negative perceptions. Despite the severe consequences which negative perceptions can have for sellers, research on mitigating factors is sparse. Therefore, we propose price matching guarantees as a means to improve consumer perceptions of dynamic pricing. In two experimental studies, we examine the effect of these guarantees and their design in the context of dynamic pricing. Study 1 shows that price matching guarantees increase fairness perceptions if a supplier respects them. Study 2 reveals that consumers perceive monetary refunds more positively than vouchers.

Keywords: Dynamic Pricing, Price Matching Guarantee, Fairness Perception

Effects Of The Timing Of Add-On Offers

Christopher Pütz, TU Kaiserslautern
Stefan Roth, TU Kaiserslautern

Abstract

It has become increasingly relevant for providers to offer optional add-ons or ancillary products in addition to a base product. While in some industries add-on pricing is already well established, others are still at the beginning. However, when trying to integrate add-ons to their offerings, some providers are facing consumers' rejections. Therefore, this paper aims to examine consumers' perceptions of add-on pricing. We employed an online experiment to analyse the effect of the timing of the add-on offer on consumers' inferred motive and price fairness perceptions. Our results show that consumers infer a rather negative motive and show lower perceptions of price fairness for add-ons which are offered soon (one day after the launch of the base product than add-ons which are offered much later (three months).

Keywords: *Add-ons, Inferred Motive, Fairness*

Should Brands Protest or Celebrate with Pride

Raian Razal, Aarhus University
Polymeros Chrysochou, Aarhus University
Tobias Otterbring, University of Agder

Abstract

The Pride movement has historically been a protest against inequalities, claiming equal rights for LGBTQ+ people. Alongside, it has also emerged as a colorful celebration of identities. Protest and celebration representations are part of brand communication efforts from companies standing up for societal issues such as Pride movement. However, the effectiveness of these brand communication strategies is expected to vary. In the current research, we show that while the prevalence of celebration representations in brand-related content on social media (Twitter) is higher than protest representations, the latter results in higher consumer engagement. A subsequent online experiment in an advertising context demonstrates that protest (vs. celebration) representations generate stronger perceptions of identity relevance across sexual orientations, with positive downstream effects on ad attitudes among non-LGBTQ+ people. These findings suggest that protest representations create more favorable consumer responses, with identity relevance constituting one possible mechanism for this interplay, particularly among non-LGBTQ+ people.

Keywords: LGBTQ+ Pride, Branding, Identity Relevance

Moral Peacocking: Exploring Social Media Outrage

Jeff D. Rotman, Deakin University
Virginia Weber, Deakin University
Andrew W. Perkins, Washington State University
Americus Reed II, University of Pennsylvania

Abstract

Consumer responses to social and moral transgressions are ubiquitous on social media. However, little is known about what motivates these responses, under which conditions they occur, and the downstream consequences of these behaviors. In the current research, we introduce the concept of *moral peacocking*: the act of condemning perceived offensive behavior via public expression of one's outrage. Across six studies and a variety of social issues we find that moral peacocking results from personal outrage and is amplified by the desire and ability to signal this outrage to one's ingroup (study 1a – 1c). We further demonstrate that moral peacocking predicts offline consumption behavior (study 2). Finally, we provide evidence that moral peacocking can result in *counter-peacocking*. Specifically, we find that witnessing a dissociative reference group engage in moral peacocking motivates consumers with opposing views to support the condemned brand through greater willingness to buy (study 3 and 4)

Keywords: Morality, Social Media, Identity Signalling

Donor Warmth Effects on Consumer Evaluations: the Role of Donation Type

Sajeeb Saha, University of Queensland

Abstract

Purpose – This research examines how consumers' perceptions of the warmth of donor firms affect their evaluations. The mediating role of perceived altruism and the moderating role of donation type (e.g. intangible donation of time vs. tangible donation of products or cash in the 'donor warmth – consumer evaluations' relationship are also examined.
Design/methodology/approach – Study 1 employs a 2 (donor warmth: low vs high × 2 (donation type: employees time vs product and Study 2 employs a 2 (donor warmth: low vs high × 2 (donation type: employees time vs cash between-subjects design.
Findings – Improved donor warmth leads to improved consumer evaluations, through perceived altruism, more for tangible donations than intangible donations.
Practical implications – For-profit firms should choose tangible donations over the intangible donation.
Originality/value – This study is the first to examine the differential effect of time and product donations on consumer evaluations.

Keywords: Corporate Giving, Donation Type, Donor Warmth

Cute Brand Logo Reduces Consumer Punishment

Felix Septianto, University of Queensland
Junbum Kwon, University of New South Wales

Abstract

Research on brand transgressions has suggested that when a brand is involved in a transgression and perceived as harmful, consumers will punish the brand. The present research seeks to extend this literature by investigating how having a cute brand logo may reduce consumer punishment of a transgressing brand. Across four experimental studies, this research shows that a brand logo with high (vs. low levels of cuteness associated with a transgressing brand can motivate consumers to protect the brand from harm, thus reducing consumer punishment of that brand. Notably, such motivations to protect the brand are driven by an incremental belief about the brand's development. Moreover, the cuteness effect is attenuated in the case of continual transgressions. Theoretical contributions for the literatures on cuteness, brand logo, and brand transgression are discussed, as well as practical implications.

Keywords: Cuteness, Brand Transgression, Consumer Punishment

Customer Loyalty in Mobile Technology-Enabled Financial Planning in Covid Times

Neeru Sharma, Western Sydney University

Abstract

This study proposes a conceptual framework to explain if and to what extent the pandemic coronavirus disease risk influences Australia's use of mobile phone-based financial planning software. Due to the pandemic lockdowns, many people have experienced adverse financial circumstances, e.g., job loss, a significant drop in income, job suspensions. Although financial planning is essential for consumers' well-being, people often fail to do it actively. However, people are more concerned about budgeting and saving due to uncertainty of income in the current situation. The financial services industry is rapidly evolving, and there are many digital tools (apps) available on the mobile phone. The study focuses on the non-bank financial planning apps to investigate relevant constructs such as privacy concerns, perceived security, trust, app usage and loyalty to the app, and the impact of the Covid-19 risk.

Keywords: Financial Planning, Coronavirus Risk, Mobile Technology

Vertical Line Extensions of Favourite Brands

Miyuri Shirai, Keio University

Abstract

This study investigates customers' evaluation of vertical line extensions of favourite brands. Previous studies examined consumer responses across various brands but failed to focus on customers favouring a brand. The current study proposes attitudes towards the pricing and the quality of the brand as moderators and perceived need for change in the brand as a mediator of the effect of the line extension direction (downward vs. upward on customers' evaluation. An experiment reveals that customers prefer the downward extension more than they do the upward extension, especially with a less favourable pricing attitude or a more positive quality attitude. Perceived need for change mediated the relationship. This study contributes to the literature by demonstrating the underlying process of the acceptance of line extensions by core customers. In practice, firms can develop effective line extension strategies by understanding customers' pricing and quality attitudes of brands and their belief in brand changeability.

Keywords: Vertical Line Extension, Downward Extension, Upward Extension

Being Moral Motivates Consumers to Work Harder

Anirban Som, Indian Institute of Management Trichy
Rafi M. M. I. Chowdhury, Bond University

Abstract

Research studying moral licensing has suggested that individuals who engage in moral activities subsequently engage in immoral or unethical activities. The current research studies moral licensing in the context of the trait industriousness and indicates that being moral actually motivates individuals to work harder. Previous research on moral licensing has highlighted the negative consequences of past moral actions on subsequent deeds whereas the current research identifies that moral licensing may have a positive impact on subsequent deeds when the moral trait being considered is industriousness. A series of two between subjects' experiments provides evidence for this theory. In each of the experiments, participants were subject to a moral licensing prime followed by a choice between a difficult and easy task. Results of the experiments confirm the proposed theory. Process level explanation of the findings and marketing implications will be studied further through future experiments.

Keywords: Moral, Licensing, Industriousness

Extended Abstract

Introduction: *Moral licensing* theory argues that individuals who initially exhibit moral behaviors can subsequently resort to behaviors that are biased towards self-interest and/or indulgent, i.e. unethical (see Blanken et al. 2015 for a meta-analysis of moral licensing effects). For example, individuals who committed to helping someone else subsequently donated less money to charity (Khan and Dhar 2006); voters who indicated their preference to vote for Barack Obama were more likely to select a white person (over a black person) for a job (Effron et al. 2009) etc. Hence, the findings of the moral licensing literature highlight the negative consequences of moral behavior on subsequent actions. On the contrary, research demonstrating positive spillover provides evidence of *moral consistency*. For example, Sintov et al. (2019) found that engaging in simple pro-environmental behaviors leads to increased participation in subsequent pro-environmental behaviors; Gneezy et al. (2012) found that pro-social behaviors, particularly those that impose a cost, lead to subsequent pro-social behavior etc. Before the emergence of the moral licensing literature (Monin and Miller 2001), moral consistency was considered the expected outcome in sequential choice contexts. This was based on social psychological theories e.g., balance theory (Heider 1946), the foot-in-the-door effect (Freedman and Fraser 1966) etc. This research continues in the tradition of examining moral licensing versus moral consistency in a consumption context. Specifically, the current research examines the effects of moral behavior on the selection of subsequent difficult (challenging) choices compared to the selection of subsequent easy (not so challenging) choices. Hence, the moral trait that is examined in the target (subsequent) choice is *industriousness* or *perseverance* which is a character strength based on Peterson and Seligman's (2004) classification of character traits, as well as a moral trait (*hardworking*) that constitutes moral identity (Aquino and Reed 2002). This is a novel contribution as prior research has not specifically examined the effects of moral actions on the selection of subsequent actions that reflect the trait of industriousness.

The following hypotheses are proposed:

H1: Individuals who have engaged (or expressed their desire to engage) in moral activities are subsequently more likely to accept difficult tasks compared to easy tasks.

H2a: Individuals who have engaged (or expressed their desire to engage) in moral activities are subsequently more likely to accept difficult tasks compared to individuals who have not engaged (or expressed their desire to engage) in moral activities.

H2b: Individuals who have engaged (or expressed their desire to engage) in moral activities are subsequently less likely to accept easy tasks compared to individuals who have not engaged (or expressed their desire to engage) in moral activities.

Two experiments were conducted to test the hypotheses. These are described below.

Study 1-Method: 92 undergraduate engineering students from an engineering institute in India participated in this study. The study adopted a single-factor between subjects design (treatment condition, N = 48; control condition, N = 44). In the treatment condition, participants were asked to imagine a hypothetical scenario in which they committed themselves to perform an altruistic activity. A set of two different altruistic activities were presented before them. One of the activities was about teaching at a school for underprivileged children. The second activity was about participating in a campaign aimed at motivating citizens to become more environmentally friendly. The participants were then asked to select the altruistic activity they would like to be associated with and write the reasons behind their choice. Similar primes to induce moral licensing have been used in Khan and Dhar (2006). The participants in the control condition were not subject to any moral prime, rather they engaged in an unrelated task. Subsequently, participants in both conditions were presented with the following information:

"Imagine that you need to turn in a class assignment which requires reading a chapter and discussing several questions about it. There are two chapters from which you could choose: Chapter A is interesting but requires a great deal of effort. Chapter B is less interesting but does not require that much effort." Participants were asked to rate their likelihood of choosing Chapter A and Chapter B on a seven point scale (1 = not at all likely, 7 = very likely).

Results: A paired sample *t*-test indicated that participants in the treatment condition were more likely to select the difficult chapter (M = 5.67, SD = 0.93) compared to the easy chapter (M = 3.42, SD = 1.70, $t(47) = 6.49$, $p < .05$). This result supports H1b. An independent samples *t*-test with preference for the difficult chapter as the dependent variable demonstrated that preference for the difficult chapter (M = 5.67, SD = 0.93) was higher in the treatment condition compared to the control condition (M = 4.43, SD =1.59, $t(90) = 4.59$, $p < .05$). This supports H2a. Furthermore, another independent samples *t*-test with preference for the easy chapter as the dependent variable demonstrated that preference for the easy chapter was higher in the control condition (M = 4.41, SD = 1.60) compared to the treatment condition (M = 3.42, SD = 1.70, $t(90) = 2.87$, $p < 0.05$). This supports H2b.

Study 2- Method: The sample size of Study 2 was 104. The profile of the sample and procedure of data collection were similar to Study 1. Study 2 had the same experimental design as Study 1 (treatment condition, N = 53; control condition, N = 51). The dependent variable for the study was the likelihood of choosing a difficult-to-learn and more advanced academic software over an easy-to-learn and less advanced software. The moral prime in the treatment condition and the activity in the control condition were the same as in Study 1. Subsequently, participants were presented with descriptions of a difficult yet interesting software over an easy yet less interesting software. The descriptions of the software packages were adopted from Zhao et al. (2007). Participants were then asked to rate their likelihood of choosing Software package A and Software package B on a scale of 1(= not at all likely) to 7 (= very likely).

Results: A paired sample *t*-test indicated that participants in the treatment condition were more likely to select the difficult software (M = 5.02, SD = 1.26) compared to the easy software (M = 3.85, SD = 1.84, $t(52) = 3.27$, $p < .05$). This supports H1. An independent samples *t*-test with preference for the difficult software as the dependent variable demonstrated that preference for the difficult software was higher in the treatment condition (M = 5.02, SD = 1.26) compared to the control condition (M = 4.12, SD = 1.75, $t(102) = 3.02$, $p < .05$). This supports H2a. Furthermore, another independent samples *t*-test with preference for the easy software as the dependent variable demonstrated that preference for the easy software was higher in the control condition (M = 4.86, SD = 1.30) compared to the treatment condition (M = 3.85, SD = 1.84, $t(102) = 3.23$, $p < 0.05$). This supports H2b.

Conclusion: Extant moral licensing literature has demonstrated licensing with a range of moral traits e.g., being kind, compassionate, fair, generous etc. However, the moral trait of industriousness has not been examined in the context of moral licensing. The results of two experiments demonstrate that when the target (subsequent) behavior in a sequential choice paradigm is related to industriousness, then there is moral consistency rather than moral licensing. Consumers who engage (or commit to engage) in moral actions are motivated to select difficult/challenging tasks in subsequent choices. Hence, there is no moral licensing for the trait of industriousness. This demonstrates that moral licensing may occur for traits such as being kind, compassionate, fair etc., but based on the results of this research, licensing does not occur for the trait of industriousness. This is a key finding as it qualifies the phenomenon of moral licensing.

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Cyberchondria and Boredom: Societal Boon of Physio/Psychopathologies

Fandy Tjiptono, Victoria University of Wellington
Djavlonbek Kadirov, Victoria University of Wellington
Andhy Setyawan, Universitas Surabaya

Abstract

Do some individual psychopathological tendencies or negative physiological habits play a positive role in mitigating the deleterious effects of the global pandemic of novel coronavirus? This study examines the effect of cyberchondria (internet search based anxiety about one's health) as well as that of boredom proneness (a general tendency to experience boredom in different situations) on consumers' compliance with health guidelines serving the purpose of COVID-19 prevention and mitigation. The findings show that seemingly negative psychological conditions such as cyberchondria, boredom, and fear of a disease have a blessing in disguise in terms of driving preventative behavioural response to the pandemic. This study delves into mechanisms through which cyberchondria and boredom encourage beneficial behavioural compliance, while an important link in this process being the tendency to fear COVID-19. This study finds that fear mediates the effect of cyberchondria/boredom on consumer compliance.

Keywords: COVID-19, Cyberchondria, Boredom, Fear

An Investigation of Human Factors that Influence Consumers' Privacy Vulnerability

Zhenhua (Raymond) Xia, University of Otago
Shijiao (Joseph) Chen, Macquarie University
Donia Waseem, University of Bradford
Balkrushna Potdar, University of Tasmania

Abstract

Previous research on consumer data privacy focuses on the online context without direct face-to-face interactions. Our research investigates consumer data privacy in an offline context, COVID-19 contact tracing at hospitality venues, that involves face-to-face interactions. We conducted 29 interviews to explore the human factors that influence consumers' vulnerability toward information requests. The findings exhibit four human factors: familiarity of the venue, compulsion, popularity of compliance behavior, and professionalism of frontline employees. Our research extends the literature on consumer data privacy from online to offline contexts and strengthens the understanding of how human factors influence consumer privacy vulnerability. This research also provides practical implications for governments and businesses on reducing consumers' privacy vulnerability.

Keywords: Consumer Privacy, Vulnerability, Offline Privacy

Introduction

Due to companies' ever-expanding capability of using consumer personal data, privacy vulnerability becomes a vital topic in consumer research. Previous research on consumer vulnerability focuses on the online context with computer-human interactions, such as e-commerce and online shopping (Aiello et al., 2020; Bandara et al., 2020), social media platforms (Mosteller & Poddar, 2017; Oghazi et al., 2020), location-based services (Junglas et al., 2017), smart services (services supported by internet of things such as smart homes and smart banking) (Frik & Gaudeul, 2020; Mani & Chouk, 2019), and internet browsing and searching (Choi et al., 2018). Consumers' vulnerability arises when they feel that their personal information could be at risk due to companies' collection, storage, and use of their personal information. The threat to their personal information by the internet and technology is beyond their control. Such vulnerability is particularly common in the digital world, and thus most of the data privacy research concepts are developed from the online context. However, consumer privacy vulnerability in the offline context with face-to-face interactions has not been studied sufficiently. Consumers could experience vulnerability in an offline context, such as checking in at a hotel, registering membership at a retail store, and completing the COVID-19 contact tracing at hospitality venues. In these offline occasions, human factors are salient. Therefore, our research investigates the human factors that impact consumers' privacy vulnerability in an offline context.

Theoretical Background

This research draws from social exchange theory (SET) and the framework of consumer vulnerability developed by Hill and Sharma (2020). SET explains how consumers assess benefit and cost in an exchange to develop their decisions (Blau, 1964; Cropanzano & Mitchell, 2005). In this research, we use the perspective of SET to identify both the stimulater and suppressor of consumer vulnerability. Hill and Sharma (2020) developed a framework outlining the resources that cause consumer vulnerability from various levels (individual, interpersonal, and structural). We apply these levels to look for human factors in our data analysis.

Methodology

Our research context is COVID-19 contact tracing at hospitality venues. We chose this context because (1) consumers have direct interactions with frontline employees at these venues, (2) consumers experience privacy vulnerability toward information requests at these venues (Fahey & Hino, 2020; Jervis-Bardy, 2020). We followed a qualitative inquiry approach and interviewed 29 participants with different backgrounds about their experience of COVID-19 contact tracing at hospitality venues. The participants are from Anglosphere countries, including the U.K, the U.S, Australia, and New Zealand. We conducted thematic analysis and interpreted the themes that emerged from the data.

Findings and Discussion

By drawing upon the perspective of the SET and the framework of consumer vulnerability (Hill & Sharma, 2020), we identified four human-related themes of consumer privacy vulnerability. These themes are presented as follows.

The stimulater of Consumer vulnerability

At the interpersonal level, **compulsion** is a factor that tends to cause consumers to falsify their private information. The pressure of compulsion could come from frontline employees who request consumers' personal information, other patrons at the venue, and consumers' companions. When consumers feel being forced to provide personal information due to social pressure, they experience vulnerability and thus tend to falsify partially or entirely. Such falsification allows them to demonstrate "cooperation" publicly and protect their information privately.

The suppressor of Consumer vulnerability

At the individual level, the **familiarity of the venue** reduces consumers' negative feelings related to vulnerability when they are requested to provide personal information. Being familiar with the venue and its staff, primarily through frequent visits, establishes a certain degree of trust in the place. This feeling of familiarity assures consumers that their privacy could be protected. As a result, consumers feel less vulnerable and tend to cooperate with information requests.

At the interpersonal level, the **professionalism of frontline employees** influences the way consumers respond to information requests. If frontline employees do not show their competence in data collection, such as providing clear explanations, consumers would be concerned about their data security and experience vulnerability.

At the constructural level, the **popularity of compliance behavior** increases consumers' willingness to provide private information. When making decisions, people tend to look at the behavior of other people for clues. When they find the majority are complying with a request, they tend to follow. The popularity of compliance behavior promises consumers a feeling of social confirmation. This social confirmation reduces consumers' privacy vulnerability.

Implications for Theory and Practice

This research contributes to the consumer data privacy literature by extending understanding of consumers' privacy vulnerability in an offline environment with human factors. These human factors also help advance the understanding of online data privacy practices. At the practical level, the findings of this research will benefit the solution of how government and businesses can encourage consumers to effectively cooperate with contact tracing by providing truthful data to curbing the pandemic transmission. For instance, by increasing the competence of the frontline employees about data collection and privacy policy through training, promoting the collaboration of contact tracing to enhance consumers' perception of the popularity of compliance behavior.

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Effects of Consumer Involvement on Dairy Products

Han Yin, University of Liverpool

Abstract

This paper investigates the antecedents of consumer involvement and its effects on dairy products. The analysis is conducted on survey data from a sample of the dairy consumer in Shanghai. With the principal component analysis, it has been found that involvement in dairy is a multidimensional construct including four antecedents: pleasure value, symbolic value, risk importance and risk probability. 1073 respondents are divided into three consumer segments according to their involvement profile, that is, straightforward dairy lover, careless dairy lover and concerned dairy consumer. According to the one-way ANOVA test, the segments differ in terms of involvement consequences (e.g., extensiveness of the decision-making process, impact and trust in information sources, cue utilization and purchase behavior). Consumer groups known as "straightforward dairy lovers" and "careless dairy lovers" account for two-thirds of the market. Efforts aiming at consumer reassurance through traceability labeling or certification may gain effectiveness when targeted specifically to them.

Keyword: Consumer Involvement, Dairy Products, Perceived Risk

1. Introduction

Food safety has become a social, political, and economic problem in China following a series of safety scandals (Wu & Yan, 2013). Among them, the melamine-contaminated baby formula event is apparently the most severe. After the scandal, domestic consumers' consumption preferences and behavior toward dairy products have changed a lot. As a reaction to food scandals, Chinese consumers are highly motivated and actively search the trustworthy, reliable information, and conduct a comprehensive evaluation to make reasoned decisions, in order to reduce perceived risk among dairy products (Ding, Veeman, & Cotterill, 2019; Zhang et al., 2010).

The degree of consumer motivation could be measured by consumer involvement (Hollebeek et al., 2007; Hupfe & Flow, 1971). Consumers are likely to be involved in products with a high potential reflection on self-image, with a high cost or risk, or high social pressure (Huang, 2006). High involvement leads to extensive problem-solving, which means an active search, process, and use of information, weighing and evaluating much product attributes before forming beliefs, developing an attitude, and moving towards behavioral intention and actual or overt behavior (Warrington & Shim, 2000).

However, the role of involvement in the case of food products is debated, some scholars believe that consumer attitudes towards food products are normally previously formed, which would lead to a routine decision based on previous purchasing experience (Bruwer & Buller, 2013; Marshall & Bell, 2003). Similarly, low-cost, low-risk, frequently purchased products, such as many food products, are usually thought of as low-involvement products (Bruwer et al., 2014). However, this conclusion seems to be based on a lack of appreciation of the need to fully specify the involvement concept. According to the antecedents leading to involvement, it is reasonable to assume that food products have a lower potential reflection on self-image, lower cost and less social pressure to compel conformity. The notable exception is the (real or perceived) risk: the possibility of making a wrong choice and the possible ultimate health impact on consumers. In that case, the presupposition that food products are low involvement products does not hold in the case of Chinese dairy products for which there is a significant perceived risk.

In that case, the role and impact of consumer involvement on dairy products are definitely worth closer invagination. This not only provide further evidence on the involvement study in the food sector, but also help the market practitioners and policy makers to have a better understand and predicate consumer decision making towards dairy products in China. Since, recently, domestic consumers heavily reacted to those crises through changing attitudes, beliefs and behavior towards dairy (Wang et al., 2015). The efforts from government and enterprises to restore market confidence have had limited success, Chinese consumers are likely to depend, among others, on social or personal influences, including their involvement level (Xu & Zhou, 2011.) Moreover, the increasing awareness of animal welfare, organic and healthy eating makes dairy products particularly interesting for the involvement research (Ding, Veeman, & Cotterill, 2019; Zhang et al., 2010).

Given the lack of research linking consumer involvement to food products, especially for dairy consumption in China, the aims of this research are as followed. First to explore the antecedents of consumer involvement in dairy products, and segment consumers based on their involvement profile. In addition, to investigate the role of involvement on its possible

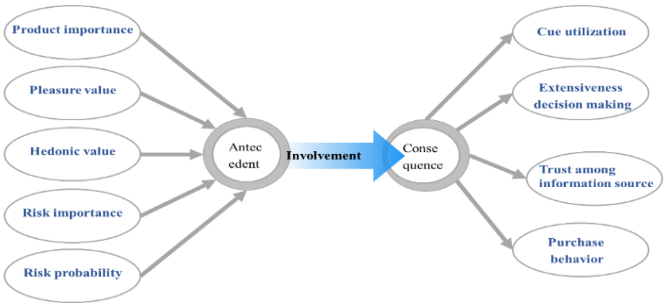
consequences, that is, extensiveness decision making, trust for information sources, the preference among product attributes (cues) for quality evaluation and purchasing habits.

2. Background and conceptual model

The general definition of involvement is conducted by Rothschild and Kinnear (1984), that involvement is an unobservable state of motivation, arousal or interest. It is evoked by a particular stimulus or situation and has driven properties. Beyond the conceptualization, the operationalization for involvement construct is debated (Jain, & Srinivasan, 1990). One mainstream indicates that the quantitative indicators could be reduced into a single scale with perceived importance (Lastovicka & Bonfield 1982; Traylor 1981). Other scholars notice that single item measurement does not capture the total involvement concept and it is not sufficient to classify consumers in terms of a single indictor (Zaikowsky, 1985). Kapferer and Laurent (1985) view the involvement should stem from its five antecedents, that is, the perceived importance of the product, the hedonic value of the product (its ability to provide pleasure and affect), the symbolic value (in what extent the product is related to the expression of an individual's self-concept), the perceived risk importance of negative consequences of a poor choice and the perceived probability of making the wrong choice.

Theory predicts that involvement exerts a strong influence on consumers' decision processes and information search (Laurent & Kapferer, 1985). Traditional views hold that in the extensiveness decision-making dimension, it includes comprehensive alternatives comparison, time spending, opinions consulting for the better choices. Information search means the impact and trust from the reference groups or other sources of information (Laurent & Kapferer, 1985). Furthermore, authors find that the involvement also has an impact on cue utilization, and leads to different purchasing behaviors in the following extended studies (Petty and Cacioppo, 1984). According to persuasion theory with the analysis of the Elaboration Likelihood Model (Haugtvedt et al., 1992; Petty et al., 1983). It has been found that the low-involved consumers who are less motivated to process available information, are more likely to utilize extrinsic cues for quality evaluation, reversely, high involved consumers prefer to use intrinsic cues (Gurhan-Canli & Maheswaran, 2000; Verlegh et al., 2005).

In sum, the theoretical framework showed in the following graph.



3. Method

An online survey was sent out to a sample of residents in Shanghai during June 2021, and total of 1073 questionnaires were received at the end. The questionnaire includes 3 sections. The first section is built based on Laurent and Kapferer's (1985) consumer involvement profile which compose of 15 Likert-type statements (7-point scales), measuring 5 factors (or antecedents) of consumer involvement. In section two, extensiveness of decision-making is measured by items (5-point scales) for: spending time, comparing alternatives, using information and consulting the opinion of others. Similarly, trust among different information sources, purchase behavior, as well as cue utilization are also measured in this part. The last

section involved several social demographics questions. Besides, data were analyzed using SPSS 25. First, the internal reliability consistency of multi-item scales was tested using Cronbach's alpha with 0.6 threshold value (Peterson, 1994). Principal factor analysis was performed in order to assess the involvement profile towards dairy products, and explore real extensiveness of decision-making, trust of information source and cue utilization. Third, consumer segmentation based on individual involvement profiles was realized through two-step cluster analysis. Finally, differences between involvement-based segments in terms of the extensiveness of decision-making, trust of information sources, preference for cue utilization and purchase behavior were assessed through One-way ANOVA F tests (Tukey post hoc multiple comparison test) of mean scores, and cross-tabulation with $\chi 2$ association tests.

4. Findings

This study investigated the profile and effects of consumer involvement in dairy as a product category. Involvement in dairy is shown to be a multidimensional construct. according to the results from principal factor analysis (see table 1), four significant factors are found, accounting for 65.6% of the total variance in the involvement concept. The facets ''product importance'' and ''hedonic value'' load on the same factor. Moreover, the correlations between these items are all highly significant ($p < 0.001$). This new dimension will further be referred to as ''pleasure value''. The factor encompasses how important dairy is to the consumer and how related it is to feelings of pleasure. With the two-stage cluster analysis, involvement-based dairy market segmentation yielded three consumer segments (see table 2), which differ significantly in terms of socio-demographic composition and behavior consequences towards dairy consumption (the mean scores for different behavior consequences showing in table3,4,5).

Table1:

	Factor1	Factor2	Factor3	Factor4	Cronbach's α
Product importance					0.706
1.1 Dairy products are absolutely necessary to me	0.791				
1.2 I include dairy into my daily diet.	0.772				
1.4 Dairy products are very important to me since my kids eat them.	0.532				
1.4 Dairy products are very important to me since my parents eat them.	0.631				
Hedonic value					0.728
2.1. I appreciate to eat dairy products.	0.718				
2.2 I enjoy a meal with dairy products than without dairy products	0.757				
2.3 I feel happy when I purchase dairy products.	0.590				
Symbolic value					0.845
3.1. You can tell a lot a person based on his/her choice of dairy products.		0.899			
3.2. My choice of dairy products gives other people an image of me.		0.897			
Risk importance					0.757
4.1. I do have a lot to lose when I make a bad choice of dairy products.			0.896		
4.2. I find it very annoying to make a wrong choice of dairy products			0.876		
Risk probability					0.684
5.1 I feel lost when having to choose dairy products.				0.880	
5.3 I never know if I make a bad choice of dairy products.				0.844	

Table2: Involve-based dairy segmentations (average scores on 7-point scale).

	Segment	Segment 2	Segment 3
Pleasure value	4.830[b]	5.971[a]	6.280[a]
Symbolic value	3.784[b]	3.203[c]	5.534[a]
Risk importance	4.132[a]	2.731[c]	3.532[b]
Risk probability	4.264[a]	3.602[b]	3.125[b]
Typification	Concerned dairy consumer	Careless dairy lover	Face concerned dairy lover

Table3: Effects of involvement on trust of information, and cue utilization (average scores on 7-point scales)

	Concerned dairy consumer	Carless dairy lover	Face concerned dairy lover
Trust for social media	4.28[b]	4.33[b]	5.10[a]
Trust for family/friend	5.20[b]	5.57[a]	5.83[a]
Extrinsic cue	4.50[c]	4.83[b]	5.62[a]
Taste	5.24[b]	5.71[a]	6.01[a]
Nutritional	4.84[C]	5.20[b]	5.83[a]

Table4: Effects of involvement on trust of extensiveness decision making / purchase frequency (average scores on 5-point scale).

	Concerned dairy consumer	Carless dairy lover	Face concerned dairy lover
Extensiveness decision making	3.44[c]	3.66[b]	4.12[a]
I decreased my consumption due to melamine scandal.	3.28[a]	2.89[b]	3.04[b]
I will decrease the frequency in the future.	2.68[a]	2.00[b]	2.23[c]
I recently reduced my consumption.	2.99[a]	2.23[b]	2.51[c]

Table 2, 3, 4: a; b; cScores in one row with a different superscript are significantly different at $p < 0.05$ (one-way ANOVA and post hoc Tukey multiple comparison test).

Table5: Effects of involvement on purchasing place (%of people)

	Concerned dairy consumer	Carless dairy lover	Face concerned dairy
Daily consume	22.8	59.9	70.5
Weekly consume	64.8	37.7	28.7
High-end market	5.6	5.0	13.8
Dairy specialty stores	14.2	7.6	13.5
Online platform	19.8	32.5	23.8

Associations included in this table are significant at $p < 0.05$ with $\chi 2$ test.

The first consumer segment (30.2% of the sample) includes respondents who are highly concerned, which is exemplified by their high score on both facets of perceived risk (risk importance and risk probability), and lowest level of pleasure value, therefore being referred to as ‘‘concerned dairy consumers’’. They show the lowest dairy consumption frequency and easily be influenced by the milk power scandals. Their purchasing intention decreased due to the scandal, and they further point that they will decrease dairy consumption in the future. It is interesting to find that this group contains more young people (<25) without the child, so their aversion to risk is not based on the consideration of children. And from the impact of external information, they trust the information conducted by experts but hold neutralizing attitude towards sales’ suggestions. In the quality evaluation process, labeling and government certification are not the main cues they prefer, in contrast, they usually use taste and nutrients (protein) to make the justification. Compared with other groups, this group is the least likely to buy dairy products online and the most likely to buy dairy products in exclusive stores. This can be explained as online shopping is difficult to identify the product quality, the risk is higher, and the quality of dairy stores is more reliable.

Another segment is typified as “careless dairy lover” (31.9% of the sample) since they show rather low concerns and low perceived risk related to dairy consumption and safety, but their high pleasure value indicates that they drive enjoyment from eating dairy. The melamine incident did not influence their purchase frequency too much, and they report the lowest intention to decrease consumption in the future. For all segments, relatively more women belong to this group, and they are difficult to be motived or convinced by social platform information or experts’ recommendations. But the suggestions from relatives and friends could have an impact on their purchase decisions. Better taste and high nutritional content are essential signals for high-quality dairy products according to their evaluation system. And they enjoy purchase dairy online, which may be explained by their low involvement, and drives them to prefer to buy dairy products through more convenient channels.

The last segment, typified as ‘‘straightforward dairy lovers’’ (37.9% of the sample), includes significantly more men with middle age, most of them are daily consumers with higher income levels. Relatively, they have a higher level of overseas experience. For all segments, they clearly show the highest involvement in dairy consumption. Their dairy consumption decisions are straightforward, i.e., striving for enjoyment when eating dairy,

relying on their personal experience, not being hampered by eventual concerns related to dairy safety. Motived by the highest pleasure feeling by eating dairy and reflecting self-identity, this group of consumers interest in both the intrinsic and extrinsic cues, and would like to make extensiveness decisions when seeking high-quality dairy products. They spend lots of time on comparing alternatives, consulting opinions with friends, and actively searching for information. Taste, nutrition compositions, certification, and different labeling cues are used together by these consumers to make more reasonable decisions.

6. Implications for Theory and Practice

In the theoretical aspect, the paper against the previous study that involvement could be measured by the perceived product importance alone. This factor cannot capture consumer's involvement in dairy products completely, and involvement could be measured by four antecedent variables (pleasure value, symbolic value, risk importance and risk probability). Different from other food involvement research that the role of symbolic value is weak to influence consumers' degree of involvement, the paper finds that dairy products could reflect self-image as it increasingly becomes a lifestyle beverage in China. Moreover, the dairy consumer could not be roughly divided as low- or high- involved, different consumer segments show diverse extensiveness decision making, cue utilization, trust for information source and purchase behavior, according to their own involvement profile. This paper further provides the evidence that high-involved consumers would utilize both intrinsic and extrinsic cues for the product evaluation which debates the previous idea that high-involved consumers prefer to use intrinsic cues according to their level of cognitive effort used in decision making.

Furthermore, strategies to reduce perceived risk and regain consumers' trust would include building a stronger image, quality assurance (organic, labeling, traceability), improving store image, and mixing ownership with overseas companies. Most of these strategies are especially relevant for ''careless dairy lover'' and ''face concerned dairy lover", together with two-thirds of the dairy market. These segments can be expected to show the strongest interest in certification, traceability and put their trust in labels. Furthermore, both of these segments do report higher trust or perceived impact of recommendation from sales and social platforms, such as food bloggers, Weibo and Tok-Tok. In particular, the perceived risk probability of making a wrong choice can be reduced through more extended information processing with family members and friends. Furthermore, for face concerned dairy lovers, upscale supermarkets could provide the relevant high-end dairy products which associate with personal self-identity or status to attract their attention. On the contrary, the concerned dairy consumer shows some special characteristics. In this group, the efforts from companies and government to reduce perceived risk and rebuilt trust among dairy products may not work efficiently, since they report the lowest level of trust for social information sources, labeling and certification information. They rely on their personal taste experience to justify product quality, and their purchasing frequency is easily be influenced by market scandals. But this group of consumers could be targeted in specialty dairy stores, since they may think the dairy quality in such stores seems much reliable.

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Consumer Culture Theory

How Migrants Shape Consumption in their Home Countries

Samuelson Appau, RMIT University
David K. Crockett, University of South Carolina

Abstract

This research examines how returning migrants enact their acculturation to influence consumption in their home country. While the consumer acculturation literature has greatly increased our understanding of migrant consumers, it is limited in its assumption that acculturation is restricted to the foreign country without regard to the conditions of the migrants' return to their home countries. Our findings address this oversight by showing how returning Ghanaian migrants use gifts as a materiality of their acculturation abroad to shape the consumption and status of their relations in Ghana. We contribute to the consumer acculturation literature by showing that acculturation is not just always ongoing, but it is also always returning with implications for consumption, tastes, status, and even markets for foreign vs local products in the home country.

Keywords: Acculturation, Migrants, Gifts

Power Distance Belief and Slum Tourism

Sohyun Bae, National Cheng Kung University
Xiaoyan Liu, Southwestern University of Finance and Economics
Piaoran Ren, Southwestern University of Finance and Economics

Abstract

Despite the increased popularity of slum tourism, research in this area remains scarce. To determine which consumers are more or less likely to engage in slum tourism and why, in our research we proposed that consumers' *power distance belief* (PDB), defined as one's acceptance of hierarchy and inequality in power, influences their attitudes toward slum tourism. In three experiments, we found, consumers with high PDB, who accept unequal treatment between the powerful and the powerless are less likely to perceive slum tourism as being immoral than ones with low PDB, who support equality and strive to minimize inequality in society and are thus more likely to join a slum tour. We also found that an appeal for a donation mitigated slum tourism's perceived morality among consumers with low PDB and increased their intention to engage in such tourism.

Keywords: Slum Tourism, Power Distance Belief, Donation Appeal

User-Generated Images: Displays of Consumption & Persuasion Strategies of Migrants

Marlini Bakri, University of Waikato
Jayne Krisjanous, Victoria University of Wellington
James E. Richard, Victoria University of Wellington

Abstract

The goal of this exploratory research is to examine the consumption behaviours of migrants as critical destination consumers, and their role as producers of persuasive user-generated images (UGI) that are increasingly shaping market meanings. Through a visual rhetorical analysis, 453 migrant-produced UGI were examined. The UGI display migrants as competent image-makers and cultural brokers, able to leverage their liminal position to frame spatially appropriated UGI to appeal to their overseas audience. In addition, UGI provide windows into the acculturation of migrants through destination consumption activities captured and shared. The findings of this study, therefore, extends understanding of the consumption and post-consumption behaviours of migrants as key consumers, vital in the marketing of tourism products and services. Further, it broadens research in visual images in marketing that typically focuses on firm-generated images.

The Role of Brand Visual Aesthetics During Migrant Consumer Acculturation

Mark Buschgens, University of Waikato
Marian Makkar, RMIT University

Abstract

This paper investigates how brand visual aesthetics (colours, typography, patterns) are interpreted by migrant consumers in new environments. Studies demonstrate consumers rely on the market and purchase products reminding them of 'home' to cope with change. Despite this, little is known of how brands use visuals strategically to engage migrant groups. Using aesthetic appreciation as a theoretical lens, we focus on migrant consumers' life experiences in a host country, and the role of brand visual aesthetics (BVA) in this process. We study Middle Eastern consumers in Australia and brands with Middle Eastern brand design as research context. Through exploratory interviews with consumers and a visual analysis of brands, we find BVA helps evoke aspects of consumer acculturation through BVA plays in consumers' processes of cultural adaption and well-being supporting consumers in their new environments.

Keywords: Brand Visual Aesthetics, Migrant Consumers, Consumer Culture

Transcultural Food Marketing: Synthesizing CCT Insights

Angela Gracia B. Cruz, Monash University
Flavia Cardoso, Universidad Adolfo Ibáñez
Pilar Rojas-Gaviria, University of Birmingham

Abstract

While CCT studies have advanced contextualized insights on how food products are marketed in response to cultural diversity and change, this literature is largely based on single cases. To advance a more holistic understanding, we conducted a narrative synthesis of 73 CCT articles on food consumption and marketing from the past three decades. In doing so, we make three contributions. First, we introduce the concept of transcultural food marketing (TFM) to denote the enactments through which food products are constructed in response to marketplace transculturality. Second, our narrative synthesis dimensionalizes two salient and intersecting tensions that represent key drivers in TFM. Third, we illustrate how these tensions manifest in distinct cultural signatures. Overall, by integrating insights across multiple cases, our analysis amplifies our understanding of how food is marketed as it traverses cultures.

Keywords: Food Marketing, Cultural Diversity, Narrative Synthesis.

Managing Cultural Appropriation While Consuming the Other

Angela Gracia B. Cruz, Monash University
Yuri Seo, University of Auckland
Daiane Scaraboto, University of Melbourne

Abstract

Consuming the exoticized other is a seductive desire, supporting consumers in the construction of cosmopolitan identities against the backdrop of intensifying transnational and multicultural market circulations. While the perils of cultural appropriation have recently emerged as salient concern for marketers, its consequences for consumers remain unexplored. Drawing on an extended qualitative investigation of international K-pop consumers, we use the lens of reflexivity to explore how consumers navigate the perils of cultural appropriation while consuming the cultural other. We theorize appropriation reflexivity as a recursive process of translating what cultural appropriation means in the context of K-pop and managing its ontological threats by rationalizing, recontextualizing, and restraining international K-pop consumption. We discuss the implications of appropriation reflexivity for extant theories of cultural globalization and cosmopolitan consumption.

Keywords: Exoticized Consumption, Cultural Appropriation, Consumer Reflexivity

How Does Disinformation Persuade? The Role of Identity-based Controversies

Carlos A. Diaz Ruiz, University of Auckland
Tomas Nilsson, Linnaeus University

Abstract

The rapid spread of disinformation in social media is a growing concern. Whereas the marketing field has the expertise to understand its spread and counter it, marketing- and consumer- researchers are yet to apply their knowledge to misinformation, disinformation, and fake news. Current research shows how quickly disinformation spreads online, yet it remains unclear what makes it persuasive. In response, this paper draws on consumer identity work to investigate how a particular group of consumers mobilize disinformation to resist science. It reports the case of the *flat Earth* community, a controversial group arguing that the Earth is not round but flat. By studying their rhetorical strategies against overwhelming scientific evidence, this paper shows how they make disinformation persuasive by appealing to identity-based controversies introducing and reinforcing contradiction and resistance. Therefore, this paper contributes to understanding disinformation by showing how it becomes persuasive *in* and *through* the contradictions of identity work.

Keywords: Disinformation, Consumer Identity, Persuasion

Curation and Connection Reflections: A Handmade Journey

Angela R. Dobele, RMIT University

Abstract

Making things by hand requires a blending of the maker's skills with material products to make an artefact, called craft practice. In exhibiting handmade objects, pieces are curated for both the public consumption of others and the maker. This research explores the meanings associated with handmade objects that are both publicly and privately curated to determine if artefact meanings change. The research methodology follows reflective practice to explore the 30-year journey into making a particular quilt, its public showing (2003), and its now private curation in her home to consider the maker/artefact connection. Narrative practice is used to make sense of this connection and determine if it has changed due to both/either private or public curation practices. The conclusions include the realisation that curation experiences need to be considered through both production and consumption lenses, and the maker/artefact connection is evident in the continued curation activities that have been adopted.

Keywords: Craft Artefacts, Craft Practice, Reflection Methodology

Traversing Shrines: Making Somewhere from Nowhere

Toni Eagar, Australian National University
Shona Bettany, University of Huddersfield

Abstract

Prevailing thoughts on places are on those that people live in or travel to, with the space and places travelled through receiving little attention. To address how a place endowed with meaning becomes locatable through the traversing of and pausing in space we conducted an ethnographic and historical study of Pooh Bear's Corner on the Clyde Mountain in NSW. Conceptualised as a traversing shrine, a location that is pause along a journey rather than a destination itself, we identify the motivations emplacement to be (1) mobility, (2) pause, and (3) orientation. This contributes to our understanding of domestication and transgression in space to theories of space and travel.

Keywords: Space/Place, Travel, Enshrinement

Introduction and Research Aim

Within the tourism literature there is an assumption that a place exists, and it is up to marketers to manage and promote this pre-existing place as a destination for tourists, residents and businesses (Skinner 2008). These places have been situated along the dimensions of having a hierarchy of power (e.g. capital of businesses, tourists, residents, and investments), a level of place marketing, and a physical locality that distances one place from another (Niedomysl and Jonasson 2012). However, how a place emerges from nowhere, of having no capital, marketing or distance, into a place that "exists" has not been considered in the literature. Thus, the aim of this study is to address the research question of how does a place emerge from the geographic possibilities of nowhere? This addresses the call by Bradford and Sherry (2015: 148) to address the ways in which place is traversed by "going over (e.g., mountains and pyramids), under (e.g., caves and chambers), around (e.g., taboo and labyrinth), and through (e.g., walkabout and pilgrimage) and through this, revealing or harnessing sacred dimensions of space in the process".

Background

Place is one of the fundamental concepts that connects sociality, historicality, and spatiality (Creswell 2015; Soja 1996, 1989). According to political geographer, John Agnew (1987) a space is a place when it is a "meaningful location" composed of (1) a location, i.e. can be situated in relation to everywhere else, (2) a locale, the geography/architecture that shapes the space, and (3) a sense of place, people's personal and emotional attachment to a location. Of particular interest in this study is how undifferentiated space, nowhere, is transformed into somewhere that is endowed with meaning (Creswell 2015). Tuan (1977: 6) likens space to movement, and place to pauses – "each pause in movement makes it possible for location to be transformed into place". Based on this perspective in this study we look at the emergence of a traversing shrine, locations that are stops along a journey rather than a destination in themselves, e.g. Mazars, China; Ovoo, Mongolia; Cairns, Scotland.

Despite the holy connotations of shrines, shrine comes from the Latin *scrinium* meaning a case or box for keeping papers. It is a form of sacred *or* secular commemoration to either a person, a relic or an idea, where offerings are made at a specific location. Secular enshrining has become more ubiquitous in westernised societies, for example the common practice of spontaneous floral shrines appearing at sites of death or disaster (Thomas, 2006) but also the emergence of less easily defined but more permanent shrines such as the Los Angeles Wisdom tree (Cox, 2018). A common characteristic of these examples of enshrinement is the act of leaving things behind, i.e. material attrition.

Context: Pooh Bear's Corner (PBC)

At the apex of the Clyde mountain (elevation: 781m), on the winding Kings highway from Canberra, Australia, to the coast, sits a tiny cave adorned with graffiti, teddy bears and other memorabilia left by passers-by. This unlikely shrine has a relatively unsafe stopping place for no more than two cars, and the teddies and other offerings are subject to the rain and mist of this inhospitable location, and occasional vandalism. Given that teddy bears are usually precious things to their owners and that a bear left here is highly unlikely to be present at any

following visit it is a somewhat out-of-place offering, but we suggest, a clear example of place making. It is a passing place, a key marker on a journey to somewhere else.

Method

An interpretive qualitative approach has been applied (Hackley 2003), applying an ethnographic approach of visiting the site, leaving bears, documenting materials left behind by others. Other data includes media and social media documents, traveller stories sent via email and interviews with 22 travellers through the site, each 30-60 minutes covering oral histories of travel through or experiences of PBC.

Findings

Based on the work of Tuan (1977) that place emerges from pauses in space we identify that the PBC traversing shrine is motivated by the following:

Mobility: has two aspects (1) the reason for mobility and (2) the ability to move. While the second is tied to the emergence of technology in roads and motor vehicles the first revolved around accessing resources, including natural (gold, stone and produce), employment or leisure:

Pausing: suggests three reasons to pause in a space (1) Physical needs, including the need to rest or be sick; (2) Technological, old cars would "boil" on the steep road or brakes would burn/fail; and (3) Topological features, these were geographic attributes that either made it safe to pause or were distinctive enough to elicit curiosity/exploration.

Orientation: relates to the sharing of traversing between travellers. It includes (1) route finding, stories to orient other travellers; (2) emplacement in time, stories to orient the place in history; (3) emplacement in culture, stories to orient the place in culture. It is this final orientation narrative where the enshrinement process emerges, where the leaving of bears and other objects symbolising the transition of a space in nowhere to a place with a distinct set of cultural meanings that are codified through objects.

> *"I think they probably see them there and they think it's a really good idea and they want to be a part of the bigger picture. It's like you were part of something bigger than yourself, like you're just creating...I'd feel like, now my Pooh Bear's there, it just makes you feel like you've contributed something to society."* (Maria, 23, Coast)

Discussion

Our findings indicate that traversing shrines are a form of domestication and transgression. While the physical distinctiveness of a space leads to pausing, resulting in a replication of route and pausing behaviour, the space is further tamed through material attrition practices that reproduce and create mythological structures (Lévi-Strauss 1955), which increasingly differentiates this place from the nowhere/somewhere/elsewhere. The renewal of a place's domestication is countered by the transgressive elements of destruction and decay that material attrition requires. In conclusion, while this study is a work-in-progress, it aims to contribute to our understanding of the relationship between space, place, travellers, and the things left behind that mark human passage through space (Bradford and Sherry 2015)

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Finding Space for Black Joy in Live Music During COVID-19

Natalie Mitchell, University of North Florida
Kevin Thomas, Marquette University
Toni Eagar, Australian National University
Yingnan Shi, Australian National University

Abstract

The denied humanity Black people endure daily is often conceptualized as all-consuming. In this study, we examine how the Verzuz, a livestreaming "rap battle" music event offers a virtual space wherein Black joy coexists with pain. Black joy is conceptualised as offering a space where the imagination can be stretched to include a life without White supremacy to enable resistance and self-care. Adopting a theoretical framework of spatial topologies, we explore how space for Black joy manifests in multiple socially constructed and interconnected levels. This study uses a netnographic approach with data collected from Verzuz battles, social media, the media and planned primary interviews with fans and organisers. Our findings suggest that spaces for joy to emerge requires an ontological shift when considering the lived Black experience.

Keywords: Black Joy, Race, Spatiality

Introduction: Finding Space for Black Joy

In the African American community, the novel coronavirus and enduring racial discrimination has spawned a double pandemic (Blake 2020; Addo 2020). Statistics recently released by the Centers for Disease Control (CDC 2020) underscore how COVID-19 and racism are intersecting and further exacerbating the corporeal wellbeing of Black people in the United States. The CDC reports that the odds of a Black person contracting and dying from COVID-19 are more than double that of a White person, and their chance of hospitalization is nearly five times higher. The CDC links these significant discrepancies in health outcomes to discrimination and systemic racism. As such, society appears to be ready to acknowledge that while viruses may not discriminate based on race, they circulate within a culture that does, resulting in greater impacts on communities of colour.

Rather than focus on the despair that African Americans contend with during this double pandemic, this study critically examines the spaces in which Black joy materializes within the confines of a racialized global health crisis. We do so, because as Johnson (2015: 180) notes, "… [B]lack joy allows us the space to stretch our imaginations beyond what we previously thought possible and allows us to theorize a world in which white supremacy does not dictate our everyday lives". Black joy has also been characterized as a site of resistance and self-care (Brooks 2020; Packnett 2017). To address the research question of how is space for Black joy manifested, we explore the context of Verzuz, a livestreaming music event series of battles between music artists that emerged during the Covid crisis.

Context: Verzuz

The global onset of COVID-19 in early 2020 and the extensive mitigation procedures that followed led to a near complete shutdown of the live music industry (Blistein and Millman 2020). In response, Swizz Beatz and Timbaland, two veteran African American music producers launched Verzuz live battle sessions on Instagram Live in late March 2020, which has expanded from there (Leight 2020). Verzuz battles consist of two comparable music artists from Black music traditions, primarily hip hop and R&B, who play approximately 90-seconds of 20 songs from their music catalogue in an alternating fashion as a livestreaming session on various platforms. There is no officiating of battles with no winner announced, instead it is left to the audience to commentate and debate who "won".

Theoretical Framework: Topology of Space

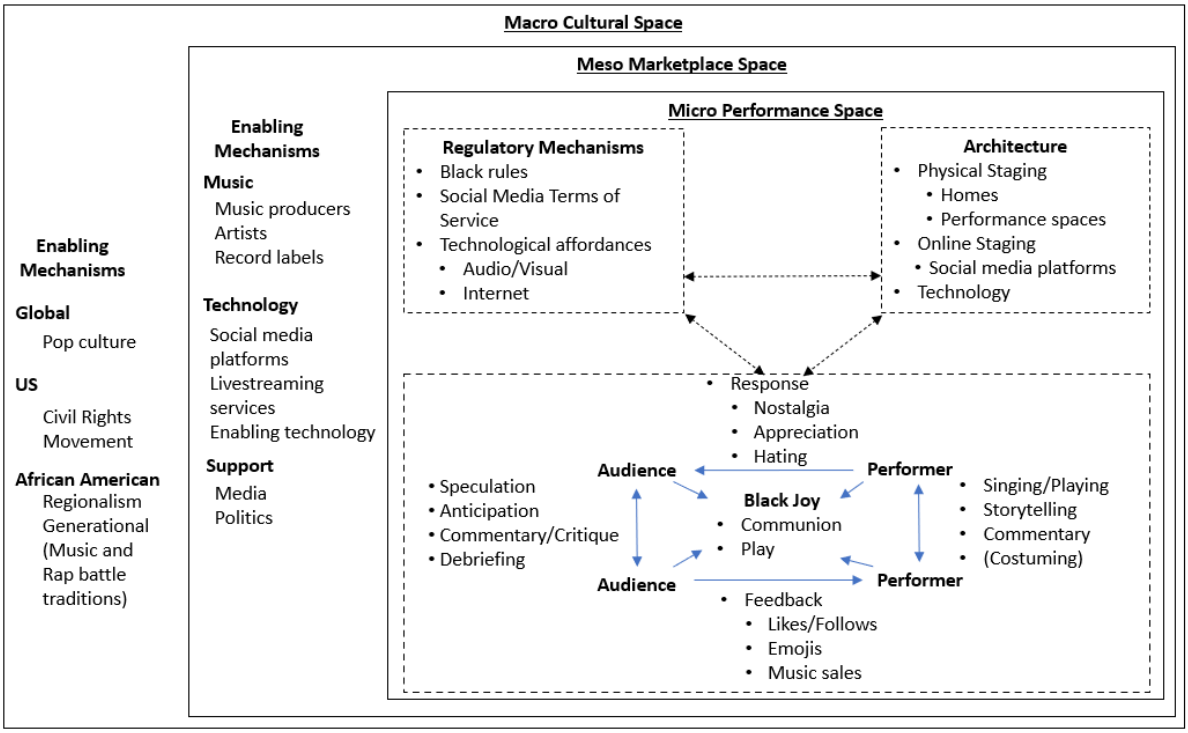
We adopt a spatial perspective "where space and objects in space are organised to provide certain arrangements and connective opportunities, while also recognising that space is a community object that transforms over time, as does the arrangement of connections" (Eagar and L'Espoir Decosta 2018: 571) to understand how Verzuz provides a space that manifests Black joy. This perspective is based in the Heidegger (1962) tradition of how subjects make sense of the world and their lives, or of being. This requires an acknowledgement that being here or there is a constant interpretation of being with the space, the context and the entities it comprises. This allows for the consideration of how Black joy emerges from macro spaces of African American, US, and global cultures, to meso spaces of the music and social media marketplaces, and lastly in micro spaces of performances (Soja 1996, 1989).

Method

In this study, we examine how the Verzuz series offers a virtual space wherein Black joy is collectively constructed. We conduct a netnographic inquiry, an ethnographic approach to gaining consumer insights when studying online communities (Kozinets 2002, 2010). Data collection is complicated by the evolving context and the composite text nature of livestreaming events. Data collected includes video recordings of Verzuz events on Instagram, AppleTV and Triller, downloads of Instagram responses to events, more than 1.5 million Tweets hashtagged "#verzuz" posted to Twitter between March 2020 and May 2021, 712 media articles for the same time period and the authors plan to interview Verzuz fans and organisers in mid-late 2021. Data analysis procedures for visual, media and interview data follow an interpretive qualitative approach of open, axial and thematic coding. While, the volume of social media data was first analysed using linguistic analysis software, LIWC, to narrow the data set to important posts before interpretive analytical procedures are applied.

Findings

Figure 1 The Emergence of Black Joy Spaces Via Verzuz Battles



Discussion

While our analysis remains ongoing, preliminary findings suggest Verzuz's may indeed be viewed and utilized by its viewers as a trusted source of Black joy. From our preliminary analysis we conceptualise Black joy as communion and play within physical and online spaces that are regulated by Black rules, enabling Black expression, creativity, and social connection.

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When Market Participation Is Laden With Moral-Emotion

Anna E. Hartman, University of Melbourne

Abstract

This paper furthers our understanding of the institutional factors contributing to a market laden with moral emotions by studying the experiences of consumers who undertake third-party reproduction (donor-assisted conception) in the United States. These include (1) *institutional complexity* in the form of competing logics that dictate contradictory priorities and norms; (2) *contested legitimacy* that is persistently associated with its core market practices and outcomes; and (3) the extent to which one's market participation holds *cascading interpersonal consequences*. Findings further illuminate how consumers in markets laden with moral emotions engage in three types of *emotion-legitimacy work* to shape individual and social evaluations (legitimacy judgments) and/or the associated emotions involved in market participation: *validation work, threat-reduction work*, and *normalization work*. 18 depth interviews were conducted: 16 with recipients (14F, 2M), and two with service providers. Data were analysed in an iterative fashion abetted by the enabling lens of institutional theory.

Keywords: Emotion Work, Institutional Theory, Legitimacy Work

The New Consumer Experience in Hostile Consumption Communities

Clarice Huston, Monash University
Angela Gracia B Cruz, Monash University
Eloise Zoppos, Monash University

Abstract

Conflict is common within consumption communities, yet how this shapes the beginnings of the consumer journey requires further investigation. This study explores how conflict shapes the new consumer experience within hostile consumption communities and the tensions that arise. A combination of in-depth interviews and netnography provide an emic account of the new player experience within the esports consumption community. Findings are presented through the lens of practice theory and indicate that new consumers are unwelcomed to the community through blame framing practices and smurfing while facing the challenge of a complex and liquid field. Scaffolding practices such as community-driven initiatives and parasocial relationships with online mentors assist new consumers through the beginnings of their journey.

Keywords: Consumer Culture Theory, Qualitative, Consumption Communities

INTRODUCTION

Conflict is a common occurrence in consumption communities, with prior studies illustrating how this conflict is managed and overcome by community members (Chalmers Thomas, Price, & Schau, 2013; Husemann, Ladstaetter, & Luedicke, 2015; Muniz & O'Guinn, 2001). Consumers may also face challenges to participation within a community such as social stigma (Kozinets, 2001), material barriers (Schouten & McAlexander, 1995), and divergent understandings of authentic participation (Beverland, Farrelly, & Quester, 2010). However, less is known about how these conflicts shape the beginnings of the consumer journey and the experiences of new community members. This study explores the beginnings of the consumer journey within a hostile consumption community, where conflict between existing and new consumers is common. We refer to the consumer journeys literature to understand the interactions a consumer has with multiple touchpoints throughout their consumption experience (Hamilton & Price, 2019). Thus we ask the question: how does a hostile consumption community shape the beginnings of the consumer journey?

LITERATURE REVIEW

To understand the first experiences of a new consumer, we draw upon the consumer journeys literature. Rather than focusing on the dynamic interactions between a consumer and the firm across multiple touchpoints in the customer journey (Lemon & Verhoef, 2016), the consumer journey explores the consumer's overall experience across multiple products and services as they use marketplace resources to accomplish consumption goals (Hamilton & Price, 2019). The consumer journey looks at complex consumption goals where satisfying a need through a product or service is not the primary goal. Studies such as Goulding et al. (2013), Littlefield and Ozanne (2011), and Schau et al. (2009) provide insight into the beginnings of the consumer journey, where consumers undergo a socialization process with experienced members and engage in welcoming practices. However, less is known about how conflict within a consumption community shapes the new consumer experience.

METHODOLOGY

This research is conducted in the context of esports – "an organised and competitive approach to playing computer games" (Witkowski, 2012, p. 305) – where an understanding of its insider cultured is necessary for authentic participation (Seo, 2013; Taylor, 2012). Twenty in-depth interviews provided emic accounts of consumer experiences, offering insights into esports consumption more broadly. Netnographic data was collected through the online discussion forum Reddit to provide a detailed understanding of the new player experience as it occurred. A total of 42 threads and 13,513 comments resulted from netnographic data collection. To understand the contextual meanings surrounding the routinised behaviours of actors (Nicolini, 2013), a practice theory lens was adopted when analysing the data set. The first author's insiderhood provided a nuanced understanding of the data set (Askegaard & Linnet, 2011; Blythe, Wilkes, Jackson, & Halcomb, 2013), allowing for an informed analysis of the cultural meanings embedded within the texts.

FINDINGS

The new consumer experience within hostile communities is illustrated through three themes: field-level challenges, unwelcoming practices, and scaffolding practices.

First, field-level challenges arise from its complexity and liquidity, with knowledge being a key asset to participation in esports. Game updates are frequent, requiring players to adjust to the meta (community perception of how best to play the game) and relearn game mechanics. Material barriers such as poor internet connections and time zones hinder consumption, with a good internet connection being necessary for optimal play.

Second, new players are unwelcomed through blame framing practices, where experienced players construct a characterised version of the new player through language, creating tensions between new and existing players. Existing players feel as if held hostage by the inexperienced new player due to the penalties of leaving a game before its conclusion, blaming new players for their miserable experience. Additionally smurfing – where players create a new account to dominate games against less skilled opponents – creates an unfair advantage for whichever team has the smurf. As this practice is common and normalised through streamers using smurfing as a form of entertainment, new accounts are assumed to be smurfs.

Finally, despite its hostile nature, the community engages in scaffolding practices – the knowledge structures – to assist new consumers throughout the beginnings of their journey. Community-driven initiatives aid the new player experience, with subcommunities dedicated to teaching new players about the game creating havens for learning. Experienced players also offer advice to new players, though some of this advice – such as muting all teammates – hinders knowledge accumulation.

CONTRIBUTIONS AND CONCLUSION

This study makes two main contributions to the literature. First, while previous studies have illustrated how conflict is managed within consumption communities (Chalmers Thomas, Price, & Schau, 2013; Husemann et al., 2015; Muniz & O'Guinn, 2001), less is known about the new consumer experience within conflict-ridden communities. We demonstrate that community practices and the broader context of the field can be detrimental to the new consumer experience, creating tensions between new and existing community members. Second, previous studies have explored the social relationships that help guide new consumers entering a community (Goulding et al., 2013, Schau et al., 2009, Littlefield & Ozanne, 2011), creating a welcoming environment. In contrast, we show that new consumers facing hostile consumption communities rely on *parasocial* relationships (Horton & Wohl, 1956) with content creators within the esports field to provide important knowledge of how to play the game and interact with other community members. Parasocial mentors form a key part of scaffolding practices that assist the new consumer with overcoming unwelcoming practices. Overall, this study contributes to our understanding of how the hostile consumption community shapes the beginnings of the consumer journey.

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Sexualising Women's Neoliberal Inequality: Pornography's Ecofeminist Subject

Laura McVey, RMIT University
Lauren Gurrieri, RMIT University
Meagan Tyler, RMIT University

Abstract

This paper extends extant scholarship concerned with problematising women's construction as market subjects. While this body of work has been significant in identifying women's gendered and feminised inequality under neoliberal capitalist patriarchy, an understanding of women's *sexualised* inequality, as a form of neoliberal inequality, is largely absent. To advance this, we apply an institutional logics analysis to an archival dataset from five user generated pornography websites. Through identifying the union of two key logics of the neoliberal state, environmentalism and female empowerment, we trace the user-generated pornography market's construction of a newer idealised, neoliberal market subject – the ecofeminist. With calls to rethink the consumer subject and the many forms it may take, our conceptualisation of the ecofeminist subject contributes to existing critiques on women's market subjectivity by locating women's inequality under neoliberal capitalist patriarchy as highly sexualised, while also offering a phenomenon-driven study for issues of societal impact.

Keywords: Market Subjects, Inequality, User-Generated Pornography

City, Consumption, and Interculturalism

Sorush Sepehr, University of Technology Sydney

Abstract

With the rise of interculturalism as an alternative paradigm to the dominant multicultural integration policies in immigration countries, the importance of cities, as landscapes of intercultural interactions and consumption has become more and more important. This study aims to investigate how cities and city-related consumption practices play a role in immigrant consumer acculturation, an area that is largely overlooked in previous research. A hermeneutic approach is used to analyse and interpret the data collected through semi-structured interviews with 18 Iranian immigrants who live in Dortmund, Germany. The findings show how immigrant consumers' involvement in city-related consumption practices provides them with a set of resources to navigate within the hosting society and develop a sense of belonging to the city, beyond the dichotomy of the home and host countries. This is especially evident in the case of collective forms of consumption, such as football fandom, that involve intercultural interactions.

Keywords: Interculturalism, City, Consumer Acculturation

Green Heroism As Asymmetrical Consumer Responsibilisation

Morgan E. Smith, University of Sydney
Tom van Laer, University of Sydney
Ross Gordon, Queensland University of Technology
Foluké Abigail Bádéjọ́, Queensland University of Technology

Abstract

This article offers a critique of the 'green hero' narrative national market stakeholders create as a form of consumer responsibilisation. It extends conversations in marketing theory about consumer heroes, consumer responsibilisation and sustainable consumption. Using quantitative automated text analysis and qualitative discourse analysis of documents Australian energy market stakeholders published, we interrogate the dominant narratives they communicate. Applying ideas from the literature on heroes and from narrative theory, we problematise this dominant narrative as reflecting a singular representation of the typical energy consumer that does not acknowledge diversity in gender, cultural background and lived experiences. Furthermore, we show how this narrative serves to asymmetrically responsibilise consumers for managing their energy consumption efficiently and sustainably to help tackle the climate crisis. We call for a more pluralistic discourse on green heroes in marketing and for a shift towards a fairer, collective responsibility for tackling issues of sustainability and the climate crisis.

Keywords: Consumer Responsibilisation, Green Marketing, Narrative Archetypes

Consumer Performances as Territorial Negotiations

Rohan Venkatraman, University of Melbourne

Abstract

Consumer performances are often tied to specific social contexts called theatres of consumption, where the space acts as a site of orchestration of cultural meanings. However, how consumers interact with varying levels of space as they engage in deliberate action, both in the physical and in the phenomenological sense, is an area ripe for exploration. Through an ethnography of drag performances, I theorise consumer performances as the negotiations between the body, private meanings, social meanings, and space. Drawing on Goffman's (1971) *territories of the self* as a spatial framework of the self, I show how successful consumer performances are contingent on consumers being able to defend their sense of self across sociospatial domains, and performances may fail when space territory is infringed upon. I thus contribute to work on consumer performances by examining the importance of social geographies—space and boundaries—to the success or failure of consumers' performances.

Keywords: Space, Consumer Performances, Territories of the Self

Digital Marketing

Investigating Consumer Usage Intention of Conversational AI Agents

Ahlam Alnefaie, University of Technology Sydney
Sonika Singh, University of Technology Sydney
Baki Kocaballi, University of Technology Sydney & Macquarie University
Mukesh Prasad, University of Technology Sydney

Abstract

Artificial intelligence (AI) applications are becoming prominent in digital marketing environment. Conversational agents (CAs), like chatbots, are one of the most popular applications of AI and are increasingly used by companies to provide information and services for their customers on social media. Considering the benefits of AI, most brands have recognized their potential for successful marketing. This research aims to propose a conceptual model to investigate the factors that influence consumer attitude and usage intention towards CAs. The proposed model is based on the Technology Continuance Theory (TCT) as the basis of this research. The development of an instrument for survey-based data collection to test the model is in progress. The expected outcomes could provide theoretical and practical implications for CAs development as a useful interactive tool in firms' marketing efforts strategies.

Keywords: Conversational Agent, Chatbot, Use Intention

Introduction

Artificial intelligence (AI) is an increasingly used tool to solve various marketing problems in fields such as social media marketing using algorithms such as natural language processing, machine learning, and deep learning. Nowadays, many industries are using AI technologies to find new ways for connecting and engaging their customers. The most significant impact on AI and text analytics is based on the recent developments in text recognition and natural language processing (Alnefaie et al., 2020). Conversational agents (CAs), aka, chatbots, provide natural language user interfaces mimicking human-human conversation. These methods are established based on text-based or voice-based inputs and outputs and are mostly integrated into social media platforms or websites (e.g., Facebook Messenger, WhatsApp, and WeChat). Popularly offered as a customer service solution in travel, banking and retail e-commerce, CAs are now being used as a tool to engage customers on social media. Once known in-store marketing only to maintain exclusivity, even luxury brands are also adopting CAs to offer customer service and customized online experiences on social media (Chung et al., 2020). For example, Louis Vuitton has recently introduced a chatbot that provides information about stores, products, and access to customer support (Fernandes, 2020).

Relying on machine learning and AI techniques, these conversational agents can provide the required information quickly and directly. From the customers' point of view, CAs provide convenient customer support and personalized engagement without downloading an app (Akhtar et al., 2019). As a result, scholars predicted that enterprises will create more CAs than traditional mobile apps in the future (Brandtzaeg and Følstad, 2018). Furthermore, conversational agents are expected to save $11 billion by 2023 (Insider, 2020). According to Jovic (2020), business experts predicted that by 2022, 90% of customer interactions in banks would be handled without human agents and will be based on emerging technologies such as machine learning applications and chatbots. This is evident from the recent development in the environment, wherein, during the current pandemic period related to COVID-19, face-to-face interaction with human agents has become unavailable. Customers now rely on social media

sites and online communication applications such as CAs to seek information about purchasing products and contacting brands for customer service.

Recent studies show that the social presence of CAs influences the users' trust towards CAs usage (Toader et al., 2020). Furthermore, it has been demonstrated that non-disclosure of CAs identity enhances social interaction desire by customers and the conversation length of the machine–customer conversation (Luo et al., 2019). Most previous studies are focused on the impact of CAs' characteristics, such as human-like agents, to demonstrate the social desire by customers (Toader et al., 2020). However, there are limited studies exploring the expert-like agents and values that CAs could provide to the customers. From a practical point of view, given that CAs improve the relationship between brands and customers through different marketing activities, it is important to understand the consumers' perceptions towards CAs which could affect consumers' usage intention. From a theoretical point of view, although research on technical aspects of CAs is quite extensive, there is scant research on usage and customer satisfaction of CAs (Cheng and Jiang, 2021; Chung et al., 2020). More empirical research is needed to evaluate the effectiveness of CAs as a marketing tool.

In this context, the research question of this study is "What are the factors affecting customers' continued use of CAs?". Thus, this research aims to investigate the predictors that influence attitude and post-adoption consumer behavioural intention of CAs usage to ensure its successful development. Post-adoption behaviour, particularly continuous use intention, is the main research direction for many IS and marketing scholars due to considering usage intention as a reliable assumption of effective technology usage. IS continuous use intention is defined as "Users' intention to continue using the information system" (Bhattacherjee, 2001), based on this definition, continued use of CAs refers to the degree to which a consumer intends to continue using the CAs. The technology continuance theory (TCT) is the advanced IS theory that is applied to investigate users' continuous intention of using technology (Liao et al., 2009). TCT theory is concentrated on the factors that influence the use of general IS systems, due to the development of AI applications, investigating the factors that influence the use of CAs is critical to ensure its successful development and can lead to a successful digital marketing environment. Therefore, this research aim could be achieved by establishment of a conceptual model based on the TCT theory, including the antecedents that could influence the use of CAs.

Theoretical Foundation

Considering e-commerce domains, conversational agents are generally used to provide product-related information, customized service, and online customer support (Solis-Quispe et al., 2021). In the literature, the term "conversational agents" refers to digital assistants, chatbots, virtual assistants, or dialogue systems, often used synonymously (Diederich et al., 2019). As businesses have increasingly focused on conversational agents to facilitate interaction with consumers, previous studies have investigated this concept. For example, Rese et al. (2020) revealed that CAs could play an important role in marketing strategies by exploration, information seeking, and customer communication. In an exploratory study, Ashfaq et al. (2020) highlighted that perceived enjoyment evoked by the interaction with conversational agents could enhance customers' feelings about CAs usage, and consequently, likely to increase their satisfaction. In summary, the research on post-adoption usage of CAs appears to be in its infancy, and there is a need for more empirical studies on this phenomenon considering the existing research gap.

Post-adoption behavior, particularly continuous use intention, is the main research direction for many IS and marketing scholars due to considering continuance intention as a reliable assumption of effective technology usage. The major IS theories, such as Technology Acceptance Model (TAM), Expectation Confirmation Model (ECM), and Cognitive Model (COG), are applied to investigate users' intention of continued use of various IS technologies

(Harasis et al., 2018). Moreover, Liao et al. (2009) proposed a new theory called the technology continuance theory (TCT) by combining the three well-known IS models as TAM, ECM, COG, for predicting the users' continuous intention towards technologies. Although the current literature has extensive studies that focused on investigating the influencing factors of post-adoption usage of various IS applications, there is scant research on the influencing factors of post-adoption usage of conversational agents in marketing applications despite rapid changes and adoption of new technology.

Current and Future Work

A systematic literature review is conducted to investigate additional predicting variables for AI commerce CAs' usage in the marketing discipline. Then, the proposed conceptual model is developed by embedding the findings of the literature review. CAs interactions simulation will be designed and provided to the participants to understand if customers give more importance to the proposed factors. The following steps include designing the survey instrument, development of a scale for each construct and data collection to validate the research model. The target population of this study is online consumers who have previously interacted with brands in Australia on social media and websites. The survey instrument will also collect information on demographic characteristics and Technology Readiness Index (TRI). The Internet-based questionnaire will be the preferred method for data collection. A 5-point Likert scale will be used to measure the satisfaction of the items, which tends to produce better distributions of data and is ideal for a larger study. At the end, the structural equation model will be applied to test the hypotheses.

Conclusion and Expected Outcomes

This research aims to investigate the factors that influence consumer attitude and usage intention towards AI conversational agents through an adapted TCT theory and uniting theoretical insights from the technology literature with marketing research. It is expected that the results of this research, from the theoretical side, could contribute to the digital marketing research through identifying factors affecting consumers' intention to use conversational agents. Our results may bear managerial implications for businesses to use CAs as critical e-strategy tools to engage consumers successfully. Our findings may provide valuable insights to help marketers successfully implement this innovative technology.

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Influencers Beware: The Dangers of Over Sponsorship

Vicki Andonopoulos, University of Sydney
Jenny Jiyeon Lee, University of New South Wales
Christine Mathies, University of New South Wales
Gavin Northey, Griffith University

Abstract

Social media influencers (SMIs) are central to one of the largest industry marketing movements of this era: influencer marketing. However, the resounding pace at which SMIs are replacing celebrities in sponsorship roles is not reflected in extant research. One increasingly critical constituent of the existing endorsement and sponsorship literature is the tendency for spokespeople to engage in multiple endorsements or over-sponsorship with multiple brands. This research undertakes three studies to investigate the effects of various levels of SMI sponsorship engagement (no, low, and high sponsorship levels) on consumer responses (willingness to follow SMIs, to like photos, to share profiles, and to make purchases) through a novel new mediating characteristic, the SMIs perceived personal authenticity. We observed a negative consumer reaction toward SMIs who engage in high levels of paid sponsorship via a depletion in their perceived personal authenticity.

Keywords: Authenticity, Social Media Influencers, Sponsorship

Factors Contributing to the Trustworthiness of Online Reviews

Tariq Bhatti, Zayed University

Abstract

The online reviews are integral to consumer decision making especially during the pandemic situation. But consumers are not able to sufficiently evaluate the quality and credibility of these reviews. Fake or deceptive reviews are almost 33% of the total online reviews (Salehi- Esfahani & Ozturk, 2018) and can negatively affect the authentic reviews. The purpose of this study is to understand the factors that affect the trustworthiness of the online reviews. We developed four scenarios (authentic, fake, positive, and negative reviews) to dine in at a local restaurant and asked 350 university students to assess the trustworthiness of each one. Also, using a data set of 1000 online reviews of ten local restaurants, we investigated the impact of review related, linguistic and other factors on the trustworthiness of each review. We found that participants trust online reviews with a smaller number of "I", reviews with short sentences and small numbers of affected words. Positive real reviews were harder to trust by senior students. Firms can learn from this study that the real reviews can be perceived as less trustworthy and fake reviews can be perceived as more trustworthy.

Keywords: Authentic Reviews, Fake Reviews, LIWC

Introduction and Research Aim

With a rise in Internet shopping, the behavioral dimension of customer engagement and product reviews have gained prominence. Evidence shows that products or services with online customer reviews have a higher chance to stay in the consideration set than with no online reviews. Marketing academics have tried to understand the processes by which consumers incorporate online reviews information into their purchase decisions (Watson et al., 2018). Onlinereviews are viewed as trustworthy unlike traditional advertising where consumers know they are persuaded (Friestad & Wright, 1994). However, online reviews are written mostly by the consumers who have either purchased the product or experienced it. Many customers rely on reviews to make either the intention to purchase or purchase decisions. Recently, customers havenoticed that not all the online reviews are genuine, they are either fake or exaggerated and the reviewers either do it for their personal motives or for financial incentives. These deceptive reviews are mostly positive to give an impression to the potential buyer regarding how satisfied the reviewer is after consuming it. However, potential customers who make their decision based on fake reviews when discover they act against the retail platform (e.g., Amazon) or the platform seller.

Fake reviews, though unethical, are still posted on the retail platform or review websites to gain financial benefits, improve the reputation of the firm or to affect the competitors through negative fake reviews. It is hard for customers to detect the fake reviews and therefore, retail platforms are using a technique to detect and filter these reviews before the consumer finds out about them. It is imperative to detect deceptive reviews and determine the impact of these reviews on customers' intention toward retail platform websites and platform sellers. So, following a technique proposed in this study is to use text analysis and revising the dictionary firm which can easily find out the reviews which are fake. So, detecting the fake reviews, the impact of these reviews on the behavioral intention towards retail platform or seller of these on seller platform. Therefore, the research question of this study is "What factors contribute to the trustworthiness of online reviews? The objective of this study is to assess how consumer detect between authentic and fake reviews and then identify the factors which contribute to the trustworthiness of online reviews. If consumer trust is devastated, then online reviews will lose its value. Therefore, retail platforms are trying to maintain their reputation and warning those sellers or reviewers, who post fake reviews that they will take legal action against them.

Background and conceptual model

Fake online reviews are those that are deliberately written to sound authentic but deceive the reader (Ott et al. 2012). They are defined as deceptive reviews provided with the intention to mislead the customer in their purchasing decisions (Zhang et al. 2016). The research on fake online reviews can be divided into three main streams

Deception in online reviews has been widely studied in the last few years. The increasing prevalence of fraud on the internet has motivated the academicians and practitioners to research this topic. Studies in this stream have focused on different deception tactics (Grasioli, 2004), types of information that can lead to erroneous judgements and consequences of online deception (Roman, 2010). Otto et al's., (2012) findings shows that fake reviews are usually more extreme and negative fake reviews contain over negative emotion phrases than the real one. Lucas & Zervas (2016) in their study found that longer reviews are less likely to be fake. Previous research by Cabral & Hortcasu (2010) found that authentic reviews use significantly more past tense verbs, unique words and specific nouns than fictitious reviews. Envas et al., (2016) shows

thatfake reviews tend to have more photos, have shorter titles, longer review text and have higher average ratings than genuine reviews. There is a need to further understand the characteristics of fake reviews from various aspects such as language, valence, veracity, and sales rank.

The second stream of research in this area is fake review detection approaches. Various approaches have been proposed to detect fake reviews. Common themes among these papers that come up are deceptive criteria and using an artificial intelligence algorithm to detect the fake reviews. However, this approach has drawback, for example, if the purchase can't be verified because it was made offline rather than online, these reviews will fall under deceptive reviews. Since the true source of reviews is not known as fake or real, these studies may contain errors. This approach distinguishes between real and fake reviews using classification algorithms without considering consumer's perceptions (Jindal & Liu, 2008; Ott et al., 2012, Hu et al. 2011; Mayzlin, Dover & Chevalior, 2014). Whereas studies on perceived deception investigated considering consumer perceptions of online fake reviews to see how they influence subsequent purchase behavior. These studies (Hernandez-Ortega, 2018; Peng et al., 2016) found that customerswere unaware of the distinct types of online fraud and some of the unethical practices, particularly deleting negative reviews and giving financial incentives to promote positive reviews. However, not much work is done to understand consumer deception and what factors influence this constructand explain the perception.

Several other approaches have been proposed and tested by the researchers' using algorithms developed and used by the retail platform firms to detect the fake reviews are; opinion mining using decision tree based feature selection through hierarchical cluster measure (Jotheeswaran & Kumaraswamy, 2013). Machine learning models to classify each review as spam or non-spam using logistic regression, detection of duplicate reviews are proposed by Jindal & Liu (2007). Jindal & Liu, (2008). Li et al., (2014) extended SAGE model (Li et al., 2014) and proposed automated classifier performance for three approaches based on nested 5-fold cross-validation experiments.

Thirdly, what review platforms should do after identifying fake reviews. Chen & Xie, 2009;Li & Smith, 2020) suggest that once the firms detect the fake reviews, they should post it alongwith real reviews on their website. This strategy will improve their credibility. Others filter and remove from their website. Lucas & Zervas (2016) suggest highlighting transparency on the website and promoting strong incentives to encourage sellers and individual reviews to promote real reviews. Bhattacharya (2017) suggests an awareness campaign for sellers that fake informationcan distort customer trust on retail platforms, sellers and even on online commerce.

The relevance of linguistic style match (LSM) in review settings is evident in research on the criticality of source characteristics in persuasion contexts (Pornpitakpan, 2004). It influences the perceived representativeness of the sender and the effectiveness of affective content conveyed in reviews. Social psychology and communication research shows that the manner or style in which According to communications accommodation theory (CAT), a greater degree of synchronization in communication styles (voice, posture, gestures) in conversation dyads lead participants to perceive a common social identify, decreases their perceptions of social distance and elect more approval and trust (Pickering & Garrod 2004). Even in text based (nonverbal) communication,

LSM (similarities in the use of function words) transcends the actual content of the conversation to establish common ground perceptions (Ireland & Pennebaker, 2010). Sentiment analysis with revised words are added to make the revised dictionary for fake reviews.

We propose a framework to analyze these reviews, transforming negative and positive user opinions into a quantitative score. First, online reviews from the local restaurants will be processed to detect which ones are not trustworthy using content analysis techniques. The linguistic feature will be analyzed on length, concreteness, readability and social categorization and the review characteristics such as valence and veracity.

Methodology

We developed a four hypothetical scenarios (one each of fake, authentic, positive and negative) to dine in at one of local restaurants and asked the respondents (350 university students) to assesses trustworthiness of each review and provide brief justification of their classification.

Secondly, using a data set of 1000 online reviews of ten local restaurants to investigate the impact of review related (e.g., valence, verification), linguistic and other factors on the trustworthiness of each review. Linguistic features of the review were conducted using text analysis (LIWC) to determine the length, correctness, readability, and emotions. The review text was broken into words and sentences and non- textual data. Also, the stop words and spelling mistakes were removed enabling analysis into sentiment of different brands.

Standardized dictionaries Linguistic Word Count Dictionary with alteration were used to extract the sentiment analysis and positive and negative words in fake reviews. These dictionaries have been validated with large data and provide concurrent validity across studies. Human code method was used then to validate the positive and negative reviews. Traditional criteria for reliability apply in the context analysis. For each construct the alpha score was above 70% which indicates the reliability between the human coder and dictionary coding. After the reliability, we used Naïve Bayes and Logistic regression to predict the text belonging to each attribute, classify the reviews as positive or negative and valence to classify the star rating. After the operationalization of the constructs, text analysis and statistical techniques were applied to reviews. Comparison technique using the reviews of low rating versus high rating reviews and its impact on trustworthiness and authenticity assessment was studied. Comparison and correlation between reviews with positive emotions and negative emotions reviews were also studied.

There is no doubt that textual data is providing a lot of opportunities, but it has little value if it does not establish its validity. Internal validity measures whether the reviews accurately measure the constructs and relationships between them. Whereas external validity measures whether the findings measure the results outside of the study. For dictionary validation, we took out 15% of the consumer reviews sample and found a high hit and recall rate. We also compared sentiment and emotional words with other dictionaries to measure concurrent validity. Lastly for internal validity triangulation techniques using principal component analysis to show words form a similar group.

Findings

We found out that overall reviews, which are more trustworthy are the ones that are longer, use less number of articles, use less number of us and use less affect words. The less trustworthy negatives are hard to spot, are shorter and use a greater number of 1st person singular pronouns. Positively less trustworthy use a small number of articles and greater number of 1st person singular pronouns. Positive trustworthy reviews with a smaller number of "I". Negative trustworthy reviews with shorter sentences, smaller number of affected words, female references and were harder to believe by senior students.

Implications for theory and practice

This study contributes to the online review literature by exploring the factors that contribute to the trustworthiness of online reviews. We show that the review characteristics (valence and veracity) and linguistic features (greater word count, 1st person singular, few affected words and few articles) are important factors that make the review more trustworthy. By examining both characteristics of the review and linguistic features this study shows authentic versus fake with both positive and negative content of the review. Firms can learn from this study the real reviews can be perceived as less trustworthy and fake reviews can be perceived as more trustworthy. Consumers can also learn what are the characteristics of real and fake reviews.

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Enhancing Narrative Transportation For Luxury Brand Marketing

Anuja Chalke, Sunway University
Cheng Boon Liat, Sunway University
Michael M Dent, Sunway University

Abstract

Given the Instagram marketing megatrend, luxury brands seek differentiation strategies to achieve a competitive advantage on social media. Based on the narrative transportation theory (NTT), this research examines the influence of individual and content processing factors on narrative transportation and trust; to assess their impact on visit intention for luxury hotel properties. 198 responses received through snowball sampling were evaluated through the partial least squares structural equations modelling approach. Findings reveal that transportability and imagery fluency influence narrative transportation. Transportability and comprehension fluency impact trust in social network services (SNS). This study makes a contribution by emphasising the interplay between narrative transportation and trust. The mediating roles of brand trust and trust in SNS, and moderating role of brand trust in the SNS marketing context are highlighted. These findings are relevant to luxury hotels aiming to attract visitors, as economies re-open and vaccinated consumers resume travel in the near future.

Keywords: Social Media Marketing, Narrative Transportation, Visit Intention

Introduction

The global hospitality sector has experienced a slowdown owing to the Covid-19 pandemic and resultant travel bans. Hotels are faced with federal restrictions on operational capacities, temporary and permanent closures, retrenchments and a struggle for survival. For an economy like Malaysia this is a severe blow to the national revenue; as tourism makes for the third largest contributor towards the GDP (Hirschmann, 2020). In the current scenario, wherein the country swiftly advances towards its vaccination goal, it becomes essential for local tourism players to formulate new strategies for reopening businesses. Specifically, luxury hospitality brands are required to identify factors that influence consumer decision making and persuade them to visit hotel properties. As consumers spend a large amount of time in the digital space, hotel brands need to identify ways to not only engage consumers online but also bolster trust in social network services (SNS) and trust in the brand itself.

Human beings are wired to effectively process information presented in a story format versus an argument (Lundqvist et al., 2013). And so, SNS marketing campaigns can benefit from using digital platforms to tell brand stories and engage consumers through powerful visuals and gripping narratives. Narrative transportation is a psychological mechanism wherein an amalgamation of cognition, emotion and imagery enables individuals to develop attitudes and intentions aligned with a story (Escalas, 2004). This study proposes that the intention to visit a hotel can be influenced by certain individual traits related to narrative transportation as well as factors related to the online marketing content, in addition to interpersonal and brand related factors such as trust. Limited research attention has been allocated so far, to assess the influence of trust on purchase intention in the luxury hospitality context. The know-how for capitalizing a visual platform such as Instagram to enhance trust and boost visit intention through storytelling, will enable luxury hospitality brands to create a brand differentiation and ensure business continuity. In this case, Green and Brock's (2000) theory of narrative transportation (NTT) can be adapted to gain a better understanding of SNS marketing for the luxury hospitality sector.

Research Aim

Based on the NTT, the objective of this study is to identify the factors influencing visit intention with regard to Malaysia's luxury hospitality context; to consider the possibility of extending the SNS luxury advertising model (Huang et al., 2018) by introducing aspects related to trust (trust in SNS and brand trust) to predict visit intentions. This study also examines the mediating and moderating role of brand trust, and the mediating role of trust in SNS with regard to the luxury hospitality marketing context.

Research Questions

RQ1: Which individual and content related factors contribute towards the narrative transportation mechanism for Malaysian consumers?

RQ2: Does a significant relationship exist between trust in SNS and narrative transportation?

RQ3: Will consumers' level of brand trust exert a moderating effect on the relationship between narrative transportation and visit intention?

Findings from this study can enable luxury marketers to upgrade the SNS consumption experience for consumers. An insight into developing branded content that resonates with the target consumer can strengthen efforts to enhance trust and persuasion. As relationships between consumers and brands are strengthened through visual narratives on Instagram; a competitive sustainability advantage can be created for luxury hotel brands who

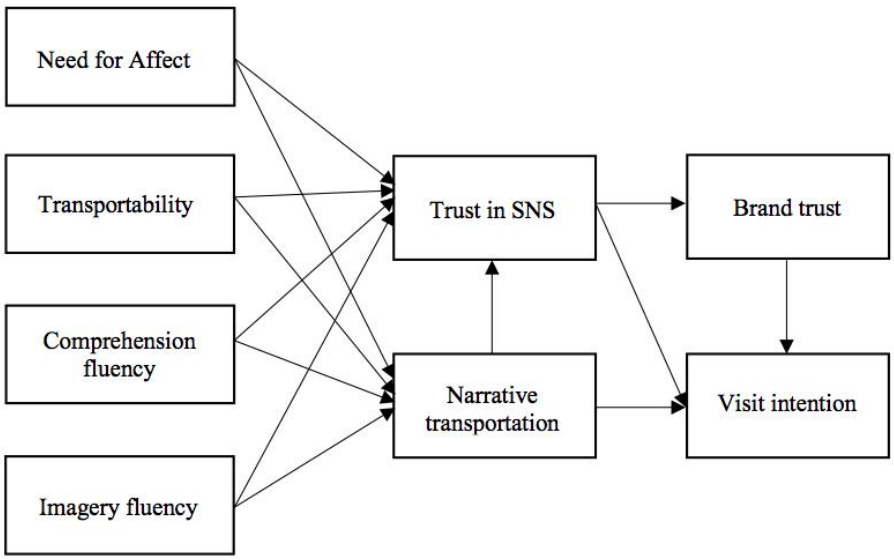
mostly contend on indistinguishable aspects such as service-scape, amenities, loyalty program offerings, etc. (Ryu et al., 2019). This study contributes by being one of the first few to assess the SNS marketing megatrend from the narrative transportation lens in the Malaysian context. Moreover, it contributes by highlighting the mediating and moderating roles of trust-related variables in relation to visit intention for the luxury hospitality segment.

Background

Effective SNS marketing is characterised by campaigns that not only enhance positive behavioural outcomes but also strengthen trust in the overall digital consumption experience. Given the daunting task of boosting trust in the online context; assessing the impact of trust on behavioural intent in the SNS context continues to be an area worthy of investigation. Through empirical studies, the NTT has established that when exposed to a story, the receiver becomes engaged and transported into the world of the narrative, leading to behavioural outcomes that induce persuasion. This mechanism has been widely assessed across contexts such as ethical consumerism, product innovation, health communication etc. (Lu & Sinha, 2019; Schweitzer & Van den Hende, 2017; Tseng & Huang, 2016) and covered mediums such as short stories, television programs, online reviews etc. (Avramova et al., 2017; Quintero Johnson & Sangalang, 2017; Van Laer et al., 2019). Research in this phenomenon has recently transitioned to the SNS domain, however majority of these studies have been conducted in western, developed economies. This study attempts to contribute to contemporary literature on narrative transportation in the SNS environment. It does so by advancing the NTT by introducing variables related to trust, and examining the interplay between these two constructs to assess their impact on luxury hotel visit intention.

Figure 1

Conceptual model



The conceptual model of this study proposes that an individual's behavioural intentions are predicted by their level of narrative transportation and trust in the SNS platform (Instagram), as well as brand trust. This study adapts the dependent variables from the luxury brand SNS advertising model (Huang et al., 2018), the foundation of which lies in NTT. Based on theory, the predictors for narrative transportation are divided into two categories. The individual related factors (need for affect, transportability) and content-processing aspects (comprehension fluency and imagery fluency) comprise of the endogenous constructs; which are expected to have an impact on the engagement outcome of narrative transportation.

Variables related to trust (trust in SNS, brand trust) are added to the model, given their relevance to concerns about consumer uncertainty and low online engagement. And thus, the proposed predictors of narrative transportation are also assessed for their impact on trust in SNS. The impact of these engagement outcomes on the ultimate behavioural outcome of visit intention is examined. Brand trust is assessed for its mediating role in the relationship between trust in SNS and visit intention. Trust in SNS is hypothesized to mediate the relationship between narrative transportation and brand trust. Moreover, it is expected that brand trust may pose an interaction effect between narrative transportation and visit intention.

Methodology

Data was gathered using a self-administered online questionnaire. Measures for the variables were adapted from extant literature. Four items for need for affect, transportability and comprehension fluency each; and three items for imagery fluency and visit intention each were adapted from Huang et al. (2018). Four items for narrative transportation were adapted from Chen (2015) and Green and Brock (2000). Six items for trust in SNS and brand trust each, were adapted from Kananukul et al. (2015). Pre-tests (online interviews) were conducted with a sample consisting of practitioners, academics, frequent luxury travellers and potential consumers to gain feedback on the research instrument and determine the stimulus hotel brands for this study. Responses were recorded on a seven-point Likert scale (1 = *strongly disagree* to 7 = *strongly agree*).

To meet the screening criteria, respondents were required to have an active Instagram account and use the platform at least once a week. Majority of the sample (64.3%) were between 18-30 years old. 48.7% of the respondents were female. The highest education level was a Bachelor's degree for 59.3%, while 26% possessed a post-graduate degree. 63% of the respondents comprised of professionals. From the 212 responses gathered, 14 were eliminated. Hence, the data analysis has been conducted based on the 198 usable responses.

The procedure was based on past research conducted in the SNS marketing domain for the luxury hospitality segment (Huang et al., 2018). Two stimulus luxury hotel brands (The Datai Langkawi and the Pangkor Laut resort) were selected based on pre-determined criteria. Respondents were asked to explore the Instagram account of either one of these brands and then answer the questionnaire. A MANOVA test was conducted to compare the two sub-samples for the Datai Hotel (n= 98) and the Pangkor Laut resort (n = 100). Both groups did not display significant differences for the dependent variables i.e. narrative transportation [$F(1, 196) = 0.067$, $p = 0.796$], brand trust [$F(1, 196) = 0.286$, $p = 0.593$], trust in SNS [$F(1, 196) = 0.521$, $p = 0.471$] and visit intention [$F(1, 196) = 0.146$, $p = 0.702$]. Thus, the sub-groups were combined into one sample, which was used for data analysis.

Common method bias was assessed by regressing a marker variable: resistance to change (three items adapted from Oreg, 2003) against the endogenous constructs. Since the change in R^2 after adding the marker variable was less than 10% for narrative transportation: [R^2 old (0.698), R^2 new (0.705)] and visit intention [R^2 old (0.622), R^2 new (0.623)] common method variance was not regarded as an issue. The Smart PLS 3 software was used for testing the outer model as well as the relationships in the structural model. For all the measurement items, the composite reliability scores were above the recommended .708 threshold; AVE values were higher than .5, the inner VIF values for the endogenous constructs were lower than 5, and the HTMT criterion was met as all values were lower than .9 (Hair et al., 2017). Thus, collinearity was not an issue and the requirements were met for confirming validity and reliability.

Findings and Discussion

Table 1
Hypothesis testing for direct effects

	Relationship	*Std. Beta*	*Std. Error*	*t-value*	*p-value*	F^2	*BCCI LL*	*BCCI UL*	Supported (Yes/No)
H1	NFA → NT	-.016	.043	.363	.358	.001	-.087	.049	No
H2	NFA → TSNS	.141	.091	1.549	.061	.025	-.006	.295	No
H3	TR → NT	.189	.053	3.603	.000	.095	.105	.271	Yes
H4	TR → TSNS	.174	.069	2.506	.006	.033	.056	.291	Yes
H5	CF → NT	.103	.071	1.455	.073	.018	-.004	.226	No
H6	CF → TSNS	.382	.090	4.234	.000	.110	.226	.521	Yes
H7	IF → NT	.676	.081	8.317	.000	.797	.522	.786	Yes
H8	IF → TSNS	-.251	.153	1.643	.051	.028	-.513	-.008	No
H9	NT → TSNS	.262	.130	2.017	.022	.031	.044	.459	Yes
H10	TSNS → BT	.554	.068	8.116	.000	.442	.434	.658	Yes
H11	NT → VI	.412	.083	4.959	.000	.246	.281	.552	Yes
H12	TSNS → VI	.273	.074	3.699	.000	.136	.143	.381	Yes
H13	BT → VI	.254	.084	3.013	.001	.079	.121	.397	Yes

Note. The abbreviation for the term need for affect is NFA, narrative transportation is NT, trust in social network services is TSNS, transportability is TR, comprehension fluency is CF, imagery fluency is IF, brand trust is BT, visit intention is VI.
$p < .05$, one-tailed

With regard to individual traits, transportability was found to have a direct effect on narrative transportation as well as on Trust in SNS. Whereas, need for affect did not have an influence on either narrative transportation or on Trust in SNS. As for the content processing predictors associated with the narrative transportation process; comprehension fluency was found to have a significant effect on trust in SNS but not on narrative transportation (contrary to the results by Huang et al., 2018). Imagery fluency exerted a direct effect on narrative transportation but not on Trust in SNS. Narrative transportation was shown to have an influence on trust in SNS. Trust in SNS had an impact on Brand Trust. Narrative transportation, trust in SNS and brand trust exerted a direct, positive effect on visit intention.

Brand trust mediated the relationship between Trust in SNS and Visit intention (*std. beta* = 0.141; *std. error* = 0.1; *t* value = 2.552; *p* value = .011; 95% CI: *0.040*, *0.255*). Moreover, trust in SNS was found to mediate the relationship between narrative transportation and brand trust (std. beta = 0.145; std. error = 0.1; *t* value = 2.006; *p* value = 0.045; 95% CI: *0.001, 0.278*). Brand trust was found to exert a moderating effect on the relationship between narrative transportation and visit intention (after adding the interaction term, R^2 increased from 0.622 to 0.636; with $f^2 = 0.037$; *t* value = 2.181, *p* value = .015). Results indicate that the positive relationship between narrative transportation and visit intention will be stronger for those individuals exhibiting higher brand trust.

To summarize, this study reveals that consumers process imagery and engage in narrative transportation when exposed to Instagram posts by luxury hotels brands. Their capacity to be transported in a narrative and to comprehend brand messages contributes to their trust in the Instagram. Combining aspects of the NTT and trust, this framework highlights that certain individual traits for information processing and content-related aspects have an impact on consumer's level of narrative transportation and trust in Instagram (SNS platform) which results in the development of trust in the hotel brand and intention to visit the luxury hotel property.

Implications for Theory and Practice

Theoretical implications

Empirical evidence in this research makes a theoretical contribution by confirming the mediating roles of brand trust and trust in SNS, and the moderating role of brand trust with regard to Instagram marketing for the luxury hospitality segment. Moreover, this study advances the NTT by highlighting the relationship between various antecedents of narrative transportation and trust in SNS. An attempt has been made to address a gap by exploring the interplay between narrative transportation and different typologies of trust (trust in SNS and brand trust), an under-researched area of SNS marketing.

Practical implications

These findings have important practical implications for stakeholders of luxury hospitality establishments who aim to capitalise on the megatrend of SNS branded marketing. Since consumers experience narrative transportation when exposed to visual stimuli, content creators need to focus on developing Instagram posts that can be easily comprehended and evoke mental imagery. This can in-turn augment overall persuasion and hotel visit intention. Measures taken to boost narrative transportation may also have a positive impact on consumers' trust in the SNS platform, which can contribute to higher trust in the hotel brand. Since empirical evidence from this study suggests that the positive effect of narrative transportation on hotel visit intention will be strengthened for those consumers displaying higher levels of brand trust; it is recommended that luxury marketers focus on developing strategies to enhance trust through their multimedia content. This study may add value to society through its insight into the narrative transportation process in the SNS marketing context for Malaysian consumers. The conceptual framework may serve as a starting point for brand marketers to identify elements that enhance narrative transportation and trust for the local consumer base. Findings may be complementary to state-funded initiatives which aim to re-boot the tourism industry in the near vaccinated, future.

Limitations and directions for future research

This study suffers from several limitations. Firstly, a relatively larger sample size would be desirable. Second, the generalizability of the findings to other segments of the luxury goods industry such as automobiles, apparel, jewellery, drinks, leather goods, etc. is not known. Thirdly, the data was collected from a Malaysian sample, and future studies are required to test this model across different cultural contexts to verify if the findings are still relevant. Future studies can also explore other antecedents related to the NTT and assess the difference in effect size for the behavioural outcomes. Research by Ludwig et al. (2013) indicates that adapting online review writing style to match the target consumers' linguistic style and product category increases conversion rates. This insight from online reviews may be applicable to the texts (captions, comments, hashtags) accompanying Instagram posts. Future studies may also explore the role of such targeted, affect-inducing texts in boosting persuasion with regard to the SNS marketing context for luxury products and experiences. Further research may also consider an experimental design, in order to have larger control over participants' exposure to other aspects of Instagram features (reels, stories, IGTV) that may impact their level of narrative transportation and trust.

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Analysing Loyalty in Digital Media Consumption

Kaye Chan, UTS Sydney
Mark Uncles, UNSW Australia

Abstract

In the digital era, where consumers have access to multiple digital media offerings, media titles face continued challenges requiring a greater focus on media "brand" management, particularly in terms of content. This drives the need to understand sub-brands, such as content sections. With the prevalence of revealed preference data, the analysis of section content (a non-brand attribute) can be undertaken using well-known marketing models, such as the Dirichlet. This can provide an understanding of the usage structure of the masthead. Previous research on behavioural loyalty has focused on understanding brands and branded / non-branded attributes in packaged goods and wine markets. This research extends to non-brand attributes in media. The paper focuses on the usage of a digital magazine. It investigates loyalty using the polarisation index (a loyalty metric) to identify content sections that are niche or change-of-pace. This knowledge assists in the management of the content of media brands.

Keywords: Loyalty, Change of pace, Niche Brands
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The Effect of Emoji on Consumer Engagement

Xiaowei Wang, Shanghai University of Finance and Economics
Mingming Cheng, Curtin University
Shanshi Li, Xiamen University
Ruochen Jiang, Shanghai University of Finance and Economics

Abstract

This study examines how the interaction between emoji and social media content influences consumer engagement with peer-to-peer accommodation brands on Twitter. A field study using real Twitter data and a 2 (emoji: emotional/semantic) × 2 (content: aesthetic experience/ promotion) between-subjects experiment were conducted. The results show that, for aesthetic experience content, emotional emoji elicits more consumer engagement than semantic emoji does. However, consumer engagement is similar between emotional and semantic emoji for promotional content. This study contributes to the textual paralanguage literature in marketing by offering empirical evidence on how the matching effects of emoji and social media content on consumer engagement occur. This study provides practical implications for brands to effectively manage their postings using emojis to enhance consumer engagement.

Keywords: Emojis, Consumer Engagement, Twitter

Cancelled Influencers: Exploring Impacts on Their Partner-brands.

Georgia Wastell, University of Adelaide
Rebecca Dolan, University of Adelaide
Dean Wilkie, University of Adelaide

Abstract

With the rise of social networks and social justice activism, the interconnectedness of consumers is leading to an increase in scrutiny toward social media influencers. When scandals arise, public outrage and behaviour can occur with rapid velocity. This has led to a recent phenomenon known as 'cancel culture', a term for boycotting a person, group, or organisation in response to problematic behaviour. In this research, we ask the question, when an influencer is 'cancelled', are the brands they endorse negatively affected, and how and why does this occur? This paper puts forward a conceptual model which demonstrates how consumer attitudes, consumer-influencer engagement, perceived brand authenticity, and consumer-brand engagement all play a role in determining the potential impact of cancelled influencers on their partner-brands.

Keywords: Cancel Culture, Influencer-Endorsement, Engagement

AI-Empowered Organizational Frontline's Role During The Crisis

Arezoo Fakhimi, University of Otago
Tony Garry, University of Otago
Sergio Biggemann, University of Otago

Abstract

Covid-19 has forced organizations to revisit the ways in which they interact with customers at their frontlines. This research draws on social exchange theory to examine the role of smart virtual assistants (VA) as frontline employees (FLEs) and their contribution to the removal of customer interaction barriers during the Covid-19 global pandemic. Specifically, we investigate the effects of AI-derived features, like anthropomorphism, on Human-Machine (H-M) relationships. To this end, 31 semi-structured interviews were conducted with users of Siri, Alexa, and Google assistants around the world. To enhance data credibility, Leximancer was used to examine 12,941 comments drawn from 81 YouTube videos that mentioned VAs. Results suggest that emerging forms of H-M interactions increase customer's preference for interacting with VAs rather than humans within service contexts. Additionally, users preferred to engage with VAs because of their perceived 'moral superiority' over human FLEs and a perceived assurance of personal privacy.

Keywords: Anthropomorphism, Trust, Organization Frontlines

Introduction

The COVID-19 crisis has generated significant challenges for service providers as to how continue trading whilst ensuring the safety of both employees and customers (Carnevale & Hatak, 2020; Khudhair et al., 2020). A recent study conducted in the US, UK, and Australia suggests 30% of FLEs distrust their employers or their employees ability to prepare a safe working environment and 39% responding they are not prepared to do their job in the current circumstances ("Axonify Releases Annual Global State of Frontline Employee Training Study: Nearly 40% of frontline workers feel unprepared to do their job amidst pandemic," 2020). However, alternatives such as remote working diminishes or removes physical interactions that affect FLE's general productivity, reduces wellbeing, and decreases commitment to different organizational activities (Khudhair et al., 2020). Under these circumstances, businesses need to identify ways to be socially connected but physically distanced from their customers while maintaining the quality of organizational frontline (OF) interactions. Artificial intelligence (AI) is one emerging technology that potentially offers the opportunity at the OF to interact with customers in a human-like way. AI-empowered technologies (robots, chatbots, and virtual assistants (VA)), that learn and adapt (intuitive AI), are changing the nature of the OF in terms of customer interactions and interfaces (Marinova et al., 2017) through the digitalization and virtualization of interactions using humanlike behaviors. However, such developments also bring issues of uncertainty and trustworthiness insofar as individuals may not only be uncomfortable communicating with machines but also service capabilities. Additionally, ambiguities surrounding the algorithmic procedure of AI functionality create perceptions of privacy risk and uncertainty which affects trust and engagement with OF. In an attempt to address these issues, many organizations have attempted to imbue human characteristics to non-human agents (anthropomorphism). We focus our investigation on anthropomorphism specifically because of its potential impact on engagement and trust. We examine how intuitive AI using voice enabled VAs and fulfilling the role of FLEs may influence engagement and trust during interactions with customers. Previous studies have focused on the acceptance of AI-empowered devices within service delivery processes by drawing on technology acceptance models and theories. However, such studies have examined non-intelligent technologies which significantly contrast with AI technologies that may be imbued with human-like intelligence. Thus, it is possible some factors that determine the acceptance of AI-empowered technologies and resultant levels of engagement by customers may coexist simultaneously (Gursoy et al., 2019). These characteristics may have implications for the acceptance of such technologies and the nature of customer engagement with these. Additionally, traditional models of acceptance and user trust developed in interpersonal, relational marketing (RM) and Information Systems (IS) contexts may be inappropriate for use within these contexts. This study aims to offer empirically generated insights into the effects of anthropomorphism as an AI feature on H-M relationships.

Theoretical Background

The Evolution of Organizational Frontline (OF)

The OF comprises of all contact points between an organization and its customers and includes frontline employees (FLEs), interactions, interfaces, and service technology (FST) (Singh et al., 2017).

Frontline Employees and AI

With the rapid evolution of AI enabled technology frontline employees are increasingly being substituted for such technology (Huang & Rust, 2018). Such replacement may bring

organizational cost-savings for the organization and increased convenience and satisfaction for the customer (De Keyser et al., 2019). Chatbots are one of the best-known examples of where frontline employees have been replaced by technology (Reshmi & Balakrishnan, 2018). They are rendered as a source of customer service by organizations providing support at the frontline for organizations (Følstad et al., 2018).

Frontline Interactions and AI

The rapid development and integration of AI at the OF has redefined interactions through the moving of human and machine boundaries (Naqvi, 2017). While the daily interactions of most humans continue to be with other humans, we are increasingly communicating with non-human agents that act and behave like a human through AI enhanced anthropomorphic features (De Visser et al., 2016). An example of these kinds of agents are voice enabled virtual assistants like Amazon Alexa, Apple Siri, and Google assistant. Chérif and Lemoine (2019) suggest that anthropomorphic features evoke positive feelings for users toward interacting with virtual agents. Accordingly, understanding the impact of how these feelings affect H-M relationship and engagement level will be critical.

Frontline AI-Based Interactions and Engagement

Augmenting AI with anthropomorphic features enhances interactions with VAs and as a result, reinforces engagement as it creates a strong sense of social presence. A sense of social presence helps mitigate impersonal impressions evoked by many H-M interactions. For instance, the more human-like a virtual agent, the higher the levels of user satisfaction and the more intense the sensations of social presence (Chérif & Lemoine, 2019). Salles et al. (2020) noted that humans need and desire social bonds with other humans and such bonding may extend to interactions with non-humans. Augmenting this research, it is important to understand how AI-based FLs can affect engagement. Intellectualized anthropomorphism, computational programs, or virtual assistants, are designed to facilitate the acceptance of technology and increase its effectiveness and capability to engage users (Salles et al., 2020). Besides, auditory anthropomorphic features, voice recognition can enhance ease of use for users, leading to further engagement. Generally, anthropomorphic features make connecting to technology less inhibited through the creation of unique interaction methods (Pfeuffer et al., 2019). AI developers encompass anthropomorphic design in machines to engender a feeling of familiarity. This facilitates a natural and personal connection with a machine which makes engagement easier (Pfeuffer et al., 2019). Accordingly, understanding the impact of anthropomorphic features motivating individuals to interact with AI-based FLEs is important.

Trust in AI-Based Organizational Frontline

Trust is a complex concept with differing disciplinary interpretations and perspectives (Chan & Yao, 2018; Ekman et al., 2018; Hsu et al., 2017; Mukherjee & Nath, 2007). In the digital realm, trust is the confidence in a trustee to gather, store, and utilize the trustor's digital information in a way that benefits and protects expectations to whom the information pertains (AlSheikh et al., 2019). AI increases diverse ethical issues related to perceptions of safety and risk. Salles et al. (2020) propose research should be conducted into how anthropomorphism may mitigate perceptions of these risks. Anthropomorphism may increase the perceived quality of H-M interactions as it imbues or accentuates the human attributes of a machine (De Visser et al., 2016). For instance, H-M voice-based interactions increase similarity to H-H interactions through reciprocation of interaction, and as a result, increased perceived competence and potentially trust (Chérif & Lemoine, 2019). An anthropomorphized voice relaying product recommendation intensifies social presence and may result in a higher level of trust in technological agent recommendations. Indeed, intuitive AI-enabled virtual agents mimicking

human-like speech and whilst providing logical answers lead to trustworthy interaction experiences (Pfeuffer et al., 2019). Moreover, as machines increase in intelligence, there may be accompanying perceptions of increased moral behavior, as the machines better execute cooperative practices (Fox & Shulman, 2010). Users may also perceive intelligent anthropomorphized machines as interlocutors and partake in informal 'chats' with them (Airenti, 2018). They attribute human characteristics to the machines to the extent that they feel compelled to adopt appropriate social etiquette and manners such as politeness. Indeed, such conversations may result in positive emotional reactions to machines (Chérif & Lemoine, 2019; Pfeuffer et al., 2019). Anthropomorphic emotional and intellectualized features are deliberately considered by AI designers to trigger users to consider them more similar to humans. Indeed, some scholars are concerned about the potential for mental manipulation that may make users vulnerable to influence in decision-making (Salles et al., 2020). Accordingly, understanding whether anthropomorphized AI can affect moral and ethical issues related to trust in machines is of increasing importance.

Method

We apply the interview method through the application of an interpretive qualitative method. Users of Siri, Alexa, and Google assistant were recruited through posting announcements on the virtual assistant's user's Facebook group pages and the snowball method and interviewed. These intelligent assistants were selected because, at the time of data collection, they were considered to be the more advanced in intelligent assistants generally accessible to potential users. We conducted 31 semi-structured interviews with global users of above mentioned virtual assistants during the Covid-19 pandemic (March-May, 2020). They were asked to talk about their experience of using their virtual assistants. All interviews were recorded and transcribed using the Zoom application. Data from interviews were coded by using Nvivo 12 in two rounds. The first round to create first-order key themes based on the literature. In the next round, inductive codes were added to primary codes to shape second-order themes emerged from data.

Results

Trust in VAs was defined by their competence to organize services and preserve and utilize users' information safely. The predominant trust dimensions were competence, credibility, and benevolence.

> Humans are more fallible when it comes to anything like if I ordered string cheese of a certain brand. Alexa is going to order that exact one that I put the first time because of the code. Now, if I'm on a phone with an instacart or in any type of delivery service and I say, I want this kind of string cheese and I want it from this brand. Well, this brand has multiple types of the same string cheese and so then, Did you want this quantity? Did you want this type of cheese? Did you want this, this, and this? Whereas, because I already put it in Alexa, Alexa is going to order the exact(P5).

AI develops competence especially by adding cognitive intelligence like voice recognition. AI resulted in anthropomorphic features that facilitate trust by stimulating a sensation of human interaction. It provides users with a 'friendlier' experience when interacting with machines.

> The interaction of having someone having a voice talk to me actually, it's probably a little more compelling because it's like we talked about Alexa as her. So, let's ask her this or let's do that. So, I think it makes it a little bit easier to use because it's a voice that it's familiar to us, it's more companionable (P31).

Competence also restored trust and encouraged participants to re-engage with the VA. Reputation-based credibility was also attributed to VAs because of the reputation of the producer. Users used VAs because of the name of the company behind them and not because of the technology itself.

> In fact, it is a google product, it is one of the appealing factors for me (P7).

For users, having technological knowledge facilitates the relationship since it increases trustworthiness. Likewise, as differing emerging technologies become normalized, general acceptance of machines increases.

> It's kind of normal that you would ask a machine a question and you get a response back for them it's less normal for us, but it's normalizing, I suppose, with the availability of all the different technologies around. So, it's easier definitely, because I've had experience with it previously (P22).

Users adopt different levels of trust for their VAs based on perceptions of privacy risk and uncertainty in their relationship with their VA. When users perceived no consequences in information disclosure the relationship reflected a higher level of trust. This led to information sharing and the highest level of engagement.

> If it is recording I like to think it is not I believed the privacy statements that say it doesn't I have no reason not to believe them (P7).

When users are unsure of how service providers will act in the future and they have no control over the consequences of the relationship, they rely on 'blind trust'. Users accept such risks so as to develop their relationship because of the perceived benefits it will bring them.

> I'm not too worried at the moment, but we'll see what happens in the future, I guess(P15).

When users perceive high levels of risk and uncertainty, they limit their relationship or completely withdraw from it so as to manage their vulnerability.

> It really didn't seem to do anything that I just wouldn't have access to with the computer […]. But I also started getting uncomfortable at the idea of having something that's listening to me all the time in the living room […] So I ended up and stop using it (P21).

If there is some benefit at little cost, users accepted some degree of vulnerability but managed this by limiting their interactions with the VA and only used it for perceived beneficial functions. Sometimes users were aware of risks and uncertainty but accepted vulnerability so as to continue engaging with the VA.

> Compared to the first day when I set my Alexa I thought, it is not very secure. I don't want to give her my information, bank account, and I didn't still, but at first, I thought okay, maybe it's like a spy […] but now I don't care and I'm not an important person. So, who wants to spy on my life, I don't have any kind of secret so that's all right, but it is more fun for me (P9).

Trust increased as users engaged more with the VA. The reward and gratification it brought for users mitigated their concerns and fears.

> once you start using it so much it becomes a part of your every day and you don't think about it anymore (P4).

Word of mouth, as a customer engagement dimension, influences trust to start or improve a relationship with the VA. In this regard, the most significant form of word of mouth was usage in front of other people. Experiencing the functionality of the VA directly contributed to the development of swift trust at the start of a relationship.

> I really enjoy having it, actually, a friend of mine recommended it to me and I saw it in their house so I started just for one piece (P7).

Users may be psychologically involved with VAs and imbue them social presence due to their anthropomorphic features. Voice recognition and the ability of VAs to speak in a human-like way, influence feelings of social presence. It positively affects user's interaction with VAs and minimizes the perceived differences between H-M and H-H relationships. Social presence enhances participant's confidence in VA and increases the tendency to trust a VA.

> So, having the automation features there to turn something on or off when I've got my hands full (P28).

Emotional affinity evoked by AI in H-M relationship creates social presence which influences user emotions, increasing trustworthiness and the likelihood of higher levels of engagement. The perceived sense of social presense and emotional affinity can mitigate the lack of face-to-face interaction and social aspects of interaction.

> There were a few instances during the lockdown that I started to talk just to Siri because it was a voice that could respond to me and it was comforting for me […] there is someone over at the other

> end and she's very close to me. It is very silly but with a bit of imagination, I imagin, I'm talking to a very beautiful woman. It's silly but it happened a few times during lockdown(P1).

The mannerisms factor grants superiority to H-M interactions. It gives this opportunity to ask various questions without being worried about their behavioral reactions the same as H-H communication which affects engagement. Also, in H-H interactions, even for old and disabled people, asking someone to do simple tasks gives a humiliating feeling to the weaker party.

> it's interesting because you feel Siri is a person, but it's not so maybe sometimes you want something and it's too much to ask from a person, but you can ask Siri and Siri is not going to be upset about what you asked about. […] I think of Siri, as a person when I talked to her, but I subconsciously know that Siri not gonna be upset with me whatever I tell her(P1).

Discussion

Anthropomorphism is an impressive factor to sort out trust matter in H-M interactions as it simulates human aspects in machines. Our results demonstrate that higher levels of auditory and cognitive anthropomorphism increase perceived levels of competence in AI-based FLEs whilst mitigating uncertainty and privacy risks. We find trust and risk impact each other reciprocally which is consistent with Frank (2020). Results also support (De Visser et al., 2016) study on the effect of anthropomorphic features on repairing trust in H-M relationships. Our results demonstrate the positive effects of humanized voice, VA's interactive communication capability, and cognitive features on trust and social presence that supports Chérif and Lemoine (2019) study. The novel finding of this research is that the machine's mannerism affects engagement and human trust. Mannerisms results from the AI systems and training these systems by programming and passive observations of human behaviors through the data. The capability of VAs to learn acceptable manners and learn from everyone's manners enables them to form a reply in the same manners that make them more believable like human. Also, allow users to ask various questions without being worried about their behavioral reactions nor judgment which not similar to H-H communication.

Conclusion and implication:

This study provides insights into how AI-based FLEs can enhance OF in service encounters efficiently. We offer new understandings of positive and negative outcomes, of applying intuitive AI, especially anthropomorphism, on trust and engagement. AI-based FLEs are programmed to be percieved moral in their relationships and to engage in socially acceptable manners. This affects customer experience of interacting with FLEs and makes it more pleasant. As such, technology may be perceived as more competent and human-like or even superior to humans because it can respond even under pressure and in crisis conditions the same as normal conditions. Research findings show perceived benefits of costs of engagement with AI-based FLEs affect users' level of trust. Intuitive artificial intelligence enhances anthropomorphic features in machines which affects trust in H-M interactions and engaging customers in them. AI-based FLEs leave a positive impression on customers, especially when adding mannerism to make their interaction likable. Also, research results are insightful for managers to reduce privacy risk and uncertainty of AI-based FLEs by clarifying their privacy statements to increase trust.

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Addressing the Revenue Gap: Preparing Alternative Advertising Infrastructures for The Death of the Third-Party Cookie

Phoebe Fletcher, Massey University
Alexandra Hess, Massey University

Abstract

Programmatic advertising has grown rapidly in recent years due to its ability to target consumers via behaviours, and 'retarget' consumers to people who have previously shown interest. However, the announcement by Google Chrome in January 2020 that they were phasing out the third-party cookie puts much of the current infrastructure in jeopardy. Google's research estimates publishers will lose 50-70% of their revenue by 2022 (Deepak & Korula, 2019), and the IAB has announced the industry is facing a $10 billion decline (IAB, 2021). With emergency working groups being formed by major players in the industry and alternatives being investigated, the future for a third-party cookie-less world is not yet clear. But one thing is certain: firms and agencies must prepare. This research addresses the emerging alternatives to the third-party cookie, assessing them through the lens of user privacy, data mobility and overall impact on the structure of the industry.

Keywords: Machine Learning, Programmatic Advertising, Privacy

Introduction and Research Aim

Programmatic advertising is an area of rapid advancement in the application of artificial intelligence and machine learning towards advertising goals (Chen et al., 2019; Helberger et al., 2020; Lee & Cho, 2020; Martínez-López & Casillas, 2013). Programmatic uses third-party cookies, which are files stored on the user's hard drive that allow for their movements to be tracked across the web (Miyazaki, 2008). Programmatic technologies are so successful that they now account for 68% of digital advertising in the United States (van Fossen, 2020). However, third-party cookies have increasingly come under fire from privacy advocates (Martin & Murphy, 2017; Miyazaki, 2008; Palos-Sanchez et al., 2019). Regulators have targeted third-party cookies in recent years, and in response, platforms have moved to restrict or remove their use (Ashworth & Free, 2006; Martin & Murphy, 2017; Palos-Sanchez et al., 2019). Google Chrome's announcement in January 2020 that they are following other platforms and removing the third-party cookie has significant implications for advertisers, as it accounts for around 70% of all web traffic (Keizer, 2020; Schuh, 2020). In response the 4A's and the ANA released a statement saying Chrome's decision to decommission third-party cookies "threatens to substantially disrupt much of the infrastructure of today's Internet without providing any viable alternative" and "could have major competitive impacts for digital businesses, consumer services, and technological innovation" (4A's, 2020). Despite the imminent significance of these changes and their looming financial impact, the third-party cookie problem has received little attention within marketing academia. This research, therefore, is focused on the following questions: *RQ1: What are the likely trajectories for programmatic advertising following the demise of the third-party cookie? RQ2: What implications do these options have for advertisers and for user privacy?* This research provides an important contribution to future research and practitioners on programmatic advertising.

Background

At a micro-level, third-party cookies enable the matching of user identification across activity across the web, allowing for behavioural targeting, the control of the frequency at which advertisements are served, the identification of users cross-platform and cross-device, brand safety control on where the advertisements are served, and the authentification of ad spend in a programmatic industry that is notorious for its interception by bots (software programmes that generate ghost clicks). A decline in the ability to control any of these features is likely to contribute to a decline in Return on Ad Spend (ROAS) across all campaigns and a transition away from bidding on behavioural attributes (such as conversion-based campaigns) and towards broad reach (bidding on CPM, or cost per thousand views).

At a macro-level, the removal of the third-party cookie will impact on the ability of advertisers to implement some of the advances in big data, which require the user to be seamlessly identified throughout their activity in order to be implemented cookie. Much has been made within marketing about the capacity of big data to transform the way that we think about consumers, the purchase funnel and service design (Chojnacki & Rykowski, 2019; Erevelles et al., 2016; Paschen et al., 2019). However, as Boyd and Crawford (2012) note, too often discussions of big data are shrouded in mythology that overlook the technological capabilities and issues with data itself and what is currently possible. How privacy is defined under rapidly changing regulations and platform self-regulation, and the infrastructures that are set up in order to address these issues, will impact on the existing capabilities of data. The removal of third-party cookies has the ability to impact not just on programmatic, but on the future development of technologies such as artificial intelligence, DOOH (Digital Out of Home), Connected TV and the Internet of Things. In this sense, there is an urgent need to map how out how rapidly evolving technological infrastructure and legislative changes are

shaping marketing capabilities from a macro-level that maps developing technologies and their likely impact.

This research takes a political economy approach to look at the overall impact each emerging third-party cookie technology is likely to have on the structure and shape of the industry, as well as the control the user has over their data and privacy. As Vincent Mosco notes, political economy is a scholarly tradition that looks at "the study of the social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources, including communication resources" (Mosco, 2014). Such an approach is critical in an industry where data is often referred to as the "new oil". Who controls this data, how it can be shared, and the rights that the user has, will define advertising and marketing. This macro-view of potential third-party cookie alternatives allows for the discovery of future areas of research for marketing and the preliminary identification of areas where firms need to concentrate their digital transformation and marketing spend.

Methodology

This research draws from a comprehensive literature review of industry and scholarly sources to map the likely trajectories for programmatic advertising following the demise of the third-party cookie. A social contract theory of privacy consent and legal definition of user privacy under the ePrivacy Directive is conceptualised to assess the likely impact on users. Each cookie alternative is then ranked on its cost for firms to implement; impact on the overall industry in terms of concentration of data in the hands of firms, agencies, brokers or platforms; impact on the cost of advertising; and issues with implementation. Finally, each alternative is assessed against its ability for data mobility and integration.

Findings and Implications for Theory and Practice

The research finds that the decline of third-party cookies may have significant financial implications for the programmatic industry in the short-term, with spending shifting across to other forms of media while the industry builds digital infrastructure to adjust. There is no viable, comprehensive alternative to third-party cookies that has yet been proposed, and the threat of their removal has seen advertisers increasingly move towards older, less sophisticated forms of digital advertising such as semantic and contextual targeting, or dubious forms such as browser fingerprinting. The likely trajectories for programmatic advertising are a concentration of power over data into walled gardens (using first-party cookies such as Facebook, Google and Amazon); an increase in browser fingerprinting; an increased dependence on the use of custom audiences for targeting; an increase in the use of data bunkers using first-party cookie data that has been recorded with intentional errors (such as Infosum's TelegraphUnity); the convergence of publishers to create pools of logged-in users; a rise in semantic and contextual targeting; and the development of new technologies using aggregated data, such as the on-device machine learning available through Google's Federated Learning of Cohorts (currently available in the Privacy Sandbox) (Cook, 2020; Google Research and Ads, 2020); and panel data. The findings underscore the importance of firms moving now to build zero-party data relationships via loyalty programming and strong Customer Relationship Management. This research contributes to our understanding of one of marketing's fastest growing industries in an area that has received limited critical attention in academia. While there is some discussion of the privacy issues surrounding third-party cookies, there has not been an attempt within academic literature to map the possible alternatives and their repercussions. This research therefore contributes to shaping future directions for enquiry and experiments in tracking the success of these third-party cookie alternatives.

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Consumers' Online Engagement: Designer, Instagram & Luxury Brand

David Hach Soeur, Curtin University
Anwar Sadat Shimul, Curtin University
Ian Phau, Curtin University

Abstract

This research examines whether the consumers' online engagement (COE) moderates the relationship between the power of star designer (PSD) and the luxury brand desirability (LBD). Four hypotheses are proposed in the study (n = 279). The data were analysed with PROCESS Macro in SPSS v.27. The research finds that the enthused participation and the social connection in COE moderate the relationship between the PSD (both expert and referent powers) and the LBD. It also finds that the conscious attention and affection in COE moderate the relationship between the referent power and the LBD. Theoretically, the findings of this research provide a better understand of COE, in the context of designers and Instagram. Managerially, brand managers can use the findings as a guideline for marketing strategies (e.g., analysing, designing and developing online engagement activities for designers to appeal to the target consumer based on the enthused participation and the social connection).

Keywords: Digital Marketing, Online Engagement, Instagram

Introduction and Research Aim

The expansion of the Internet has elevated social media influencers (SMIs) to a high status in the marketing space (Harrigan et al., 2020). SMIs are online famous individuals known for their knowledge and expertise on a certain topic such as food, fashion, sports … etc. (Lou & Yuan, 2019). Consumers see SMIs as personal, authentic, credible and down-to-earth sources of information to them which makes SMIs attractive to the brands (Harrigan et al., 2020). For instance, fashion designer Marc Jacobs was named the 2019's ultimate Instagram fashion influencer due to his display of authenticity in personal style and engagement on the digital platform (Satenstein, 2019). Consumers are able to participate more with the designers' personal lives because posting on Instagram (IG) is relevant and engaging (Gallagher, 2020). With limit studies on designers in SMI marketing, there is a need to explore in the context of star designers and Instagram. Thus, the aim of the research is: *to examine whether consumers' online engagement (COE) has a moderating effect on the relationship between the power of star designer (PSD) and the luxury brand desirability (LBD).*

Background

Consumers' online engagement (COE) is "the state of being present in a mediated branded space where the consumer is immersed in the brand's offerings meant to deliver purpose and value" (Reitz, 2012, p.47). Four factors drive COE: conscious attention, affection, enthused participation, and social connection (Paruthi & Kaur, 2017). This research adapts the four-factor scale in the context of star designers. The star designers are conceptualised to be fashion designers who a large following and embody celebrity's star power and quality.

Consumers engage on the online platform for various factors. People follow SMIs, who offer contents with a pleasing aesthetic, to satisfy their need for ideality (i.e., becoming an ideal-self) and their need for competence (i.e., feeling capable and effective) (Ki et al., 2020). An aesthetic experience provides a positive effect on the enhancement of ideal-self (Kim, 2010). When people consume the aesthetic pleasing display in the online experience, the consumption prompts them to enhance their self-image (Ki et al., 2020). For instance, the followers can view the creativity and lifestyle of their SMI/star designer Marc Jacobs on their Instagram feeds (Gallagher, 2020). The followers would like to be community-centre based on their preferred brands on social media, so they can participate in open engagements by liking, commenting, tagging and sharing … etc. (Labrecque et al., 2013; Habibi et al., 2014, 2016; Paruthi & Kaur, 2017). Furthermore, people follow SMIs who are similar to themselves, thus a sense of connection and relatedness is provided by SMIs (Kywe et al., 2012; Ki et al., 2020). The more people perceive that they have much in common with other social media users, the more they feel an intimate emotional connection with each other (King, 2015). In addition, consumers develop attachments when their relatedness and need for competence is satisfied, then attachments are transferred from the SMIs to the brand they employ (Ki et al., 2020).

In the context of social media and luxury brands, it is evidently shown that accumulated experiences and consumer willingness to interact in luxury brand communities are powerful factors to build brand loyalty (Kim & Lee, 2019). Hence, to sustain the brands' loyalty the companies must be aware of what operational levers are, these could be specific distribution channels and store experiences, as well as communication, including digital (Kapferer & Valette-Florence, 2016). Similarly, the companies can profit from the efforts of star designers as SMI due to the high number of people engaging to the designers' account (Gallagher, 2020). Whilst star designers are SMIs, they are also employees of the companies. Thus, the COE with the star designers is anticipating to have a moderating effect on the relationship between the star designer and the brand. To explore the effect, two underpinning theoretical

foundations of meaning transfer model (McCracken, 1989) and uses-and-gratification theory (UGT) (Blumler & Katz, 1974) are built upon the study. The gratification-of-social-media-user aspect of the UGT is pertinent to the scope of this research. Based on the conceptual and theoretical foundations, four hypotheses are proposed, see table 1 for results.

Methodology & Results

Brand Louis Vuitton and designer Virgil Abloh (6 million followers on IG) were selected as the stimulus of the research. Three scales were adapted for each constructs of the research, they are power of star designer (Swasy, 1979) and luxury brand desirability (Kapferer & Valette-Florence, 2016), and consumers' online engagement (Paruthi & Kaur, 2017). Data (n = 279) were collected through a luxury consumer panel and were analysed with PROCESS Macro in SPSS v.27. Factor 1 was comprised of 21 items reported on a 7-point Likert scale that explained 75% of the variance with factor loadings ranged from 0.775 to 0.902 in EFA. In addition, the Kaiser-Meyer-Olkin's (KMO) measure of sampling adequacy was 0.97, and the Bartlett's Test of Sphericity index was significant ($p<0.001$). The Cronbach's Alphas were 0.912 and above. A summary of the hypothesis testing is presented in the Table 1.

Table 1 Results of hypothesis testing

Hypothesis	IV	DV	Moderator	*β*	*S. E.*	*t*	*p*	95% bias-corrected bootstrap CI
H_{1a}	PSD (expert)	LBD	Conscious attention in COE with SD	-.064	.034	-1.865	.063	[-.131, .004]
H_{1b}	PSD (referent)	LBD	Conscious attention in COE with SD	-.098	.031	-3.146	.002	[-.159, -.037]
H_{2a}	PSD (expert)	LBD	Affection in COE with SD	-.046	.037	-1.226	.221	[-.119, .028]
H_{2b}	PSD (referent)	LBD	Affection in COE with SD	-.076	.033	-2.319	.021	[-.140, -.011]
H_{3a}	PSD (expert)	LBD	Enthused participation in COE with SD	-.076	.034	-2.216	.028	[-.143, -.008]
H_{3b}	PSD (referent)	LBD	Enthused participation in COE with SD	-.088	.032	-2.780	.006	[-.151, -.026]
H_{4a}	PSD (expert)	LBD	Social connection in COE with SD	-.114	.034	-3.340	.001	[-.181, -.047]
H_{4b}	PSD (referent)	LBD	Social connection in COEwith SD	-.093	.031	-3.002	.003	[-.154, -.032]

Note. PSD = Power of star designer; SD= Star designer; LBD = Luxury brand desirability

Implications for Theory and Practice

The research makes three contributions. Conceptually, this research is one of the earliest studies to examine the moderating effect of COE on the relationship between PSD and LBD. Methodologically, this research provided an ecological validity by utilising a consumer panel; a real social media platform; a real-world brand and designer as the stimulus. It also extends previous studies such as the bases of social power (e.g., Swasy, 1979) and LBD (Kapferer & Valette-Florence, 2016), COE (Paruthi & Kaur, 2017) in the context of PSD and Instagram. Managerially, this research provides a better understanding in budgeting and branding based on the designer or aesthetic of the brand for practitioners. Brand strategists can develop strategies for the brand and the star designers in terms of their consumers' online engagement. Then, advertising and marketing managers can advertise and market accordingly (e.g., provide a guideline to which facet of COE the designer ideally needs, specifically increasing in the online engagement for more desirability). It will help the designers' digital presence as well as the brand desirability.

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Role Of Celebrity Selfies In Brand Advertising

Deepa Halder, Xavier School of Management

Abstract

The research explores and extends the nascent digital phenomenon and exploratory and formative literature of user selfies, respectively. It introduces the construct and instrument of marketable celebrity brand selfies as a topical tool of implicit, personified, and spontaneous brand promotion. The study also differentiates this novel concept and measure from the explicit, blatant, and typical celebrity brand photo. Accordingly, a celebrity brand selfie means a self-portrait of a celebrity with the partnered brand in a casual and private background which is publicized on the social media. The research objectives are achieved through a series of surveys and experiments. Specifically, a three-dimensional scale is developed to uniquely operationalize a celebrity brand selfie based on – product endorsement, image clicked, and celebrity environment. Moreover, a structural model is hypothesized and tested to validate the celebrity brand selfie scale. Overall, this research offers a topical advertisement message frame to both, scholars and practitioners.

Keywords: Celebrity Brand Selfie, Construal Level, Regulatory Focus

How Sales Information Affects Price Sensitivity

Yongu He Monash University
Harmen Oppewal Monash University
Yuho Chung Lingnan University
Ling Peng Lingnand University

Abstract

Sales information has been shown to act as an indicator of product quality, especially in online contexts. In the meantime, price is also an indicator of product quality, in addition to its role as an indicator of monetary sacrifice. We argue that because sales information is a stronger quality cue, the role of price as a quality indicator may be expected to diminish when sales information is present. This in turn would result in an increase in consumer price sensitivity, which is likely to the detriment of the retailer that presents the sales information. This study however finds the opposite effect. A series of online experiments show that sales information enhances quality perceptions without it undermining consumers' price sensitivity and so can increase choices of higher-priced products. These findings suggest that businesses can strategically use sales level information to manage consumer product quality perceptions and choices.

Keywords: Sales Information, Price-Quality Relationship, Price sensitivity

Triggering Word-of-Mouth with Social Closeness and Complaint-Reaction-Time?!

Clemens Hutzinger, Seeburg Castle University
Wolfgang Weitzl, University of Applied Sciences Upper Austria

Abstract

Every day, millions of consumers observe online complaints and adapt their purchase-related intentions accordingly. This work sheds light on the role of (a) social closeness to the complainant and (b) reaction time of the recovering company on observing consumers' inclination to spread negative and positive word-of-mouth (PWOM and NWOM). We ran a 2 (social closeness: close vs. distant) x 2 (reaction time: immediate vs. delayed) between-subjects online experiment with participants observing an online complaint about a COVID-19 related service failure at a fictitious hotel. The results showed that observers show higher NWOM if they perceive high – as compared to low – closeness towards the complaining person as well as if the company has a delayed – as compared to an immediate – reaction. However, these effects do not occur for PWOM. Implications for theory and practice on the diversity of PWOM vs. NWOM are discussed.

Keywords: Online-Complaint Observers, Word-of-mouth, Social Closeness.

Consumers' Acceptance of Domestic Internet-of-Things

Esther Jaspers, Massey University
Erika Pearson, Massey University

Abstract

Domestic Internet-of-Things (IoT) devices such as smart speakers and lights are a rapidly growing segment of the personal technology market, yet our understanding of what drives consumers to adopt these devices is limited. Using data from a large-scale survey of a representative sample 930 New Zealanders, this research examines the drivers of IoT adoption and usage, and the role of privacy concern and trust. The results from our Structural Equation Model (SEM) demonstrate that perceived usefulness and trust in the IoT provider are key factors driving domestic IoT adoption. Moreover, drivers of intention to use IoT differed between consumers who had already adopted IoT and those who had not. Although consumers expressed having privacy concerns, these did not influence intention to use IoT. Our findings suggest the presence of a privacy paradox with respect to domestic IoT and provide managerial insights into what drives adoption and usage of IoT devices.

Keywords: Domestic Internet-of-Things (IoT); privacy, Structural Equation Model

Qualitative Look at Influencer Disclosure – Multi-stakeholder Perspectives

Samantha Kay, University of the Sunshine Coast
Meredith Lawley, University of the Sunshine Coast
Rory Mulcahy, University of the Sunshine Coast
Karen Sutherland, University of the Sunshine Coast

Abstract

Almost all research on native advertising, influencer marketing, and disclosure has focused on attitudinal and behavioural outcomes. The present study sought to expand this research area by looking at the emotions involved in influencer native advertising. The present study explored influencer native advertising, disclosure, and emotions through convergent interviews with three stakeholder groups (consumers (n=17), brands (n=5), and influencers (n=5)). The results of this research involve four areas of contribution. First, it further confirms the importance of disclosure, though confirming this for multiple stakeholders involved. It found that textual and visual cues can assist in advertising recognition. Third, it recognised that misrecognition of content as advertisements by influencers occurs. Finally, it found that emotions related to influencer advertisements were largely positive. These findings provide theoretical contribution, practical contributions for influencers and brands, and contributions to policy makers regarding disclosure legislation.

Keywords: Influencer Marketing, Native Advertising, Disclosure

Text Message Screen Positions in Video Advertising

Camila Lopez Navajas, University of New South Wales
Junbum Kwon, University of New South Wales
Fang Liu, University of Western Australia
Harmen Oppewal, Monash University
Eric Trinh, University of New South Wales

Abstract

Video ads are becoming increasingly popular in marketing. Video ads typically display text information in order to effectively communicate their messages. It is therefore critical for marketers to understand how the positions of text messages in video ads affect viewers' attention. By embedding experimentally designed text messages in real video ads and using eye-tracking, we find that a text message receives a longer fixation duration and a greater share of total attention when it is located just above a focal object. Second, a text message with a hashtag or having more characters draws more attention when it is placed under or to the right of a focal object, respectively. Our findings thus suggest the most effective location for a text message in a video ad. The study also demonstrates a new experimental approach to studying video ads.

Keywords: Visual attention, Video Ads, Eye-tracking

A Sense of Self in Augmented Reality

Virginie Lavoye, LUT University
Anssi Tarkiainen, LUT University
Jenni Sipilä, LUT University
Joel Mero, Jyväskylä University

Abstract

People have a fundamental motivation to extend their self beyond their immediate selves. Thus, when consumers explore shades of lipstick in a virtual try-on application in order to find a suited product, they explore possible selves by personalising their virtual self. A virtual try-on is a technology that enables consumers to evaluate the look and fit of clothes and accessories, in store or in the comfort of their home. Based on the literature around self-expansion motivation, we examine the effects of self-presence and self-exploration on brand attitude and brand knowledge in the context of virtual try-on applications for two product categories: sunglasses and makeup. On the basis of survey data from 500 participants, we find that consumers experience self-presence when using virtual try-on applications, which leads to self-exploration engagement and subsequently, positive brand knowledge and attitudes in both product categories. As marketers increasingly rely on virtual try-on, these findings have important practical implications in addition to theoretical contributions.

Keywords: Self-presence, Self-exploration, Brand, Self-expansion

Digital Self-marketing Strategies of Australian-based Academics

Natalie McKenna, La Trobe University
Angela R Dobele, RMIT University
Lisa Farrell, RMIT University

Abstract

Academics engage in self-marketing and use social networking sites (SNS) to market themselves. Academics are increasingly expected to utilise SNS platforms to build their profiles and increase the visibility of their work, although, many academics remain sceptical about the value of using SNS. This study investigates how academics are using digital self-marketing (DSM) to create digital identities and promote professional achievements.

The findings indicate that academics acknowledge the benefits of DSM, such as building relationships with other academics and developing research collaborations, and that it was important to participants that they remained credible and authentic. DSM concerns include needing to be polished, a common view being that credibility was undermined when used exclusively for self-promotion. DSM was considered time-consuming and not accounted for in university work planning. These findings detail benefits and challenges of DSM in the academic career context and are a valuable addition to the field of self-marketing.

Keywords: Digital self-marketing, Academia, Personal Branding

Introduction and Research Aim

The pressure on academic staff to stand out in a crowded, competitive market is growing, particularly in the Australian university system, where many universities are run like large commercial corporations (Schalit 2020). To stand out in this competitive academic world, academic staff are expected to actively promote themselves and their work. Modern academics now actively engage in digital self-marketing (DSM) and personal branding tactics to set themselves apart from others in a crowded market (Mutom 2011; Kozinets 2016). Earlier research discussed how academics use social media (Bik & Goldstein 2013; Goodier & Czerniewicz 2014; Minocha & Petres 2013; Veletsianos & Kimmons 2012) and that SNS is often viewed as a way of enhancing research impact and engagement (Jordan & Carrigan 2018). Some academics remain sceptical of the benefits of sharing their outputs online with broad audiences. The management of one's professional online identity is now widely considered to be part of a successful academic career (Jordan & Carrigan 2018), however, there is limited research on how academics use and perceive DSM. This research, therefore, aimed to explore the use, barriers and perceived impact of academic engagement with DSM. Four research questions were addressed:

RQ1: How do academics perceive DSM? (Including hesitancies for adopting.)
RQ2: How are academics creating and curating their digital identities?
RQ3: How are academics using digital self-marketing to self promote?
RQ4: What impact do academics perceive that DSM has had on their career?

Background

In today's digital world, the ability to edit and manage the presentation of one's self is significantly magnified (Bullingham & Vasconcelos 2013). Self-marketing, defined as "the process of creating professional projections of an ideal self" (Shuker 2014, p.228), is a recognised set of processes, like those found in product development and promotion. Social networking sites (SNS) such as Facebook, LinkedIn, and Twitter provide a platform for individuals to engage in self-marketing of their online identities (Sheth & Solomon 2014). Modern academics must increasingly conform to market values to demonstrate the impact of their work and make professional progress (Carpenter, Cone & Sarli 2014). They face growing pressure to ensure their research makes an impact both academically and socially (Konkiel 2018), so many are turning to digital media platforms and SNS to expand visibility of themselves and their work (Villamar 2017). Scholars are now called upon to "create a brand" (Meyers, as cited in Duffy & Pooley 2017, p. 2) and "curate [a] digital identity" (Marshall, as cited in Duffy & Pooley 2017, p. 2). An Australian university even created an initiative called "pimp my profile" in which library staff were asked to assess the online presence of faculty members to enhance their digital brand (Matthews, as cited in Duffy & Pooley 2017, p. 2).

Previous research has shown that academics are using social media to establish personal brands and that SNS play a role in the promotion of personal academic brands (Barbour & Marshall 2012; Trefzger & Dunfelder 2016; Kozinets 2016; Brown 2014; Granitz & Forman 2015); however, no studies to date have investigated how academics use and perceive ResearchGate, Academia.au, or Google Scholar for digital self-marketing. The focus of this research is how academics engage in and perceive digital self-marketing (DSM) as related to their careers. Better understanding of these topics will provide important information to academics seeking tenure and promotion in highly competitive university settings.

Methodology

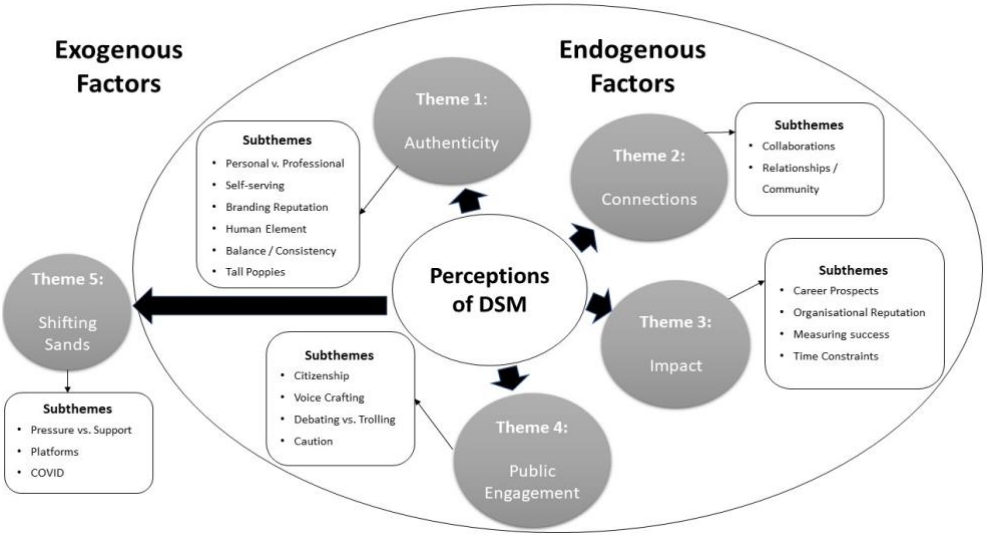
In-depth interviews were selected as the most appropriate qualitative research method for this research, as the research questions sought opinions and experiences of academics with DSM. Recruitment of participants involved a non-probability convenience sample of 21 academic

staff based in Australia, from universities around Australia, including those in the Australia Technology Network (ATN) and the Group of Eight, to perceptions of DSM. Participants all held full-time ongoing academic positions from level A (associate lecturer) to E (professor).

Results, Discussion and Contributions

From thematic analysis, five main themes emerged from the interviews: Authenticity, Connections, Impact, Public Engagement, and Shifting Sands. The first four were deemed endogenous themes that were largely within the academics' control, whereas the fifth theme of Shifting Sands was exogenous as these factors were all beyond the individuals' control.

Figure 1. Themes derived from analysis of academics' perceptions of DSM



Authenticity reflects perceptions about how the self or the individual academic approaches DSM. For example, being a real person and acting human while engaging in DSM was important. Connections was highlighted as an advantage of DSM. Online engagement was perceived to foster collaborations, academic relationships, and a sense of collegiality and community. The third theme was tangible Impact and participants were equivocal about the value of DSM to enhancing their careers and the organisational reputation. The fourth theme,Public Engagement, arose as a central function of DSM and was viewed as an obligation of their roles as academics. The fifth theme was labelled Shifting Sands to reflect the idea that DSM is situated in a broader social context external to academics themselves which is subject to change and uncertainty. Participants reported how rapidly DSM was changing with respect to the varied nature of external pressure and support to adopt DSM, the affordances and value of different academic platforms, and the impact of the global COVID-19 pandemic on DSM activity.

Implications for Theory and Practice

As DSM becomes a more common practice for academics, it is important to understand how they use various platforms, their experiences, and to identifylessons for wider adoptive practices. Specifically, this study strove to provide an understanding of how academics are using ResearchGate, Academia.au, and other digital platforms to market themselves. The findings may assist academics in understanding how DSM and specific online platforms can be used as part of career development efforts. Providing busy academics with information about the experiences of fellow academics using DSM could help them make informed decisions about which DSM strategies might work for them.

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Social Media and The Sharing of News

Lesley Chiou, Occidental College
Nico Neumann, University of Melbourne
Catherine E. Tucker, RMIT University

Abstract

National governments have long been protective in ensuring the persistence of local news media. In particular, policy makers have been concerned about the role of content aggregators, such as social media and search engines, in acting as a gateway to news websites. In 2021, the Australian government planned to introduce a bill that required technology platforms, such as Google and Facebook, to pay money to news media for linking to their news stories. As a result of the proposed policy, Facebook did now allow its Australian users to share news content for eight days. To illuminate the role of social media and possible substitutes for generating traffic for news content, we study this natural experiment using difference-in-difference estimations. We provide evidence that during this period newspapers lost incremental revenue and online views. Our findings suggest that intermediary websites rather than restricting monetisation and access to news content actually facilitate it.

Keywords: Monetisation, Digital, News

Introduction and Research Aim

The Australian government proposed in 2020 the introduction of a new bill - the *News Media and Digital Platforms Mandatory Bargaining Code* -, according to which technology firms are required to pay local publishers whenever "news content" was made available on their platforms. As part of the negotiations, on 18 February 2021 Facebook implemented a complete ban of news sharing for Australian consumers and publishers for 8 days (Facebook 2021). The sudden banning of news sharing represents a natural experiment that allows us to investigate the impact of Facebook as a social-media intermediary on driving traffic to news content.

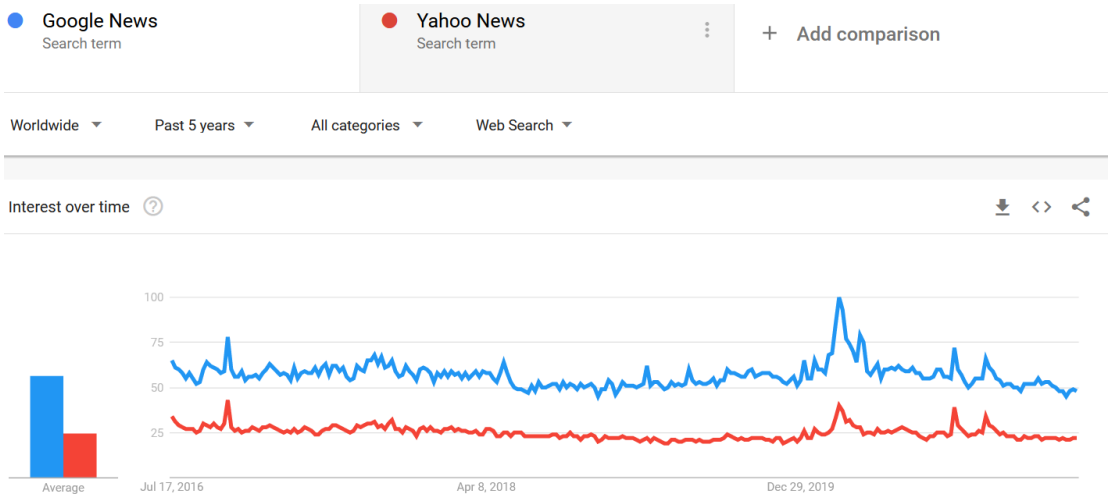
Our paper contributes to a new literature stream which attempts to understand how the news media fits into the emerging digital landscape and how much revenue of online content providers may depend on intermediaries. These insights matter not only for online content providers but also policy makers as many regulators currently review and discuss new legislaton for 'big tech' companies, such as Google, Facebook and Amazon (Mozur et al. 2021). To shed light on how much social-media platforms influence news content consumption and how relevant Facebook is in this context, we address two research questions in our study:

RQ1: What is the is the role of Facebook referrals for news site traffic?
RQ2: Can alternative news referral sources act as substitutes for social media?

Background

The importance of technology platforms has risen in recent years because, in the digital age, traditional news media have faced shifts in both how news content is monetised and how people access news media. Rather than buying physical copies of newspapers directly, consumers access most news content via websites nowadays; a trend that has even been accelerated through the global COVID19 pandemic (Greenslade 2020). Several studies have looked at the role of news aggregator websites on consumption of news. Chiou and Tucker (2017) examined a natural experiment resulting from a contract dispute between Google and the Associated Press. They found that a news aggregator, such as Google News, helps expand traffic to news websites, in particular news websites that are of higher quality or particularly local. The authors did not find that Google News was a substitute for news websites. Athey et al. (2021) and Calzada and Gill (2020) also explore the relevance of news aggregators for news consumption by investigating the shutdown of the Spanish edition of Google News in December of 2014. Both papers showed that the shutdown of Google News in Spain decreased the number of daily visits to Spanish news outlets between 8% and 14%.

While the existing literature highlights that news aggregator sites appear to benefit the traditional news media, the implications are less clear for the digital media landscape of 2021 and the role of social media for news consumption. First, the popularity of news aggregators, such as Yahoo and Google News, has been slowly diminishing (see Figure below). Second, social-media behaviour has changed too. After conducting 112 interviews with US consumers in 2014, Petina et al. (2015) find that most of their respondents deny the defining role of social media in their news consumption. However, Shearer and Mitchell (2021) find in their Pew Research Center survey that 53% of U.S. adults state to get news from social media "often" or "sometimes." Facebook was named as the top source of news, with about a third (36%) of Americans stating to get their news there regularly. This evolving role of social media for news consumption suggests that social-media platforms may be equally important in driving traffic to news content as news aggregators that were created specifically for this purpose. Our study context revolving around the Australian news ban experiment on Facebook allows investigating the role of social media for generating views using exogenous real traffic data.



Methodology

In this work, we use data at the domain-day level from SimilarWeb, a web measurement company that collects data on browsing behaviour from rich and diversified panels of consumers in many countries (Calzada and Gil 2020). Specifically, we focus on the time period from 20 January 2021 (4 weeks before the news ban) until 25 February 2021. To establish the causal effect of Facebook on news consumption, we employ a difference-in-difference (DiD) design that examines changes in online traffic statistics (e.g. site visits and social-media referrals) by comparing Australia (our treatment region) with the United Kingdom (UK) (our control region) before and after the news ban (our treatment). We focus on the Top 80 news publishers in the United Kingdom and Australia (according to the SimilarWeb news category), resulting in 5846 observations. Our data also allows us to examine different types of referrals for desktops (mobile data at this granular level was not available). Other than for referrals, which are measured in proportions/ share, we used (natural) log-transformed dependent variables for our DiD estimators because of different baseline levels across the two countries (ensuring percentage changes as coefficients for the parameters). We control for day of week effects (e.g. Monday etc.) and individual publisher traffic differences by additionally including fixed-effect controls in our regression:

$$(1)\ \text{Log (SiteVisits)} = \beta_0 + \beta_1\ \text{Australia} + \beta_2\ \text{NewsBan} + \beta_3\ \text{Australia X NewsBan} + \beta_4\ \text{DayOfWeek} + \beta_6\ \text{Publishers} + e,$$

where *Australia* is a dummy for Australian publishers (vs. United Kingdom) to capture country-specific differences, *NewsBan* is a dummy indicating the treatment period of the news ban (18-25 February 2021) and the interaction of the two dummies, *Australia X NewsBan,* provides the average treatment effect (on the treated) for the Facebook news ban on publisher online measurements (e.g. site visits). *DayOfWeek* and *Publishers* are row vectors representing the respective dummies for six weekdays or 79 publishers (vs. the reference in the intercept).

DiD analysis requires a parallel trend assumption that demonstrates that the treatment and control region are similar in the absence of the experimental treatment. We formally test this assumption for our various dependent variables by examining whether the interaction effect of a deterministic trend variable (name *Trend*) and the dummy variable *Australia* is statistically insignificant for the control period before the treatment occurs (Lambrecht et al. 2020).

$$(2)\ \text{Log (SiteVisits)} = \beta_0 + \beta_1\ \text{Australia} + \beta_2\ \text{Trend} + \beta_3\ \text{Australia X Trend} + \beta_4\ \text{DayOfWeek} + \beta_6\ \text{Publishers} + e.$$

The results for seven different regressions as given by equation (2) are shown in the table below and confirm that the parallel trend assumption seems to hold for our data:

	Log-visits desktop			**Log-visitors desktop**			**Log-visits mobile**			**Log-visitors mobile**		
	Coef	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*
Intercept	10.399	0.220	<0.001	9.384	0.204	<0.001	12.288	0.233	<0.001	11.738	0.220	<0.001
Trend	-0.003	0.001	<0.001	-0.003	0.001	<0.001	-0.003	0.001	<0.001	-0.003	0.001	<0.001
Australia (vs. UK)	-1.543	0.222	<0.001	-1.488	0.205	<0.001	-1.406	0.232	<0.001	-1.397	0.220	<0.001
Trend X Australia	**0.000**	**0.001**	**0.696**	**0.000**	**0.001**	**0.851**	**-0.001**	**0.001**	**0.323**	**-0.001**	**0.001**	**0.381**
FE day of week		Yes			Yes			Yes			Yes	
FE publisher		Yes			Yes			Yes			Yes	

Coef = Coefficient; FE = Fixed effects. N= 4582. Based on robust standard errors clustered at publisher website level.

	Social-media referrals			**Direct website visits**			**Email referrals**		
	Coef	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*
Intercept	<0.001	0.009	0.984	0.814	0.016	<0.001	0.006	0.001	<0.001
Trend	<0.001	0.000	0.019	<0.001	<0.001	0.083	<0.001	<0.001	0.118
Australia (vs. UK)	0.014	0.010	0.141	0.004	0.017	0.812	<0.001	0.001	0.888
Trend X Australia	**<0.001**	**0.000**	**0.464**	**<0.001**	**<0.001**	**0.463**	**<0.001**	**<0.001**	**0.203**
FE day of week		Yes			Yes			Yes	
FE publisher		Yes			Yes			Yes	

Coef = Coefficient; FE = Fixed effects. N= 3716. Based on robust standard errors clustered at publisher website level.

Results and Discussion

The table below summarises the DiD estimates for total site visits and (unique) visitors of our sample of publishers, separately estimated for mobile and desktop data:

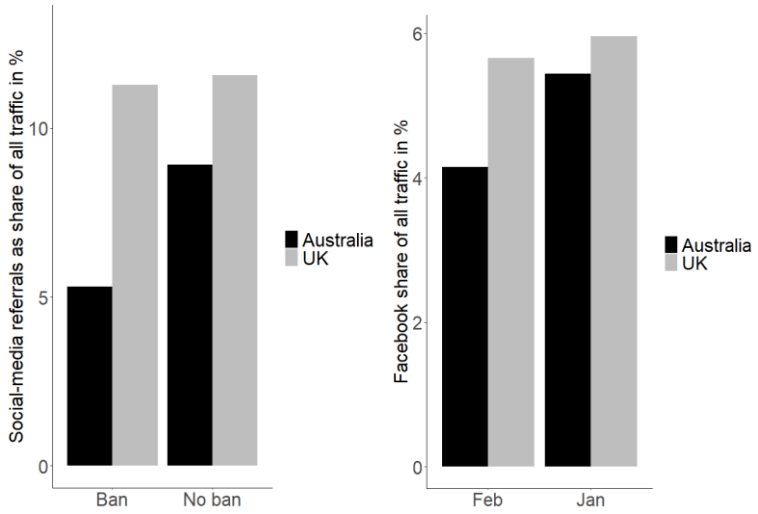
	Log-visits desktop			**Log-visitors desktop**			**Log-visits mobile**			**Log-visitors mobile**		
	Coef	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*
Intercept	10.342	0.220	<0.001	9.348	0.204	<0.001	12.247	0.233	<0.001	11.696	0.221	<0.001
News ban period	-0.047	0.009	<0.001	-0.046	0.008	<0.001	-0.046	0.009	<0.001	-0.046	0.009	<0.001
Australia (vs. UK)	-1.547	0.220	<0.001	-1.486	0.205	<0.001	-1.416	0.232	<0.001	-1.406	0.219	<0.001
Australia X ban	**-0.072**	**0.016**	**<0.001**	**-0.071**	**0.015**	**<0.001**	**-0.069**	**0.016**	**<0.001**	**-0.070**	**0.015**	**<0.001**
FE day of week		Yes			Yes			Yes			Yes	
FE publisher		Yes			Yes			Yes			Yes	
Adjusted R^2		0.908			0.912			0.847			0.862	

Coef = Coefficient; FE = Fixed effects. N= 5846. Based on robust standard errors clustered at publisher website level.

We can see consistent and highly statistically significant results across mobile and desktop traffic changes, revealing that the eight-day Facebook ban resulted in an average loss of about 7% of site visits and visitors to Australian news publishers. The finding that the number of lost (unique) visitors is the same as the estimate for lost visits suggests that the reduction in visits is not driven by follow-up, repeated visits of the same consumers, but a loss of additional readers. While not shown here, we also carried out DiD regressions analysing other outcome metrics, including the bounce rate (the percentage of visitors who navigate away from the site after viewing only one page), the average browsing duration of consumers and the average number of pages visited. The DiD estimates for these reader metrics suggested no significant changes during the news ban.

Next we investigate whether the site traffic losses can be attributed to social-media referrals and are not due to other referral sources. It should be noted that we cannot access referrals from individual publishers like Facebook at the granularity level that we require (i.e, daily measurements), but only a summary of all social-media referrals as share of total daily traffic for desktop users (Facebook data is only available at monthly aggregates). The figures below

depict the average number of social-media referrals and Facebook referrals (just comparing January and February 2021), respectively, for desktop data. We can see that during the ban (or month of the ban, "Feb") social-media and Facebook referrals are much smaller than during the other periods for Australia, whereas there are little differences for the UK.



To quantify the impact on social-media referrals (reminder: we cannot perform this analysis for the Facebook referral data which is available at the monthly level only) and other referral sources (e.g. direct traffic, email referrals, organic search, paid search, other referrals), we again run DiD regressions as outlined in equation (1). The table below summarises three significant results from our various regressions:

	Social-media referrals			**Direct website visits**			**Email referrals**		
	Coef	*SE*	*p-value*	*Coef*	*SE*	*p-value*	*Coef*	*SE*	*p-value*
Intercept	0.004	0.007	0.602	0.820	0.016	0.000	0.004	0.001	0.002
News ban period	-0.003	0.002	0.175	0.001	0.003	0.795	-0.001	0.001	0.104
Australia (vs. UK)	0.013	0.008	0.106	-0.001	0.016	0.973	0.001	0.001	0.480
Australia X ban	**-0.033**	**0.006**	**<0.001**	**0.015**	**<0.001**	**0.000**	**0.003**	**0.001**	**<0.001**
FE day of week		Yes			Yes			Yes	
FE publisher		Yes			Yes			Yes	
Adjusted R^2		0.759			0.943			0.854	

Coef = Coefficient; FE = Fixed effects. N= 5846. Based on robust standard errors clustered at publisher website level.

We first find that social-media referrals significantly decreased by about 3.3% during the Australian news ban. According to our analyses of other sources, no other referral sources led to reductions during the treatment period. This result confirms that social-media referrals appear responsible for the identified loss in site traffic numbers. Can the 3.3% reduction in social-media referrals explain the loss of 7% in site visitors and visits? We can only speculate about the underlying reasons and relationships. However, it seems plausible that social-media posts have a multiplier effect whereby a person who sees a post about a news article on Facebook mentions this to other people offline or through other channels, resulting in possible additional visitors created through word-of-mouth.

Furthermore, we find no significant changes in referrals from display ads, organic and paid search or other referrals (the DiD regression are not shown here to safe space), whereas direct website visits and email references significantly increased during the news ban, with a growth of 1.5% and 0.3%, respectively. These results suggest that some people share news articles by sending these via emails and go to some publisher sites directly for news consumption.

We highlight that our findings seem robust to different model specifications, time periods for the control period and alternative countries that serve as control region (e.g. Canada).

Implications for Theory and Practice

Our study illustrates that social media, such as Facebook, generate additional incremental visits to news publishers of around 7%. Only a small portion (1.8%) of potentially lost traffic is redirected through other substitute channels, such as direct website entries or email referrals. This finding suggests that the total lost site traffic could have been 8.8% (= 7% +1.8%), if we assume that the increases in email and direct referrals would have been social-media referrals normally. The traffic losses of 7%-8.8% are similar to the reported range of reduced site visits that previous studies found when news aggregators like Google News are shut down.

What are the financial implications for news publishers if Facebook would not allow the sharing of news articles? One of the greatest source of income for nearly all publishers today is still advertising revenue, in particular from display and video ads (Greenslade 2020). We conduct a back-of-the envelop calculation where we estimate the financial impact on publishers' ad revenues if the Facebook news ban had lasted for a whole month. The table below summarises the calculation steps, assuming that 90% of ad placements are display banner ads and the remaining 10% ad placements for online video ads (which have much higher CPMs/ cost per thousand units). We also remind the reader that our study focusses on established news publishers which are regarded as premium content providers and charge higher CPMs than other websites, as reported in Neumann et al. (2020). For example, a pre-roll video ad on News.com.au can demand a CPM of $60-90 (Hayes 2015). To be conservative, we use CPM estimates of $20 for video ads and $5 for display banner ads (the CPM/ costs can vary a lot depending on the format and site shown).

Component	Source	Estimate
A: Average visits per month	SimilarWeb/ our data	8,009,441.89
B: Share lost (7%)	SimilarWeb/ our data	560,660.93
C: Ad placements per page	Setupad.com (2021)	4.00
D: Average pages viewed per visit	SimilarWeb/ our data	3.00
E: Total ad views lost	A*B*C*D	6,727,931.19
F: Video ad CPM	Hayes (2015)	20.00
G: Display ad CPM	TopDraw.com	5.00
H: Lost income per publisher	(E*0.1*F+E*0.9*G)/1000	218,657.76

Our calculation suggests that a top-80 publisher may lose on average about $218,000 ad revenue per month when Facebook does not allow sharing of news articles. This is a significant amount of money for publishers, many of which have been struggling to survive and find ways to fund and sustain public journalism.

Overall, our study results highlight the potential impact of digital intermediaries, such as Facebook, on industry structure (Athey et al. 2021): content aggregators make it easier for consumers to find and disseminate news articles, increasing competition across publishers for consumer attention. National Governments have long been protective in ensuring the persistence of local news media. However, the digital age challenges long-standing practices about how the news media are funded and how people find and identify news stories to read. In particular, policy makers have been concerned about the role of aggregators, such as social media and search engines, in acting as a gateway to news websites. We provide evidence that newspapers lost incremental revenue and views without Facebook traffic referrals. This suggests that gateway websites rather than restricting monetization and access to news content actually facilitate it.

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Consumers' use of Digital Maps: First Looks

Muru Chen, Monash University
Harmen Oppewal, Monash University
Ari Pramono, Monash University

Abstract

This study uses eye-tracking to investigate how consumers respond to the layout and other features of digital maps when planning a trip. For retailers and other consumer attractions, being noticed on a map is critical for being incorporated in consumers' consideration sets when they use maps, especially when they have no prior information or fixed plans of where to go. Participants in a lab planned a trip in an unknown city as displayed on a map. The map varied in terms of saliency, clutter and spatial positions of attractions. Findings indicate that being more salient and closer to the centre of the map results in earlier attention but that this early visual attention does not influence a consumer's final attraction choice. While this means layout and map position do not determine consumer choices, there is scope for marketers to influence the early stages of the consumer decision process.

Keywords: Digital maps, Consumer Decision Making, Eye-tracking

Source Effects in Influencer Endorsement: A Meta-analysis

Petra Paasonen, Aalto University
Heini Vanninen, LUT University

Abstract

While the endorsement research in the field of marketing has to a large extent concentrated on the effectiveness of celebrity endorsers, social media influencers have started attracting more attention amongst both academics and practitioners leading to an increasing number of studies published during the past decade. This study investigated the importance of source credibility, source attractiveness and influencer-brand/product congruence in influencer endorsements by meta-analyzing 21 studies published until November 2019 involving 8,457 participants. The findings reveal that the studied influencer source effects are positively associated with endorsement outcomes. More specifically, source credibility composed of influencer trustworthiness and influencer expertise has the most positive effect for both attitudes and behavioral intentions. The findings can aid practitioners in choosing the right influencer to endorse their products in social media. Since significant heterogeneity was detected in the data, a follow-up moderator analysis is warranted to explain the sources of variance in individual studies.

Keywords: Influencer Marketing, Source Effects, Meta-analysis

Incongruence theory: Framework for FMCG brands to sell online

Mathew Parackal, University of Otago
Damien Mather, University of Otago
Rory Redman, University of Otago
Peter Cox, Harraways Oats

Abstract

This study investigated the incongruence theory for selling products of FMCG brands online. The investigation was carried out on women aged 25-35 living in Auckland and Wellington. They were asked of their views to purchase Harraways Oats' single sachets via three separate channels, namely, supermarket, online shop, and online subscription plan. The study employed an online in-depth interviewing methodology to collect response to questions pertaining to the channels, presented on Facebook posts to separate groups of women. This was done to preserve the data from contamination and any form of influence. The responses were separately analysed for topics using text mining. The analysis showed there was reasonable support for purchasing this product as an online subscription plan. As online shops and subscription plans are both incongruent to FMCG products, the results provided an early indication for suggesting the incongruence theory for selling FMCG brands online as a subscription plan.

Keywords: Incongruence Theory, Online Subscription Plan, FMCG Brands

Introduction and Research Aim

Online grocery shopping is gaining popularity with customers (Nielsen 2017). The convenience it offers appeals to people of all walks of life, including the high-income bracket (Morganosky & Cude 2000; Ramus & Nielsen 2005; Ahmad, Omar & Ramayah 2010; Vijayasarathy 2004; Roberts, Xu, & Mettos 2003), people with disabilities and temporal constraints (Morganosky & Cude 2000). The online grocery sector is so far dominated by supermarkets (Clark 2019). While this channel could give FMCG brands direct access to the marketplace, they lack the assortment customers seek when shopping for grocery products. However, by shifting the focus away from the product, and offering value that meets special and lifestyle needs, FMCG brands could adopt a direct marketing approach using this channel (Dickey & Lewis, 2009).

The digitisation of logistics has provided an opportunity for FMCG brands to innovate the distribution of their product. One innovation already in the marketplace is a service-form of the FMCG products (e.g. De Kervenoael et al. 2006). The service-form comprise delivering of grocery products purchase from an online shop to homes, which many supermarkets have started to adopt (Clark 2019). FMCG brands could adapt this innovation by using a subscription model (Belavina et al 2017; Wagner et al 2021). This model will allow bulk delivering products to remote locations that lasts for an extended period (e.g. One month). By supplying in bulk, brands could achieve the economies of scale for delivering the product to remote locations. While the technology for implementing the innovation is readily available, its acceptance in the marketplace needs investigation. The incongruence theory, discussed below, may be a useful framework that FMCG brands could use to turn their products into a service. The study reported here is one of the earliest attempts to apply the incongruence theory as a framework for FMCG brands to sell their products online.

The research aim was:

> *To investigate whether the incongruence theory can serve as a framework for FMCG brands to sell online.*

In this paper, we answer the following research questions related to the above aim:

> **RQ:** *What is the format suitable for FMCG brands to sell their products online?*

Background

The conventional thinking of a brand extension is to maintain congruence (Fleck & Maille 2010). This, however, is changing as consumers are seen to respond favourably to incongruence. For example, a toddler driving an SUV to show how easy it is to drive the vehicle. The literature confirms observing incongruence themes in communicating messages (Halkias & Kokkinaki 2013; Halkias & Kokkinaki 2014; Jurca & Madlberger 2015; Yoon 2013). Incongruence theory also explains the adoption of innovation even though there may be some initial resistance (Srivastava & Sharma 2013; Jung & Tey 2010). The favourable response observed was due to a deeper cognitive stimulation that derived meaningful insights (Mandler 1982). Srivastava & Sharma (2012) confirmed moderate incongruence was more effective than congruence and extreme incongruence for brand extension. Whether this theory is suitable for FMCG brands moving online was the focus of the study reported in this paper.

Methodology

The study was carried out using Harraways Oats' single sachets to investigate the incongruence theory for FMCG brands to go online. This brand is one of the oldest and a household name in New Zealand (Otago Daily Times 2018), hence was appropriate for investigating the

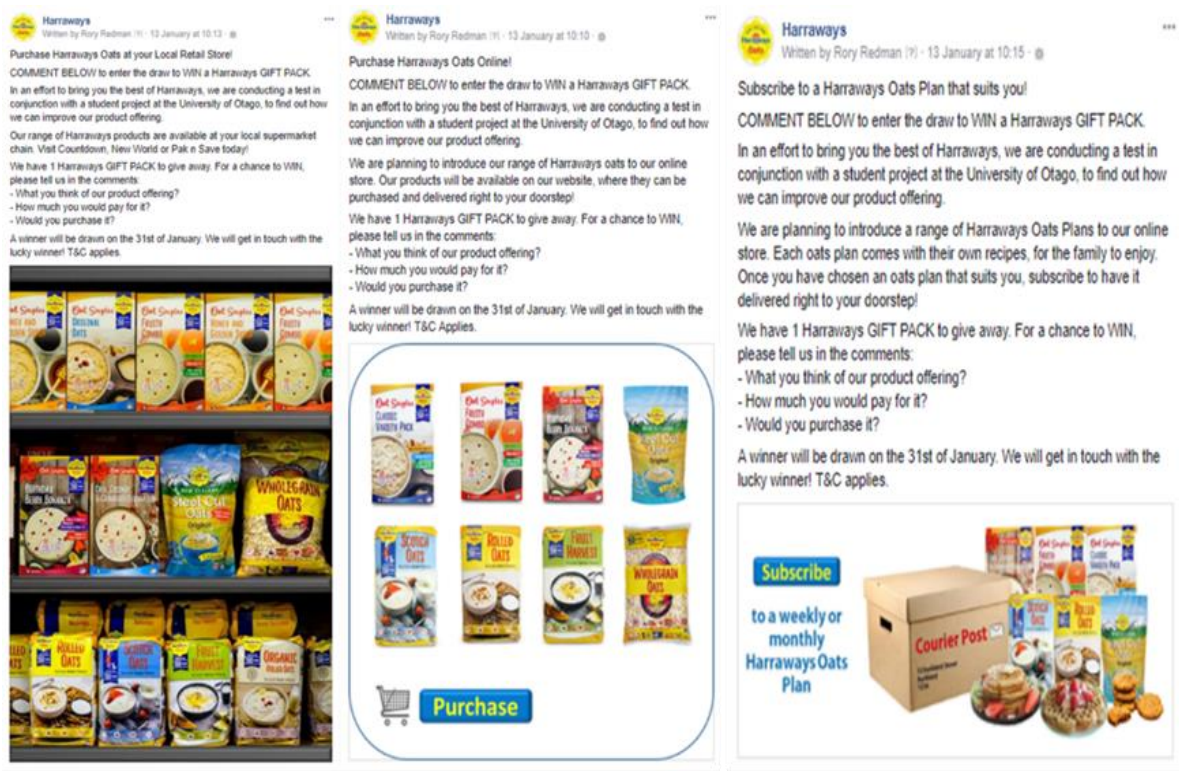
incongruence theory in the context of the FMCG brand used in this study. Using online in-depth interviews, investigation was carried out to find out customers' view for purchasing the brand's single sachets via an online shop. The sachets target women aged 25-35 who are the typical grocery shoppers, hence were the subjects for this study. The online in-depth interviews were implemented on women of this age category with Facebook accounts from Auckland and Wellington. The women self-selected themselves to participate in the study from their remote locations.

To prevent data contamination, the questions were separately made into Facebook posts to reflect purchasing the product from a supermarket, from an online shop and as an online subscription. The first post captured the brand recognition, the second and third captured whether respondents would purchase the product online, despite the incongruence. The posts used visual material to represent the format of the offering (see Figure 1). The following questions were included in all three posts to encourage respondents to express the view in sufficient length:

(1) What you think of our product offering?
(2) How much would you pay for it?
(3) Would you purchase it?

The post offered an incentive in the form of a lucky draw to encourage participation. The three posts for the different format is shown in Figure 1.

Figure 1: Posting for the treatments



Control treatment **Online product treatment** **Online subscription treatment**

The groups were kept apart using postal codes. The posts, disseminated as newsfeeds using Facebook Advertising in the three regions of Auckland and Wellington separate by postal

codes, ran for 40 days. The study generated 85 responses. The responses in the groups were analysed separately (Super market =33; Online product = 17; Online subscription = 35), using SAS Enterprise Miner version 14.2. Text mining carried out used an unsupervised machine learning approach to identify the topics in the responses.

Results and Discussion

By reviewing the comments and key terms of the topics extracted, appropriate labels were assigned. Table 1 shows the labels, key terms and archetypes that define the topics for the three shopping formats.

Table 1: Topics extracted for the three shopping format

	Label	Key terms	Archetype
Supermarket	Oats Lovers	oat, price, pay, love,	*I love the big packs of rolled oats. It's a good price usually and my son loves it, I can mix it up by using different fruits and I can soak some in soy milk for my breakfast smoothies* [Q7].
	Honey and Golden Syrup Enthusiasts	syrup, honey, sound, golden,	*I love the big packs of rolled oats. It's a good price usually and my son loves it, I can mix it up by using different fruits and I can soak some in soy milk for my breakfast smoothies.* [Q8]
	Healthy Oats Eaters	syrup, honey, sound, golden,	*We get the single serve packages as they're convenient and quick to serve our toddler when he asks for porridge. We tend to only get the plain ones now, as we found the other flavours had a really high sugar ratio - probably why they tasted so good! Not ideal for toddler breakfast though"* [Q9]
	Harraways Fans	product, great, pay, flavour, cut,	*I always buy Harraways, mum did too when I was a kid. I even cut the recipe off and stuck it to the pantry (door) for my kids* [Q10]
Online shop	Skeptics	postage, online, offer, shop,	*You would need a selling point to get people to buy direct. It would need to beat countdowns price including delivery* [Q11].
	Considerers	delivery, buy, oat, normal, price,	*Would need to consider the cost to have it delivered vs going to the supermarket* [Q12].
	Supporters	love, great, purchase, retail, price,	*Awesome as! Can enjoy a different flavour every day... Would be cool to get wee bonuses when buying the lot at once* [Q13].
Online subscription plan	Supporters	oat, buy, product, roll,	*Great idea! Convenient, and if it came with different products sometimes, it would give you a reason to try different things"* [Q14]
	Frequent Oats Eaters	interest, eat, porridge, month, purchase,	*Would also like if you could choose frequency - e.g. a box is $20 a day but you can get bi-weekly, monthly, or every 2 months - we use a lot so more frequent than monthly would be handy!* [Q15]
	Adventurous Oats Eaters	great, idea, different, recipe,	*We use oats for cooking not just for breakfast so a few selected pick n mix packs might be a cool idea also* [Q16].
	Children	love, yes, kid, cool, porridge,	*I love porridge and so do my kids, I think it's a good offering of products, good selection.* [Q17]

The unsupervised machine learning applied separately to the three set of questions produced multiple topic, which was consistent with the interactive conversation on social media (Parackal et al 2020). The question on purchasing from supermarkets produced four topics (Oats Lovers, Honey and Golden Syrup Enthusiasts, Healthy Oats Eaters and Harraways Fans). All four topics resonated with the brand traits, highlighting its popularity with the participants (see the Archetypes in Table 1).

The responses for purchasing the product online had three topics (Skeptics, Considerers and Supporters). While there was some support for this format (see Archetype for Considerers and Supporters in Table 1) there were also skeptism raised concerning the value offered (see the Archetypes for SKeptics).The cost of delivery was a key factor (see the Archetype for Considerers).

In the case of the online subscription format, the responses included four topics (Supporters, Frequent Oats Eaters, Adventurous Oats Eaters and Children). All four topics were supportive of this offering, reflected by all the archetypes (see in Table 1). The topics suggested potential segments for targetting this format.

The investigation carried out suggested the brand studied could consider the subscription format for selling their single sachets online. The approval observed in all the topics supported the incongruence theory for selling this FMCG product online. A further incongruence was the idea of a subscription plan for selling a single grocery item. While the online shopping and subscription format may be incongruent to this product, they (i.e., online shopping and subscription plans) are congruent to the lifestyle choice of many customers. Though the product falls in the low involvement category, the incongruence may have activated the cognition in the respondents to help see the congruence of the format to their lifestyle choice.

Conclusion

This study investigated whether the incongruenc theory could provide a framework for recommending FMCG brands to sell their products online. The qualitative data showed that respondents were open to purchasing Harraways Oats' single sachets as a subscription plan from an online portal. As this was a one-off qualitative study, further investigation is needed for the findings to be conclusive. While undertaking a quantitative survey research could be an option to further investigate this theory, for the same cost or even less, an e-commerce portal could be set up to implement a test marketing methodology. Such an investigation could test the incongruence theory on multiple product catagories for recommending FMCG brands going online.

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Endurance of Digital Marketing with Artificial Intelligence

Fazla Rabby, University of Southern Queensland
Ranga Chimhundu, University of Southern Queensland
Rumman Hassan, University of Southern Queensland

Abstract

In recent years, artificial intelligence (AI) has emerged in several areas, including technology, industry, medicine, automobiles, education and digital marketing. AI is becoming increasingly popular, helping to predict buying behaviors and offering a range of benefits to digital marketing. This paper aims to investigate the impact of AI and the integration of new technology in digital marketing to add value to businesses and enhance marketing efforts. In particular, it looks at how AI is used in digital marketing and how it is changing the future of digital marketing. In conjunction with one another, these AI technologies improve performance above and beyond what is possible with digital marketing alone. The findings reveal that AI has benefited customer value creation, improved service quality, operational area, lead generation and search optimisation. AI should be appropriately used in digital platforms, which will positively impact the quality of buyer's lifestyles.

Keywords: Artificial Intelligence, Digital Marketing, Consumer Behaviour

1. Introduction

Many academics believe that artificial intelligence (AI) will significantly influence the future of digital marketing campaigns and consumer behaviour. According to a report from Salesforce, AI will be the most widely used technology by marketing professionals in the coming years (Appel et al., 2020). It has already been stated that "the great turning point in history" is the combination of factors that will allow AI to meet its commitments to the world (Davenport et al., 2020). Companies will need to make significant changes to operations to successfully implement AI technology and transform their digital marketing strategies to provide valuable customer insights (Jiang & Cameron, 2020). Digital marketing professionals and business analysts must recognise AI's global commitment and the direction and timelines for company development. The following topics, which were discovered through a study of digital marketing literature and professional contacts, are discussed in this article: technology, business operation, information management, trust, and consumer satisfaction. In real-time, AI can compare information and make customised recommendations. However, because of data protection, technological limitations and ethical considerations, AI is not likely to deliver on its promises (Grewal et al., 2020).

2. Research Methodology

Regarding the methodology used in this paper, literature review was conducted to understand the implementation of AI in digital marketing and systematically analyse literature publications over ten years between 2011 and 2021. This paper is divided into four sections. The first section contains the most prominent definitions of AI and digital marketing. The second, covers AI strategies for digital marketing. The third analyses examples gathered around AI's digital marketing influences. The fourth and final section discusses the benefits of AI in digital marketing.

3. Background and Literature Review

3.1 Artificial Intelligence Overview

AI is the study and development of computer systems capable of performing tasks that typically require human intelligence, such as visual awareness, language recognition, language translation, and decision-making (Van Doorn et al., 2017). A computer program that uses AI technology can simulate cognitive functions that we delegate to the human mind, such as problem-solving and learning (Parasuraman & Grewal, 2000). When it comes to data collection operations, AI can assist with the processing, classification, and execution of specific tasks. Machine learning, deep learning, and linguistic translation are examples of activities considered in the current technological development of AI.

3.2 Digital Marketing Overview

Marketing to connect with potential customers to achieve marketing goals through digital channels such as webpages, digital media, search engines and cellular applications is known as digital marketing or online marketing. The most important element of digital marketing is consumers' value (Jarek & Mazurek, 2019). Consumer value encompasses a wide range of dimensions, including products, concepts, resources, knowledge and solutions to customer needs. Agarwal et al. (2020) recommended that the "digital marketing mix" should serve as the philosophical foundation for any digital marketing strategy. Because the digital marketing mix is not analytical, the instruments can develop digital marketing techniques for long-term and short-term objectives (Archer-Brown & Kietzmann, 2018).

3.3 AI in Digital Marketing

Progress in these technologies has enabled AI to make significant strides in voice recognition, text and image recognition, decision making, and autonomous robotics (Grewal et al., 2017). Any of these areas can be used to meet the needs of practical applications. For example, voice recognition is possible on smartphones (e.g. Siri). These solutions are used as virtual assistants that respond quickly to textual. Payment acceptance is accomplished through facial recognition, with the system making payments based on a comparison of the face image. Options for education are available – IBM Elements have been developed to assist students and teachers. Finally, automatic robotics and vehicles in factories are used to maintain inventory control (e.g. in the Amazon Kiva system). Smart apps are being implemented in the business world, directly impacting the marketing world and decision-makers.

4. Findings and Discussions

After conducting a thorough investigation, we discovered that AI affects the full range of digital marketing activities. We discovered that AI could play a significant role in digital marketing, and it stands to benefit the most from AI. The analysis of the cases revealed that the effect of AI practices on digital marketing is bidirectional. Improved customer service will significantly benefit, but new digital marketing solutions will influence the overall comprehensiveness of digital marketing activities. Our research discovered that AI implementations increase trust in digital marketing products and that businesses are more likely to benefit from them if they see positive outcomes from their application of AI (Robert et al., 2020). According to the evidence gathered for this study, AI improves the overall quality of digital marketing (Kopalle et al., 2020). Customer service available 24 hours a day, hyper-customized solutions, easy shopping, and the ability to prevent a wrong choice are all features of a modern digital marketing dimension (Yadav & Pavlou, 2020). AI is revolutionising industries one by one, from Siri to Tesla, self-learning systems to data mining, virtual assistants to language processing, and everything in between. AI also prevents data leaks in marketing, reduces errors, and changes the way people interact with brands (Yadav & Pavlou, 2020).

5. Conclusion

The study findings confirmed that AI is being used in a variety of digital marketing fields. Image recognition, text recognition, decision-making, voice recognition, and autonomous robots are all examples of AI technology commonly used in digital marketing. Voice recognition is an AI application used on a large scale by leading technology companies such as Amazon, Google, Apple, and Microsoft. We can predict that even more tasks will be automated and streamlined, and as a result, the customer experience and satisfaction will be significantly improved in the digital marketing platform. Integrating AI technology, such as augmented reality, virtual reality, automated content creation, voice recognition, and so on, can undoubtedly stimulate a better and faster response from the customer, ultimately resulting in increased customer satisfaction. Most studies have focused primarily on demonstrating AI benefits rather than explaining the prevalent and legitimate issues associated with its use. According to technologists like Elon Musk, AI can be "dangerous" if not used with caution (Davenport & Kirby, 2016). Therefore, concerns around trust and risk associated with AI-based digital marketing warrant further investigation.

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Role of Memory and Search Order in Purchase Outcomes

Andre Bonfrer, Deakin University
Bhoomija Ranjan, Monash University
Aruna D. Tatavarthy, IIM Nagpur, India

Abstract

Prior research on consumer search has largely centered around exploring search activity leading to subsequent purchases (*conversion*). However, in many online retail categories (eg-apparel), nearly 73.6% of searched products end up unpurchased, remaining 'in the cart' (*abandoned carts*). In this paper, we characterize the search paths that lead to cart abandonment. We first present a descriptive analysis of search-characteristics using clickstream data with 12.1M clicks from 2.56M individuals for an online retailer. Comparing converted vs. abandoned search paths suggests that information on a) search-duration, b) duration gaps between search sessions strongly predicts the probability of cart-abandonment. On the other hand, information on a specific type of search-revisit (viz., revisiting *across* search-sessions) most strongly indicates purchase-likelihood of a SKU. We also document the effect of *early* vs. *delayed* search-incidence on the purchase probability. We observe a *funnel-widening* trend in the case of searches that were subsequently converted into a purchase.

Keywords: Consumer Search, Cart-Abandonment, Memory

Online Customer Engagement and Brand Love

Noel Yee-Man Siu, Hong Kong Baptist University
Tracy J.F. Zhang, Hong Kong Baptist University
Raissa S.P.Yeung, Hong Kong Baptist University

Abstract

More brands increasingly engage customers online in an attempt to develop customers' brand love towards the brand. However, the effectiveness of such a strategy is still unclear. Drawing on the Conservation of Resources (COR) theory, the study aims to investigate both the bright and dark sides of online customer engagement in building brand love. Customer empowerment (bright side) and stress (dark side) are proposed as the mediators in the relationship between customer engagement and brand love. Extroversion is postulated to be the moderator. Findings from 205 survey responses indicate that empowerment positively mediates the impact of online customer engagement on brand love whereas stress negatively mediates the link. Extroversion only moderates the engagement-stress link. The study deepens our understanding of the online engagement strategy by providing empirical evidence of the underlying mechanism between customer engagement and brand love in the virtual community.

Keywords: Brand Love, Online Customer Engagement, Conservation of Resources Theory

Introduction and Research Aim

Developing brand love is vital in building brand relationship nowadays (Palusuk, Koles and Hasan, 2019). The rapid development of digital technology fosters brands to adopt marketing strategies in the online platform, of which social media platforms have been used extensively by brands to engage customers in recent years (Alvarez and Fournier, 2016). Previous research has stated that customer engagement plays a significant role in eliciting brand loyalty and customer satisfaction (Carroll and Ahuvia, 2006). However, calls for research exist to investigate customer engagement across contexts and countries because the effect of customer engagement in specific contexts may differ (Calder, Malthouse and Maslowska, 2016). Furthermore, while brands invest many resources to engage customers in the virtual community (Johnson, 2016) particularly social media platforms (i.e., online customer engagement in this paper), the effectiveness of such strategies on brands such as brand love is still unknown. Our research question is thus related to the extent to which online customer engagement facilitates brand love and how it works for brand love. Drawing on the COR theory (Hobfoll, 1989), we propose that online customer engagement bears both positive and negative impacts on brand love via consumer empowerment and stress respectively. We also examine the moderating role of extroversion, a key customer personality in the engagement-brand love link.

Background and/or Conceptual Model

The study uses COR theory as a theoretical framework. COR theory was built on two fundamental tenets. The first tent is resource conservation and acquisition while the second is resources investment (Halbesleben et al., 2014). The resources can refer to an object, condition, states, characteristics that are valuable for individuals (Hobfoll, 1989). Drawing on this theory, we argue that online engagement could be a double-edge sword. On the one hand, engagement enables customers to protect and generate more resources (i.e. knowledge, relationship, etc.) (Labrecque et al. 2013), making them psychologically empowered (i.e., consumer empowerment in this study). Such an empowerment process may help enhance the customer-brand relationship (Yuksel et al., 2016) that lead to brand love. On the other hand, online engagement also causes stress because it may reduce customers' resources available for another domain (i.e. hanging out with friends) when customers invest resources (i.e. energy, time, effort) in online brand engagement. Thus, we postulate that consumer empowerment positively mediates while stress negatively mediates the engagement-brand love link. Furthermore, considering resources investment may be influenced by personality traits (Chen et al., 2020) and extroversion is related to social relationship compared with introversion (Ryan and Xenos, 2011), extroversion is hypothesized to be a moderator. We argue that extroversion negatively moderates the engagement-empowerment link while it positively moderates the engagement-stress link.

Methodology

Due to the COVID-19 pandemic, convenience and snowball sampling was adopted using an online survey. Items of different variables anchored on a 5-point Likert scale are adapted from the previous measurement. Target respondents are those who had engagement experience in the past two years. Prior to the large-scale data collection, a pre-test of 30 samples was conducted to check the clarity of measure statements and scale reliability. The final sample comprised 205 valid responses, of which 45.9% are female and 49.8 are male.

Findings and/or Discussion

Findings from regression analysis with PROCESS Marco 3.3 in SPSS indicate that engagement is significantly related to brand love (b=0.244, p<0.01), empowerment (b=0.624, p<0.001) and stress (b=0.644, p<0.001) respectively. As predicted, empowerment (b=0.259, p<0.01) is positively related to brand love while stress (b=-0.138, p<0.01) is negatively associated with brand love when engagement is controlled, implying potentially significant indirect effects via the two mediators. The point estimate of indirect effect of online customer engagement on brand love through consumer empowerment is 0.162, and the confidence interval (CI) doesn't include zero (LLCI: 0.053, ULCI: 0.270), indicating that the mediation effect of consumer empowerment is significant. Meanwhile, stress also shows a significant but negative mediation effect in the engagement-brand love link with a point estimate of -0.088 (LLCI: -0.169, ULCI: -0.027). Furthermore, a moderation test showed that the interaction between extroversion and online customer engagement on stress is significant (b=0.261, p < 0.05) whereas the interaction between extrovert and online customer engagement on empowerment is not significant (b=-0.024, *n.s.*). To sum up, online customer engagement has a significant impact on brand love both directly and indirectly via consumer empowerment and stress. Extroversion is found to only positively moderate the engagement-stress link.

Implications for Theory and Practice

The findings in this research suggest a need to consider the dark side of online customer engagement in launching online marketing campaigns. While extant research has focused mainly the bright side of online customer engagement, this research sheds light on both the dark and bright sides of online customer engagement. This study is the first attempt to investigate the underlying mechanism and boundary conditions of the relationship between online customer engagement and brand love. Findings have provided insights for scholars and marketers to develop suitable engagement strategies to enhance brand love and reduce negative impact to the brand image.

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Investigating The Effect of Status Changes in Review Platforms

Ali Tamaddoni, Deakin University
Satheesh Seenivasan, Monash University
Jason I Pallant, Swinburne University
Bernd Skiera, Goethe-University Frankfurt & Deakin University

Abstract

Review platforms often use transient status reward systems whereby the granted status is not permanent and reviewers can experience both gains and losses in status. To evaluate the effectiveness of such systems, review platforms need to consider a trade-off between the potential positive effects of a status gain and the potential negative effects of a status loss on the quantity and characteristics of reviewers' posts. This article examines this trade-off. The results of an empirical study that uses matched difference-in-differences analysis of data from Yelp show that: (i) the positive effect of a status gain on the number of reviews is about three times greater than the negative effect of a status loss; (ii) these effects are more pronounced for reviewers with less experience; (iii) status changes also change the valence and elaborateness of reviews.

Keywords: User Generated Content, Online Reviews, Status Awards

Reaching Voters in Times of Microtargeting

Arry Tanusondjaja, University of South Australia
Aaron Michelon, University of South Australia
Nicole Hartnett, University of South Australia

Abstract

Targeting individuals via social media, with bespoke messages for narrow segments, has been a prevalent political advertising strategy in recent years. We investigate the mechanics of political advertising on Snapchat in the United States from 2018 to 2020 and find that limiting the number of targeting criteria used can increase the number of Impressions at a lower cost, while excessive selection criteria are detrimental to both cost and Impressions. The research contributes to knowledge, demonstrating that media scheduling principles for traditional mass media apply to social media and political advertising contexts. Based on the results, to help improve campaign delivery, it is recommended that social media advertisers should continue to draw from established media principles in aiming for broad reaching advertising, rather than focusing on narrow audience targets.

Keywords: Social Media, Political Advertising, Media Scheduling

Exploring the Impact of Chatbots on Consumer Sentiment and Expectations

Anh D. Tran, Swinburne University of Technology
Jason Pallant, Swinburne University of Technology
Lester W. Johnson, Swinburne University of Technology

Abstract

Chatbots are on the rise thanks to their perceived benefits in automating customer service tasks and reducing operational costs. Yet our understanding of how consumers interact with chatbots and how chatbot implementation may influence consumer expectations is still scarce. This study aims to explore consumer sentiments towards chatbots across online fashion and telecommunications sectors, and the changes in consumer expectations towards service quality after a chatbot was deployed. Using a hybrid automated sentiment analysis approach, findings from our study suggest that (1) overall consumer sentiments towards chatbots are more positive compared to online human agents, (2) these sentiments however differ across online fashion and telecommunications, finally (3) the implementation of chatbots leads to decreased consumer sentiment towards online human agents.

Keywords: Chatbot, Consumer Sentiment, Consumer Expectations

Introduction and Research Aim

Consumers' interactions with firms and in particular, frontline service agents, are constantly changing thanks to the rapid growth of digital service technologies, one of which is chatbots. Since the take-off of chatbots in 2016, it has quickly become of the hottest technological trend in the customer service space, with 43% of respondents reported to have already implemented the technology (Accenture, 2018). Despite the growing interest in chatbots, studies that explore this technological tool and its impact in the customer service space is still scarce. Past studies have examined different types of chatbots and their effects on users' response (Araujo, 2018; Ciechanowski et al., 2019; Hill et al., 2015), as well as factors influencing user acceptance and intention to use chatbots (Brandtzaeg & Følstad, 2017; Melián-González et al., 2021; Pillai & Sivathanu, 2020).

However, key questions remain. First, little is known about whether consumers perceive their encounters with chatbot differently compared to interactions with human agents. Second, there may be important differences across sectors that, as yet, have been largely unexplored. Third, the impact of chatbots on consumer expectations of other customer service programs (i.e., online human agents) is relatively unclear. This is particularly relevant as chatbots often coexist with frontline employees, rather than replacing human agents completely (Wilson, 2018). Since consumers are constantly exposed to speedy service provided by chatbots (Sharma, 2018), it is therefore important to understand whether such exposure leads to changes in consumer expectations when interacting with online human agents.

Hence, the aim of this study is to add to the emerging understanding of the role of chatbots in the service landscape by addressing the below objectives:

1. Explore the differences in consumer sentiments towards chatbots and online human agents
2. Identify whether consumer sentiments towards chatbots differ across online fashion and telecommunications
3. Investigate the changes in consumer sentiments towards online human agents after the implementation of chatbots.

Theoretical Landscape and Positioning

For the purposes of our investigation, we build on two main theories. We use consumer involvement theory (Zaichkowsky, 1985) to explain how differences in the nature of products and services as well as service involvement influence consumer sentiments towards chatbots across online fashion and telecommunications. We also use consumer expectations theory (Zeithaml et al., 1993) to explain how consumers' past experience with chatbot may lead to changes in consumer expectations (i.e., increased expectations for service responsiveness) in interactions with online human agents.

Methodology

We used a hybrid sentiment analysis approach which combines VADER dictionary-based and Naïve Bayes machine learning sentiment classifiers (Kübler et al., 2020) to analyse consumers' tweets on Twitter. We focused on three companies from two sectors: online fashion and telecommunications as they are among the top six most frequently posted and shared topics on social media (Smith, 2013). The collected tweets are associated with chatbots and live chat (i.e., human) agents from 2015 to 2020. Through this method, we collected 8190 raw tweets, which we then grouped into those related to chatbots, and those

related to online human agents. We further grouped the tweets associated with online human agents into two categories: before a chatbot was implemented and after a chatbot was implemented, which then allowed us to detect the changes in consumer sentiments across two periods.

Findings

Results from our study reveal that on average consumer sentiments towards chatbots are more positive compared to online human agents. Such a finding is coherent with past research suggesting that consumers' growing demands for speed and convenience are significant drivers of consumers' acceptance of self-service technologies (Berry et al., 2002; Brandtzaeg & Følstad, 2017), and that consumers' need for human interactions is lower if they are satisfied with the self-service technology (Collier & Kimes, 2013). However, there are notable differences in consumer sentiments across sectors. Specifically, our results indicate that on average consumers feel more positively about chatbots in online fashion than in the telecommunications sector. This echoes a study by Rafaeli et al. (2020) which suggests that consumers generally have more negative conversations in telco than other retail sectors. Finally, our results show that consumer sentiments towards online human agents decreased (i.e., become more negative) after the implementation of a chatbot. We further identify that chatbot implementation leads to an increased focus on service responsiveness (i.e., time to respond) among consumers. This result is in line with the consensus that past experience plays an important role in conceptualising perceived service quality by shaping consumers' expectations and predictions (John, 1992; Webster, 1991; Zeithaml et al., 1993).

Implications for Theory and Practice

This study makes major contributions to the extant knowledge about chatbot from consumers' perspectives by developing new understanding on how consumers perceive their encounters with chatbots and the notable differences with consumer-human agent interactions. Results from our study also provides a theoretical extension to past research with regard to consumer expectations, by demonstrating that one interaction (chatbot) can influence others (human agents) by changing consumer expectations.

From practical perspectives, our study provides guidance, as well as warnings, to service managers on how to strategically execute chatbot implementation. We illustrate that consumer expectations of service quality (e.g., improved speed and reduced queue time) flow over across different service programs. This suggests that service managers should carefully train and prepare service employees for consumers' changing expectations about service delivery

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The Role of Social Capital in Online Luxury Brand Communities

Amy Wong, Singapore University of Social Sciences

Abstract

Using the Social Capital Theory, this study examines members' perceptions of social capital (i.e., cognitive capital and relational capital) in online user-initiated luxury brand communities. Empirical findings based on 353 luxury brand community members verified the effects of the social capital dimensions on brand community commitment and engagement. Shared language displayed a positive relationship with engagement, while shared vision and social trust exhibited positive relationships with commitment. In addition, reciprocity affected both commitment and engagement. This study adds to the literature on Social Capital Theory by clarifying the role of social capital dimensions in customer-company relationship building and consumer-brand relationship management. To capitalise on the amalgamation of consumer power in online user-initiated brand communities, marketers need to understand the mechanisms of social capital in establishing consumer-brand community commitment and engagement.

The Effects of Influencer Persuasive Cues in Parasocial Relationships

Amy Wong, Singapore University of Social Sciences
Joicey Wei, Singapore University of Social Sciences

Abstract

Along with the advancement of technology, influencer marketing has become an integral part of social media marketing for many global brands, as influencers have the power to impact the attitudes and purchase behaviours of their followers. Applying the elaboration likelihood model of persuasion to a beauty influencer context in China, this study investigates the effects of social media persuasive cues, namely influencer interactivity, credibility, and authenticity on influencer defense and purchase intention. The findings can help brand managers identify influencers whose values and lifestyles are well aligned to the brand, who can help curate and create content that can resonate meaningfully with their followers, leading to deeper engagement and stronger parasocial relationships.

Keywords: Persuasive Cues, Influence Defense, Purchase Intention

Exploring Instagram Users' Engagement with Non-human Influencers

Li Xie-Carson, The University of Queensland
Pierre Benckendorff, The University of Queensland
Karen Hughes, The University of Queensland

Abstract

Influencer marketing has grown in popularity, and in recent years, non-human influencers have emerged. Non-human influencers incorporate living entities (i.e. animals and plants) and non-living entities (i.e. objects, toys, mascots, robots, licensed characters, and virtual influencers). Using non-participative netnography, this study aims to explore source-related (i.e. factors associated with the influencer) and content-related factors (factors associated with Instagram images, caption, and commentary) that drive users' engagement with non-human influencers on Instagram. A total of 52 Instagram posts (including 1112 users' comments) from six non-human influencers were collected. The preliminary findings suggest that leveraging social causes, telling stories, and disguising the influencers' identities are used to increase user engagement. This study not only develops a user engagement framework and future research agenda, but also helps businesses and marketing agencies to understand how non-human influencers can be used to engage with target audiences on social media.

Keywords: Influencer Marketing, Non-Human Influencer, User Engagement

Managing Buyer-Generated Reviews on Multi-Sided Platforms: A Co-Creation Perspective

Haksin Chan, The Hang Seng University of Hong Kong
Morgan X. Yang, The Hang Seng University of Hong Kong
Kevin J. Zeng, The Hang Seng University of Hong Kong

Abstract

This paper addresses an important yet largely ignored governance issue for multi-sided platforms (MSPs), namely, the strategic design of the ratings and reviews (R&R) systems to ensure the availability, reliability, and integrity of buyer-generated product knowledge. Building on the theoretical foundations of value co-creation and knowledge management, this paper presents a conceptual model that illuminates effective R&R features that facilitate knowledge co-creation and lead to the generation and sharing of high-quality product knowledge. An exploratory and inductive methodology through in-depth observations of a wide spectrum of MSPs contextualizes the proposed model into current R&R practices. In short, this paper makes three contributions to MSP theory and practice: (1) It conceptualizes MSPs as knowledge co-creating hubs (as opposed to information-aggregating repositories); (2) It differentiates three prominent knowledge co-creating processes available on MSPs; (3) It identifies (and points to) MSP practices that empower the co-creation of high-quality product knowledge.

Keywords: Knowledge Co-Creation, Platform Management, Product Reviews

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Impact of Self-Isolation on Excessive Social Media Use

Kseniia Zahrai, University of Canterbury
Girish Prayag, University of Canterbury
Ekant Veer, University of Canterbury

Abstract

Excessive social media use is often accompanied by a lack of physical social interactions. COVID-19 has led to unprecedented physical isolation whilst equally allowing unlimited access to social media. However, limited research has considered the impact of forced physical isolation and subsequent psychological isolation on personal well-being. Thus, the objective of this study is to examine self-isolation as a determinant of excess social media use during COVID-19. Based on cross-sectional (Study1, n=281) and longitudinal study (Study 2, n=95), we found that psychological isolation has a stronger influence than physical isolation on excessive social media use. This implies that being alone is not as harmful as feelings of loneliness, which lead to increasing usage of social media. Furthermore, the interaction of physical and psychological isolation has a negative relationship on excessive social media use, suggesting that self-isolation transforms the way social media is used by making it less harmful to users.

Keywords: Social media, Physical Isolation, Psychological Isolation

Entrepreneurship & Innovation

Are Overconfident CEOs Better at Branding Innovations?

Dianna Chang, Singapore University of Social Sciences
Xin Chang, Nanyang Technological University
Jian Huang, Chinese University of Hong Kong
Wenrui Zhang, Chinese University of Hong Kong

Abstract

Upper echelon theory suggests that a firm's strategies mirror senior management's own personalities, values and capabilities. We examine the relation between CEO overconfidence and firms' branding of innovations and find a significantly positive association. Overconfident CEOs exert more branding efforts to support innovations, as evidenced by the number of trademarks. The positive effect is more pronounced for firms operating in more competitive industries and more capable CEOs. Further analysis reveals that overconfident CEOs develop high-quality products that enhance firm value. As branding activities are costly, investment in the branding of innovations reflects the CEO's confidence in the firm's innovations. Our results suggest the spillover of CEO overconfidence to a firm's innovations and a synergy effect. Overconfident CEOs are better innovators, as indicated by earlier work, and better at branding innovations. Overall, our findings provide an important channel through which overconfident CEOs enhance firm value.

Keywords: Trademarks, Innovation, CEO

Value Co-Creation Through Disintermediation: Disruptive Business Models in the Music Industry

Julia A. Fehrer, The University of Auckland
Heiko Wieland, California State University Monterey
Bay Fabio Morreale, The University of Auckland
Molly Mullen, The University of Auckland
Billie Lythberg, The University of Auckland

Abstract

Technological advancements have greatly exacerbated the need for understanding how value is created through new forms of business models. In particular, the recent phenomenon of decentralized autonomous organizations (DAOs) is raising questions about value creation through and efficacy of emergent, democratic and algorithmic governance mechanisms and decentralized decision making of broad sets of actors. DAOs are business models represented by encoded rules, usually based on Blockchain technology, owned by their participants (node operators and users). The music industry is pioneering such business models and recent trend barometers indicate that the music community is putting collective pressure on existing streaming platforms to assure more fairness and equality for artists and other contributors. We will explicate the characteristics of DAOs and their value co-creation mechanisms using cases from the music industry to evaluate to what extent they offer artists more inclusive and participative solutions to organize, resource and share their work.

Keywords: Decentralized Autonomous Organizations, Value Co-Creation, Business Model Innovation

Empathy and the Entrepreneurial Process: Cross-Disciplinary Fertilization via Holistic Marketing Hypothesis and Customer Mediation Hypothesis

Chihmao Hsieh, Center for Global Entrepreneurship
Edwin Sanusi, SolBridge International School of Business
Taewon Suh, Texas State University

Abstract

Empathy has recently been addressed in entrepreneurship research, notably regarding the opportunity discovery stage. Until now, entrepreneurship, marketing, and empathy have all been studied in pairwise fashion, but no work has addressed how all three concepts fit together. We investigate how empathy relates to all various stages and facets of the entrepreneurial process by additionally bringing in the marketing literature on empathy. Two theoretical frameworks serve to intertwine entrepreneurship and marketing: a holistic marketing hypothesis and a customer mediation hypothesis. Our paper thus compiles how different kinds of empathy affect the entrepreneurial process both directly (upon alertness, opportunity exploration, innovation, and exploitation) and indirectly (via market orientation and marketing mix). Overall, we show that empathy is valuable across the entrepreneurial process. In uncovering shortcomings of the literature, some propositions are offered. The discussion delivers insight into why empathy will become more important to a generalized entrepreneurship process in the future.

Keywords: Empathy, Entrepreneurial Marketing, Helping Behavior

What Drives Business Model Thinking For Innovativeness?

Caroline Kettner, TU Dortmund University

Abstract

Thinking in business models is a capability that helps research and development teams at entrepreneurially assessing alternative business models during new product or service development. While initial research shows that business model thinking capabilities are positively related to the front-end of innovation, our understanding of potential mediating mechanisms, e.g., firm-internal motivational factors remains limited. We argue that the interplay of analytical approaches under business model thinking and intuition fuels risk-taking propensity that in turn fosters innovativeness. We examine the moderated mediation effect of business model thinking and team intuition on firm innovativeness via risk-taking propensity using primary and secondary data from 130 German firms. Thereby, we provide a more fine-grained understanding of team-based capabilities on firms' innovativeness and contribute to dynamic capabilities theory. We further deliver managerial guidelines how firms can develop business model alternatives in constrained spaces for risk-taking and experimentation in order to fully exploit ideas.

Keywords: Business Model Thinking, Risk-taking Propensity, Firm Innovativeness

Actor Engagement in the Co-creative Entrepreneurship Process

Loic Pengtao Li, University of Otago
Masoud Karami, University of Otago

Abstract

Entrepreneurship research is moving towards the co-creative entrepreneurship that goes beyond the entrepreneur-centric view to the multi-stakeholder perspective. However, the research on the process of entrepreneurial co-creation has been scant. The purpose of this research is to explore the dynamic process of the co-creative entrepreneurship through the lens of actor engagement theory. More specifically, this study applies the actor engagement theory to investigate the underlying process of the entrepreneurial co-creation among multiple stakeholders. The conceptual framework outlines a mechanism through which different stakeholders engage their resources and form their interactions in the process of co-creation. This study contributes to entrepreneurship research by explaining the mechanism through which a constellation of stakeholders co-creates new outcomes.

Keywords: Co-creative Entrepreneurship, Actor Engagement Theory, Service Ecosystem

1. Introduction and Research Aim

The core tenet of co-creative entrepreneurship theory is that entrepreneurship does not necessarily depend on sole entrepreneurs. In the dynamic and interconnected business environment, entrepreneurs constantly engage with other stakeholders such as customers, partners, investors and regulators to co-create new opportunities. Interest around the topic of co-creation is emerging in the entrepreneurship literature. Work on entrepreneurial opportunity creation (Alvarez & Barney, 2007) as well as effectuation theory (Sarasvathy, 2001) refers to co-creative collaborations enabling entrepreneurial activity. Aspects of co-creation are clearly evident in entrepreneurship research developing theory around opportunity (Alvarez et al., 2015) as well as entrepreneurial heuristics (Sarasvathy, 2001). Through a systematic literature review and theory synthesising with the entrepreneurship literature and the value co-creation theory (Prahalad & Ramaswamy, 2000; Vargo & Lusch, 2004), Karami and Read (2021) proposed a conceptual framework discussing co-creative entrepreneurship. They argue that a constellation of stakeholders who commit their resources, make sense of the situation and co-create new outcomes.

However, the entrepreneurship process with regard to how the entrepreneur and stakeholders interact to co-create new outcomes is still unknown. The purpose of this research is to explore the underlying process of how multiple stakeholders including the entrepreneur interact in a collaborative constellation that enacts the co-creative entrepreneurial process. Following the theory adaptation approach (Jaakkola, 2020), this study utilises the actor engagement (AE) theory (Storbacka *et al.*, 2016; Brodie *et al.*, 2019) in the field of marketing and service to delineate the process of co-creative entrepreneurial. AE refers to the actors' dispositions and activities to engage in an interactive process of resource integration (Brodie *et al.*, 2019). AE is conceptualised as the micro-foundation for value co-creation within a service ecosystem (Storbacka *et al.*, 2016). We argue that the stakeholders co-create new outcomes such as new markets and new products through the micro-level engagement among multiple actors. Our research objective is to apply the actor engagement theory to the context of entrepreneurial co-creation and to elaborate the multi-level process of entrepreneurial co-creation in a collaborative constellation.

2. Literature Review

2.1 Co-creative entrepreneurship

The co-creation view is gradually emerging in the entrepreneurship literature. This view builds on the fact that an individual entrepreneur does not create everything in isolation. The co-creative view of entrepreneurship moves the discussion from the individual entrepreneur and opportunity-centric views to entrepreneurship as a collective process (Alvarez *et al.*, 2015; Karami & Read, 2021) to embrace other important stakeholders such as investors, customers, suppliers and many more in the entrepreneurship. The emphasis on the collaboration of stakeholders has got momentum with the work on entrepreneurial opportunity creation (Alvarez & Barney, 2007) as well as effectuation theory (Read *et al.*, 2016; Sarsavathy, 2001). Both theories refer to co-creative collaborations among different stakeholders who commit to the general aspiration of making a better future and engage their resources to actualise it (Kerr & Coviello, 2020).

A recent systematic literature review on co-creative entrepreneurship shows that the entrepreneurship literature is gradually advancing towards a view of entrepreneurship as a co-creative activity (Karami & Read, 2021). The authors have synthesised the literature and applied service-dominant logic (SDL) (Vargo & Lusch, 2004) to theorise the co-creative

entrepreneurship. Karami and Read (2021) propose a theoretical framework discussing that entrepreneurship happens within a constellation of stakeholders who actively collaborate and engage their resources to co-create new outcomes. The collaboration among the stakeholders provides a solution to resource constraints. However, it is not clear yet how stakeholders with various dispositions join the co-creative entrepreneurship process and engage with one another in resource integration within the constellation. More specifically, it is not clear yet, how different stakeholders form their intention, transform it to actions, and how the constellation aggregate and integrate the individual actions and resources in shaping new value co-creation outcomes, i.e. the co-creative entrepreneurship.

2.2 Actor engagement as micro-foundation of value co-creation

In the field of marketing and service, engagement theory continues to evolve from a customer-centric and dyadic view (e.g. Brodie *et al.*, 2011) to a multi-actor and network perspective (e.g. Alexander *et al.*, 2018; Brodie *et al.*, 2019). Based on SDL (Vargo & Lusch, 2016) and in line with the microfoundation movement (Foss & Pederson, 2014), Storbacka *et al.* (2016) conceptualise actor engagement as a microfoundation for value co-creation within the context of a service ecosystem. They define actor engagement as both the disposition of actors to engage, and the activity of engaging in an interactive process of resource integration within the institutional context provided by a service ecosystem.

Storbacka *et al.*'s (2016) conceptual framework outlines that the institutional logic of a service ecosystem forms a context for actors to engage with their resources on engagement platforms. These situational mechanisms form the meso-level conditions for action influencing the engaging actor, and, combined with the actor's disposition to engage, they lead to engagement activities, that can be characterised by observable engagement properties. As many actors engage, various resource integration patterns emerge on the meso-level, which transforms extant resource configurations of the actors, leading to value co-creation at the macro level.

In this paper, we draw on the actor engagement theory and view the entrepreneur as one of the actors in the constellation of entrepreneurship stakeholders. Specifically, we build on the Storbacka *et al.*'s (2016) model to uncover the process of co-creative entrepreneurship.

3. Development of the Conceptual Framework

3.1 Macro -level phenomenon: Service ecosystem and institutional arrangements leading to co-creative entrepreneurship

Fig.1 points to the macro-level explanation of SDL that an outcome of value co-creation is based on service exchange within the context provided by the institutional arrangement of a service ecosystem. In our research context, the co-creative entrepreneurship refers to co-creation of different artefacts through actor engagement and resource integrations, guided by institutional arrangements, among multiple actors within a constellation.

Service ecosystem. Entrepreneur co-creation involves generic actors integrating resources coordinated through service exchange within actor-generated institutions nested and interlocked in service ecosystems (Vargo & Lusch, 2016). They define service ecosystems as relatively self-contained, self-adjusting systems of resource-integrating actors that are connected by shared institutional logics and mutual value creation through service exchange. This indicates that at the macro-level, co-created value is an outcome of service exchange within the context provided by the institutional logic of a service ecosystem.

Institutional arrangements. Institutions provide the fundamental preconditions for economic action to take place and for resources to be used productively (Acemoglu *et al.*, 2005). Institutions are not only a precondition for economic action to take place, they also affect the way entrepreneurship is pursued. Formal institutions include policies and regulatory that define the 'rules of the game'. Informal institutions include culture and social norms that provide guidance for entrepreneurs and other stakeholders of what and how to engage in entrepreneurship actions (Fritsch & Wyrwich, 2014).

Co-creative entrepreneurship. In line with the definition of Karami and Read (2021), we conceptualise co-creative entrepreneurship as a process enacted by co-creative stakeholders, including customers, entrepreneurs, partners, investors, regulator and others, who interact in a collaborative constellation. The co-created entrepreneurship represents a range value co-created artefact at the macro-level, such as co-created new opportunities, new offerings, new markets and new institutions.

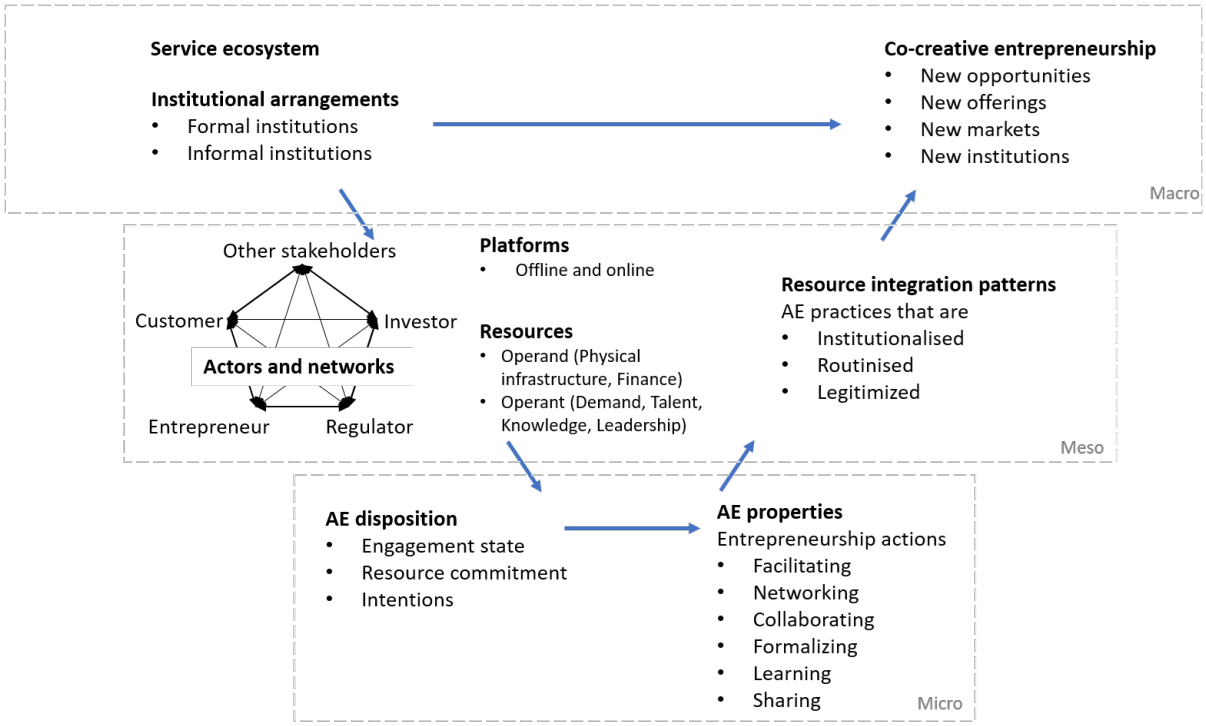

Figure 1. The process of actor engagement in co-creative entrepreneurship

3.2 Conditions for actor engagement: actors, resources, platforms

The macro-level phenomena can be explained by the micro-level foundations of actor engagement via mechanisms occurring at the meso-level.

Actors in the entrepreneur constellation. The entrepreneur is one of the actors engaging in the network. Actors engage with one another in service-for-service exchange and resource integrations (Vargo & Lusch, 2016). Networks of entrepreneurs provide an information flow, enabling an effective distribution of operand and operant resources (Madhavaram & Hunt, 2008).

Recourses. Vargo and Lusch (2004) point to value co-created from resource integration of both operand and operant resources, as opposed to accumulation and allocation, as the important aspect of resources. The focus moves from operand resources on "which an operation or act is performed to produce an effect" to operant resources "which are employed to act on operand resources" (Vargo & Lusch, 2004, p. 2). The constellation of co-creative stakeholders integrates operant resources to enable the effective use of available operand resources offered by any member of the stakeholder in the constellation (Karami & Read, 2021). Stam and van de Ven (2021) in their study of the entrepreneurship ecosystem propose that the operand resources involve physical infrastructure and finance; the operant resources include demand, talent, knowledge and leadership.

Platforms. Effective resource integration depends on platforms that facilitate actors' engagement. Engagement platforms are physical or virtual touchpoints designed to provide a constellation and structural support for the exchange and integration of resources, and thereby co-creation of value between actors in a service system (Breidbach *et al.*, 2014). These different types of platforms can be used individually or in various combinations over time (Storbacka *et al.*, 2016).

3.3 Actor engagement: from dispositions to actions

Actor dispositions. Chandler and Lusch (2015) define the actor disposition as a capacity of an actor to appropriate, reproduce, or potentially innovate upon connections in the current time and place, in response to a specific past and/or toward a specific future. Actor disposition is also referred to as actors' psychological states (affective and cognitive readiness) to engagement (Brodie *et al.*, 2019).

Resource commitment is a precondition for value co-creation and refers to the size of the investment of tangible and intangible resources times its degree of inflexibility (Johanson & Vahlne, 2009). Entrepreneurial intention refers to an individual's intention to pursue a new opportunity if they perceive the outcomes attainable with their existing capabilities and resources (Douglas *et al.*, 2021). Stakeholders begin with their intention and continue with certain activities oriented towards the most desired opportunity (Douglas *et al.*, 2021).

AE properties. Engagement dispositions manifest in engagement behaviours, and it is through engagement behaviours/actions that engagement affects connections to other actors (Alexander *et al.*, 2018). AE properties are defined as the actor's observable engagement actions (Storbacka *et al.*, 2016). Our literature review of AE and co-creative entrepreneurship suggests that these observable entrepreneurship actions include facilitating, networking, collaborating, formalising (commitments), learning and sharing.

3.4 Resource integration patterns: from actions to practices

Resource integration patterns. The changing set of actors with various dispositions, the multitude of engagement platforms and the engagement properties resulting from various activities constitute the elements of evolving resource integration patterns, defined as a distinct combination of these elements (Storbacka *et al.*, 2016). Drawing on practice theory, we argue that these distinctive actor engagement activities can be understood as routinised, institutionalised and legitimised entrepreneurship actions at the collective level (Fehrer *et al.*, 2020). For example, the aggregated agency of stakeholder commitments (Kerr & Coviello, 2020) offers a mechanism which shapes the future (Read *et al.*, 2016). As the final stage in the

process, these resource integration patterns at the meso-level contribute to co-creative entrepreneurship at the macro level.

4. Research implications

4.1 Theoretical implications

The co-creative entrepreneurship view argues for the importance of multiple stakeholders in creation of new opportunities. However, it is not clear yet how a constellation of stakeholders works. The co-creative entrepreneurship utilises SDL and service logic to highlight the collective nature of entrepreneurial activity and calls for further research on the mechanisms through which such collaborations occur. This study set out to address such a gap by applying the AE view.

The recent study delineates a multi-level process through which institutional logic enable actors to form a platform for their engagement, which in turn activates their disposition to engage in a collaborative entrepreneurial activity. As a result of such engagement, the actors build trust and commit their resources and actualise a collectively imagined new opportunity (Karami & Read, 2021; Storbacka *et al.*, 2016).

This study contributes to co-creative entrepreneurship research by delineating the micro-foundations of value co-creation within service ecosystems. This is an important step forward as it brings the metaphorical view of entrepreneurial co-creation to the managerial and functional level and addresses the practical concerns with the phenomenon. AE provides a clear understanding of the mechanism through which the stakeholders make sense of the uncertainty of the collaboration and its outcomes. More specifically, AE enables entrepreneurship research to further elaborate on the interactions, commitment development, resource integration, and the influence of institutional setting on the entire process of collaboration among the stakeholders.

4.2 Practical implications

This study has some implications for practice. Understanding the micro-foundations of actor engagement in the entrepreneurial co-creation process enables the entrepreneurs as well as other stakeholders to have a realistic picture of entrepreneurship as a social process. This view of entrepreneurship and engagement enables the stakeholders to revise their understanding of resources and resources constraints. Knowing the importance of operant resources in the engagement process encourages different stakeholders to modify the value of their operant and operand resources and think of a proper constellation of stakeholders that can provide a good platform for resource accumulation and integration. The co-creative entrepreneurship view encourages every actor in the entrepreneur constellation to put forth their ideas and look for a proper constellation of other stakeholders with similar aspirations and concerns.

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How Sustainable Stakeholder Relationships Influence Biotech Firms

Monique Moore, University of Western Australia
Tim Mazzarol, University of Western Australia
Geoff Soutar, University of Western Australia
Marco Rizzi, University of Western Australia

Abstract

Rationales for outsourcing research and development (R&D) historically have been viewed through profit-oriented lenses. The recently developed stakeholder resource-based theory (SRT) offers scope to explore who influences decisions more humanistically. Qualitative research involving in-depth, semi-structured interviews with seventeen purposefully selected Australian biotech executive stakeholders revealed that emerging biotech firms (EBFs) rely on trusted sources providing word-of-mouth (WOM) referrals. This has implications for how EBFs locate, evaluate, and form R&D outsourcing relationships with groups like contract research organisations (CROs). Findings reveal that because most EBF executives are inherently '*naïve*', viewed by industry experts interviewees as unable to identify critical stakeholders or their resources, then competitive advantages are often achieved by those few able to appropriately bundle these resources into '*co-specialized bundles*'. Those able to do so, reported that forming '*sustainable stakeholder relationships*' predicated on broader moral norms facilitated long-term access to resources even in the absence of profit-based incentives.

Keywords: Stakeholder Resource-Based Theory – R&D Outsourcing – Biotechnology Firms

Partner Collaboration and Customer Relationship Management in B2B Markets

Aron O'Cass, Macquarie University
Vida Siahtiri, Macquarie University
Mahdi Vesal, Macquarie University

Abstract

High innovation failure rates and managements dissatisfaction with innovation continue to plague innovation in marketing supply chains. We study the extent external collaboration is beneficial in supporting innovation and customer satisfaction. We address not only with whom innovators should collaborate, but at what level of collaboration radical and incremental innovation are supported. We also study whether innovators effective relationship management (RM) practices achieve better outcomes for collaboration and innovators innovation. We draw on relational view theory and strategic fit theory to study the interplay between *external collaboration fit*, RM, supplier innovativeness, radical and incremental innovation, and customer satisfaction. We draw on data from innovators, their supplier and business customers. We demonstrate the effects of *external collaboration fit* on innovators' levels of radical and incremental innovation, which in turn, impacts customer satisfaction and identifies when these relationships are stronger because of RM (supplier-innovator) and firm innovativeness (innovator-customer) as specific boundary conditions.

Keywords: Innovation, Innovativeness, Collaboration

Fashioning Artisanal Brand Authenticity and Story

Pandora Kay, Kay Industries
Caroline Young, Kay Industries
Michael Polonsky, Deakin University

Abstract

A snapshot of brand authenticity for artisanal brands (indigenous and non-indigenous) in Australia and India, answers the principal research question: What is authenticity for artisanal art, craft, design and fashion brands from a creators' perspective, and what are the implications for brand story? Brand authenticity is the dominant logic investigated, together with related high-level branding success factors, namely, brand values and brand identity. Brand authenticity is a multi-dimensional construct that has been studied largely from a consumer perspective, but a framework is presented here for analysing brand authenticity from other important stakeholders' perspectives, i.e., artisanal creation and production and its marketing. All cases involve artisans or artists, and pro-social actions such as working with communities or social enterprise activities providing livelihood for vulnerable groups in the community, while simultaneously contemporising and advocating indigenous and/or traditional crafts and techniques. Collaborations between artisanal entities and communities are important to this story.

Keywords: Cultural Product Authenticity, Creator Perspective

Introduction, Research Aim and Conceptual Models

There is a growing body of literature on the concept of authenticity from the consumer perspective where authenticity as it pertains to consumer consumption has been further acknowledged as context specific (Nunes, Ordanini and Giambastiani, 2021). Within this growing field of research, there are many studies on brand authenticity in various contexts, with one of the earliest being Holt's (2002) seminal article on why brands cause trouble which looks at consumer culture and branding in general and posits that the postmodern consumer culture notion of authenticity presents challenges for marketers. Others see authenticity challenges for brand managers who are no longer sole creators of brand meaning and argue brand meaning is derived from day-to-day interactions between the brand and subcultures (Beverland, 2005). Other authenticity studies have focused on a specific industry context for particular products or services, and present frameworks for authenticity in these different contexts. The range of industries and product or service contexts is extensive, and includes several studies of authenticity in cultural, creative industry and arts contexts. For example, creative authenticity in relation to beer, restaurants and song-writing (Valsesia, Nunes and Ordanini, 2016), craft authenticity in the context of food, restaurants and dining (Carroll and Wheaton, 2009), cultural authenticity and tourism (Vredeveld and Coulter, 2019), authenticity and cultural products (Kreuzbauer and Keller, 2017), authenticity and art from a sociology context (Hahl, Zuckerman and Kim, 2017) and authenticity in art *per se* (Dutton, 2003).

With so many authenticity studies across many different contexts and different fields of study i.e., marketing, management, organization studies, sociology, psychology, anthropology and the arts, arts management and arts consumption, there are a bewildering plethora of existing definitions and frameworks for brand authenticity. There is some consensus though as many see brand authenticity as a multi-dimensional construct and acknowledge that these authenticity characteristics and dimensions originate from various sources including the producer and characteristics of the product or service as well as the consumer. Why then have brand authenticity studies consistently taken only one perspective of consumer and consumption, with no direct study of other sources of brand authenticity, i.e., the producer or the product and/or service in its own right?

To the authors' knowledge, no studies to date have focused on authenticity for artisanal brands involving art, craft, design and fashion in any geographic context, yet authenticity would seem to play a crucial part in generating other high-level success factors such as brand values of interest for a range of stakeholders in this context: consumers, creative producers, brand managers and industry marketing practitioners, to name a few. This study is the first to explore the concept of brand authenticity for artisanal brands from a creator perspective, as well as authenticity characteristics of the artisanal product itself and to consider the implications for the marketing communication approach of brand story.

A primary research question is: What is authenticity for artisanal art, craft, design and fashion brands from a creators' perspective, and what are the implications for brand story? How does brand authenticity differ for brands in these contexts compared with other contexts? How does brand authenticity from a creator perspective differ from a consumer perspective? This is addressed by tracing the story of three types of artisanal brand-related initiatives from India and Australia by individual artists and designers (indigenous and non-indigenous), and other related philanthropic charities, foundations and social enterprises. A spectrum of artisanal branding examples is provided.

In analysing these artisanal brand cases, brand authenticity is the dominant logic investigated, together with related high-level branding success factors, namely, brand values and brand identity. Frameworks are presented for analysing brand authenticity for artisanal outputs from the creator perspective in a creative industries context. This study makes a contribution to this gap in the brand authenticity literature from a multi-faceted context perspective with findings that are powerfully relevant for contemporary artisanal fashion, homeware and textiles branding in the contexts of Australia and India and potentially globally.

Methodology

As early exploratory research in this field, a multiple comparative qualitative case study approach (Yin, 1994) is used with the data for each case drawn from existing secondary sources. Globally, the role of technology in fashion marketing has been expanding at a rapid rate for consumers as well as suppliers, which has only increased during Covid-19 and further justifies the use of these existing secondary data sources as the first stage in the research process. The multiple case study approach allows a contemporary phenomenon to be examined in its real-life context (Yin, 1981). It also enables isolated factors within particular case studies to receive substantive attention and the number of cases was deemed large enough to warrant cross-case comparisons (Yin, 1981). Brands were firstly intentionally selected by the authors, one of who is a Creative Director based in Delhi collaborating with the Indian fashion industry for the past 15 years and before that in the fashion industry in London, Paris, Milan, Tokyo and New York. Another is an experienced academic in marketing across higher education institutions within Australia who majored in textiles and printmaking in her first degree, and saw this paper as an opportunity to bring a marketing lens of brand authenticity and brand storytelling to the rich context of artisanal brands in Australia and India. Other cases in the data set resulted from a triangulation approach with leads emerging from the relevant secondary sources used. Case selection criteria were based on key characteristics of artisanal design and fashion as identified in the artisanal brand literature discussion, but all cases are either the work of artists/designers or collaborations with artisans using contemporised traditional techniques to produce premium quality products at the high-end of their product category.

Implications for Theory and Practice

This study provides a comparative snapshot of brand authenticity for three types of artisanal cases from two countries that have rich histories and flourishing futures for artisanal fashion, textiles and homewares products, yet have not been the focus of academic studies to date: artisanal brands (indigenous and non-indigenous) in Australia and India and crossover cases between the two countries, for example, an artisanal Australian brand that has collaborated with Indian artisans for decades. The Australian context for artisanal brands spans an extensive history of over 65,000 years of Indigenous artisanal embellishment and adornment; and the equally rich Indian context of artisanal embellishment and adornment. All artisanal brand entities and their resulting works are created by artists or fashion designers in collaboration with artisans and many involve Indigenous artists and communities as well as joint collaborations between some of the cases. As such, these collaborations and pro-social actions are important to brand authenticity with implications for brand story, all of which is largely a story untold, but one likely to be of interest to marketing academics and practitioners in Australia and India as a start, with potential relevance to other key stakeholders in developed and developing markets, namely artisanal brand creators, and their collaborations with communities and consumers. Perhaps the bigger question to which this paper makes a contribution is: Who does determine brand meaning in the current paradigm?

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Global Embeddedness in Construction of Social-Commercial Paradoxes

Soniya Rijal, University of New South Wales
Joshua Keller, University of New South Wales
Hokyu Hwang, University of New South Wales

Abstract

Globalization, as an exogenous macro-level condition, is often seen to shape the paradoxical tensions to which organizations and individuals respond. In a qualitative case study of 20 principal executives of Nepalese microfinance institutions, we focus on the micro-processes of globalization in which individuals engage with global influences and enact paradoxical tensions. We compare microfinance executives embedded in global networks with those embedded in local networks to understand the salience of tensions experienced when combining social and commercial objectives. We found that globally embedded principals experienced more social-commercial tensions than locally embedded principals. The executives who belong to and learn from their global (professional) network embraced more expansive meanings of social and commercial activities and goals, enacted or experienced paradoxical tensions. Our findings have implications for our understanding of the micro-level influence of globalization on the enactment (or construction) of tensions in social entrepreneurship.

Keywords: Globalization, Paradox, Social Entrepreneurship

An Understanding of Knowledge Integration in Ventures

Macarena Tabilo, University of Sydney

Abstract

Knowledge integration is a process through which firms combine knowledge resources to generate operational benefits and to inform decision-making (Collinson, 2001; Zahra et al., 2019). Although knowledge integration involves both socialization and formalization practices (Zahra et al., 2019) that are needed for innovation (Guo et al., 2019), prior research has often associated formalization practices with mature stages of business development and socialization mechanisms to new ventures. To shed light on this issue, we formulate a simple question: How do innovative entrepreneurial ventures integrate their knowledge resources? We tackle this question through a qualitative study oriented towards theory generation using abductive grounded theory method. Our findings suggest that differences in the way knowledge is integrated in ventures may be influenced by three levels of knowledge awareness and two types of knowledge enablers. We also identify knowledge integration pitfalls stemming from resource dependency dynamics. This paper contributes to the knowledge-based entrepreneurship research.

Keywords: Entrepreneurship, Knowledge Integration, Resource Dependency

Signs of Times – Shop-Closure Communications During Covid-19 Lockdowns

Zsofia Toth, University of Nottingham Business School
Tristan Emerson, University of Nottingham Business School
Nikolina Koporcic, Abo Akademi Marketing Department
Sally McKechnie, University of Nottingham Business School
Muzna Shehzad, University of Nottingham Business School

Abstract

This study examines how urban, commercial businesses in Nottingham, United Kingdom, informed customers of their temporary closure via window messages during two periods of coronavirus (Covid-19) related lockdown in 2020. These closure notices represent important areas of crisis communication for businesses, displaying various levels of factual information, emotional language, functional intent, and offering signposts for business continuity. 417 messages were collected in total - 167 from the first period of lockdown and 250 from the second lockdown. In order to analyse the data, a multimodal social semiotic framework was employed, allowing the study to examine the language, design and function of each closure notice. Interviews were then conducted with selected businesses and two focus groups with customers, to facilitate an in-depth understanding of the notices and their context. The findings detail how businesses adopt either corporate/personal voices for their messaging, outline uncertain temporality and how they facilitate governmental health advice.

Keywords: Business Discourse, Shop Closure Messages, Social Semiotics

Do Rational Entrepreneurs Exit Rationally?

Nidthida Lin, Macquarie University
Elahe Ghasrodashti, Macquarie University
Ralf Wilden, Macquarie University
Francesco Chirico, Macquarie University
Dawn R. DeTienne, Colorado State University

Abstract

While theory suggests that highly rational entrepreneurs and with high need for cognitive closure (NFCC) are likely to put stronger emphasis on retrospective performance and personal factors when deciding whether to persist with an underperforming venture, our findings from a discrete choice experiment with 177 entrepreneurs show mixed evidence, thereby challenging existing research. Overall, we find that entrepreneurs who perceive themselves as rational do not always demonstrate rational behavior in persistence decisions and entrepreneurs with high NFCC pay significantly more attention to retrospective performance, but not to prospective performance and personal options.

Keywords: Entrepreneurial Persistence, Need for Cognitive Closure, Decision Making Style

Ethics & Sustainability

A Longitudinal Analysis of South African Consumer Ethic Trends 2007 to 2019

CA Bisschoff, North West University

Abstract

This paper reports of consumer ethic trends in South Africa from 2007 up to 2019. A questionnaire that measures attitudes of managers on 14 questionable consumer ethics scenarios on a six-point balanced scale collected 1923 responses. The results were classified using four categories: 1) Unacceptable ethical attitudes in 2007, but acceptable in 2019, 2) Acceptable ethical attitudes in 2007 and it remained so in 2019, 3) Unacceptable ethical attitudes in 2007 which remained unacceptable in 2019, and 4) Acceptable ethical attitudes in 2007, but now unacceptable in 2019. The trends analysis shows that in Category 1, a total of nine unacceptable ethical attitudes improved over the years. In Category 2, two scenarios remained ethical. Two unethical consumer attitudes in 2007 remained unethical (Category 3), and one scenario that used to invoke ethical attitudes in 2007, now invokes unethical attitudes (Category 4). In general, the ethical attitudes have improved over time.

Keywords: Consumer, Ethics, Attitudes, Predispositions, Longitudinal.

Introduction and Research Aim

There is an abundance of research which has focused on ethical attitudes of consumers. An early, and still popular method is to explore the questionable attitudes and behaviour of consumers. In the examination of consumer misbehaviour, much attention was focussed on the legalities, i.e., the illegal behaviours of consumers. Here Fullerton and Bisschoff (2013) note examples such as shoplifting and insurance fraud. More recently, researchers worldwide (Chowdury, 2019; Ozgen & Esiyok, 2020) and in South Africa (Bisschoff, 2018, 2020, Fullerton, Bisschoff & Fields, 2017, Mofokeng, 2020, Tewari, & Maharajh, 2020) have examined consumer actions that, while legal, were perceived as potential breaches of ethical boundaries. It is apparent that both sides of the buyer-seller dyad have been, and continue to be, subjected to scrutiny (Fullerton & Bisschoff, 2013).

South Africa has a troubled past where, during the years of economic sanctions against the Apartheidsregime, any means of acquiring needed products and services were rewarded. Using illicit middlemen, underhand dealings, using in-between countries or mislabelling products were part of normal trade negotiations; unethical dealings were required (Blumenfield, 1987), and crafty logistics became part and parcel of international trade negotiations. This was especially true concerning military equipment during the South African border war where bribery, false information, and licencing agreements for arms manufacture manifested (Cawthra, 1991). On the other side or the coin, the African National Congress were banned, and as an illegal organisation also employed every thinkable tactic to survive and fight for political freedom. The history of the country, therefore, stimulated unethical attitudes and behaviour on all fronts.

After the 1994 first free and democratic election, former president Nelson Mandela was one of the first to realise that this ominous past needs to be corrected and that South Africa should be placed on a path of ethical consumer and business behaviour. In his 1995 address to parliament, Mandela stated "We are conscious of the reality that corruption in many forms has deeply infected the fibre of our society. Precisely because we face the challenge of dealing with systematic corruption, we need a dispassionate and systematic approach to this question" (Mandela, 1995). Soon several interventions from private and public sectors follow, initiating the King, I, II, III and IV reports, Ethical Codes of Conduct at companies and legislation like the POPI act (IOD, 1994, 2002, 2010, 2017). How did these interventions impact on a nation where once unethical business deals were regarded as "normal". A further question is how a new generation of managers is coping with ethical considerations when they make decisions, especially in an environment where the ethical values of the previous generation of managers persist today.

This paper investigates how the South African consumer ethics has changed since 2007 up to 2019.

The aim of this study is then to:

> *To determine if all the interventions from both public and private organisations made any progress to improve the attitudes of managers towards consumer ethics in South Africa.*

Two research questions address this aim:

> **RQ1: How did the ethical attitudes change regarding the 14 questionable consumer ethics scenarios between 2007 to 2019?**

RQ2: Did the attitudes towards consumer ethics of managers in South Africa ultimately improve from 2007 to 2019?

Theoretical background

The foundation of the longitudinal study is the ethics attitude-behaviour gap (Antonetti & Maklan, 2015, Schäufele, Pashkova, & Hamm, 2018, Wang, Wang & Wang, 2020). Fullerton (1993) realised that although ethical attitudes and ethical behaviours are linked, the gap also requires investigation. Hence, Fullerton, Kersh and Dodge (1996) developed an ethics index to assist Fullerton's model to measure and compare consumer and business ethics. This study employs the consumer ethics section of the model. The model has been applied successfully in several countries, also in South Africa. In one study, Fullerton, Bisschoff and Moore (2008) compared the ethical predispositions of Chinese and South African post-graduate business management students. Rapule also compare consumer and business ethics of managers in 2012 (Rapule, 2012). Fullerton and Bisschoff (2013) summarized the comparative analysis of consumer and business ethics of 12 countries across 6 continents in their winning paper as part of the validation of the measurement model, and Bisschoff (2020) successfully compare business ethics studies from 2007 to 2019. This study then uses the Fullerton model to measure and compare the consumer ethics in this study because of its solid validation history in several countries, including South Africa, and because the model stood the test of time. This is important as the period of analysis in this study is 13 years, hence the measuring model must be able to render usable and comparable data and results over an extended period.

Methodology

A quantitative research design is used. The target population consists of business managers with at least three years management experience and a university degree (or equivalent qualification). The 14 consumer ethics scenarios formulated by Fullerton were used because it was repeatedly validated in South African and also in 12 other countries across 9 continents (Bisschoff, 2020, 2018, Bisschoff & Lotriet, 2012; Fullerton & Bisschoff, 2015; Neale & Fullerton, 2008a, 2008b). The questionnaire measures 14 questionable consumer ethics scenarios on a balanced six-point scale. Data was collected annually from a cohort of managers who adhere to the population requirements; this means that the longitudinal study collected data from new respondents annually. A minimum response of 100 per annum was required. In total, 1923 responses were captured over the 13 years. All the datasets have satisfactory reliability with Cronbach's alpha coefficients exceeding 0.07, acceptable sample adequacy (The Kaiser, Meyer & Olkin tests all exceeded 0.70), and the sphericity (according to Bartlett's test) were all significant ($\leq$0.05) (Field, 2013). The results were classified using four categories: 1) Unacceptable ethical attitudes in 2007, but acceptable in 2019, 2) Acceptable ethical attitudes in 2007 and it remained so in 2019, 3) Unacceptable ethical attitudes in 2007 which remained unacceptable in 2019, and 4) Acceptable ethical attitudes in 2007, that are now unacceptable in 2019. The data was also subjected to exploratory factor analysis to identify factors (Bisschoff & Lotriet, 2012); these factors were confirmed in 2020 (Bisschoff, 2021).

Results and Discussion

A general overview of consumer ethics indicated that South African managers has, in general, overwhelming negative attitudes towards consumer ethics. In Category 1, a total nine of the 14 questionable scenarios were found to acceptable (indicating an unethical inclination to consumer ethics). The trend analyses, however revealed that over the first four to five years (up to 2012), these attitudes changed little. In fact, eight of these scenarios display similar, and some even worse, consumer ethical attitudes. However, in 2013, the trends started to show a steep improvement and eight of the questionable scenarios were by then unacceptable, albeit

some marginally (indicating ethical consumer attitudes). The nineth scenario also improved but its trend was much flatter. If this trend continues, it is projected that also this scenario will become unacceptable by 2021 (and thereby improve consumer attitudes towards ethics even more). Regarding the Category 2, two scenarios indicated acceptable ethical attitudes by managers back in 2007, and they remained so. These scenarios deal with "repeated visits to a dealer to capitalise on restricted bargains" and "using a dealer to get product information and then buy it online". This means that managers, as consumers, deem these scenarios to be unacceptable (and thereby showing ethical attitudes). However, closer scrutiny shows that these attitudes are deteriorating and there is clear downward trend. Although these scenarios are unacceptable, their scores show that they are now deemed as marginally unacceptable (2019), but in 2007 they were highly unacceptable. If these trends continue, these scenarios may be deemed as acceptable within 2 years. They deal with "repeated visits to a dealer to capitalise on restricted bargains", and "using a dealer to get product information and then buy it online". These scenarios have steadily deteriorated up to a point where managers believe that is now an acceptable consumer behaviour practice.

Category 3 consists of only one scenario. (This is where unacceptable ethical attitudes were recorded in 2007, and it is still unacceptable in 2016). The scenario to buy incorrectly priced goods was, and still is, deemed to be acceptable (indicating an unethical attitude). In 2007, it was deemed marginally acceptable to take advantage of a dealer's mispriced goods, in 2014 it was very acceptable to do so, but since 2014 the attitudes on this scenario improved and in 2019 it is only marginally acceptable to do.

The value of the longitudinal study resides in attitude being a strong behavioural driver. This means that ethical business behaviour can be positively influenced if attitudes are showing an inclination towards ethical business practices. Here the measurement of attitudes is important to provide a barometer of the business ethical atmosphere of South African managers; this could be useful in ethical business behaviour alteration. No scenario fitted the final classification.

The factor analysis identified three factors, namely *Misleading behaviour* (explaining 37% of the variance), *Untruthful behaviour* (explaining 14% variance) and *Financial advantages* (explaining 9% variance). All three factors showed improvement in consumer ethics and the managers showed ethical consumer attitudes towards all three factors in 2019. In 2007 they showed unethical attitudes towards two of these factors, *Untruthful behaviour* and *Financial advantages*.

The results show a general improvement in consumer ethics across the 13 years. To a large extent, the 2007 consumer ethic attitudes displays an inverse mirror-like image of the attitudes of the 2019 managers. The 13 years' longitudinal study measured the ethical attitudes of managers over time with regard to consumer decisions, and it provides a baseline or barometer of the consumer ethics and decision-making by the South African managers when they have to make a personal decision as a consumer, and not as a business manager on behalf of their company.

Implications for Theory and Practice

In theory, this paper contributes to the consumer ethics behaviour body of knowledge. Several studies investigate consumer ethics as a snapshot in time. Very few does so longitudinally to examine how a specific population change and develop over time. This study makes this unique contribution., The study can also connect the timeline to other influential timelines such as the

pollical timelines and economic timelines of the country and determine correlations between the economic, political and ethical observations. It is, for example, noteworthy that during the hight of state capture and the former president Zuma's corrupt activities, that consumer ethics also slide to an all-time low where a laisse faire attitude was rife – anything goes!

In practice, this study shows that consumer ethics of managers are improving. This is encouraging. South African managers are developing better consumer attitudes as time goes by; they have vastly improved consumer ethics since 2007. Attitudes also drives behaviour, and as such more ethical consumer decision making can be expected. However, in practice the biggest advantage is probably seated in the charact eristic that attitudes are transferable, so it can be expected that the managers' improved consumer ethics will transfer to their business ethics decisions. It is postulated that in practice, these managers will also make better business ethics decisions.

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Utilising Unwanted Household Items: A Circular

Economy Paul Chad, University of Wollongong

Abstract

The 'linear economy' business model reduces finite resources and causes damage to the planet. We need to move to a circular economy. Numerous stakeholders are wrestling with exactly how to introduce a circular economy. A change in consumer behaviour is vital. Unwanted household items can play a crucial part in the circular economy, and instead of entering landfill, their life can be extended. This specific study examines the views of over 300 Australian households regarding their unwanted items. The research contributes by responding to calls from academics for improved knowledge of households' behaviour related to unwanted items. Suggestions for how a range of stakeholders can assist increased household involvement in a circular economy are provided.

Keywords: Circular Economy, Second-hand Items, Sustainability

Moral Disengagement, Neutralization Techniques, and (unEthical Consumer Behaviour

Robyn McCormack, Bond University
Rafi M. M. I. Chowdhury, Bond University
Gulasekaran Rajaguru, Bond University

Abstract

Although prior research has separately utilised the theory of moral disengagement (Bandura et al. 1996) and techniques of neutralization (Sykes and Matza 1957) to examine consumers' (un)ethical consumption, research has not examined how these constructs are interrelated in relation to consumer ethics. A survey of 436 US consumers was conducted to identify the relationships among locus of control (chance), trait cynicism, moral disengagement, and neutralization techniques in the context of ethical consumer behaviour. The findings demonstrate that moral disengagement and neutralization techniques are separate constructs that sequentially mediate the negative effects of locus of control (chance) on ethically minded consumer behaviour. However, trait cynicism had no direct or indirect effects on ethical consumer behaviour. This research addresses the gap in the moral psychology literature on the relationships between moral disengagement and neutralization techniques and the gap in the consumer psychology literature on their joint effects on ethical consumer behaviour.

Keywords: Moral Disengagement, Neutralization Techniques, Ethical Consumer Behaviour

Consumers' Aversion to Wasteful Packaging

Alexandria Gain, University of Queensland
Leonard V Coote, University of Queensland
Andre Bonfrer, Deakin University

Abstract

How packaging waste affects product evaluations and choice is a critical question facing consumer packaged goods marketers and environmental sustainability policymakers. Across two online experiments, we study the role of perceived wastefulness as a psychological mechanism to explain consumer aversion to packaging waste. We draw upon a multidimensional measure of perceived wastefulness to offer a more nuanced understanding of consumer waste aversion. Products with one or two layers of packaging were perceived as more wasteful and chosen significantly less than products with no packaging. Once packaged, however, an additional layer (two versus one layer) did not significantly influence wastefulness perceptions or product choice. Perceptions of *tangible waste* mediated consumers' aversion to packaged products. We show that presenting packaged products in a comparative choice context can heighten perceptions of *unnecessary consumption* of resources, subsequently decreasing the likelihood of product choice.

Keywords: Perceived Wastefulness, Packaging Waste, Consumer Waste Aversion

Empowering Investors Through (Sustainable) Digital Investment Platforms

Claudia Gonzalez-Arcos, University of Queensland
Cristyn Meath, University of Queensland
Peter Popkowski Leszczyc, University of Queensland
Ernan Haruvy, McGill University
Jake Ann, Raiz Invest Australia Ltd
Alexandria Gain, University of Queensland

Abstract

This study focuses on the significant changes in the investment and banking industry related to market disruption by direct-to-consumer digital investment platforms (e.g., micro-investment platforms) and the emerging consumer demand for sustainability investment options. These new technologies provide young investors who have limited financial resources, access to investment options that require minimal capital. However, research on sustainable investments by individual (non-professional) investors and direct-to-consumer investments through emerging digital platforms is very limited. This project investigates how organizations can empower consumers by providing access to wealth creation and sustainable investment options through direct-to-consumer offerings. We use a multi-method approach combining qualitative research (in-depth interviews) and conjoint studies, in collaboration with our partner organisation, an Australian micro-investment platform. The study findings outline the underlying mechanisms of sustainable investing through micro-investment platforms and the role and nature of consumers' perceived empowerment in this process. We offer recommendations for practice and public policy.

Keywords: Sustainable Investments, Consumer Empowerment, Digital Investing Platforms

Corporate Lies Can Contaminate Individual Morality

Nils Christian Hoffmann, Kiel University

Abstract

The present paper analyzes how consumers react to corporate wrongdoings and how the unethical behavior of companies might even motivate consumers to relax their own moral standards and engage in unethical behavior themselves. Specifically, we analyze how corporate lies influence the morality of individuals that get to know about these behaviors. Across two pre-tests and two experimental studies that manipulate the behavior of different brands, we show that consumers emotionally react (i.e., they are disappointed and feel contempt) to corporate wrongdoings and, most importantly, even alter their own moral standards and engage in unethical behavior themselves if they have a high-self brand match with the brand that acts unethically.

Keywords: CSiR, Contagion, Brands

Understanding How Ethical Mindset Affects Counterfeit Consumption

Li Yan, Capital University of Economics and Business & University of Technology Sydney
Xia Wang, Capital University of Economics and Business
Hean Tat Keh, Monash University

Abstract

While many consumers recognize counterfeiting to be unethical and illegal, they continue to purchase counterfeit products. Drawing insights from moral psychology, the present research examines how individuals' ethical mindset (rule-based vs. outcome-based) influences their propensity for counterfeit consumption. In general, individuals with the rule-based mindset tend to comply with norms and rules, whereas individuals with the outcome-based mindset emphasize the consequences of their acts. Results from three studies show that the rule-based mindset lowers consumers' propensity for counterfeit consumption compared to the outcome-based mindset due to increased negative feelings and decreased positive feelings. Moreover, the inhibiting effect of the rule-based mindset is more pronounced among consumers with a high power distance orientation. These findings provide a nuanced understanding on the factors influencing counterfeit consumption, whilst shedding practical insights on combating counterfeit consumption.

Keywords: Ethical Mindset, Counterfeit Consumption, Power Distance Orientation

Women Managing Their Wardrobes (!)

Sardana Islam Khan, Central Queensland University
Michael Shaw, Monash Art and Design
Priyantha Bandara, Kent Institute Australia

Abstract

This study explores the clothing disposal and recycling behaviour of Australian consumers and how big retailers and fashion brands in Australia can profitably and sustainably facilitate clothing recycling and reuse. Underpinned by extant theories, this study examines the reasons for not wearing clothing items, the reasons for keeping items not worn and the preference of disposal channels in Australia. A sample of 91 female respondents in Australia participated in this study via LinkedIn platform. Regression analysis of the findings indicated that 'No Longer Fits, Size and Shrinkage' are the key determinants of decisions to donate or dispose clothing followed by 'Damage', 'Wear and Tear' and then 'Boredom, Out of Fashion and Changing Taste'. Big retailers may offer redeemable credits at the point of purchase for higher quality slow fashion garments. Implications have been drawn for the managers of clothing retailers in Australia to leverage clothing recycling through sharing economy platforms.

Keywords: Recycling, Clothing, Sustainability.

Introduction and Research Aim

The wardrobe emerges as an appropriate site to develop a model for the disposal of consumer goods especially with a view towards recycling. It is suggested that while it may be useful to have a great wardrobe, it is possible that there is a point where this gets out of hand. However, determining that point and quantifying it is difficult (Cwerner, 2001). This study is an attempt to measure this behaviour through a model of clothing use and disposition derived from the work of previous researchers. This research also explores how big retailers in Australia can profitably and sustainably facilitate clothing recycling and reuse.

Background and Conceptual Model

Underpinned by extant theories on clothing use and disposal decision, this study examines the reasons for not wearing items, the reasons for keeping items not worn and the disposal channels. Bianchi and Birtwhistle (2012) and Watson and Yan, (2013) make the distinction between "fast fashion" or ranges of clothing that are intended to be worn for a limited number of times before disposal and "slow fashion" items which have more longevity and consequent environmental benefits (Goworek et al., 2018; Watson & Yan, 2013) go on to suggest that reasons for considering divestment of clothing items may be split into three categories which are fit, damage and boredom for fast fashion and fit and damage for slow fashion items.

Laitala (2014) evaluates 41 research projects and notes a commonality of approach in five studies in particular, and her integrative synthesis of these five studies identified a four-element list of reasons for not wearing items ranging from "wear and tear" fit or size" "fashion, taste or boredom" and "other". The reasons for keeping items that are not worn are also complex. Bye and McKinney (2007) find in their study of a mixed age sample of women aged 18-65 that they retain clothes that they do not often wear for a variety of reasons including weight management, investment value, sentimental value and their function as an aesthetic object.

Once people make the decision to dispose of items, there are several channels available. Jacoby et al., (1977) have identified the paths that people take when making decisions to dispose of unwanted possessions. They argue that there are 9 basic choices stemming from three initial paths which are to keep the product, permanently dispose of it, or temporarily dispose of it. If the consumer wants to keep the product, they may keep using it, convert it for another purpose, or store it, maybe for later use in either its original form or another form. If the consumer wants to get rid of the object permanently, they may throw it away, give it away, sell or trade it. Finally, they may loan or rent it to someone else.

A questionnaire was derived from the work of these researchers in the field with a view towards quantifying disposal behaviour in respondents. This study relates Laitala's (2014) identification of four main categories for not wearing clothing items which are: wear and tear, fit or size, fashion, taste or boredom and other, to Bye and McKinney's (2007) four reasons for retaining clothing that is no longer worn which are: weight management, investment value, sentimental value and their function as an aesthetic object. Jacoby et al., (1977) subsets of possible action with one other derived from Watson and Yan (2013). All 9 of Jacoby et al., (1977) categories have been used in the construction of the questionnaire in this study.

Methodology

A sample of female resident's responses (N= 91) in Australia was procured electronically via LinkedIn invitations. Respondents were encouraged to engage with the survey and audit their wardrobes via web link. Most respondents identified as being married at 35%, another 18.4% identified as being widowed, divorced or separated, 20% were in a domestic partnership of some kind, 8 % were in a relationship and 19% were single. In the 18-24% age bracket there were only 2% of respondents, 20% in the 25-34 age bracket, 24% in the 35-44 age bracket, 43% in the 45-55 age bracket and 10% over 55. The mean income declared was $AUD 52,000.

Findings and Discussion

The mean respondent in this sample had more dresses at 17, than any other type of garment, closely followed by pants and trousers at 15, jackets and coats at 12, jumpers and cardigans at 13 with skirts at 8 coming last in terms of total quantity. There were 65 major garments in the average female wardrobe in this sample, with 34 being frequently worn (more than 20 times per year), 21 not being frequently worn (4 times or fewer), leaving 10 unaccounted for. In other words, 15% of the wardrobe's major garments were either overlooked or did not fall into one of the two categories which were garments frequently worn and garments infrequently worn. This was a consistent pattern with every garment category. Counting the 21 or 33% of garments not being frequently worn along with the difference or gap of 10, then 48 % of the average wardrobe in this sample was not frequently worn or in other words, potentially redundant.

Reasons for keeping garments varied largely by garment type. The single largest category for disposal for all categories was to Give away to the opportunity shop, goodwill bin or charity (Mean = 48%), followed by Store / Hang on to (Mean = 25%) and 'Continue to use' (Mean =10%). The remaining disposition options (Jacoby et al., 1977) added up to 17% and included selling and giving away to friends or family. These will not be explored in detail because the focus of this study is on recycling. However, it must be noted that online selling via e-bay and other outlets is increasingly becoming a channel for clothing recycling.

Response for all five garment categories was amalgamated into a series of ordinal data for analysis (N= 456). The tendency to Give them away to the Op Shop / Goodwill bin / Charity was coded as 1 and all other responses in this area were coded as 0. A binary logistic regression was then conducted to examine whether independent variables X2 = Reasons for keeping and X6 = Reasons for not wearing had a significant effect on the odds of observing the 1 category of dependant variable X0 or Give them away to the Op Shop / Goodwill bin / Charity.

The overall model was significant, $\chi 2(7) = 43.60$, $p < .001$, suggesting that independent variables X2 and X6 had a significant effect on the odds of observing the 1 category of dependant variable X0. McFadden's R-squared was calculated to examine the model's fit, where values greater than 0.2 are indicative of models with excellent fit (Louviere, Hensher, & Swait, 2000).

It appears that under X6- Reasons for not wearing that No Longer Fits / Size issue / Shrinkage is the key determiner of a decision to donate to Clothing Recycling Outlets followed by Damage / Wear and Tear and then Boredom / Out of fashion / Changing Taste. Recycling organisations could use this in their advertising and their appeals to channel

clothing to their donation points. The relationship of all the factors in the X2- Reasons for keeping were not significant in terms of their relationship to the tendency to X0 Give them away to the Op Shop / Goodwill bin / Charity. Elements of X6 Reasons for not wearing do appear to have a significant relationship with X0 Give them away to the Op Shop / Goodwill bin / Charity. However, the overall relationship between X2-Reasons for keeping and X6-Reasons for not wearing needs more exploration.

There is intent to dispose of clothes that no longer fit, are damaged or out of fashion via Goodwill bins / Charity Outlets or Opportunity shops. Respondents also have high levels of redundancy in their wardrobes at 48%. It is possible that women rationalise the loss of value from a previous purchase that is infrequently worn as a donation to charity (Cervellon & Carey, 2011). They might also use the visit to the opportunity shop as an opportunity to acquire bargains to offset their more expensive clothing purchases from recognised brand outlets. Consumers concerned about the ethics of overconsumption of clothing might consider sourcing more of their apparel from recycled clothing outlets, or alternatively buying better quality "slow fashion" garments and retaining them for longer (Bianchi & Birtwhistle, 2012; Goworek et al., 2018). Big retailers may offer redeemable credits at the point of purchase for higher quality slow fashion garments. Respondents have also indicated inclination to use clothe share platforms if leveraged by the big retailers or fashion brands.

Implications for Theory and Practice

Large retailers, clothing labels and brands have not addressed the way that an awareness of the disposal process and patterns of behaviour with clothing might be constructively used to assist the way that they market their products. If the disposition of possessions is neglected in general (see Jacoby et al., 1977) then the management of wardrobes is essentially even less examined as a field.

With respect to the model demonstrated here, research arising from this study might examine the relationship between gender, age, income and the tendency to dispose of and buy clothes at opportunity shops. The tendency to continue to use garments versus storing them might also be explored along gender lines. While the model seemed to work well in this exercise as a preliminary study, further research with this questionnaire would involve larger comparative samples and further analysis to determine its validity. Extrinsic factors like relationship status, seasonality, age milestones, change of employment, change of residence, birth of a child or arrival of a guest could all be significant predictors of the decision to dispose of and recycle clothing (Jacoby et al., 1977). These aspects probably need to be considered with respect to any future investigations.

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Food Waste: Gain-loss Framed Communication Message Testing

Jeawon Kim, Griffith University
Tori Seydel, Griffith University
Sharyn Rundle-Thiele, Griffith University
*Jeawon Kim, Griffith University

Abstract

The aim of this research is twofold: 1) extend theory application in food waste reduction and 2) examine food waste communication strategy effectiveness. Four communication messages were designed to compare the likelihood of reducing food waste following exposure to individual- and social-focused gain versus loss framing. This cross-sectional post-exposure test was conducted via an online survey consisting of 24 items and random assignment to one of four food waste communication messages. A total of 239 responses were collected in Australia. Regression was conducted to examine theory fit. Quantitative statistical analysis was conducted to determine whether groups differed on information acceptance, attitude towards food waste, social norms, self-efficacy in reducing food waste, connectedness to nature, and intention to reduce food waste. A clear link between psychographics and food waste reduction intentions were observed. Self-efficacy was higher in those who received individual-focused messages when compared to social-focused messages.

Keywords: Food Waste, Communication, Loss-gain Framing

Introduction and Research Aim

A household food waste offers great potential to reduce organic waste being sent to landfill. To engage households, previous food waste campaigns have largely emphasised education and information provision as key behaviour change strategies (Kim et al., 2019; Priefer et al., 2016). Literature supports the potential of awareness campaigns to play an important role in influencing food waste behaviour (Priefer et al., 2016; 19. Maldonado Juarez et a., 2019; Soma et al., 2000). For example, the British "Love Food Hate Waste" is one of the most successful food waste awareness campaigns, diverting over one hundred million kilos food waste away from landfill since 2007 (WRAP, 2015). However, several studies have shown mixed results (Aschemann-Witzel et al., 2015; Reynolds et al., 2019; Steg & Vlek, 2009) suggesting more research is needed to identify boundary conditions to ensure effective delivery of food waste campaigns. Considering policymakers are calling for customised and tailored, need-driven information campaigns to effect change (Pearson et al., 2017), examination of alternate communication appeals is warranted to advance understanding (Thyberg & Tonjes, 2016).

Theory of Planned Behaviour (TPB) is the most commonly used theory that has been applied to understand pro-environmental behaviour such as food waste to date (Kim et al., 2019; Schanes et al., 2018). In this theory, the behavioural intention is the primary antecedent to behaviour. According to TPB, behavioural intention is determined by a combination of an individual's attitudes towards the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). Some studies have established the utility of the theory while others challenge the model (Graham-Rowe et al., 2015; Stefan et al., 2013). For example, TPB has been criticized for its' lack of inclusion of socio-demographic and contextual factors (Farr-Wharton et al., 2014; Stöckli et al., 2018). Together, this study sought to test new factors predicting intention to reduce food waste and identify the communication appeals that are likely to effect intention to reduce food waste.

Background and/or Conceptual Model

Psychological determinants

Recognizing the effect of situational constraints that contribute to the intention-behaviour gap (Graham-Rowe et al., 2015), recent studies testing TPB found that attitudes towards food waste (AT) and social norm (SN) explain intentions to reduce food waste (INT) behaviour (Thyberg & Tonjes, 2016; van der Werf et al., 2019). Research conducted in Thailand found that norm-focused communication campaigns were effective in reducing food waste (Manomaivibool et al., 2016). However, the role of perceived behavioural control (PBC, one's perceived ability to take control of his/her action) contributing to food waste reduction intention has received less attention (van der Werf et al., 2019; 29. Graham-Rowe et al., 2014; Stancu et al., 2016). Kim and colleagues (2020) found a food waste campaign targeting self-efficacy (SE, one's self-confidence in his or her abilities to perform the behaviour) in cooking was effective in reducing self-reported food waste behaviour. Therefore, this study aims to extend our understanding of food waste intention by testing empirically verified TPB constructs.

Consideration of key sociodemographic determinants may extend theoretical insights provided by TPB (Stöckli et al., 2018). Although the perception of environmental effects of food waste (e.g. social impact) is found to be less important (Falasconi et al., 2019), recent studies have demonstrated the need to test connectedness to nature (CN) to determine the added effects on food waste-reducing behaviour (Frøystad, 2019; Lauffer, 2019; Mintz et al., 2019). Studies on connectedness to nature acknowledge the cognitive and emotional

relationship that emerges between individual and nature that are developed from social experience (Berry & Lekies, 2019; Berry & Wolf-Watz, 2014). However, little to no previous studies have included and tested the relationship between connectedness to nature and food waste reduction intention within a theoretical examination. Taken together, we propose an extended TPB Model (Figure 1) to deliver theoretical insights into factors that could enhance explanation of food waste reduction intentions. Our first hypothesis is:

H1: Attitude, social norm, self-efficacy, connectedness to nature, and current household skills explains intention to reduce food waste.

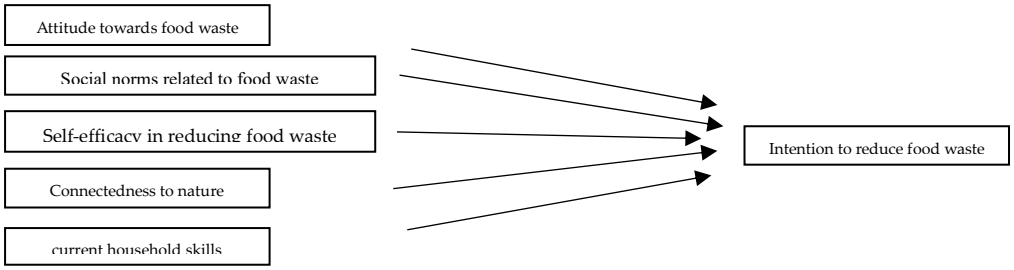

Figure 1 Proposed extended TPB model

Current food waste related behaviours

The TPB prioritizes attitude, while individual green actions are primarily influenced by knowledge and habits, which are not included in the theory (Stern, 2000). Bagozzi, (1981) stated individual decisions about behaviours are believed to frequently depend on actions performed in the past (1981). The empirical and theoretical value of considering TPB constructs related to both doing (i.e. food saving) and not doing a behaviour (i.e. food wasting) has been addressed by previous studies (Richetin et al., 2011; Richetin et al., 2012). In relation to this, Stancu et al., (2016) stated that people view a food waste behaviour as food-related behaviour, and much less so as an environmental behaviour. Thus, this research will focus on past food-related behaviour (i.e. household skills, HS) and food waste behaviour (i.e. food waste behaviour, FW).

Prospect theory: Gain-loss framing

Message frames affect an individual's focus, which can impact an individual's understanding of the message's meaning and their decision-making process (Borah, 2011; Chong & Druckman, 2007). Testing of a message frame in changing behaviour is common in other fields including commercial marketing and public health. For example, a growing body of research undertaken within health warning message testing examines different themes and message frames to understand message wear out (Nan et al., 2015; Noar et al., 2020; Rosenblatt et al., 2018). These efforts are based on Prospect Theory, which suggests that viewers react differently to messages based on their framing (Tversky & Kahneman, 1981). The theory argues when a message focuses on benefits (i.e. gain framing), people are less likely to engage in undesirable behaviours (e.g. food waste). On the contrary, when the message is focusing on the costs (i.e. loss framing), people are more likely to engage in undesirable behaviours.

In relation to communicating environmental problems, previous research suggests that communication about many environmental issues frequently adopts loss framing (Hulme, 2008). For example, Grazzini, Rodrigo, Aiello, and Viglia (2018) who investigated loss and gain-framed messages in the context of hotel guest recycling found that recycling behaviour increased when a loss-framed message was presented, because of greater perceived self-efficacy. However, a sole focus on loss-frame messages may not effect behavioural change

for environmental issues. For instance, gain framing was found to be more effective in heightening positive attitudes toward climate change mitigation (Spence &Pidgeon, 2010) and it was found to increase the perceived threat and willingness to sacrifice for nature (Bilandzic et al., 2017).

Within the food waste context, only a small number of studies have investigated communication strategies using gain- and loss-frames (Septianto et al., 2020). The extent to which findings from food waste communication research can be applied to the domain of household food waste reduction remains unclear. This study aims to address this research gap by testing the following hypothesis:

H2: The recipients of gain- and loss-framed message will differ in attitude towards food waste, social norm, self-efficacy, connectedness to nature, and food waste reduction intention following message exposure.

Message focus: Individual vs Social

Food waste, like any other environmental problem, is a global issue requiring all individual's including households, business owners, and policy makers to change their behaviour. To solve this social dilemma, previous research noted one's principal motive of self-interest and/or altruism is an important factor (Stern, 1995; Van Lange, 1999; Van Lange et al., 1998) for promoting pro-environmental behaviours (Bolderdijk et al., 2013). Recent research has highlighted the potential role of self-interest in enhancing pro-environmental action (Griskevicius et al., 2010). Henceforth, De Dominicis, Schultz, and Bonaiuto (2017) who tested behaviour acceptance identified the role of communicating personal benefits to all individuals (i.e. non-altruistic and altruistic) in waste reduction across two different environmental contexts. These studies identify that framing messages as having a self-benefit versus other-benefit could potentially influence the individual's attitudes and intended behaviours in food waste contexts.

The most commonly identified individual motivation for reducing food waste is saving money, whereas altruistic motivation lies with saving the environment and contributing to community benefits (Kim et al., 2020; Schanes et al., 2018). Current food waste literature indicates that people are more aware of the economic consequences than environmental and social consequences of food waste. Stancu et al. (2016) reported "people are motivated… by self-interest in their food waste behavior". In contrast, researchers seeking to reduce food waste emphasize the need for altruistic, moral appeals such as 'saving hungry people' and 'saving the planet' (Pearson et al., 2017). In sum, food waste literature indicates the need for more research to build an evidence-base on messaging formats that can be applied to reduce food waste. Therefore, we hypothesize:

H3: The recipients of individual- and social- message will differ in attitude towards food waste, social norm, self-efficacy, connectedness to nature, and food waste reduction intention.

Methodology

Procedure and measures

Four short communication messages of approximately 100 words, featuring either the financial benefits of reducing food waste (gain frame) or the costs of not reducing food waste on the environment (loss frame) were designed at two levels; individual or social. Limesurvey was utilised to conduct the cross-sectional online survey, which consisted of 24 questions. The survey link was advertised for a week via Facebook, targeting all Australians following ethical clearance (University ID withheld to permit blind review, Ref. 2020/314).

At the end of the survey, participants were invited to enter a draw to win a $50 gift voucher.

Prior to message exposure, participants were asked to indicate their level of food wastage for the past two weeks (WRAP, 2017) and level of household skills (Chang & Lee, 2009). Then participants were randomized into four conditions of the 2 (framing) × 2 (focus) between-subjects design which resulted in an average of 59 responses for each condition. After message exposure, respondents completed items, which included a message clarity check, measures of information acceptance (Chang & Lee, 2009; Van't Riet et al., 2010), attitude towards food waste, social norms, intention to reduce food waste (Ajzen, 1994), self-efficacy in reducing food waste (Bandura, 1977), and connectedness to nature (Gosling &Williams, 2010). Key demographic information was collected such as gender, age group, household occupancy, and access to garden.

Message clarity

Prior to the survey release, a pilot test on message clarity was undertaken with marketing academics (n = 22). Based on the pilot test result, messages were modified to assure gain- and loss-framed communications were present at the two focus levels, namely individual and social. Message clarity was again tested with the 239 adult Australian participants in the main experiment. The sample consisted of 82% women (n = 196), who had access to private garden (n = 176) and were aged 45 years and over (n = 155). ANOVA revealed a significant between group difference on message clarity ($p < 0.00$). Each message exposure communicated what it was supposed to communicate; for example, the individual loss framed communication was indeed perceived as “The negative impact of wasting food on myself” (n = 51).

Analysis

Data was cleaned using SPSS. Reliability tests were conducted for all psychographic measures with Cronbach alpha scores exceeding 0.9, meeting internal consistency requirements (Chonbach, 1951). A descriptive analysis was conducted to obtain demographic summary results. One regression analysis was conducted to address H1. Participants were spilt into two groups based on their self-reported food wastage. Then, one additional regression analysis and t-test were conducted to assist H1 result interpretation. ANOVA analysis on food waste behaviour and household skills were conducted to determine whether the groups differ prior to exposure of the four messages. Two t-tests on all measures by message focus and framing types were conducted to test H2 and H3.

Findings and/or Discussion

A total of three hypotheses were examined to extend theoretical understanding of food waste reduction and to examine alternate food waste communication messages. To verify an overall goodness of model fit, a regression test on all psychological measures was conducted. As indicated by TPB, the dependent variable of INT was predicted by AT, SN, SE, CN, FW, and HS measures. H1 was supported indicating the inclusion of connectedness to nature into TPB can strengthen the model’s explanatory power in explaining intention to reduce food waste ($F(6,232) = 25.77$, $p < .001$). The overall model fit was significant, indicating clear links between psychographics and food waste reduction intentions. The five predictor variables explained 40 percent of the variance in INT. Self-efficacy was found to be the strongest predictor explaining 27 percent of unique variance in INT followed by attitude towards food waste and connectedness to nature. Social norm and the current household skills explained 16 and 13 percent of unique variance in INT respectively, whilst current food waste behaviour did not explain significant unique variance in INT. TPB is a cognitive model permitting a

deterministic view of behaviour to be applied. TPB assumes that what people do is explained by what people think (Neisser, 2014; Solso et al., 2013). Taking this view, focusing understanding on how to increase attitudes, social norms, self-efficacy, and connectedness to nature to effect food waste reduction intention is recommended.

Regarding the message testing result, H2 was not supported given a significant group difference was not found between gain- and loss-framed message recipients for all measured tested. Thus, the effect of gain- and loss-framed messages were similar indicating potential for both messaging forms to be used. On the other hand, differences were observed for individual focused messages (n = 71, M = 5.7) and social focused messages (n = 120, M = 5.0) on self-efficacy (p = 0.014). H3 was partially supported as the individual-focused message recipients reported higher self-efficacy in reducing food waste following message exposure compared to those who received social-focused messages. Thus, this study found Australians find individual-focused communication messages more acceptable than other types of messages.

Two groups, namely food wasters (n=106) and food savers (n=133), were identified based on their self-reported food wastage. The groups did not differ based on their food waste behaviour and household skills reported prior to the message exposure, with all p > .05. ANOVA analysis on all variables for each exposure revealing non-significant results, except for information acceptance (p = 0.04). Examination of two different behavior groups provided important insights. For food savers, self-efficacy in reducing food waste and connectedness to nature enhance variance explained in food savers' intentions to reduce food waste in addition to social norms and attitudes (F (5,127) = 21.80, p = .00). However, self-efficacy and connection with nature did not explain food wasters' intentions to reduce food waste. Rather attitude and social norm was the strongest factors predicting food waster's intention to reduce food waste (β = .32, p = .001). Post-hoc tests indicated participants found individual gain-framed messages (M = 6.0, SD = 1.18) more acceptable than social loss-framed message (M = 5.2, SD = 1.68) (p = 0.02). In sum, this research indicates how cognitive models like TPB can be applied to understand group differences. Moving forward campaigns need to identify behavior groups delivering more precise messages to provoke change. Given findings in this paper alternate approaches that extend connection to nature are needed to move people from food wasting to food saving.

Implications for Theory and Practice

Two main lessons can be drawn from this study. Firstly, research focus needs to be directed towards extending understanding for food wasters. Current approaches are likely to appeal to food savers and more can be done to extend appeal to food wasters. For instance, the most commonly provided product has been a composting bin (Kim et al., 2019; Schanes et al., 2018), which is a strategy likely to be more appealing for food savers (Harder & Woodard, 2009) due to their increased level of confidence of reducing food waste. Food waste prevention/reduction programs need to identify and utilize different strategies to extend appeal for food wasters. Limited application of segmentation is apparent in food waste programs. Kim et al. (2019) who recently conducted a systematic literature review on worldwide food waste programs identified that not a single study (out of 23) applied segmentation processes prior to program development. Moving forward, segmented approaches that focus effort on food wasters is recommended.

In this study, recipients of the individual-focused message demonstrated a higher self-efficacy in reducing food waste when compared to those who received social-focused messages. Our finding shed some light into how communications can be built to reduce food waste by

emphasizing ‘actions people can take’. Hence, this study reveals the potential that communicating individual benefit matched to self-interest can contribute to reducing food waste. We acknowledge that not every pro-environmental behavior can be promoted via self-interest (Stern & Dietz, 1994). While egoistic self-interested orientation tends to be negatively associated with environmental action (Gifford & Nilsson, 2014; Steg & De Groot, 2012), this study indicates individually focused food waste messages promoting actions people can take enhance self-efficacy, which does explain intentions to reduce food waste for food savers. Knowing what to do and having the ability to take that action is an important pre-requisite for any behavior.

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Defining Sustainable Food for Consumers

Rhea Kinsella, Institute of Technology Carlow
Tomas Dwyer, Institute of Technology Carlow
Stephen Whelan, Institute of Technology Carlow
Eamon Nolan, Institute of Technology Carlow

Abstract

Consumers are increasingly interested in sustainable food (Forbes et al., 2009) due to growing concerns for environmental matters among other issues. Currently, there are many varying definitions for the term "sustainable food", however, consumers often lack understanding of the term. A systematic literature review was conducted to investigate what consumers understand sustainable food to be. It is evident from the literature that consumers lack understanding of the term and frequently associate sustainable food to be plant-based food, organic food and local food. Additionally, consumers associate sustainable food with being good for the environment, thus neglecting economic and social aspects. The implications of this study involve improving consumer knowledge through policy approaches which include implementing public information campaigns and labelling (Garnett et al., 2015). This study highlights the need for the literature to categorise the research accurately based on all three pillars of sustainable food.

Keywords: Sustainable, Food, Understanding

1. Introduction

Adopting sustainable food systems regarding food production and consumption practices is essential due to a multitude of reasons. Firstly, the current food system contributes heavily to greenhouse gas (GHG) emissions, thus it is one of the main contributors to climate change. Additionally, current food consumption contributes to excess waste along with soil and water pollution, thus negatively impacting on the conservation of natural ecosystems (Tobler et al., 2011; Wang and Gao, 2017). Furthermore, it is evident that a transition to a sustainable food system is necessary to avoid contributing to the loss of biodiversity and climate change.

Sustainable food can be defined as "products that positively contribute to one or a combination of the economic, environmental and social aspects of sustainability" (Reheul et al., 2001). Whereas the European Commission (2019) defines sustainable food as ensuring the "security of the supply of food, health, safety, affordability, quality, a strong food industry in terms of jobs and growth and, at the same time, environmental sustainability, in terms of issues such as climate change, biodiversity, water and soil quality". Whilst there are several definitions surrounding sustainable food, it can be agreed that they all encompass the underlying dimensions of sustainability. Namely, that of the economic, social and environmental pillars of sustainable food.

Studies show that consumers are becoming more interested in sustainable food (Forbes et al., 2009). Whilst consumers possess this interest, it has been found that consumers are unsure of how to define or identify sustainable food (Grunert et al., 2014). There is a multitude of well-defined definitions for the term "sustainable food", however, consumers do not possess adequate knowledge of what these terms mean. Considering that there are often different elements introduced in various definitions by the literature and authorities alike such as the European Commission and Food and Agriculture Organization (FAO), it could be suggested that consumers cannot decipher what each element of sustainable food encompasses. Therefore, an understanding of what sustainable food entails is open to a wide variety of interpretations by consumers which are influenced by several factors such as values along with economic or environmental situations (Grunert et al. 2014).

Currently, there are several foods offered on the market that are marketed as more sustainable than others. This is due to specific attributes connected with these products such as being more environmentally friendly or more ethical (Sidali et al., 2016). Typically, these foods are certified and labelled as sustainable to enable consumers to identify them, such as in the case with organic food. However, whilst these labels may signify that these foods are more sustainable, it may only incorporate one aspect of sustainability such as being more environmentally friendly. Thus, not being classified as truly sustainable regarding all three pillars of sustainability including environmental, economic, and social.

So far, very few studies have attempted to address consumers' understanding of sustainable food. Therefore, this paper aims to investigate what consumers understand sustainable food to be. It has been highlighted within the literature that consumers' knowledge of sustainable food has a significant impact on their attitudes and behaviours in purchasing said food (Popovic et al., 2019). Furthermore, the literature needs to gain a better understanding of what consumers believe to be sustainable food to assess their buying behaviour (Wang and Gao 2017). By identifying this, producers will become more motivated to adopt sustainable production methods (Gutierrez and Thornton, 2014), as consumer perceptions have a significant impact on forming their preferences for sustainable food. It is suggested that research aimed at investigating what consumers associate with sustainability, and what purchase decisions consumers consider sustainable, can provide a valuable contribution to promoting sustainable food consumption.

The paper is structured as follows; the methodology outlines the research methods used. Following this, the findings are presented followed by the implications of this study for theory and practice.

2. Methodology

Systematic Literature Reviews (SLR) use specific methods which aim to synthesise and analyse a body of literature. This method is based on the use of a keywords search of the literature in selected databases. This study adopted the SLR process as it offers a more objective and transparent alternative to the traditional narrative review method (Dixon-Woods et al., 2006). Furthermore, a SLR approach was adopted to attain a holistic view of how the literature discusses the topic of what consumers understand sustainable food to be. Moreover, this study implemented the three-stage SLR process as set out by Jesson et al., (2011), including.

- Defining the research question and designing the search strategy
- Applying inclusion, exclusion criteria and quality assessment
- Synthesising the results

The first stage of the SLR is to define the research question. The primary aim of this paper is to answer the research question, *"What do consumers understand sustainable food to be?"* Having defined the research question, the next step involved identifying keywords which could subsequently be used to perform a search through the body of literature. The following keywords were identified: Consumer, Perception, Understanding, Food, Sustainable, Conventional, Local and Organic.

Boolean searching was applied to narrow the search and specify exactly what was required, thus excluding any irrelevant articles. The following search strings were used:

- (consumer) AND ("sustainable food") AND (definition)
- (consumer) AND ("sustainable food") AND (definition) AND (organic)
- (consumer) AND ("sustainable food") AND (definition) AND (local)
- (consumer) AND ("sustainable food") AND (definition) AND (conventional)
- (consumer) AND ("sustainable food") AND (perception)
- (consumer) AND ("sustainable food") AND (perception) AND (organic)
- (consumer) AND ("sustainable food") AND (perception) AND (local)
- (consumer) AND ("sustainable food") AND (perception) AND (conventional)
- (consumer) AND ("sustainable food") AND (understanding)
- (consumer) AND ("sustainable food") AND (understanding) AND (organic)
- (consumer) AND ("sustainable food") AND (understanding) AND (local)
- (consumer) AND ("sustainable food") AND (understanding) AND (conventional)

Furthermore, the Boolean search also allowed for truncation. This is a way of capturing all relevant material by searching words and phrases which use the same root.

Having identified the key terms and the relevant search strings, the next step was to identify appropriate research databases where relevant articles could be extracted. As such, the search was limited to peer-reviewed journals in the databases, Web of Science, Science Direct, Emerald Insight, Sage Journals and Taylor and Francis Online. These databases were selected as they contain publications relevant to sustainability, food studies and behavioural studies.

The next step in the SLR process was to apply inclusion criteria. Initially, only peer-reviewed results were included in the search. Thus, ensuring that the articles collected have been

subjected to approval by those knowledgeable in the chosen subject (Jesson et al., 2011). Secondly, all results were limited to a time interval of 2010-2020, this time frame was chosen as sustainable food consumption policies are constantly evolving, thus it was vital to get the most up-to-date information on consumers' understanding of sustainable food. Lastly, articles were further refined to locate articles in the field of "food, sustainability, environmental and behavioural studies" to provide a focus on the literature as currently the area of sustainable food is fragmented. By applying these criteria, the number of articles was reduced from 14257 to 9015.

These results were then further refined by limiting the search of key terms to the journal abstracts only. This ensured that sustainable food and consumers understanding were the focus of each article. Additionally, it must be noted that the journal articles reviewed were in English. This further reduced the results from 9015 to 355. Subsequently, after the removal of duplicate articles, the final count amounted to 236 articles.

The last step in the process was to synthesis the findings into themes. The 236 articles were imported into NVivo to analyse the content. Content themes were created by manually coding significant aspects of the journal articles as well as using text findings to identify certain words. The first step of this process was screening the articles based on the title and abstract in regard how each article referenced sustainable food. Following this, the content of each article was coded depending on how the article discussed consumers' understanding of sustainable food. For example, articles were grouped into themes relating to the understanding of sustainable food, such as organic food and local food being perceived as sustainable food. Lastly, further analysis was conducted using word search and text search queries on all articles.

This process formed the basis for identifying relevant information with respect to the stated research question, enabling the author to produce findings relating to consumers' understanding of sustainable food.

3. Findings and Discussion

3.1 Environmental Pillar

From the literature it was discovered that consumers frequently associate sustainable food with being "good for the environment" which is linked to foods displaying green labels and/or eco-labels (Yanarella et al., 2009). Indeed, many studies find that consumers equate sustainability with "greenness", this implies that consumers are only focused on the environmental pillar of sustainable food, therefore forgoing other aspects such as the social and economic pillars (Yanarella et al., 2009). This is acknowledged in a study conducted by Lazzarini et al., (2017) which discusses that while sustainability comprises environmental, social, and developmental dimensions, consumers tend to neglect economic and cultural dimensions. Furthermore, it was found that consumers frequently relate environmental issues with the term 'sustainability' (Grunert et al., 2014).

It is not surprising that consumers' hold this understanding as even within the literature itself studies frequently discuss the concept of food sustainability regarding the environmental aspect. For example, the study conducted by Hsu et al., (2020) focuses on exploring consumers' interest in choosing sustainable food. Within the study itself it is emphasized that environmental education is necessary for consumers to adopt purchasing behaviours towards sustainable food. Likewise, a study Vermeir et al., (2020) discusses ways in which to encourage consumers to

change their eating habits towards more environmentally sustainable food. It is accepted that a need for education to enhance consumer knowledge is needed, however these studies appear to navigate towards the environmental pillar of sustainable food rather than including all aspects in their educational proposals.

3.2 Organic Food

Currently, it is stated that organic food is the most common sustainable food in the market (Wang and Gao, 2017). Within the sustainable food literature, there has been a focus on consumer preferences for organic food labels (Sirieix et al., 2013). As consumers use the presence of an organic label to evaluate the environmental friendliness of their food. Thus, organic labels positively influenced perceived environmental sustainability of food (Lazzarini et al., 2016). Furthermore, the literature shows that consumers perceive labels for organic agriculture including the Organic Farmers and the European label to be sustainable labels (Sirieix et al., 2013).

It has been shown that consumers' purchase organic food due to it being considered to be safer, healthier, and more environmentally friendly compared to conventionally produced food (Zanoli et al., 2013). Whilst it has been widely cited that organic food could be considered more sustainable than conventionally produced food, there is an equal volume of research that would debate this notion, as organic food does not necessarily inhabit all aspects of what makes up sustainable food. Despite this, it is evident from the literature that consumers have an understanding that organic food is in fact sustainable food. This understanding is harmful, as while consumers believe they are contributing to sustainable food consumption this may not be the case (Searchinger et al., 2018). This trend is not only found within the organic food market but also can be found in other niche food markets such as local food.

3.3 Local Food

Studies on the consumption of local food have significantly increased as consumers perceive local food to be environmentally friendly, thus consumers' have come to perceive local food as sustainable food (Megicks et al., 2012). The act of buying local food has become intwined with ethical and environmental benefits such as reduced food miles and improved animal welfare. When buying local foods, consumers often do so for reasons including the product itself and their concerns and perceptions of food-related issues, such as a positive association with the environment and sustainable consumption (Megicks et al., 2012).

So far what is known regarding consumers' understanding local food to be sustainable food is that often consumers will state that origin of food as being important to sustainability, with long distanced origins of food being classed as bad for the environment (Shi et al., 2018). Particularly, there have been studies which investigated consumers' knowledge and/or perceptions of which aspects of food production as being more harmful for the environment. Within this it was found that consumers were more concerned with the country-of-origin impact on the climate compared to the types of foods that have varying degrees of harmful impact on the environment e.g., types of meat (Shi et al., 2018).

It is suggested that people use easily accessible information, such as the country of origin, to evaluate the climate impact of their food choices. Consumers are easily aware of the distances between countries but may lack other information of the climate impacts of foods such as meats being more damaging in terms of the climate (Shi et al., 2018). It is argued that only focusing on distance of the source of food results in an inaccurate estimation of climate

impact of the foods as Shi et al., (2018) argues that the type of meat is a better and more important indication of the environmental impact than country of origin. Therefore, it could be suggested that consumers have a biased view of local food. The results of Shi et al., (2018) findings are reflected in a study conducted by Tobler et al. (2011). In this study it was found that consumers evaluated the environmental friendliness of different vegetable products based on the product's country of origin and production method. Thus, this may imply that consumers prefer local food when making environmentally friendly food choices. This notion is supported by studies which state that local food products are more environmentally friendly than imported products due to the transport mode and distance.

3.4 Plant-based Diets

It has been found that consumers often link the concept of sustainable food to specific diets, such as plant-based diets. The perception that plant-based diets are sustainable is due to current food production from livestock having a significant negative impact on the environment (González et al., 2020). Research has thus focused on the amount of plant versus meat products, and it has been suggested that eating more plants and less meat would contribute to a diet that is good for both people and the planet (Pearson et al., 2014). It must be noted however that consumers opting for a more plant-based diet may not necessarily do this out of motivation for achieving a sustainable diet but for their personal health, as consumers perceive a strong link between health and sustainability (Pearson et al., 2014). Thus, while consumers perceive the concepts of health and sustainability to be correlated, consumers still prioritise health over sustainability (Van Loo et al., 2017).

Implications for Theory and Practice

This paper provides an overview of consumers' understanding of sustainable food. It has been found that consumers do not possess a strong understanding of sustainable food, as consumers perceive sustainable like foods, such as environmentally friendly foods, to be sustainable food. This understanding of sustainable like foods to be entirely sustainable is also reflected in the literature, with many authors investigating consumers buying behaviour towards various food groups such as organic and local food whereas these are not inherently sustainable food (Muller et al., 2017).

The literature should focus on sustainable food that encompasses all pillars of sustainability. Furthermore, the literature should provide a stronger focus on the subject as currently the sustainable food literature is highly fragmented. Additionally, further research which focuses on ways to enhance consumer knowledge and purchasing behaviour towards sustainable food should include all elements of sustainability rather than solely focusing on the environmental pillar.

Regarding the practical implications of this study, this study has highlighted the need to increase consumers' knowledge and awareness of sustainable food. Furthermore, when consumers have adequate knowledge of the impact of their food choices, this can support them in making informed food choices. This includes informing consumers on the correct food choices that encompass all elements of sustainability. Therefore, it is suggested to adopt policy approaches, including public information campaigns, and labelling to enhance consumer knowledge and awareness regarding sustainable food choices (Garnett et al., 2015).

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Eliminating Harm, A New Understanding Of Vegan Ethics

Rachel Lamarche-Beauchesne, RMIT University

Abstract

While an ever-increasing amount of research has been undertaken to study the health impacts of, motivations for, and food related behaviours linked to the adoption of a vegan lifestyle, studies exploring how vegans negotiate other areas of consumption have been sparse. The literature suggests that the eschewing of materials of animal origin in clothing is central to veganism as a lifestyle movement enacted through consumption that is, by definition, political. This research utilises data from 28 interviews with self-identified vegans to understand how they define new vegan fashion products. Findings indicate that, despite a clear understanding of the boundaries surrounding veganism, self-identified vegans negotiate their values differently in fashion than in food, projecting utopic attributes to products under a definition of veganism that extends beyond the exclusion of animal involvement. This research informs theory on moral consumption and provides fresh insights on this consumer segment.

Keywords: Veganism, Moral Consumption, Fashion

A Value-Attitude-Behavior Study on Bioplastic Water Bottles? A Cross-Country, Cross-Gender Comparison

Marianna Halinen, University of Eastern Finland
Pradipta Halder, University of Eastern Finland
Tommi Laukkanen, University of Eastern Finland

Abstract

Marketers are increasingly concerned about the environment and act to diminish greenhouse gas emissions. Bioplastics reduce greenhouse gas emissions and the dependency on fossil resources. Given that today 99 percent of plastic is produced from fossil-based products, the increasing consumption of plastic drinking bottles is a major concern. The results of our study demonstrate that the Value-Attitude-Behavior theory explain consumer purchase intentions of bioplastic water bottles. We show that green consumption values predict the utilitarian and hedonic attitudes toward ecologically innovative products, and that the attitudes predict the purchase intention. However, the theoretical assumption of a fully mediated model holds only for our Finnish sample, but not for our Dutch sample, which suggests a potential cultural effect for future research to be studied. We further suggest gender differences in how green values and attitudes predict green behavior as utilitarian attitudes play a significantly greater role for females than for males.

Keywords: Value-attitude-behavior, Bioplastic, Green Consumption Values

Introduction and research aim

Putting biodegradable products in favor to conventional fossil-based products is gaining increasing attention in consumption choices. Nevertheless, single-use or disposable plastic still characterizes Western consumption patterns, even though it has severe environmental consequences. Today, half of the plastic produced is designed to be used only once. Globally, one million plastic drinking bottles are bought every minute, while 99 percent of plastic is produced from fossil-based products. The worldwide plastic consumption is rising at the time when only one percent of products on the market are bio-based plastics. Indeed, plastic pollution has become one of the most alarming environmental issues. Many companies are already investing in technologies and innovative materials to replace fossil-based plastics. However, little is known about consumer acceptance of bioplastic products and what might predict their purchase intention. In this study we set out to elucidate how the Value-Attitude-Behavior theory predicts consumer intention to use water bottles made from wood-based bioplastic. We further test if the theory holds equally across genders and across two European countries with public belief that people can contribute to climate change through their personal actions (European Comission, 2014).

Theoretical background

Homer and Kahle (1988) present the well-known Value-Attitude-Behavior theory that postulates a hierarchy of cognitions in which the influence flows from more abstract cognitions (values) to intermediate-level cognitions (attitudes) and finally to specific behavior. The theory assumes the values to influence behavior indirectly through attitudes. Researchers regularly use biospheric (i.e., concern for environment) value to explain consumers' pro-environmental behavior. To better understand differences between consumers who exhibit or do not exhibit biospheric values in purchase and consumption context, Haws et al. (2014) developed the Green Consumption Values scale (GREEN) defining it as "the tendency to express the value of environmental protection through one's purchase and consumption behaviors".

The traditional research considers attitude as a single dimensional construct, while many researchers today follow more recent view of attitude as consisting of hedonic and utilitarian dimensions. Ashley et al. (2016) suggests a positive relationship between environmental values and both utilitarian and hedonic attitude. Consequently, we hypothesize that GREEN has direct positive effects on utilitarian (H1) and hedonic (23) attitude towards ecologically innovative products. Following Ashley *et al.* (2016), we further hypothesize that utilitarian (H3) and hedonic attitudes (H4) have direct positive effects on purchase intention of a bioplastic water bottle.

Previous research suggests that women and men differ in environmental values and behavior (e.g. Hunter *et al.* 2004). Consequently, we hypothesize that the value-attitude-behavior chain in pro-environmental context differs across gender (H5). To validate the results across similar countries, we hypothesize that the relationships between the constructs are invariant across Finland and Netherlands (H6). Figure 1 presents the conceptual model and the hypothesized relationships.

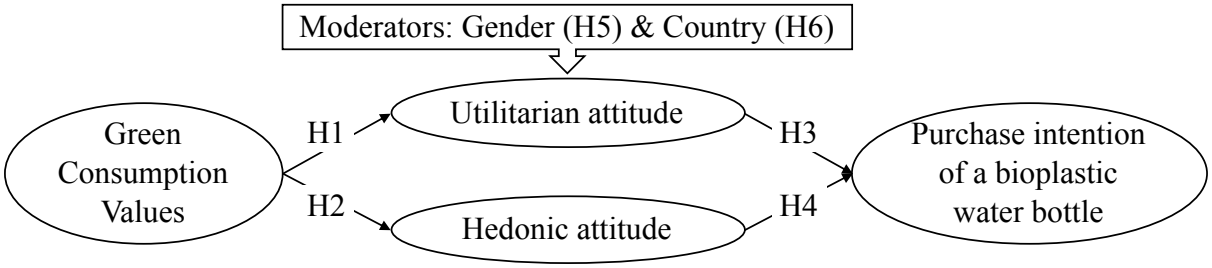

Figure 1. Conceptual model

Methodology

A 6-item GREEN scale from Haws *et al.* (2014) measures the green consumption values and five semantic differential scale items from Voss *et al.* (2003) the utilitarian and hedonic attitudes. Purchase intention of a bioplastic water bottle is a single item Likert scale measure (*Definitely will not buy=1* - *Definitely will buy*=5) based on Jamieson and Bass (1989). A professional market research agency collected the data (n=922) that splits equally across Finland and Netherlands. The measurement model provides an adequate fit with $\chi 2$=622.989 (df=146; p<0.001), CFI=0.953 and RMSEA=0.060 and we do not discover any issues with construct validity (Hair et al., 2010) or discriminant validity (Fornell & Larcker, 1981). The data further supports full metric invariance for gender and, after removing constraints of two items in the GREEN scale, partial metric invariance for country, as the models were not significantly poorer than the fit of the configural invariance model, with $\Delta\chi^2(15) = 12.00$, p>0.10 and $\Delta\chi^2(11) = 15.00$, p>0.10 respectively. We used Blue Attitude construct (Miller & Chiodo, 2008) as a marker to test common method variance. Following Lindell & Whitney (2001), common method bias appeared not to be an issue in the study.

Results

The main effect results show that GREEN has a statistically significant effect on both utilitarian (β=0.542, p<0.001) and hedonic attitudes (β=0.513, p < 0.01) towards ecologically innovative products, confirming H1-H2. Furthermore, both utilitarian (β=0.256, p<0.01) and hedonic attitudes (β=0.207, p<0.001) have statistically significant positive effects on purchase intention of bioplastic water bottle, confirming H3 and H4.

As Haws et al. (2014) find GREEN to be significant predictor of likelihood of buying green product and the later research provides further evidence of the ability of GREEN to predict green buying behavior (Paço et al., 2019), we tested if the theoretical assumption of a fully mediated value-attitude-behavior model holds in our sample. We find that in addition to the *indirect* effects through environmental attitudes, GREEN also has a statistically significant *direct* effect on purchase intention of bioplastic water bottle (β=0.252, p<0.001). This contradicts the assumptions of the value-attitude-behavior theory.

Regarding the moderation effects, we find that men and women differ only in the effect of utilitarian attitudes on purchase intention of bioplastic water bottle so that the effect is significantly (p<0.05) stronger for female (β=0.368) than for male (β=0.186). This supports the H5. With regards to country differences, we find that the direct effect of green consumption values on purchase intention is only valid in the Dutch sample with β=0.349 (p<0.001), while the effect is non-significant, as the theory assumes, in the Finnish sample with β=0.123. We further show that the effect of utilitarian attitudes to purchase intention is significantly (p<0.05) stronger among Finns (β=0.395) than among the Dutch (β=0.200). These results reject H6.

Discussion and Implications

The Value-Attitude-Behavior theory assumes a hierarchy of cognitions in which attitudes fully mediate the effect of values on behavior. We find that this assumption holds only for our Finnish sample, while the results suggest a partial mediation, including indirect and direct effects for our Dutch sample. This indicates that culture potentially plays a role. For example, long-term orientation, a cultural dimension boosting environmental attitudes and lowering perceived inconvenience associated with purchase of green products (Nguyen et al., 2017), differs significantly across Netherlands (67) and Finland (38) in the Hofstede's country comparison (Hofstede Insights, 2021). We also identify gender differences in the model. It appears that utilitarian attitudes drive more the green behavior intentions among females, while both hedonic and utilitarian attitude affect the purchase intention among males. These findings open avenues for future research in pro-environmental consumer behavior.

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Can Expiry-based Promotions Help Reduce Food Waste?

Bharati Lele, Monash University
Harmen Oppewal, Monash University
Kristian Rotaru, Monash University

Abstract

Consumer decision-making processes around perishable purchases (especially as they approach their expiry date is an understudied area in marketing despite the size of this market. Adopting a dual-process framework, through multiple experiments, this research investigates the influence of temporary price promotions and effects of emotions and perceptions of risk and quality on consumers' purchase intentions for perishables close to their expiry date. Findings show that consumers are more likely to purchase products when they are on promotion, regardless of the type of promotion (quick-sale or regular. Consumers perceive higher risk for products offered on quick-sale expiry than regular promotions.

The study contributes to the better understanding of the influences of promotion signals, discounts, number of days remaining and consumer emotions on purchase intention and as such will help retailers better manage their sales and inventory of perishables, help consumers get greater value for their purchases and help reduce food wastage.

Keywords: Expiry-promotions, Perishables, Dual-process

The Impacts of Influencers on CSR Communication

Ha Uyen Le Tran, RMIT University Vietnam
Trang Diem Vo, RMIT University Vietnam
Long Thang Van Nguyen, RMIT University Vietnam
Duy Dang-Pham, RMIT University Vietnam
Khai The Nguyen, HCMC Open University

Abstract

In this digital era, scholars highlighted the importance of social media influencers (SMIs for brand building activities toward target consumers. However, the effectiveness of different SMIs types and their influencer-cause fit in the Corporate Social Responsibility lead marketing campaign is not well recognized. Using 2x2 experiment design of manipulated CSR campaign of food delivery service, this study examines the extent SMIs (middle SMI vs. micro SMI endorsement with good vs. poor influencer-cause fit impacts consumer brand love. The preliminary findings from 100 samples show no impact from SMI endorsements on customer brand love. Participants identify no difference among two SMIs, and influencer-cause fit did not explain the relationship between type of SMIs and consumer brand love. Our research implications highlight no added value of using SMIs in CSR lead marketing campaign and, thus, challenges previous findings on the effectiveness of SMIs in marketing activities.

Keywords: CSR Communication, Influencer-cause fit, Brand Love

Introduction

Consumer brand love becomes an important factor that many firms want to develop, as brand love has a stronger impact on brand loyalty and other supporting brand behaviours than other brand constructs (Albert & Merunka, 2013). In order to build brand love, Corporate Social Responsibility (CSR) lead marketing campaign are often used to create a positive attitude and improve brand reputation (Kim & Kim, 2020). To increase the effectiveness of the campaign, brands usually use social media influencers (SMIs) as the central actors in their CSR lead marketing campaign (Cheng Li, 2021). SMIs use self-generated messages to endorse the brand initiatives, build brand trust, and develop likable relationships with the brand's stakeholders (Kim & Kim, 2020). In particular, different types of SMIs may lead to different outcomes of CSR communication campaigns (Boerman, 2020). While SMIs with a high number of followers helps the brand to generate the popularity, attractiveness of the campaign (Boerman, 2020), SMIs with lower numbers of followers are found to be more knowledgeable and trustworthy among their followers (Li, 2021). Influencer-cause fit is also considered as an influential factor on the effectiveness of the CSR campaign (Kuo & Rice, 2015). Previous studies have found the effect of perceived fit towards business's characteristics or corporate values, corporate image associations, or brand attributes (Kuo & Rice, 2015) on consumers' evaluation of the brands' authenticity and sincerity.

While many studies have explored the influence of SMIs' actions (e.g., message, content type, popularity) (Li, 2021), limited studies examine the interaction between qualitative (cause-fit) and quantitative (number of followers) characteristics and the impact of the brand love. Accordingly, this study aims to explore the influences of different SMIs' types on the consumers' love towards the brand, taking into consideration of the moderating effect of the product endorsement fit (SMIs' lifestyle, philosophy). This research advances the understanding of influencers' type and perceived fit on the successful CSR lead marketing communication to maximize social impact and brand outcomes.

Background and Conceptual Model

Brand love

Brand love refers to the emotional attachment that a satisfied consumer has for a brand, which includes their passion, attachment, positive evaluation, and positive emotions in response to the brand (Carroll, 2006; Batra et al., 2012). As consumers interact with the brand resources, they will link the subjective and perceptive phenomena that consumers generate about the brands (Albert & Merunka, 2013). Consumers may feel greater love towards the brand when they are satisfied with, or when they feel emotionally attached to the brand, or the feelings that the brand is shaping their identity (Batra et al., 2012).

Brand love has been found to have a positive relationship with companies' marketing activities. Several factors are identified as drivers of brand love including brand identification, brand trust and the need for group affiliation (Albert & Merunka, 2013). The quality of celebrity endorsement such as expertise and trustworthiness also result in the situation when consumers form a love relationship with the brand (Zhang et al., 2020). In the context of CSR, consumers will develop an emotional attachment with the brand when they perceive that the brand is conducting ethical activities for social causes (Kim et al., 2020).

Social media influencers

Social media influencers have emerged as key players in social-mediated CSR communication, bridging the gap between businesses and stakeholders (Cheng et al., 2021), especially SMIs on

Instagram. Instagram has been one of the most well-liked social network sites (De Veirman et al., 2017). Instagram influencers are important in CSR communication as they attract and closely communicate with their followers (Boerman, 2020, De Veirman et al., 2017), which subsequently can gain more trust from the audience compared to mainstream celebrities (Li, 2021; Schouten et al., 2020). In addition, followers have the tendency to imitate their SMIs, hence the desire to mimic the influencers who endorse CSR initiatives may result in the intended behavior of followers regarding that CSR activities (Cheng et al., 2021). Applying this to the CSR communication context, studies argue that SMIs persuade the followers to embrace their suggestions (e.g., a CSR initiative) through the imitative technique when the followers see them as their role models (Cheng et al., 2021).

While previous studies have discovered the role of influencers' characteristics on brand love (e.g., attractiveness, trustworthiness, expertise), there are not many studies questioning how different influencers' level of popularity may influence consumers' perception of love. Based on the number of followers, influencers are categorized into micro-influencers as those who have 1,000 to 100,000 followers (De Veirman et al., 2017; Kay et al., 2020) and middle-influencers as those who attract more fans than micro but limited to 500,000 followers (Mediakix, 2019); for the purpose of this study, we define middle-influencers as those who attract 100,000 – 500,000 followers. On the one hand, influencers with a high number of followers are better opinion leaders who obtain more popularity, attractiveness and credibility (Boerman, 2020). On the other hand, influencers with lower numbers of followers can (1) self-generate higher quality content (Li, 2021); (2) be regarded as knowledgeable and specialized in a specific field (Kay, 2020); and (3) establish closer relationship with followers, which leads to higher engagement rates (Boerman, 2020). While research about micro-influencers has been increasingly studied (Boerman, 2020; Kay et al., 2020), there is limited research about middle-influencers - a recently emerged influencer type in light of the fast growing demand for serving different consumer groups of brands. As their followers are at a moderate level, these influencers may possess characteristics of macro influencers in terms of credibility, and simultaneously have close relationships with followers. We therefore expect that when middle-influencers support the brand's CSR campaign, consumers will perceive the better familiarity and credibility, thus leading to higher love relationships.

> H1: Compared to social media micro influencer endorsement, social media middle influencer endorsement will lead to a higher customer love relationship towards the brand.

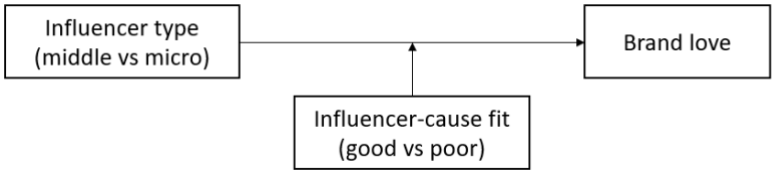
As the congruence between brand, influencer and the advertising context is essential in influencer marketing (Breves et al., 2019), identifying the most effective and appropriate influencer (De Veirman et al., 2017). A right influencer can help the brand target the right audience and convey contextual values to their followers at the same time (Li, 2021). Social adaptation theory points out that if the influencers' characters are congruent with the brands' images or messages, the audience will consider them to be more credible (Schouten et al., 2020). Similar to other studies on the fit between brand-related factors such as product fit, value fit (Kuo & Rice, 2015), studies about influencer-brand fit emphasizes a positive impact on perceived influencer credibility, which subsequently links to a positive evaluation of the brand (Breves et al., 2019). Research about influencer-product fit also points out that consumers may perceive that the influencer has a true love for the product (Kim & Kim, 2020) which can lead to positive attitudes towards the advertisement if the level of congruence is high (De Cicco, 2020).

As not all influencers' endorsements are perceived as sincere, consumers often evaluate the motive of such influencers' sustainable practices (De Cicco, 2020). They tend to consider the reason why the SMI sponsors or supports certain issues (Li, 2021). In other words, if consumers

have any doubt on the altruistic nature of the SMI's effort, they may perceive the brand's motive as opportunistic or exploitative (Lee et al., 2017), which leads to undesirable outcomes. When consumers perceive that the SMI has a genuine concern towards the social welfare or the consumer, they will have positive thoughts about the entities (Menon & Kahn, 2003), they may develop certain positive emotions towards the brand simultaneously. It follows then that consumer's love should be greater for the brands that are authenticity in their motivations of tackling social issues. Thus, we hypothesize that:

> H2: The effect of influencer-cause fit moderates the impact of SMI endorsement on customer brand love.

Figure 1. Conceptual framework



Methodology

A 2x2 factorial design (two influencer types: middle vs. micro; two influencer-cause fits: good vs. poor) was conducted to investigate how consumers' judgement of perceived congruence between brand's CSR activity and the influencer affects customer love toward the brand. Three studies are designed to test the proposed relationships. The participants were both Millennials (aged 25-38) or Gen Z (18-24), who have an Instagram account and have used food delivery services in Vietnam the last 6 months to participate in the survey.

Study 1 was designed to evaluate the perceived fit of endorser (SMIs). Following the experiment design from Schouten et al. (2020), a pretest (n = 93) was conducted to identify the good and poor fit influencers. Participants see with the profiles of 3 middle influencers and 3 micro influencers, and then were asked to rate the perceived fit between the influencers and the CSR campaign on a 7-point Likert scale (1= not at all, 7 = very well). Accordingly, we chose the SMIs with the highest fit score for the study 2 and 3.

Study 2 was designed as a pilot study of 93 respondents. Participants were provided with the introduction of XFood company, followed by randomly assigned to one of five experimental scenarios (2 SMIs (micro vs. midle) x 2 influencer-cause fits (good vs. poor) + control scenario with no SMIs). Participants in the each scenario saw the brand post of CSR activity, poor and good fit SMI endorsement and, subsequently, their love toward the brand. The findings were then used to improve the design of main experiment study that will be conducted by the end of 2021 due to the recent Covid19 outbreak in Vietnam.

For all three studies, we rely on current practices of food delivery brands in Vietnam to develop a fictitious brand called XFood with the aim to avoid brand-specific biases. Food delivery service was selected due to its relevance and familiarity with Vietnamese daily activities. 80% of Vietnamese gen Z and Millennials use this service at least once a week (Q&Me, 2020). Instagram was chosen due to its popularity for the young generation - the key subjects of this study (De Veirman et al., 2017).

To secure ecological validity, the brand post was adapted from two real Instagram posts of other food delivery companies in Vietnam, with slight modifications to fit with the experiments (Figure 2). For each SMI, an Instagram post was adapted from their usual Instagram posts to reflect their endorsement for the XFood campaign (Figure 3).

The Instagram post of XFood stated that the company is running a CSR campaign named "Less plastic, greener life" encouraging the participants to "build a sustainable society together". The Instagram posts of the influencers state that they are supporting the XFood CSR and call their followers to "spread the green spirit with XFood".

Two items are adopted to measure the brand realism, including "To which extent do you think the post of XFood is similar to a real Instagram post" and "How difficult is it to imagine seeing this post in real life?" (Wang et al., 2020).

To measure the influencer's fit, we adopted the scale of (Schouten et al., 2020). Ten items of brand love were adopted from Carroll (2006).

Figure 2. The mock-up Instagram post of Xfood



Figure 3. The mock-up Instagram post of an influencer



Findings

In study 1, our fictitious brand XFood was successfully perceived as similar to real food delivery brands ($M = 6.78$, $SD = 1.14$). The fictitious Instagram posts of XFood ($M_1 = 6.5$, $SD_1 = 1.69$; $M_2 = 6.6$, $SD_2 = 1.52$) and influencers ($M_1 = 6.43$, $SD_1 = 1.8$; $M_2 = 6.79$, $SD2 = 1.13$) were also successfully perceived as real Instagram posts. For the perceived fit of middle influencers, participants significantly agreed that the good fit influencer ($M = 6.15$, $SD = 1.29$) was a better fit for the CSR campaign compared to the poor fit influencer ($M = 3.75$, $SD = 1.49$, $t = t = 11.7$, $p < .000$). The same pattern was found in the micro-influencer stimuli ($M_{good\ fit} = 4.72$, $SD = 1.71$; $M_{poor\ fit} = 3.41$, $SD = 1.7$; $t = 5.12$, $p < .000$), confirming that conditions were satisfactory for testing.

Prior to testing the hypothesis in the study 2, reliability and validity tests were conducted for independent and dependent variables. all factors loading are ranged from 0.75 to 0.85, and the cosntructs show acceptable levels of reliability and validity.

We then conducted an independent-samples t-test (micro vs middle influencer) to examine the effect of SMI type on Brand Love, which was computed via a sum of eight items measuring the construct. The result of the t-test shows that there were no significant differences between micro and middle influencers ($p = .619$) conditions, or a significant interaction effect between influencer type and brand love. Thus, H1 is not supported. This is an interesting result as it suggests that having 1,000-100,000 followers (micro influencers) and 100,000-500,000 followers (middle influencers) endorsing CSR initiatives are not significantly different in terms of forming customers' love relationships.

Table 2. T-test result

	F	Sig.	t	df	Sig (2-tailed)
Middle vs micro influencer	.249	.62	-1.397	64.567	.17

To test the moderating effect of SMI fit on the influence of SMI type and Brand love, we employed PROCESS model 1. The result demonstrates that the effect of SMI type on brand love is not influenced by the level of influencer-cause fit (p = .18). Thus, H2 is not supported. This result is counterintuitive as the background of influencers, which has been perceived as an important element in influencer marketing, does not make a significant impact on the relationship between influencers and brand love in a CSR context. We conducted an additional t-test on SMI presence (non-SMI and micro-middle SMI) and brand love. The result (p=.24) shows that there is no difference on consumers' brand love in two conditions. Taken three analyses together, the use of SMI (non-SMI vs SMI, micro vs middle SMI, good-fit vs poor-fit) in CSR communication does not have any effects on brand love.

Implications for Theory and Practice

This study added another facet of the impact of influencers and the influencer-cause fit on the brand performance. Surprisingly, the preliminary results show that influencer type did not make a significant impact on consumers' love towards the brand, and simultaneously, influencer-cause fit did not moderate the relationship between SMIs and brand love in a CSR context. This finding contradicts previous studies that different influencer types may lead to different outcomes (Boerman, 2020; Aguiar & Reijmersdal, 2018). Additionally, this study is unable to demonstrate the significance of influencer-cause fit, despite other perceived-fit has been studied widely in CSR context (Kuo & Rice, 2015). A possible explanation for this might be that the difference in the level between middle influencers and micro influencers is too small, hence it does not affect the audience attentions and subsequent perception toward the brand. In addition, when it comes to CSR activities, it may be the societal problem (e.g. environmental issues) itself that can be raised by the voice of individuals coming from different backgrounds, thus the influencers' identities did not make any significant impacts on how consumers perceive CSR messages. Another possible reason is that consumers' emotional attachment to the brand is more likely to be caused by other cognitive factors such as brand attitude, brand preference, or brand credibility rather than influencers' action.

In terms of practical implication, a CSR campaign requires more effort from the brand and its action rather than influencers. Since micro and middle influencers did not make any significant difference in building brand love for a CSR campaign, brands may consider using bigger influencers (e.g., macro influencers, celebrities) or match the micro/middle influencers with other activities.

This study contains several limitations. First, this is just a pilot study which is conducted on nearly 100 young people. The findings from the larger sample will offer better generalizability for this phenomenon. Second, the scenario is developed on food delivery service, which leaves unanswered questions for other industries with other types of causes. Third, as it focuses on environmental issues, the study explores ethical CSR (according to Caroll 1979) rather than philanthropic. Future research may explore other CSR causes such as funding educational programs, or supporting health initiatives.

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Paradox of Impulsive Buying in Sustainable Settings

Svetlana Obukhovich, LUT University
Anssi Tarkiainen, LUT University
Jenni Sipilä, LUT University

Abstract

Sustainable development is an overwhelming topic for modern research in most scientific areas, and marketing is not an exception. Sustainability assumes reasonable and conscious consumption. Being a sustainable consumer means consuming as little as possible. Concurrently, impulsive buying is supposed to be excessive and needless. Paradoxically, these two contradictory ways of consumption can have something in common, in other words, sustainable product characteristics can be the reason for impulsive choices. Nonetheless, the factors, which may affect consumers to make impulsive but sustainable choices, are investigated the least. The current study aims to address this gap using a focus group approach. The findings of the research shed the light on impulsive buying behavior in sustainable settings: the authors propose that combinations of product factors may provoke impulsive and reflective components of the decision-making process, which enhance consumer's urge to buy impulsively.

Keywords: Impulsive Buying, Sustainable Consumption, Reflective-impulsive Model

Introduction and Research Aim

The phenomenon of impulsive buying behavior is widely studied for many decades (Stern, 1962). However, researchers only recently started to change the focus of the research from the seller's strategies and wiles to consumer's wellbeing (Ünal & Aydin, 2015) and the ethical side of the process (Lades, 2014). Impulsive buying has been recognized as an adverse factor for the consumer as well as for the ecology (Haws, Bearden, & Nenkov, 2012; Pereira Heath & Chatzidakis, 2012). Along with the wide spread of green product manufacturing around the globe, sellers strive to motivate consumers to buy sustainable products, which brings new settings for impulsive buyers. Interestingly, sustainable consumption (SC) and impulsive buying behavior (IBB) can be seen as contradictory sides of the buying process, because, on the one hand, being a sustainable consumer means not only buying ecologically friendly products (Gilg, Barr, & Ford, 2005) but also consuming less in general (Jackson, 2005). On the other hand, IBB often results in purchases, which are "not really needed" (Baumeister, 2002, p.674) or excessive (Rook & Fisher, 1995).

However, a paradoxical linkage between sustainable consumption and impulsive buying could also occur. From a theoretical point of view, buying choice is a struggle between desire and willpower (Hoch & Loewenstein, 1991) or a compromise of two systems (desire and reflective thoughts) (Lades, 2014; Strack, Werth, & Deutsch, 2006). Thus, we adopt the reflective-impulsive model to theorize the interplay between SC and IBB. The model suggests that reflective thoughts help to evaluate the consequences of buying decisions, increase self-control and enhance willpower (Pylayeva-Gupta, 2011). *We assume that in sustainable settings, pro-environmental product characteristics activate consumer's reflective thinking or consideration of long-term consequences for the environment. At the same time, however, reflective thoughts may provoke impulsive behavior (Dittmar & Bond, 2010). The current study aims to investigate this phenomenon and answer the question:*

RQ: Under which circumstances do impulsive buying episodes occur in sustainable settings?

To address this question, the study employs a focus group approach. The main purpose of this qualitative investigation is an exploration of buying premises for impulsive buying in sustainable consumption settings. A series of four focus groups reveals intriguing results: all participants indicated that "green" marketing or pro-environmental product characteristics themselves are not the main drivers of impulsive purchases. The participants described different cases from daily life when the combination of pro-environmental product features and other factors provoked impulsive buying decisions. For instance, a product's novelty, low price, the influence of family or friends, or an influencer's recommendation together with such factors as organic materials, sustainable technology, or eco-friendly packaging stimulate consumers to buy products impulsively. Based on these findings, we develop a novel conceptual model for further investigation, in which we propose that the combination of impulsive triggers and reflective thoughts may reinforce consumer's urge to buy impulsively.

The results of the current study make a broad contribution from theoretical and practical perspectives. First, the findings show that impulsive buying and sustainable consumption are co-existing concepts, even though initially this phenomenon is paradoxical. Second, the research sheds the light on the conditions and premises of impulsive purchases of sustainable products. Third, the study provides a new implication of the reflective-impulsive model. Finally, the research brings new practical insights for sellers in the area of green marketing.

Research Background

At first glance, sustainable consumption and impulsive buying behavior seem to have opposing characteristics and outcomes. For instance, SC assumes that the consumer follows a sustainable lifestyle such as recycling and having particular habits (e.g. reducing water

consumption) and, not less important, making sustainable purchase decisions (e.g. buying organic food or products with recycled materials), namely, buying "green" products (Gilg et al., 2005). Generally, being a sustainable consumer also means consuming less. However, looking at the IBB process and its consequences, it turns out that impulsive buying decisions are often regretful as IBB results in buying goods that the consumer "does not really want or need" (Baumeister, 2002, p.674), or things that are outside of the planned shopping list (Rook & Fisher, 1995). Consequently, impulsive buying leads to possessing unnecessary things or overconsumption. We investigate the linkage between these two controversial phenomena, and explore, under which conditions there is a possibility to find impulsive buying among "green" products and sustainable consumers. There are a few studies that are related to the interplay between SC and IBB, such as an investigation of the role of matching buyer-seller personality in the impulsive buying process in the green marketing context (Wang, Tauni, Zhang, Ali, & Ali, 2020). Another study investigates nudging impulsive behavior in ethical directions using reflective thoughts (Lades, 2014). Nevertheless, there is a gap in the cross-area of impulsive buying behavior and sustainable consumption, and in the current research, we aim to address this gap by exploring the existence of impulsive buying in a sustainable consumption context and the premises under which this might occur.

The Reflective-Impulsive Model in the Context of Sustainable Consumption

Impulsive buying behavior (IBB) is characterized by a powerful urge without much reflection about long-term consequences (Rook & Fisher, 1995; Stern, 1962). Most of the later studies consider impulsive buying as a pure intention to buy without prior planning, and which occurs due to situational factors (Iyer, Blut, Xiao, & Grewal, 2020). This phenomenon is explained by the dominance of the desire for immediate gratification (Strack et al., 2006) and the lack of self-control (Haws et al., 2012). However, there are several models which define impulsive buying as a dual-process mechanism. For instance, Hoch & Loewenstein (1991) suggest that impulsive buying takes place between desire and willpower. Strack et al. (2006) develop this idea and suggest that there is no pure impulsive buying but instead, there is a process that contains both impulsive and reflective components. Specifically, impulsive determinants of consumer behavior activate through rapid parallel associative links (e.g. low price refers to an association with immediate financial benefit), while at the same time, reflective determinants stimulate slow reasoning (e.g. an "eco" label may provoke reflective thinking of sustainable development, presevation of the planet, and, hence, justify a buying decision). The reflective system complements the impulsive one through regulatory goals. The contribution of each system in the buying process can be determined and strengthened, for instance, if the object of purchase is important or the buying decision needs to be justified. Accordingly, reflective thoughts may provoke impulsive behavior (Dittmar & Bond, 2010), as they affect not only willpower but also desire (Lades, 2014). As a result, Strack et al. (2006) propose the Reflective-Impulsive Model which is based on the assumption that "social behavior is the joint outcome of reflective and impulsive mechanisms" (p.207). Similarly, Lades (2014) proposes a dual-system approach to IBB, which implies that reflective thought may guide impulsive buying decisions in ethical directions.

Similarly, we adapt the Reflective-Impulsive Model for the current study and propose that impulsive buying is a combination of impulse and reflective thoughts in the case of buying "green" products. We suggest that the impulsive component (i.e., product-related or situational triggers) of the buying process, enhanced by the reflective component (i.e., sustainable product features) leads to the urge to buy impulsively.

Due to a lack of literature on impulsive buying episodes in sustainable consumption settings, we decided to first use a qualitative approach to investigate buying premises for impulsive buying behavior in a sustainable consumption context. The results of the qualitative study are applied to derive the conceptual framework.

Methodology

We conducted a series of interviews in four small focus groups. Overall, 18 people took part in the interviews. Groups were combined from the participants of different ages ranging between 20 to 50 years, gender (female 67%, male 33%), and different occupational status (students 6%, employed 88%, and unemployed 6%). Therefore, we guaranteed that participants' views are widely varied due to their differences in age, gender, and occupation. All participants reside in Nordic countries (Finland and Norway). We offered a lottery of gift cards to a local store as an incentive for participation.

The focus groups were conducted by a researcher with an appropriate education in qualitative research. Before the interview, the participants received a data protection notification, where we described the purpose and the method of data storing. The interviews were performed online, and all the focus group members agreed on the audio and video recording of the interview.

During the interview, the participants were asked questions on impulsive buying behavior, sustainable consumption, and the interplay of IBB and sustainable consumption. We started with general questions on the participants' understanding of impulsive buying and sustainable consumption, and subsequently asked participants to recall impulsive or sustainable buying episodes, describe factors that provoked this behavior, and emotions or thoughts which may have enhanced this kind of behavior. Finally, the participants described the situations, in which they have been involved in impulsive buying episodes which resulted in purchasing sustainable products. Therefore, we encouraged participants to provide their own examples and experiences of impulsive and sustainable buying settings.

All interviews were recorded, transcribed (resulting in 43 pages of text), and coded. The data was coded for various triggers of impulsive buying behavior in sustainable settings. These factors were then categorized into themes (such as price, novelty, etc.), which are presented in the next section. We applied the following rule for the pseudonymization of the participants: the first digit indicates the number of the participant in the group, while the second digit means the number of the focus group. For instance, 2.3 refers to participant #2 in focus group #3. Quotations of the participants' words are presented in the next section.

Findings and Discussion

Overall, the participants' perceptions of both, impulsive buying and sustainable consumption, were in line with the existing literature. Therefore, further discussion is mainly focused on impulsive buying behavior in a sustainable context. The discussion on the interplay of IBB and SC in all focus groups revealed no single influence of green factors on impulsive buying decisions. Importantly, many quotes from the interviews indicated a combination of different factors along with sustainable product features. This finding is in line with the main assumption of the RIM: the impulsive buying process contains both, impulsive and reflective components (Strack et al., 2006). Analyzing the focus group results, we intended to build a linkage between consumers' experience and theoretical background. Based on the focus group participants' experience, we found that the situational triggers are initial motivators for consumers' urge to buy impulsively. In particular, participants referred their impulsive purchases to influence of friends or family, novelty of a product, low price, and influencer's recommendation. Meanwhile, consumers' perceptions of product sustainability enhanced these relationships. In the following, we elaborate on these findings in more detail.

Regarding peer influence, one participant (2.3) shared her experience of impulsive buying: "*There was a trend going on in my department when everyone wanted to buy a reusable coffee cup*...". Another participant (3.1) also provided an example of external

pressure: she bought smart light bulbs because of the influence of family, high technology, and perceived sustainability, although it was expensive. Based on the described situations, the main reason for buying was the influence of family or friends, and sustainable product features played the role of enhancer of impulsive buying. Prior studies investigated a crucial role of shopping with peers (Luo, 2005) in IBB, however, the moderating effect of sustainable factors has not been studied yet. Based on our findings, we suggest that the influence of family, friends, or colleagues activates an impulsive component of the buying process, while perceived sustainable green characteristics of the product trigger reflective thoughts.

Another interesting finding is that sometimes sustainability and novelty together motivate impulsive buying. For instance, a participant (4.2) mentioned: *"Once I bought a new very organic chocolate bar impulsively and it was so bad..."*. Another participant also shared the same experience of buying sustainable chocolate (4.4). On the other hand, the novelty in the technological aspects is sometimes the reason for the impulsive choice. For instance, a participant (3.1) mentioned: *"My husband was super excited about that (fn. new smart bulbs) ... first step to smart home"*. Previous studies found and investigated the linkage between impulsiveness and sensation seeking (Rook, 1987), nevertheless, the combination of a product's novelty and perceived sustainability as a trigger of impulsive buying has not been highlighted in the existing literature.

Recent research has found that consumers with strong materialistic and environmental dispositions most likely incline to buy a second-hand product impulsively using justification as one of the motivators (Parguel, Lunardo, & Benoit-Moreau, 2017). Our findings are in line with the study as participants mentioned their experience of buying second-hand products impulsively because it was *"cheap and sustainable"* (5.2). For instance, several participants (5.2; 2.4) described their experience of buying second-hand products because it is affordable and sustainable. Other participants provided an example of buying a textile shopping bag because it is affordable, saves money in the future, and is sustainable (3.3; 2.4). The role of price in IBB is unquestionable and this factor has been widely examined in existing literature (Xu & Huang, 2014). However, based on our findings we propose that perceived product sustainability may enhance the power of low price in consumers' impulsive choices.

The final findings of the focus group interviews shed the light on the communication between social media influencers and consumers. One of the participants (4.4) shared an experience of buying sustainable cosmetics impulsively after the recommendation of a social media influencer (Instagram blogger). Indeed, the influence of popular social media bloggers is growing fast and the topic of para-social interaction in IBB is widely studied (Xiang, Zheng, Lee, & Zhao, 2016). Nonetheless, the effect of social media influencers in a sustainable context has not been studied yet.

To sum up, we combined the factors described by interview participants in two groups: impulsive and reflective. All participants mentioned that the primary factors of their impulsive buying of green products were not related to sustainability (e.g. low price or influence of friends). As the previous studies show, these factors already exist in the literature and their influence on buyer's impulsive purchases is mostly investigated. However, the focus group participants highlighted that the pro-environmental product factors also matter, and they enhance the urge to buy impulsively. We relate the assessment of sustainable product features with reflective thoughts as they provoke thinking of the environment and distant future. Based on these findings, we introduce a conceptual model for future investigation based on the following propositions:

Proposition 1 (a-d): Consumer's urge to buy impulsively is primarily triggered by external factors (a. Peer influence; b. Product novelty; c. Low price; d. Influencer's recommendation).

Proposition 2 (a-d): External factors, proposed in Proposition 1, are strengthened by perceived product sustainability.

The propositions are presented in a visual form in Figure 1. This study draws on the experience of previous researchers and applies the "urge to buy impulsively" as a proxy for impulsive buyer behavior (Beatty & Ferrell, 1998).

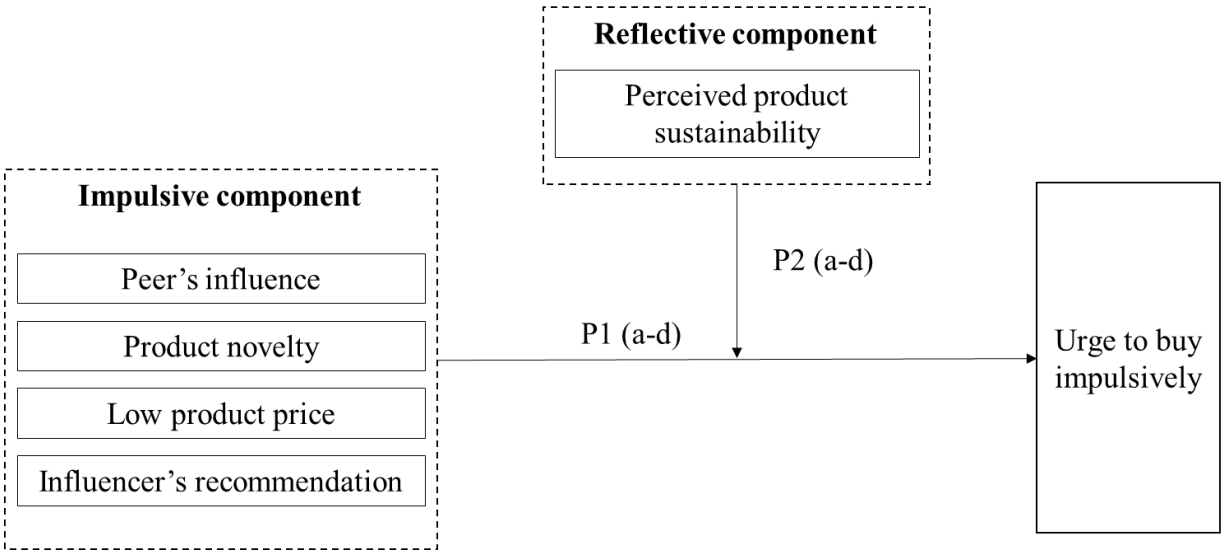

Figure 1. Conceptual model

Implications for Theory and Practice

The findings have a wide range of theoretical and practical implications. First, the study reveals that impulsive buying and sustainable consumption are controversial but co-existing processes. Second, just a few previous studies investigated impulsive buying in a sustainable consumption context (Lades, 2014; Wang et al., 2020), and none of them clarified the reasons for impulsive buying of "green" products. The current study contributes to the existing literature on IBB and SC and brings a new perspective for future research. Third, only a few studies have applied the Reflective-Impulsive Model or dual-system approach (Hoch & Loewenstein, 1991; Strack et al., 2006), and we enrich the application of these theories. Furthermore, according to the focus group findings, we found that there is no single influence of sustainable product characteristics on consumers' impulsive purchases, nevertheless, we assume that the combination of pro-environmental and other product characteristics enhances consumers' likelihood of buying "green" products impulsively.

From a practical perspective, the results of this research contribute to sustainable business and environmentally concerned sellers. First, our study shows, in which cases consumers buy "green" products impulsively. Second, these findings could show marketers an effective strategy of how to nudge consumers toward more sustainable choices. Specifically, to drive impulsive buying towards a more sustainable direction, marketers should not only present sustainable product characteristics when communicating about sustainable products, but instead, combine them with other drivers of impulsive buying.

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When Moral Emotions Turn Green

Béatrice Parguel, Université Paris-Dauphine PSL
Elisabeth Robinot, Université du Québec à Montréal
Léo Trespeuch, Université du Québec à Trois-Rivières

Abstract

Moral emotions, experienced as only anticipated, positive as negative, have the potential to promote pro-environmental behaviors. Though previous literature identifies several moral emotions, most often one at a time, it mainly focuses on pride in doing something right, guilt of doing something wrong. However, it rarely compares these emotions all at once nor distinguish between different types of responses to these emotions, such as indifference, resignation, justification, compensation, change (stop, reduction, increase), or activism. To fill these gaps, in the present research project, we aim at identifying the emotions that are the most intense when thinking about one's consumption ecological footprint or about climate change in general, and the emotions that are the most powerful to explain different individual regulating coping responses towards climate change. We plan to collect data online on a large sample of individuals and to present our results at the ANZMAC Conference.

Keywords: Emotions, Pro-environmental Behaviors, Climate Change

Does CSR-Attitude Increase Bank Performance and Reputation?

Shafiqur Rahman, Kent Institute Australia
Amlan Haque, CQUniversity Sydney
Farid Ahammad Sobhani, United International University

Abstract

Limited research has been conducted on the mediational role of managerial support and its effects on employee attitudes toward CSR, bank performance, and reputation in developing nations like Bangladesh. Applying the stakeholder theory, seven hypotheses were formulated and examined using data from 711 Bangladeshi bank employees through an online survey. The findings of the study suggest that i employee's attitude toward CSR has significant direct positive effects on bank performance, managerial support, and reputation, (ii bank performance has a significant positive impact on bank reputation, and (iii the partial mediational effect of managerial support increases the impact of employee's attitude toward CSR for higher bank reputation but unable to increase bank performance. This paper suggests that banks wishing to achieve higher performance and reputation for greater competitive advantage and consumer satisfaction should encourage employees' attitudes toward CSR and improve their existing managerial support.

Keywords: Attitude Toward CSR, Bank Performance, Reputation

Regulator Power in New Zealand's Emerging DER markets

Michelle Renton, Victoria University of Wellington.

Abstract

This paper contributes by taking a transitions viewpoint (Geels, 2004, 2010; Smith et al., 2010; Köhler et al., 2019) in discussing an emerging marketing system, the trading of localized distributed energy generation. Using the Multi-Level Perspective, the paper discusses the regime level, focusing on the regulator's actions in shaping New Zealand's new distributed Energy resource (DER) markets (Baker & Nenonen, 2019; Kaartemo et al., 2020). Using publicly available government and industry reports, as well as media commentaries from 2018 until the present time, it highlights the embedded power (Partzsch, 2017) of the regulator and the societal level consequences of the transition from a single sided to a two-sided market (IPAG, 2019). Evidence shows the regulator working towards stability within New Zealand's electricity markets while using discourse suggestive of radical change. The implications outlined here include visible (market structure) and hidden (entrenched inequities) societal consequences of a socio-technical market system transition.

Keywords: Transitions in ST Systems, Embedded Power, Regime Layer (Meso Level)

Nonprofit Organisation Activism, Brand Equity, and Donor Intentions

Zoe Lee, Cardiff University
Amanda Spry, RMIT University

Abstract

Nonprofit organisations (NPOs have traditionally crafted 'warm and fuzzy' images in the mind of the public. Yet, there is a growing trend to modernise themselves as social change organisations that are part of the movement towards policy change and social impact. At the same time, the charitable brand category has suffered trust problems in recent years, following negative publicity from scandals ranging from fundraising techniques to safeguarding concerns. The present research explores NPO activism to build an understanding of individual donors' engagement with NPOs when they try to reposition from 'philanthropist' to 'activist'. The empirical component of this study is underway, employing an online questionnaire to survey a sample of UK-based respondents from Prolific. Structural equation modelling will be used for measurement validation and hypotheses testing. To our knowledge, this is one of the first studies of NPO activism, giving rise to considerable theoretical and practical implications.

Keywords: Nonprofit Organisations, Brand Equity, Donor Intentions

International Marketing & Strategy

Shaping Pan-European Aerospace and Defence Marketing

Ekaterina Degtereva, RUDN University

Abstract

The growth of technological and industrial concentration driven by integration and enlargement of the European Union over the past thirty years prompted the globalizing and transnational trends in the European Defense and Aerospace Industry.
Despite substantial scientific resources in the current EU defence industry resturucting, analysis of extant literature reveals no-reviewed research articles that examinate different issues of Pan-European marketing in this particular sector. To address this gap, the author assess 60 years of literature and field research on companies to provide main limitations, challenges and opportunities of shaping international marketing strategy at EU defence sector in three dimensions: processes of expanding at Europe-wide market (2 the resultant ownership network structures (international strategic partnerships, joint R&D agreements, co-marketing alliances, co-production agreements; (3 implications for defence companies of Russia and other countries of Eurasian integration project (that mirror EU sub-national defence integration in form, but not yet in substance).

Keywords: Aerospace and Defence Industry, Pan-European Marketing, Implications for Transitional Economies

The Insights Industry: Towards a Performativity Turn in Market Research

Carlos A. Diaz Ruiz , University of Auckland

Abstract

While market research has been the cornerstone of the intelligence ecosystem, the emergence of 'insights' vendors is re-shaping the market. Adjacent practices, ranging from competitive intelligence, social listening, and data science, could relegate market research to legacy status in firms. This investigation explores how expert market researchers respond to the commoditisation of market research techniques and their diminishing access to the client's organisation to address this issue. The findings show that market researchers are adapting – effectively reinventing themselves as 'insights' professionals – through the following four initiatives: (1) offering solution services, (2) creating architectures that integrate organic and designed data, (3) making heroes in the client's organisation, and (4) forging performative relationships based on strategic guidance. These initiatives shift market research from ostensive (descriptive or declarative) to performative (effectual or actionable). Theoretically, the paper conceptualises the changes in the market research industry through the performativity lens.

Keywords: Insights, Performativity, Market Research

Developing the Story for Western Australian Honey

Kim Feddema, University of Western Australia
Daniel Schepis, University of Western Australia
Liudmila Tarabashkina, University of Western Australia
Sharon Purchase, University of Western Australia

Abstract

The impact of country-of-origin on consumers' purchasing behaviours and quality perceptions has been well documented. However, few studies have examined how the perceptions that regional producers have about their location, product and techniques influence the value-propositions they make when creating a marketing strategy. This research adapts a conceptual framework of integrated country-of-origin branding processes with the physical, philosophical and human capital dimensions of terroir. Using the Western Australian honey industry as a context, we explore the meanings and symbols that apiarists, honey packers and export industry stakeholders have around the unique qualities of the landscape, local honey and industry practices. This study conducted a desktop analysis of existing marketing materials from 59 websites of local honey companies and15 in-depth interviews with industry stakeholders. We propose nine key practices that are critical in the development of a successful regional branding campaign.

Keywords: Agribusiness, Country-of-origin, Terroir

Enhancing Brand Value Co-creation through Employee-Brand Engagement

Tai Anh Kieu, Ho Chi Minh City Open University

Abstract

This research aims to investigate the mediating role of multidimensional employee-brand engagement (EBE in the relationships between internal brand management (IBM dimensions and employees' brand co-creation behaviours, namely brand participation and citizenship behaviours. Findings from a survey with employees in Vietnam found that the effects of three IBM dimensions – internal brand communications, brand leadership, and transformational leadership – on employees' brand value co-creation behaviours are mediated by EBE. Another internal branding dimension, brand identity, only affects brand participation behaviour directly rather than through EBE. The research contributes to advancing theories concerning brand engagement and brand value co-creation. Managerially, the research stresses the importance of EBE capturing the motivational state in construing brand value co-creation behaviours from internal branding.

Keywords: Internal Branding, Brand Engagement, Brand Value Co-creation

Introduction and Research Aim

Increasing attention has been paid to internal brand management (IBM) as a long-term strategy targeted at employees as internal customers with regard to the corporate brand (Piehler, 2018). The current study attempts to fill some deficiencies in the IBM literature. First, prior research mostly examined human resource-related practices and outcomes (Kumar & Pansari, 2014), neglecting the corporate brand as an intangible asset in employees' minds (Ambler & Barrow, 1996). Second, some research focused on employees' brand-specific behaviours (e.g. King et al., 2012; Piehler, 2018), paying little attention to IBM-driven drivers and the underlying motivational process. Third, despite the proliferation of external branding research, emerging concepts such as brand engagement or brand value co-creation (BVC) have yet or scantly applied in IBM research. Finally, there is no unanimous and conclusive definition of brand engagement in extant literature, thereby warranting the need for further rigorous testing of those concepts to strengthen their theoretical soundness and practical application (Kumar & Pansari, 2014). Towards this end, this research applies the concept of brand engagement with emphasis on psychological aspects, as well as demonstrates that it is relevant in the IBM context and distinct from brand-related behaviours, since employees' BVC behaviours such as participation in brand discussion do not guarantee a truly brand-engaged employee (Brodie et al., 2011). This current study addresses the question of whether employee-brand engagement (EBE) mediates the effects of IBM dimensions on two types of BVC behaviours: brand participation behaviour (BPB) and brand citizenship behaviour (BCB).

Background and Conceptual Model

This study used the social exchange theory (SET) (Blau, 1964) and the Stimulus – Organism – Response (S-O-R) Model (Mehrabian & Russell, 1974) as theoretical foundations that underpin the nomological framework explaining BVC behaviours from IBM dimensions through EBE. This study adopted the multidimensional perspective of engagement given by Saks (2006). Accordingly, EBE is defined as an employee's enduring personal connection with a corporate brand as manifested in five dimensions that capture cognitive, affective, and behavioural aspects of engagement: identification, enthusiasm, attention, absorption, and interaction (So et al., 2014). Since the corporate brand provides economic and psychological benefits (Ambler & Barrow, 1996), IBM activities would help employees perceive psychological benefits from their interaction with the brand, thereby being relevant antecedents to EBE. This study examined four IBM dimensions aimed at and perceived by employees: brand identity, internal brand communication, brand leadership (Du Preez & Bendixen, 2015) and transformational leadership (Buil et al., 2016). The first three dimensions respectively capture the informal transmissibility of brand identity to raise awareness, formal brand message communications to reinforce brand associations, and the fostering of brand leadership across levels to encourage employees to live the brand (Du Preez & Bendixen, 2015). The last dimension, while not explicitly brand-specific, represents a brand appeal to motivate and inspire employees to make positive changes (Buil et al., 2016). Under SET, engagement represents a motivational state reflected in one party's (e.g. employees) cognitive, emotional, and behavioural investment that drives employee behaviours to live the brand as a reciprocity for immediate or future return (e.g. benefits) from a brand relationship (Hollebeek, 2011). Since engagement occurs as an iterative process in co-creative relationships (So et al., 2014), it is logical to consider BVC behaviours as the immediate outcomes of EBE. BVC refers to the voluntary, active, and interactive behaviours in a brand relationship (France et al., 2018). BVC has gained traction recently and some research suggested two types of BVC behaviours: BPB that refers to required (in-role) behaviour, and BCB that is voluntary (extra-role) behaviour (Yi & Gong, 2013). Under the S-O-R model, environmental stimuli (i.e. IBM dimensions) activate

psychological states (EBE) that, in turn, drive behavioural responses (BVC behaviours – BPB and BCB). In this vein, it could be argued that IBM efforts by the firm do not necessarily lead to immediate BVC behaviours. Drawing on theoretical foundations and previous studies concerning work- or organisation-related engagement, this research hypothesised that: EBE mediates the impact of (1) brand identity, (2) internal brand communications, (3) brand leadership and (4) transformational leadership on (a) BPB and (b) BCB.

Methodology

A survey was conducted using convenience sampling method with Vietnamese employees across industries. Respondents were invited through emails or posted on professional forums and social media such as LinkedIn. The questionnaire includes scales adopted from prior research that are IBM dimensions (Buil et al., 2016; Du Preez & Bendixen, 2015), EBE (So et al., 2014), BPB and BCB (France et al., 2020; Yi & Gong, 2013) and demographic information. Respondents rated their extent of agreement with scale statements using the 5-point Likert scale. 290 responses were received, and upon quality screening, a usable data of 274 responses was analysed using PLS-SEM in SmartPLS 3.3.3.

Findings and Discussion

Results showed that reliability, convergent validity and discriminant validity were accomplished as stipulated by Hair et al. (2016): Cronbach's alpha >0.7; CR > 0.6; AVE>0.5 and HTMT < 0.9. R^2 adjusted results indicated the model explained 63.7% variation of EBE, 59% BPB and 71.1% BCB. Respective Q^2 of EBE, BPB and BCB were 0.34, 0.41 and 0.44; all > 0, thereby indicating predictive relevance of the path model for those dependent variables. Hypothesis testing showed ($p<0.05$): EBE did not mediate the impact of brand identity on both BPB and BCB; EBE fully mediated the impact of internal brand communications on both BPB and BCB; EBE partially mediated the impact of brand leadership on both BPB and BCB; and EBE fully mediated the transformational leadership-BPB link and partially mediated the transformational leadership -BCB link. The results demonstrated that EBE is an important psychological mechanism in construing BVC behaviours from IBM. The statistical insignificance of indirect effects of brand identity on BVC behaviours did not discount the importance of brand identity, as result also found significant direct impact of brand identity on BPB, which is consistent with Du Preez and Bendixen (2015). It could be reasoned that employees remember their corporate brand as they perform tasks, but awareness of brand identity is insufficient to enhance EBE and voluntary BCB.

Implications for Theory and Practice

The current research contributes to brand management literature by providing insights on the application of brand engagement concept in the firm's internal environment. The emphasis on corporate brand-related measures provides a more holistic employees' perceptions developed by overall interaction with the corporate brand. Research findings provide support for the notion of brand engagement as a motivational state as well as a rare and valuable resource driving BVC behaviours. The study also provides evidence concerning the role of different IBM dimensions in enhancing EBE and ultimately BVC behaviours (BPB and BCB). Managerially, results imply that for enhancing employees' engagement with the corporate brand, managers need to execute campaigns to communicate brand messages to employees and to encourage them to internalise brand unique characteristics. Managers also need to lead subordinates by inspiring them to live the brand. Furthermore, it is essential to ensure that IBM activities could make employees identify with the brand, arouse their enthusiasm and interest, and elicit their immersion and interaction.

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Knowledge Management: A Business Performance Enhancing Strategy

Siqiao Luan, University of Otago
Sergio Biggemann, University of Otago
Miranda Mirosa, University of Otago
Tony Garry, University of Otago

Abstract

Knowledge management has been regarded as an important resource for practitioners and academicians for many years. Studies mention that knowledge management could be seen as a business strategy to enhance organisational business performance. However, the existing literature usually is conceptual. This paper aims to close the gap by analysing empirical data of a Multinational corporation's (MNC) knowledge management strategy in facilitating both financial and non-financial business performance, such as reputation and market share. We conducted a single in-depth case study approach. The findings contribute towards our understanding of how knowledge management can enhance business performance. The study specifically outlines four perspectives of business performance: customer satisfaction, financial, learning and growth, and internal process. The way knowledge management enhances strategy is by building capabilities.

Keywords: Knowledge Management Strategy, Business Performance, Emerging Market

Introduction and Research Aim

Maintaining a competitive position in the global marketplace is a constant concern. As globalisation accelerates, today's business environment is characterised as rapidly changing due to ever-increasing competitive rivalry, rapid shifts in customer demand, and fast technology breakthroughs(Abdulwase et al., 2021). Additionally, COVID-19 presents humanity with new and unforeseen difficulties. Organisations are now operating in a more dynamic and uncertain environment, making management increasingly complex. Therefore, now is the moment for organisations to reflect carefully about both the strategy and the actions that should be performed.

It is widely accepted that the 21st century has evolved into a knowledge-based economy, with knowledge serving as a critical component in an organisation's ability to navigate a complex and rapidly changing business environment (Sayyadi, 2019). As Alavi and Leidner (2001) stated, knowledge is the critical strategic resource for gaining competitive advantage and superior performance. Therefore, an organisation's primary objective should be to find a way to strategically manage knowledge and maintain a competitive advantage. From this perspective, knowledge management (KM), defined as a collection of processes that govern the acquisition, creation, dissemination, and utilisation of knowledge (Von Krogh et al., 1997), has evolved from a tool to a complement to business strategy. Both researchers and practitioners have highlighted the importance of incorporating a KM strategy into an overall business strategy for an organisation to build a strong foundation of competitive strength and subsequently accomplish sustained competitive advantage (M. Zack et al., 2009). Numerous researchers have researched how to establish a linkage between KM, organisational learning, and organisational performance (e.g., Gassmann & Keupp, 2007). However, studies examining the interconnection among those three concepts simultaneously with business strategy is still rare. Therefore, questions such as how KM strategy could be aligned with business strategy to enhance business performance are yet to be answered.

Additionally, most of the existing research on strategic alignment was conducted in a relatively simple and static context, unlike the contemporary business environment. Due to the fast-changing nature of current markets, businesses must constantly change their strategies to remain relevant. Strategy, therefore, is also a learning process; once formed, it should evolve continually. Despite a few studies beginning to focus on dynamic contexts, current research is typically concerned with the dynamic alignment of information systems and business strategies (e.g., Vessey & Ward, 2013) rather than with KM. Furthermore, there is a shortage of empirical evidence.

As such, empirical research is necessary to understand how KM strategy can be aligned with business strategy to improve corporate performance. This is particularly needed for firms operating in a globally competitive and dynamic market. As the world's largest emerging market, the Chinese market is characterised as volatile, fast-changing, and fiercely competitive. As such, it serves as an excellent illustration of the contemporary business environment in which knowledge needs to be leveraged to modify strategy. This paper will use a case of a firm working in China to illustrate the importance of KM. Specifically, this study addresses the following question:

How can KM be aligned with a business strategy in facilitating MNC's business performance?

Background and Conceptual Model

Knowledge-Based View

The knowledge-based view of the firm (KBV) emerges as an extension to the resource-based view (RBV), with a proposition of seeing the firm as an institution for integrating knowledge (R. M. Grant, 1996). It fundamentally alters how people think about managing an organisaiton by positing knowledge as the most strategically important resource of an organisation, rather than simply a generic resource. It highlights the need to integrate and coordinate knowledge inside an organisation for achieving sustainable competitive advantage.

While we know from KBV that knowledge does matter for designing and implementing a strategy, the remaining questions are when, how, and why? There is a lack of explanation about how a firm could achieve and sustain a competitive advantage in a dynamic and changing environment. Knowledge is not a commodity that can be easily controled and exploited within an organisation. Generally, knowledge does not flow as fluently as people believe, much less so under cross-border situations where two countries are separated geographically and culturally. It is essential to understand how we can get the right knowledge, to the right person, at the right time. Thus, from a theoretical perspective, knowledge is viewed as a strategic resource that appreciates the important role of KM strategy in fostering organisational practices that could result in sustainable competitive advantage. Despite KBV's contributions, it has yet to establish itself as a unified and widely recognised strategic theory. To fully explain KBV, researchers always combine it with other existing theories. For example, Gassmann and Marcus (2007) stated that a knowledge-based view alone could not explain how competitive advantage could turn into performance. It must be integrated with social capital theory and a firm's network viewpoint. (R. Grant & Phene, 2021, p.17) stated that "the integration of the KBV within existing theories of the MNE has been premature to the extent that it has hampered continuing development of a knowledge-based theory of the multinational firm" and called for research that could allow people to consider the microfoundatioin of the KBV. As such, this research contributrs to this by adopting a multilevel approach to analysing knowledge process under a dynamic market setting.

Knowledge Management

KM is defined as either a systematic approach to dealing with explicit knowledge or understanding and using knowledge to create value (R. Grant & Phene, 2021, p.17). While there are different interpretations of KM, it is agreed that knowledge is an important asset that needs to be managed and safeguarded properly, which is also the core of KM. This paper sees how KM could contribute to business value creation, understanding it as the "planned and ongoing management of activities and processes for leveraging knowledge to enhance competitiveness through better use and creation of individual and collective knowledge resource." (de Normalisation & Normung, 2004, p. 1111)

Relating Knowledge Management to Business Strategy

There is one thing in common between strategic management and strategic KM: both see knowledge as a strategic resource within the organisational context. Researches illustrate that a competitive organisational strategy depends on KM support. Tiwana (2017) pointed out that a critical mission for firms should be developing an appropriate alignment between an organisation's objective and its KM initiatives. states that "knowledge drives strategy and

strategy drives knowledge management," adding that advantage can be achieved only when knowledge management and strategy are perfectly aligned. Researchers have made an effort to connect KM and business strategy; some already found a positive correlation between them. However, most researchers only focus on one part of the alignment. For instance, Dayan et al. (2017) focus on the formulation of strategy. Research about seeing KM as part of a business strategy and the resulting profitability on the business performance is still outstanding. In the KM context, the emphasis is upon capturing knowledge embedded in personal expertise and making it integrated into the MNC. Therefore, there are concerns regarding the micro-fondations of KM practices: *How is KM strategy leveraged by individuals? What is the extent of the impacts of KM on MNCs at both organizational- and individual- level?* To addjuss these concerns, it is worthwhile examining the individual-level KM mechanism in order to provide a thorough explaination for KM practices. International assignees, who can act as knowledge conduits between the home and host countries' knowledge bases, are an ideal fit at this point. From the KBV perspective, an assignee's competence determines whether or not they can process knowledge, which enables use of a micro-foundations lens to investigate the KM strategy.

While several studies have been conducted to examine the role and contributions of international assignees (e.g., Shin et al., 2017), empirical research, especially qualitative research, remains limited. Furthermore, it is widely acknowledged that the present COVID-19 pandemic and dynamic business environment could adversely impact the MNC's international assignment, the extent and scope of such influence in terms of knowledge management remain unknown. As Ferreira et al. (2017) suggests, further research should be dedicated towards global mobility and knowledge management in international contexts, to identify the significance of human capital in competitively relevant international business. In this vein, this paper seeks to shed light on this research topic by aiming to present a more complete picture of how international assignees behave in terms of knowledge management mechanisms.

Relating Knowledge Management Strategy to Business Performance

Performance improvement is always a top priority of any organisation. Viewing knowledge as the most important strategic asset, different studies have begun to recognise the role of KM in improving business performance and further create value for organisations in recent years (e.g., M. Zack et al., 2009). As Heisig et al. (2016, p,117) mentioned, "KM could improve the ability of an organisaion to make better decisions and develop better solutions to challenges (through the creation of new knowledge) that further leads to improvement in business performance." However, literature review shows that, while many studies have found positive correlation between KM and business performance, other studies have discovered no such correlation (Carlucci et al., 2004). Furthermore, most studies are quantitatively based. Questions of what aspects of KM could enhance business performance and how are still unanswered.

Methodology

This paper is based on a qualitative study that aims to better understand the cross-border knowledge transfer of a New Zealand (NZ) company operating in the Chinese market. The research was carried out based on a single case study approach which involved a leading food company in NZ with more than 100 years of history. In total, 17 one-hour semi-structured interviews with international assignees who have either been seconded from China to NZ or NZ to China were conducted. All the interviews were audio-recorded, transcribed verbatim, and analysed using Nvivo.

Findings and Discussion

Three different phases in the firm's KM strategy were identified:

Phase 1: Export Strategy (2009-2014).

During the first phase (2009- 2014), the firm focused on China as its export market, without any apparent specific strategy for developing the Chinese market. Despite some failed investments, its overall performance was good. The success could be attributed to the flourishing Chinese market and the firm's reputation. Previously, a Chinese company's scandal made Chinese customers afraid to buy their domestic products. They prefered to pay a higher price for a Western product due to its reputation and perceived safety. The NZ firm's success suggests they had a strategy grounded on the advantage of its reputation, which Bourdieu (2011) labels capital conversion: from social capital to financial capital.

Phase 2: Developing localisation strategy (2014-2019)

Over the second period (2014-2019), the firm's key strength, reputation, was weakened as many Chinese firms expanded their operations in Western countries with the support of the Chinese government. These Chinese firms were able to repair their reputations by exporting products from Western countries to China. Meanwhile, more foreign investors began to invest in China due to the unmatched potential opportunities. Due to the breadth of product options, Chinese customers became less easy to satisfy as they used to be. The lack of strategy and understanding of the local market threatened the NZ firm's position. The firm's growth in the Chinese market slowed down. To deal with this situation, the NZ firm decided to hire its first Chinese CEO. The new CEO initiated a localisation strategy, with the goal of getting closer to the Chinese customer. However, a series of challenges emerged that can be categorised into four perspectives:

Customer satisfaction perspective

The firm recognised the importance of producing unique products to compete with other global brands and sustain its advantage; however, the lack of understanding of the Chinese market impeded this. The firm reacted by establishing cooperation with several external consulting companies to collect market insights, seconded two assignees to China to obtain market insights, and established its own new product development team and R&D centre in China.

Financial perspective

After significant investments, some of which failed, the firm's return on investment was lower than desired. The firm, therefore, seconded more assignees to China to train the locals and monitor financial results to control potential risks.

Learning and growth perspective

Additional responses to these challenges and potential risks consisted of seconding even more assignees to enhance the Chinese side's technical, financial, and business planning capabilities. These assignees were also expected to bring back relative cultural and market knowledge.

Internal process perspective

Assignees' contribution to the internal knowledge flow was also highlighted. Since the firm and the Chinese subsidiary were separated for many years, they consistently failed to understand each other. Although it was not the company's initial purpose, assignees could help explain the underlying meanings which the other side could not understand.

Phase 3: Cooperating to be sustainable

COVID-19 triggered the third phase of strategic transformation, essentially in line with the unexpected worldwide challenges and the increasing awareness and demands of Chinese

consumers. Chinese consumers are increasingly interested in purchasing new, high-quality, and safe products. Product life cycles are shorter in China than in any other market. The firm learned that it must cooperate closely with its Chinese counterpart to respond to the changing market conditions as quickly as possible. The worldwide pandemic made the firm feel uncertain about the future; thus, the firm decided to integrate the two separate sides. It resulted in three assignees being seconded from China to NZ to help improve communication. Also, one short-term senior assignment was converted into a long-term assignment. This assignee keeps the Chinese side flexible in responding to any emerging challenge, always ensuring the new structure is workable without any knowledge gap.

Conclusion

Results have shown that the KM as a component of a business strategy had a significant effect on business performance. KM practices are always initiated when a firm faces specific challenges in implementing its business strategy. The specific challenge can be seen as a knowledge gap. With the current pandemic situation, flexibility is highlighted. Instead of original organisational capability, helping to build a dynamic capability that can easily respond to a changing environment is also a critical role of KM.

Implementations for Theory and Practice

Theoretical Implications

Firstly, this research contributes to KM literature by finding that KM can be seen as part of a business strategy to enhance performance. Specifically, the way it contributes to business strategy is through building knowledge capability. Previous research emphasised knowledge as a key source of competitive advantage. This paper extends this to identify the capability as a key strategic source. Therefore, instead of seeing knowledge as an objective thing, it should be viewed from a social and constructivist perspective: knowing (Brown & Duguid, 1991). Secondly, this research adds a dynamic character to the knowledge-based view. Existing KM literature encourages transfer or transformation of knowledge. For example, Von Krogh et al.'s (1997) SECI model encourages turning tacit knowledge into explicit knowledge to innovate. However, this research finds that timing is also important, especially for firms with limited knowledge. The different stages should have different KM strategies. Third, most current research about the role of KM on business performance tends to regard it as a linear, one-way process in which the knowledge flows from the sharer to the receiver. This study has found it is dynamic.

Practice Implications

This study helps practitioners to better understand what KM strategy is. In reality, although some may be unconsciously doing so, many MNCs have begun to use KM to improve their performance. For example, many MNCs tend to restructure to accelerate the knowledge flows. Therefore, this study offers a specific suggestion for foreign investors to design their KM strategy. Second, our research describes the Chinese market. It is highly dynamic, volatile, fast-paced, and highly competitive. Firms that wish to invest in China need to be aware of the highly dynamic nature of their new environment. It is also crucial to prepare themselves with a viable routine to frequently sense potential changes.

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Country Promotion by International Student Recruitment Agents

Pii-Tuulia Nikula, Eastern Institute of Technology
Barbara Stokes, Eastern Institute of Technology

Abstract

This paper explores how offshore-based international student recruitment agents promote Australia and New Zealand as study destinations for prospective international students. This recruitment channel is important as more than half of all new international students in Australia and New Zealand use agents' services. This paper examined study destination pull factors used by international student recruitment agents by reviewing agents' public-facing websites. The destination information about Australia and New Zealand was reviewed, collected and analysed using qualitative content analysis. The key factors promoted by agents were related to education, work opportunities and lifestyle. The analysis also identified new factors, cross-country differences and outdated/inaccurate information. This paper discusses the implications of these findings for education providers and government agencies responsible for study destination marketing.

Keywords: Education Agents, Study Destination Marketing, International Students

A Comparison of the Feedback Effect of Brand Extension and Co-Branding Strategies

Rico Piehler, Macquarie University
Michael Schade, University of Bremen
Marius Diegel, University of Bremen
Christoph Burmann, University of Bremen

Abstract

This paper investigates if a brand extension or co-branding strategy is more effective for brands extending their business into unrelated product categories. The study examines the feedback effect on the brand for current and potential customers with high and low involvement in the new category. Based on signalling, categorisation and schema theory, this study assumes that a co-branding strategy is more suitable regarding the feedback effect on the brand than a brand extension strategy. The context of the investigation is the sports industry, particularly professional football clubs entering the esports domain to acquire new target groups. An online experiment with 1,482 potential and current fans of two German Football League clubs reveals that the co-branding strategy affects the sports club brand image more than the brand extension strategy. The results show that the co-branding strategy positively affects potential customers without alienating the brand's current customers.

Keywords: Brand Extension, Co-branding, Feedback Effect

A Framework for Brand Competitiveness

Gaki Wangmo, Macquarie University
Chris Baumann, Macquarie University
Rico Piehler, Macquarie University

Abstract

This paper introduces an integrated conceptual framework for brand competitiveness, designed to trigger a paradigm shift in marketing from an absolute to relative perspective for academics and practitioners alike. Brand competitiveness is an emerging concept, integrating literature from marketing, management and economics. Quintessentially, brand competitiveness is the outperformance of competing brands. To advance the embryonic work on the construct, the objective of this article is to develop an integrated conceptual framework to understand brand competitiveness more comprehensively within its nomological network. This article presents consequences of brand competitiveness and draws on strategic orientations – guiding principles, influencing marketing and strategy-making activities to achieve superior performance – as antecedents. Suggested drivers of brand competitiveness include (internal brand orientation, market orientation (customer, competitor, internal market orientation, relationship orientation, innovation orientation and entrepreneurial orientation. This article is the first to develop a holistic model of brand competitiveness.

Keywords: Brand Competitiveness, Strategic Orientations, Brand Performance

What Makes Marketing Tick? A Chain-of-effects Perspective

Tak Yan Leung, Open University of Hong Kong
Piyush Sharma, Curtin University

Abstract

This paper combines the 'chain-of-effects' framework for marketing productivity with agency theory to explore the underlying mechanism that drives the effects of marketing decisions (measured by marketing expenditure and relative compensation for executive directors with marketing experience) on firm value (Tobin's Q) via firm performance (market share). Data from 491 Chinese listed companies over the 2010-14 period shows that marketing expenditure positively affects firm value but not through market share. In contrast, relative compensation positively affects firm value, both directly and through market share. Moreover, the positive effect of relative compensation on market share appears to be stronger in an organization with more severe agency conflicts. Besides extending current research on the effects of marketing decisions on financial outcomes, this study highlights the importance of having executive directors with marketing experience and paying them relatively better compensation compared to the industry, to increase both market share and firm value.

Keywords: Chain-of-effects, Marketing Expenditure, Relative Compensation

Semiotic Strategies for Authenticity: A Multimodal Study of Chinese Wine Labels

Ping Tian, The University of Sydney
Anna Hartman, The University of Melbourne

Abstract

This paper uncovers *how* wine is branded semiotically across different cultures. It focuses on not only language, but also other modes of expression, such as colour, image and logo to understand the institutionalised aspects of how authenticity is visually constructed in wine labels. Drawing on social semiotic theory and the analytical frameworks of multimodal discourse analysis (Kress & van Leeuwen 2006), this paper provides a visual analysis of 200 wine labels collected from a Chinese B2C online retailer, *Jingdong*. It raises the awareness of the meanings of signs across cultures in brand management at the managerial level. It provides implications for the wine exporters in the industry on the one hand and marketing theory on the other in terms of its interdisciplinary nature.

Keywords: Wine Branding, Multimodality, Cross-culture Communication, Authenticity, Product Design

Navigating and Surviving the Storms of COVID-19

Fandy Tjiptono, Victoria University of Wellington
Andhy Setyawan, Universitas Surabaya
Ida Bagus Gede Adi Permana, Universitas Airlangga
I Putu Esa Widaharthana, Politeknik Pariwisata Bali

Abstract

For the tourism and hospitality industry, the COVID-19 pandemic appears to be a death sentence. The national and regional lockdowns, social distancing, travel bans, and closure of tourism destinations have detrimental effects on the industry. It is both interesting and important to investigate how business survivors navigate the global crisis, especially in one of the hardest-hit sectors in an emerging market context. The present study aims to examine and identify business survival strategies among firms in the hospitality and tourism sectors in Bali, the biggest tourism destination in Indonesia, during the pandemic. A qualitative research approach was implemented by interviewing managers/owners of 15 firms across six sub-sectors of the industry. A typology of four key strategies (4Rs) was identified: Restructuring the business, Realigning business processes, Recognizing new business opportunities, and Retargeting the market. This typology provides important theoretical and practical insights for managing business strategies during a crisis.

Keywords: Survival Strategies, Tourism and Hospitality, Indonesia

Judgement & Decision Making

Consumer Believability Of Media During Organisational Crisis

Mohammed Akhib, Flinders University
Roberta Crouch, Flinders University
Ashokkumar Manoharan, Flinders University

Abstract

As social media usage rises, organisations face new challenges to communicate during a crisis effectively. Crisis research acknowledges that consumers' preference to believe a media is one of the critical aspects which is largely unexplored. This paper investigates the consumer's believability of social media and traditional media news during an organisational crisis. Situational crisis communication theory is used as an underlining theory to understand the phenomena. A qualitative study using focus groups explores 24 participants' experiences as consumers about social media and traditional media perceptions in crisis situations. Constructs and factors are identified from analysing the sentiments and narratives to determine media effects. The findings indicate that consumer media perceptions influence organisational trust and distrust, impacting attribution of blame and influence future purchase intentions. These findings advance the theory and offer strong practical implications that effective crisis communication strategies need to consider media effects on consumer decisions and judgements.

Keywords: Media Effects, Crisis Communication, Consumer Perceptions

Introduction and Research Aim

Crises are characterised as unstable, unpredictable and unexpected, which disturb established systems involving high risks for organisations and stakeholders involved (Coombs, 2015). The decline in sales, damage to reputation, financial loss, etc. are some of the disastrous effects of a crisis (Vyravene & Rabbanee, 2016). Organisations seek to eliminate or at least mitigate these negative consequences by adopting immediately available tabulated approaches. Crisis communication scholars identified solutions for different types of crises ranging from pre-crisis preparation (Boin & Van Eeten, 2013; Fuehrer & Smith, 2016), crisis response (Benoit, 1997; Coombs, 2007) and post-crisis recovery (Ulmer, Seeger & Sellnow, 2007). However, previous literature focusses on assessing the crises from an organisation centric approach and does not explicitly examine the role of consumer as participant in crisis management and crisis communication (Cheng, 2018; Elliott, Harris & Baron, 2005). Coombs' (2007, 2015) situational crisis communication theory (SCCT) is the dominant theoretical framework in the field with empirically tested response strategies. But the rapid rise of digital technologies had implications on these strategies wherein consumers are assumed to be passive receivers (Eriksson, 2012). The advent of social media and smart phones changed the consumers role as active in the two-way communication process, creating new challenges for organisations specific to use of media channels and the effectiveness of their crisis responses. For example, Benoit (2018) analyses the crisis case of United Airlines staff handling a passenger. United's normal defensive response strategy was ineffectual as the video posted on social media caused millions to criticise the airline and damaged their reputation. This study is motivated by Coombs' (2017) call to reflect upon media effects influence in crisis communication and update existing knowledge in theory and practice. This research aims to explore consumer attitudes towards social media and traditional media news during organisational crisis and identifies the subsequent influence to answer: How does consumers' believability of crisis news from social media and traditional media channels effect organisations involved in the crisis?

Background

The SCCT is adopted as the theoretical foundation for the study as it allows a more comprehensive understanding when investigating consumer attitudes and behaviours during organisational crisis. The basic assumption of SCCT is that crisis managers understand the reactions of the public and consumers to select crisis response strategies that address their concerns (Coombs, 2007). The strategy selection is related to the organisations' crisis responsibility or attribution of blame perceived by consumers trust and distrust in organisations (De Blasio & Veale, 2009). Based on the level of attribution of blame, crises can be clustered as preventable for low level, accidental for mid-level and intentional for high levels (Coombs, 2015). The review of existing SCCT research suggests deploying any media available and shows a degree of non-effectiveness due to the rising challenges of social media (Coombs, 2017; Cheng, 2018). This establishes the need to examine consumer perceptions of crisis news media in formation of trust, distrust, attribution of blame and influence consumer purchase intentions.

Methodology

This study uses a qualitative approach for identifying the influence of social media and traditional media in crisis communication, which endangers this relationship in the eyes of consumers. Data is collected through four focus group discussions, wherein participants shared their experiences, opinions and views as consumers in various organisational crisis contexts. For ensuring data quality, the participants consisted of the age-gender mix, 13 males and 11 females, aged between 20 to 40 years. For obtaining theoretically coherent data, each focus group discussion was guided by a semi-structured questionnaire based on the research objective. 4 sessions with 6 participants each are audio recorded and transcribed verbatim. Thematically identified constructs in the textual data are coded using Nvivo 12 and build vector relationships between them (Marsen, 2014). Sentiment analysis is useful to process texts for subjective data and systematically extract affective conditions. Participant comments fitting each code were clustered as positive and negative sentiments. This combination of analyses is utilised for structural textual modelling and derive interpretations for hypotheses.

Findings

Examining the experiences of participants as consumers of organisations involved in crisis, important qualitative factors are identified about social media and traditional media influence. Participants considered the crisis type concerning food and children would have the most affect. Positive or negative perceptions about social media and traditional media are crucial for consumers decide to believe a media. A positive perception of social media and a negative perception of traditional media, influences their belief that social media crisis reports are factual and traditional media news is biased. A positive perception of traditional media and a negative perception of social media, influences their belief about traditional media news stories as truthful and social media views are opinionated. Factors like media free from political and commercial influences, are found to moderate the formation of organisational trust and distrust. The qualitative findings indicate that negative perceptions of media increase distrust through an opposing opinion. While positive media perceptions enhance trust through favourable impressions, leading to believability. Blaming the organisation and holding them accountable for the harmful effects of the crisis is based on the news content from their trusted media channel. An organisation is judged victim of circumstances if the news story on their preferred media channel confirms it. The hesitance to purchase products or services is impacted by the attribution of blame formed from the media reports of crisis they access for information. Consumer confidence is influenced when concerns reported in their preferred media are addressed. These results indicate that consumer media perceptions are important and can threaten consumer trust relationship and future purchase intentions.

Implications for Theory and Practice

The study contributes to extending the SCCT by investigating how consumers' media perceptions are related to trust and distrust on the organisations involved in crisis. The theoretical implication is that consumer media perceptions vitally shape blame attribution during crisis, influencing purchase decisions and needs to be explored by crisis researchers. The implication for practice is that crisis managers need to consider consumers' preference of news media in developing their communication strategy. Crisis managers familiar with their consumer media preferences can prepare crisis communication plan by dominantly incorporating the believable media. Although the findings are consistent with marketing and crisis communication literature, the qualitative research exploration of crisis media channels

is limited to the participants' experiences. This study will stimulate additional research to investigate the role and influence of social media and traditional media during crisis.

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Marketers' intuitions of Distinctive Asset strength

Ruby Brus, University of South Australia
Nicole Hartnett, Ehrenberg-Bass Institute for Marketing Science
Carl Driesener, Ehrenberg-Bass Institute for Marketing Science
Margaret Faulkner, Ehrenberg-Bass Institute, University of South Australia

Abstract

The branding decisions marketing professionals encounter have direct implications for a brand's identity, such decisions are often made intuitively. Essential to a brand's identity, Distinctive Assets are devices that can be used to uniquely elicit the brand name across category buyers (colour, logo, jingle, character etc). To gauge how accurate marketers are at intuitively judging consumer associations with Distinctive Assets, we juxtapose their judgements of Distinctive Asset strength with in-market data collected via consumer surveys, using two metrics: Fame (how well-known assets are) and Uniqueness (potential for competitive confusion of asset ownership). This study investigates 825 predictions by marketers for 216 Distinctive Assets, in two product categories across eight countries. Findings correspond with the existing intuition literature, and inaccuracy in judging Distinctive Asset strength has implications for marketing decision making. Fame was often overestimated, and Uniqueness was typically underestimated. Data collection with consumers is recommended to support effective branding decisions.

Keywords: Distinctive Assets, Branding, Intuition

Introduction and Research Objective

In marketing, it is critical for consumers to recognise brands in advertising and purchasing environments. Distinctive Assets (DAs) can be used to signal the brand indirectly for category buyers and include, but are not limited to colours, logos, taglines, characters, and audio devices (Romaniuk and Hartnett, 2010, Zaichkowsky, 2010). DAs differ greatly in their strength, or their ability to uniquely trigger the brand name at scale across the many category buyers. When strong and used effectively, DAs contribute to brand recognition and recall for communications (Childers and Houston, 1984, Hartnett et al., 2016b). If weaker assets are used, marketers run the risk of brand misattribution, evoking competitors, or no brand at all. This study will test how accurately marketers can intuitively judge the strength of DAs in their category. If accurate intuitive judges of consumer associations, branding decisions can be justified using intuition. If inaccurate, the need for consumer data to prevent potential misuse of assets and subpar branding is validated.

Background

A robust brand identity involves developing a unique look and feel that allows a brand to be proximately recognisable (Hartnett et al., 2016b). Brands can achieve this by building and using strong DAs. Adding sensory information to the brand in consumers' minds, DAs reduce the cognitive effort required to recognise a brand (Ward et al., 2020). Therefore, DAs can be used by consumers as short cuts for brand identification in cluttered environments and media settings (Hoek and Gendall, 2010, Perry and Wisnom, 2003).

Some DAs are stronger than others, representing a greater branding advantage. The strength of DAs is measured using two metrics: *Fame* and *Uniqueness*. Fame the proportion of people that link the brand to the asset, which speaks to commonality of brand associations. Uniqueness is measured as the share of responses devoted to the target brand among all brand responses, which is indicative of competitive confusion (Romaniuk, 2018). The strength of the asset to brand association in memory is key when making branding decisions. For example, changing or removing a strong pack asset may disrupt consumers' ability to notice the brand in-store. Following the now infamous Tropicana pack design change, which removed key identifiers, sales dropped by 20% (Andrivet, 2015).

Intuition is used to guide many business decisions. A form of reasoning developed from experience and learning, intuition allows someone to understand something instinctively without conscious routines (Harteis and Billett, 2013, Matzler et al., 2007). While intuition is subjective to the individual, common cognitive biases can arise and impede judgement, such as the illusory superiority effect (Hoorens, 1993). Previous studies have examined the validity of marketing professionals' intuitive judgements related to consumer phenomena. Armstrong (1991) and Hoch (1988) found marketers often made inaccurate predictions about consumer behaviour, activities, interests and opinions. Findings from Hartnett et al. (2016a) concur, in testing marketers' ability to identify more sales effective ads. Across studies, marketers' intuitive judgements of the consumer perspective appear no better than chance. It is speculated that marketers may have similarly biased judgements of DAs when juxtaposed with consumer brand associations. Marketers are exposed to their DAs frequently in their roles day-to-day, while consumer asset experiences are likely less frequent and dictated by marketers' efforts (e.g., advertising). Marketers may overestimate the commonality and uniformity of brand-asset associations (i.e., they believe the assets are stronger than they actually are in-market), consistent with the illusory superiority effect (Hoorens, 1993), which could undermine their branding decisions. *Our research question therefore is:* ***How accurately can marketing managers predict Distinctive Asset strength?***

Research Method

This study used data collected from *both* consumers and marketing professionals. Consumer metrics were calculated using standard surveys of category buyers (Romaniuk and Nenycz-Thiel, 2014). Prompted with unbranded assets, consumers are asked to write brands that came to mind with a category prompt (if any, otherwise select 'None') in text boxes. Fame and Uniqueness scores were then calculated from consumer responses (e.g., for Asset X, Fame is 30% and Uniqueness is 80%). Intuitive judgements were collected by surveying marketing professionals, asking them to place assets onto the Distinctive Asset Grid (using Fame and Uniqueness metrics), which they are known to be familiar with (see Romaniuk 2018, p. 98) in accordance with their predictions of strength among category buyers. Precise Fame and Uniqueness scores were obtained from marketers' grid placings using appropriate software. The percentage point differences between Fame and Uniqueness were calculated between the consumer score for each of the 216 assets, and 825 individual marketer judgements for the same assets (i.e., multiple marketers judged each asset).

Findings and Discussion

Figure 1: Distribution of average Fame and Uniqueness differences

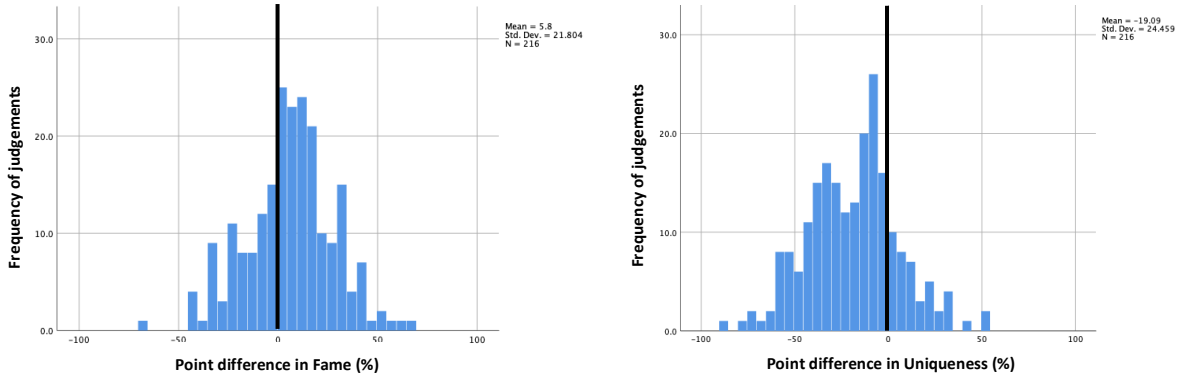

Figure 1 exhibits a histogram (five-point increments) of the distribution of the percentage point differences. Marketers' Fame predictions were more accurate than Uniqueness; 35% of Fame judgements are within 10pp of the consumer Fame score, compared to only 27% of Uniqueness judgements. The mean absolute difference between Fame and Uniqueness scores was 21pp and 27pp respectively. An independent samples t-test was used to compare the mean scores across assets between marketers and consumers. There was a significant difference in Uniqueness, $t(1643) = 13.6$, $p < .001$ and for Fame, $t(1648) = -4.4$, $p < .001$. Fame is by-and-large determined by a brand's own marketing activities, while Uniqueness is impacted by competitors' actions (Ward et al., 2020). Marketers are not accurate at intuitively judging Fame or Uniqueness.

Implications

From the dispersion of differences, marketers appear inaccurate intuitive judges of DAs strength, particularly the Uniqueness dimension. Fame tended to be somewhat overestimated while Uniqueness was often underestimated. Consumer research is therefore recommended for marketers to properly identify and assess the strength of DAs for the desired branding effect. In practice, relatively few brands conduct consumer research measure their assets (Hooton, 2014). Therefore, there is a risk that many marketers are making decisions about their assets (e.g., changing packaging assets or using assets to replace the brand name), leading to sub optimally branded activities. Further research is needed to understand if the accuracy of marketers' judgements is subject to important conditions.

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Probability-Based Loyalty Programs Increase Motivation

Adrian R. Camilleri, RMIT University
Liyin Jin, Fudan University
Ying Zhang, Peking University

Abstract

Based on lab and field experiments, this paper finds that a probabilistic loyalty reward program (e.g., "buy 9 get 1 free but also a 10% chance to get 1 free after each purchase") can be more motivating than a traditional loyalty reward program (e.g. "buy 6 get 1 free"). Implications for the theory of goal pursuit are discussed.

Keywords: Loyalty Program, Motivation, Goal Pursuit

Game Meats: Food Preferences and Intention

Dr. Clare D'Souza, La Trobe University
Mehdi Taghian, Deakin University

Abstract

Game meat popularity has increased, however, the intent behind buying game meats remains largely unexplored. While research shows consumers make choices regarding game because of their sensory traits, ethics, and health benefits, yet the other reasons choosing game meats over traditional meats as a choice highlight the need to investigate their consumption responsiveness and theoretical rationale. Together, this diverse set issues are rarely addressed for game meat consumption. This study uses mixed methods but reports the qualitative approach to explore consumer intent in this research. Themes involve cultural associations, product attributes, and consumer wellbeing. On a theoretical level, these findings extend our knowledge of the relative consumption values and importance of game meat attributes that influence consumer intention. In terms of practical application, it provides retailers with strategies that will effectively promote the of these foods as a niche alternative.

Keywords: Game Meats, Product Attributes, Culture, Consumer Well-being

Introduction:

Game meats have become attractive for consumers mainly due to the texture and flavour of the meat, many of the meats have low content fat, the absence of anabolic steroids and drugs, and the gastronomic consumption of these adventurous foods (Hedman et al., 2020). There is a growing demand for Australian feral and farmed game products and are also widely available on supermarket shelves. Australian wild boar is highly sought after in Europe, more particularly Germany. Feral game export such as goat is popular with Asia and the middle east, while deer meat is exported to Asia for its medical and aphrodisiac properties (Garro, 2019). Kangaroo meat has been exported since the early 1980s and exports to over 55 countries (Wynn and Spiegel, 2009). Emus and Ostriches were cultivated traditionally in Australia for their feather, leather, and fat (Berge et al., 1997). Emu is seen as a healthy alternative due to its properties for low cholesterol levels and fatty acid profile while the Ostrich is seen as popular tender red meat and with having naturally reduced intramuscular fat (Wynn & Spiegel, 2009).

Given the above attributes, game meat contribution is a theme that has not attracted increasing attention in research. While much of the research focuses on red meat, game meats that are unique to the market are largely unexplored. Yet the other reasons behind choosing game meats over traditional meats as a choice highlight the need to investigate both their consumption responsiveness and theoretical rationale. Together, this diverse set of issues are rarely addressed. The literature however acknowledges that this industry is required to improve consumer knowledge and expectation through research (Wassenaar et al., 2019). There is an ever-increasing focus on considering game meats as a healthy option (Tolusic et al., 2005). Research shows the popularity of game meats is increasing and that the availability of game meats, their sensory traits, the ethics, and health benefits are centered around their rationale or decision to consume game meats (Wassenaar, Kempen, & van Eeden, 2019). While at the same time there are grand challenges over conventional meats, the literature also suggests that there are negative attitudes towards consuming game meat (Wei, Hao, Zhu, & Li, 2020).

Given this controversy, there is an urge to explore the depth of consumption value entrusted with consuming game meats. It remains far from clear why consumers choose game meats, what are their consumption values, attitudes, and intention while making game meat choices, nor is there a consensus, as to whether consumer wellbeing impacts these choices. The escalating importance of consumer wellbeing characterized by increasing interest in consumption values and the consequent choices consumers make, not only shifts the way consumer choices are realised but has opened further avenues for understanding consumer's behaviour. Thus, our overarching research question: Why consumers consume game meats?

The findings of this research will contribute to an understanding of food preferences, and the need to increase promotion campaigns in the retail market, both in terms of the breadth of current and future research efforts. On a theoretical level, these findings will extend our knowledge on the relative consumption values and the importance of attributes that influences consumer wellbeing choices by extending the theory of the planned behaviour model. In terms of practical application, it will help retailers more effectively promote the consumption of these foods as a niche alternative.

Methodology:

The lack of research in the experiences and consumer preferences placed on game meats opens avenues for investigation. To gain an in-depth understanding, a qualitative research analysis was adopted for this study in the first instance, which allows researchers to examine open-ended and other issues (Dann and Phillips, 2000). The interpretive social sciences framework approach was followed. The in-depth understanding was essentially undertaken as an exploratory study of a much-neglected area of study within consumer research. Rather than focus on a certain area of investigation, the researchers led the experiences to emerge organically from the data. The data focussed from the respondent's perspective whereby the researchers attempted to derive themes arising out of the perspectives of the respondent's social world (Blumer, 1962).

Since respondent's experience with distinct qualities and diverse meanings can be inferred, the qualitative interview method is best suited to explore their social organisation (Gubrium & Holstein 2001). Exploring common understanding of cultural perspectives, feelings and the like helps strengthen the understanding of game meats (Arksey and Knight, 1999). The exploratory study-based discussion guide led to an increasingly deeper exploration of the consumer's opinions and experiences. Interviews were conducted until theoretical saturation was attained (Corbin & Strauss 2008). Twenty-six interviews were recorded, transcribed and analysed through NVIvo (Bazeley & Jackson 2013, NVivo - QSR 2020) for subsequent inference.

The interview phase, which was semi-structure nature was long and directed and carried out with participants, all of whom were primarily born in Australia. There were sixteen male and ten female participants, and their ages ranged within the 18 -60 age group. Their occupations varied from blue-collar workers to white-collar workers. They were contacted through snowball sampling and all participants consumed game meats for over five years. This caused limitations in the view for accessing a diverse and representative sample (Seale, 1999). Interview questions mainly emphasised experiences, motivations, culture, and their intentions of why they tend to consume game meats. The participants were permitted to talk freely about their need for consumption and the interview discussion guide was used mainly as a list for uncovering the relevant themes. Participants were also prompted when necessary. Questions such as rationale for eating these meats, their motivations and intentions, barriers or constraints that were encountered, influences, and other such questions were asked to examine their choice for game meats.

According to convergence, the data was converted into systematic categories based on themes arising out of the data (Patton, 1990). This was judged on two criteria internal and external homogeneity, that were common or unique (Patton, 1990). Care was taken to go back and forth with the results to confirm the meanings, salience, and precision of the classifications and the data contained. The data was coded, initially from a large number of codes, it was refined to a more manageable number of categories by linking and using distinguishing patterns in the data (Corbin et al., 2008). The main categories that evolved are discussed in the manuscript below. Many of the categories were merged as they overlapped with the key themes.

Findings:

All of the respondents had good experiences with understanding the varieties of meat that were available and had consumed several types of game meats. The analysis demonstrated a

hierarchy that was motivated to consume game meats at three interconnected levels: health concerns over traditional means was the primary value, secondly, the consumption values relating to their culture dominated lifestyles, and lastly, the ease or difficulty to buy the game meats (as some of them related it to hunting this type of meat).

Association with Cultural Identification:

Game meats are seen as a traditional and culturally meaningful source of protein-rich food in many West African countries (Ngade et al., 2017). Furthermore, consumer culture towards game meats is significantly present, now with consumers driving the demand. Similarly, the social consumption of this meat is phenomenal. Many eat game meats but limit it to celebrations or special occasions, however, those that hunt eat it regularly (Bodnar, Benak & Skobrak, 2010). Most of the respondents, except for one spoke about non-processed meats. They included game meat consumption depending on their dietary practices and availability. The participants had good knowledge and understanding of game meats and many of the respondents believed in an increase in their health and wellbeing.

R7: I prefer them for sentimental reasons, as they were generally consumed on occasions. My family is highly contentious when it comes to food for special events and celebration is part of our culture, so yes emotionally we are attached to this type of meat.

Game meats are significantly influenced by tradition and cultural behaviour that is associated with getting wild foods and the easy availability of these products (Schulp et al. 2014).

R24: We generally buy game meats during birthday celebrations or Christmas. My family adores the wild goat whereby we make a traditional dish. Goat is very significant for weddings as well.

This is clear in Patton's view (2005) that there is strong evidence that meat distribution can be used to maintain family and political alliances. While some cultures used meat for special events that were obtained from animals that were sacrificed in religious ceremonies (Hurwitt, 1999). Many religions are privy to these sacrificial offerings. Similarly, a deeper instinct for consuming meat from a social perspective is seen in country fairs and family get-togethers mainly across the West (Swatland, 2010). Rather, it shows that meat consumption indicates the cultural fabric in which it is socially constructed through an individual's everyday lives, involving religious, communal, and class identity (Chiles & Fitzgerald, 2018). It is clear that, although consumers resonate with it as cultural significance, there is no fear in the consumption of game meats.

Sensory attributes

Not only do game meats have links with cultural and culinary ritual, but it is also recognised for their 'sensory and nutritional characteristics' (Giuggioli et al., 2017). Sensory attributes were the main influences of liking meat and they were a good taste, good smell, and juiciness (Kubberød, Ueland, Tronstad& Risvik, 2002). The cost was another frequently cited impediment but the low-fat category of meats from mostly kangaroo was most appreciated by many. Many thought it also was a good substitute for their pet food as opposed to beef and lamb.

Respondent 16: I use only kangaroo meat for my dogs, I think it is the best suited in terms of nutrition and health benefits. For us, we prefer any type of game meat. The wild boar taste good but has some fat content and a cheaper alternative.

Some respondents referred to the texture and flavour of the meat. Additives and preservatives have led many consumers to change their eating habits from conventional meats to game meats. Changing needs and risk of diet-related diseases have led consumers to sought alternative meat products such as game meats (Kwiecińska, Kosicka-Gębska, Gębski, & Gutkowska, 2017).

R22: I buy game meats from the supermarket. They have low fat and are very versatile. I never appreciated this kind of meat until I heard from a friend and once, I started I became addicted, apart for other reasons I like to consume them more so for health reasons and also for the price.

Sensitivity to prices is the main factor influencing this type of meat consumption. This is similar to other research findings (Bodnar et al., 2010).

All consumers were had positive beliefs. Consumers are more than likely to use products if their attitudes are favourable (Clow & Baack, 2014).

R3: our supermarkets do not really stock all types of game meats, but our local butcher does and will willingly bring them when we order, and the price is very reasonable.

R15: It is odd that I seem to think most of the game meats that I have consumed are difficult to obtain. I am willing to travel miles to get it as I live in rural Victoria but having said that I believe purchasing it is good and sensible if it is a healthy option.

Many consumers still recognise hunting and its associated social and cultural forms as a feasible option in many parts of the world (Samson & Pretty, 2006). Licensed hunting is permitted in Australia, some many restrictions and regulations act as barriers. Perceived behavioural control refers to how easy or difficult it is to obtain this meat and is likely to influence their choices based on the key themes arising below:

R8: Just exploring and hunting for game meats is my hobby, not that I do not like to consume them, but the thrill lies in going looking for them during my hunting expedition. I often look forward to the hunting game and will hunt for any type of game meat.

R10: I like to hunt especially for kangaroo and turtle meat, bush turkey is also popular but not my favourite. We hunt only the species that are not endangered. Yet the whole approach is just fascinating. I was introduced a decade ago by my friends to come along. However, now they are also available at the supermarket, but the experience is not the same. More particularly in terms of freshness and tenderness of the meat, it is very good, healthy, and digestible.

R5: hunting is something I do for recreation, I rarely do it but the wilder the meat the better it is. I suppose it is free from drugs. Yet I would prefer buying it from the supermarket as they have certain safety and traceability systems in terms of this food processing chain. I like it as it is a healthy option. For instance, goat meat is much leaner and has a better texture than lamb.

Some of the respondents spoke of safety. Identifying the species origin is necessary in the case of safeguarding consumers and avoiding the risks related to meat allergies or zoonoses which commonly affect game meats (Stephenson, 2002).

Theoretical and Practical Implications

The above study identified several useful themes for explaining why individuals use game meats and in terms of behavioural choices, well-being and the healthy alternative value appears to be the specific rationale for their consumption. An overarching theme can be developed for interpretation of their experiences. The research shows key issues arising out of the respondents' experiences that apply to game meats and suggests that consumption in this area is value-driven. The findings show that consumer preferences are influenced by prices, availability, taste, wellbeing, and culture (Ndibalema, & Songorwa, 2008). Perceived behavioural control and attitudes were also some of the themes that emerged and can be understood as emergent constructs. Three attributes (nutrition, sensory appeal, and price) influence utilitarian and hedonic attitudes towards the choices made for game meats. It was found that culture is widely established through social identity as well as normative, making it more complex to conceptualise, let alone to seek and design future studies. Even though these experiences are personal, subjectively recognized, and intangible, the consumption value associated with them can affect their choices. The findings suggest that availability, cultural dominance, cheaper pricing options, positive attitudes, and perceived behavioural control are important in the consumption of game meats.

The findings reflect, retail practitioners need to consider that consumers need to be well informed to eat game meats and they believe that they can make changes to their well-being and health. The findings contribute to the development of effective and valid marketing theories and retail campaigns that can enhance consumer buying behaviour. Similarly, in terms of policy initiatives, if game meats are considered healthy as this research suggests then health policies directing some game meats are required to be considered.

The ethos of well-being based on product characteristics and its value does not specifically mean other variables are neglected, rather it could provide the influential impact of these factors. It makes a point for a more nuanced understanding of game meat consumption rather than limiting this to buying behaviour. Therefore, focusing on the rationale for wellbeing on game meat characteristics might be valuable for further exploration of how consumers make choices.

The sample size restricts firm generalisations and further research is proposed, more particularly in terms of consumption value. The theory of planned behaviour can be extended to empirically test these variables, as respondents clearly expressed beliefs, attitudes, PBC, and the social context. Whether this will have a broader impact on choice is unknown and future research can examine this. There are deficiencies in the study that render consumer choices for this type of consumption less appealing. While this study partially explains their choices, there is scope to consider game meat consumption in more detail, and further research can assess its broader consumption value utility for this type of meat.

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The Effects of Lower Price Restraints on Consumer Choice

Eunha Han, Monash University
Harmen Oppewal, Monash University
Luke Greenacre, Monash University
Eugene Chan, Purdue University

Abstract

Lower price restraints are floor prices that consumers are willing to pay for a product in order to not end up being disappointed about the product quality. The current research investigates the downstream consequences of applying a lower price restraint on consumer choice and its psychological mechanism. Across five studies, it is found that lower price restraints increase the choice share of the cheapest alternative above the restraint. It is proposed that thinking of a lower price restraint shifts the consumer's attention from quality to cost through a categorisation process, leading to an increased preference for the alternative above the restraint that is superior in cost. While previous research on price restraints has mostly focused on upper price restraints in which consumers consider the most amount to pay for an alternative, this research provides a novel understanding of lower price restraints.

Keywords: Financial Decision Making, Consumer Choice, Price Restraints, Categorisation, Quality Perceptions

Introduction and Research Aim

"If you buy cheaply, you pay dearly (bon marché tire agent de bourse)".

This is a French proverb to describe a situation in which people choose a cheap alternative as they are attracted to the low price but its poor quality makes them spend more money to find a new alternative with better quality. Consumers consider a lower price restraint before entering a choice in order to not end up being disappointed with the product's quality (Kosenko & Krishnan, 1990; Kosenko & Rahtz, 1988). Along with increased access to a wide range of products with different prices (Cao & Li, 2015; Rose, Clark, Samouel, & Hair, 2012), lower price restraints have become one of the common practices that marketers should understand to predict consumer behaviours.

Although substantial research has been undertaken to investigate consumers' 'maximum willingness to pay' (upper price restraints; Fernbach, Kan, & Lynch Jr, 2015; Heath & Soll, 1996; Larson & Hamilton, 2012; Stilley, Inman, & Wakefield, 2010; Ülkümen, Thomas, & Morwitz, 2008), surprisingly little attention has been devoted to understanding lower price restraints. In this regard, the current research aims to investigate the downstream consequences of applying a lower price restraint on consumer choice and its psychological mechanism.

Background and Conceptual Model

This paper defines a lower price restraint as 'a soft floor price that consumers are willing to pay for a good or service to ensure the general quality, based on her/his general knowledge about the product or service'. Consumers are constantly exposed to price information that enables them to develop internal price structures without conscious effort (Liefeld & Heslop, 1985; Urbany, Bearden, & Weilbaker, 1988). The current research investigates how simply activating an internal price structure (lower price restraint) affects evaluations and choices. Furthermore, it is proposed that setting a lower restraint before encountering a choice set affects the final choice through the categorisation effect.

The primary assumption of this research is that lower price restraints initially lead consumers to using price as a quality proxy. Price can signal both cost, represented by monetary loss to acquire a product, and quality, obtained from the product's benefits (cost-quality inference; Kardes, Posavac, Cronley, & Herr, 2008; Yan & Sengupta, 2011). Unlike upper price restraints, which initially draw the consumer's attention to cost (Larson & Hamilton, 2012), lower price restraints prompt thinking of the minimum cut-off level below which alternatives are no longer considered having sufficient quality to be worth the money (Kosenko & Krishnan, 1990).

It is proposed that lower price restraints influence choice by a series of cognitive and perceptual information processing steps that comprise what we call the categorisation effect. When evaluating alternatives, thinking of a lower price restraint enables consumers to automatically categorise alternatives into two categories; alternatives below-the-restraint and alternatives above-the-restraint (e.g., Goldstone, 1994; Poynor & Haws, 2009; Ratneshwar, Barsalou, Pechmann, & Moore, 2001). Once alternatives belong to the below-the-restraint category, they are mentally rejected and no longer considered. On the other hand, the alternatives that belong to the above-the-restraint category are considered and evaluated for the final choice (Chakravarti & Janiszewski, 2003; Chakravarti, Janiszewski, & Ülkümen, 2006). Given that the remaining alternatives are perceived to have acceptable quality (Chakravarti et al., 2006; Diehl, Kornish, & Lynch, 2003), quality becomes less diagnostic in making the final choice. Instead, to differentiate the remaining alternatives and come up with

the final choice (Chakravarti et al., 2006), the attention shifts to another diagnostic attribute, cost, when proceeding to the final decision.

Taken all together, the current research proposes that thinking of a lower price restraint will increase the choice share of the cheapest alternative above the restraint. This is because a lower restraint will lead to mentally rejecting the alternatives in the below-the-restraint category and shift attention to cost in the final choice. As weight imposed on cost increases, the cheapest alternative in the above-the-restraint category will be more preferred.

Proposition 1: Thinking of a lower price restraint will increase preference for the cheapest alternative above the restraint compared to when there is no restraint.
Proposition 2: The effect of a lower price restraint on choice will manifest through the categorisation effect.

Methodology & Findings

Five experiments were conducted to test proposition 1 and 2. The goal of experiment 1 was to examine whether thinking of a lower price restraint increases the choice share of the cheapest alternative above the restraint (hereafter called the target alternative), which was confirmed. Experiment 2 further tested the mechanism through three sub-experiments. The prediction was that the choice share of the target alternative increases in the lower price restraint condition only when the choice set includes alternatives in the below-the-restraint category. By contrast when one is not able to mentally reject the below-the-restraint category it was expected that the choice share of the target alternative is not affected by the lower price restraint. As the results of experiment 2 were only partially consistent with the prediction, experiment 3 directly measured the perceived similarity of alternatives to see whether the perception of similarity is influenced by a categorisation. Based on the findings from experiment 2 and 3 it was next predicted that lower price restraints enable consumers to categorise alternatives only when there are three or more alternatives in the choice set. This prediction was confirmed in experiment 4. Experiment 5 further tested if lower price restraints lead to a top-down categorisation, therefore, do not increase the choice of the target alternative when there is a contradicting bottom-up categorisation.

Implications for Theory and Practice

This research provides novel understandings of lower price restraints. While being asked for one's upper restraint leads to an increased preference for alternatives above the upper restraint (Larson & Hamilton, 2012), the current research shows that the violation of a lower price restraint is less likely to happen, which can be accounted for as a result of loss aversion (Kahneman & Tversky, 1979; Thaler, 1999). The current research also contributes to our understanding of categorisation effects. Building upon the research investigating the antecedents of a top-down categorisation (e.g., Poynor & Haws, 2009; Ratneshwar et al., 2001; Ratneshwar, Pechmann, & Shocker, 1996), we further suggest that there should be three or more available alternatives for a top-down categorisation to manifest.

Managerially, lower price restraints can be considered in domains where consumers encounter high levels of uncertainty or risk but also encounter information overload and so cannot afford to exhaustively search all alternatives – such as purchasing a second-hand car. Marketers in such domains can strategically construct choice sets or highlight the 'safe' price to pay to resolve the uncertainty, for example, by providing consumers information about the recommended minimum price or by attracting their attention to a particular signature product.

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Reducing Over-Pursued Variety in Repeated Choice

Jungkeun Kim, Auckland University of Technology
Jongwon Park*, Korea University
Areum Cho, Korea University
Sang Kyu Park, Korea University

Abstract

Diversification bias refers to consumers' tendency to choose a greater variety of options than desired in repeated choice settings. Building on the offer framing effect (Mittelman et al. 2014), this research shows that peripheral variations across each choice decision can reduce this bias. Eight experimental studies demonstrate that consumers choose less variety when non-essential or superficial characteristics of each decision are varied in simultaneous-choice settings, such as variations in product package design, unit size (one can vs. two cans), the addition (vs. control) of a same free gift to all choice options, payment method (card vs. cash), and decision mode (choosing vs. rejecting). This effect is mediated by a decreased perception of repetitiveness of the choice rounds. These results make a nuanced refinement of the underlying mechanism demonstrated by Mittleman et al.(2014) and provide several easy-to-implement practical implications for marketers.

Keywords: Offer Framing Effect, Variety-seeking, Option Choice

$1 Wasabi Effect: Impacts of Small Charges

Jungkeun Kim, Auckland University of Technology
Daniel Chaein Lee, Auckland University of Technology
Eunkyung Lee, Auckland University of Technology

Abstract

Companies can decide whether and how much to charge supplementary components of their product or service. The present research investigates the impact of small charges on customers' revisiting intention. Building on prior research on partitioned pricing and surcharges, we hypothesize that even small magnitude of charges on supplementary items can substantially decrease consumers' revisit intention because such pricing scheme is perceived unfairness. Three experimental studies tested the hypothesis. Study 1 demonstrated that small charges on a supplementary item significantly decreased revisit intention. Study 2 replicated the results in a different context and showed that the negative impact of small charges was stronger when the base price is more expensive. Study 3 revealed that the focal effect was mediated by perceived (un)fairness of price and also provided that the effect mitigated when the good quality of the supplementary item was made salient. These findings offer both theoretical and practical implications.

Keywords: Surcharge, Pricing, Perceived Fairness

Hypothetical Bias in Stated Choice Experiments: A Review

Milad Haghani, University of New South Wales
Michiel C.J. Bliemer, University of Sydney
John M. Rose, University of Technology Sydney
Harmen Oppewal, Monash University
Emily Lancsar, Australian National University

Abstract

Hypothetical bias (HB) concerns whether and to what extent choices of survey participants in response to hypothetical products and settings, and subsequent inferred estimates, translate to real-world settings. This paper reviews empirical evidence and mitigation strategies for overcoming HB in discrete choice experiments in four fields where choice experiments have been prominent: environmental economics, health economics, marketing and transportation. It also reviews evidence from experimental psychology and behavioural neuroscience. Results suggest mixed evidence for the prevalence, extent and direction of HB as well as considerable context and measurement dependency. The full working paper comprises two parts, available from https://arxiv.org/abs/2102.02940 and https://arxiv.org/abs/2102.02945 and is to appear in the Journal of Choice Modelling.

Keywords: Choice Experiments, External Validity, Willingness to Pay

Processing Fluency Explains Price Deal Framing Attractiveness

Rivan Sutrisno, The University of Queensland
Nicolas Pontes, The University of Queensland

Abstract

Price promotions such as *50% off* or *½ price* are popularly used around the world. Surprisingly, no research has been conducted to test which price frame leads to higher perceived savings. In six online experiments we reveal that, in general, *50% off* leads to higher perceived savings compared to *1/2 price* and that processing fluency is the underlying psychological mechanism that explains this effect. Two boundary conditions are presented. We show that improving the processing fluency of fractions can diminish the price frame effect. Futher, additional price information reduces price framing diagnostics in judgments, another boundary effect. Our research provides important guidance for retailers and brands aiming to improve their price advertising effectiveness.

Keywords: Price Deal, Framing Effect, Processing Fluency

Engaging Brand Communities for Sponsorship Effectiveness

Debashree Roy, Xavier School of Management
Debasis Pradhan, Xavier School of Management
Tapas Ranjan Moharana, Institute of Management Technology, Ghaziabad

Abstract

Brand communities (BCs) are crucial brand management tools. However, how BCs respond to sponsorship remains unexplored. Across two field experiments, we investigated the impact of BC identification on their sponsorship support decisions, explaining it with the underlying mechanism of BC engagement. Applying signalling theory, we investigated sponsor authenticity and sponsor-club congruence as boundary conditions for the direct effects of BC identification on sponsorship support decisions. We employed a 2×2 between-subject design, manipulating, BC identification, sponsor authenticity (study 1) and sponsor-club congruence (study 2). The findings indicated that the influence of BC identification on sponsor support decisions was accentuated when BCs perceived the sponsor to be more authentic (study 1) and when they perceived a high congruence between the sponsor and the sports club (Study 2). Our study contributes to the literature on sponsorship, and customer engagement and explains to practitioners the importance of fostering BC engagement, sponsor authenticity and congruence.

Keywords: Brand Community, Sponsorship, Brand Authenticity

Regulatory Focus and Attitude Towards Covid-19 Lockdown

Anirban Som, Indian Institute of Management Trichy

Abstract

Governments around the world have used Non-Pharmaceutical Interventions (NPI's) such as lockdown to counter the spread of Covid-19. The current article suggests that promotion-focused individuals will feel right about NPI' such as voluntary lockdown during Covid-19 and respond positively to such lockdowns. Prevention-focused individuals will feel better about NPI's such as mandatory lockdown and respond positively to such lockdowns. Further, promotion-focused individuals will respond favourably to positively framed lockdown related messages whereas prevention-focused individuals will do so for negatively framed lockdown related messages. The current article has important contributions for researchers and policy makers as it helps to explain the difference in level of compliance to government related NPI's across countries. Two experiments with between subject's factorial design test the interaction between regulatory focus and lockdown message frame/type of lockdown on attitude towards lockdown. Process level explanation of the findings and marketing implications will be studied further through future experiments.

Keywords: Regulatory Focus, Lockdown, Covid-19

Extended abstract

Introduction and Research Aim: Currently, the world is facing an unprecedented health crisis named Covid-19. These are difficult times as governments around the world are trying their best to protect their people from this disease. In the initial phases of Covid-19, governments around the world had opted for various non-pharmaceutical interventions (NPI's) as shield against Covid-19. Examples of NPI's include implementation of strict lockdown measures restricting mobility of people to their homes or a combination of less restrictive measures such as enforcing social distancing, restricting large gatherings, closing schools and colleges, contact tracing and testing etc. (e.g., Li et al., 2020). There is an immense scope of documentation of public reactions to the Covid-19 pandemic and related measures such as lockdown. In other words, how favourably or unfavourably are measures such as lockdown viewed by individuals around the world? It is impossible to assume that the reactions of individuals towards lockdown are uniform. For example, antilockdown protests were reported from the United States against the curbs on individual freedom imposed by the government (Sly, 2020). However, a sentiment analysis of various twitter handles of Indian citizens during lockdown suggests that they showed positive attitude towards lockdown and believed that lockdown was the most appropriate measure to counter the spread of Covid-19 in its initial days (Barkur, & Vibha, 2020). The current study is motivated by the difference in responses of individuals towards some of the government implemented NPI's such as lockdown during Covid-19. To that end, this paper seeks to test the variable regulatory focus in the context of lockdown during Covid-19.

Conceptual background and hypotheses: Regulatory focus has been considered as an important variable for tailoring health related interventions and increasing their efficacy (Ferrer et al., 2017). For example, messages promoting healthy eating habits such as increasing fruit and vegetable consumptions are more persuasive for promotion-focused individuals when the positive health consequences of such consumption behaviours are highlighted, but are more persuasive for prevention-focused individuals when the adverse health consequences of not following such consumption habits are highlighted (Cesario et al., 2004; Schokker et al., 2010; Ferrer et al., 2017). Thus, it would be interesting to observe whether tailoring NPI's to fit the regulatory focus of individuals would increase the persuasive powers of NPI's on individuals at whom they are targeted. It was hypothesized that:
H1: Prevention-focused individuals will evaluate NPI's such as lockdown more favourably, as compared to promotion-focused individuals.
H2: Negatively (positively) framed lockdown messages will be evaluated more (equally) favourably by prevention-focused individuals, as compared to promotion-focused individuals.
It was further hypothesized that:

H3: Prevention-focused individuals will evaluate mandatory lockdown more favourably, as compared to promotion-focused individuals.

H4: Promotion-focused individuals will evaluate voluntary lockdown more favourably, as compared to prevention-focused individuals.

Methodology and Findings: A set of two experiments have been conducted in the current research to test the hypotheses. Surveys were prepared on Qualtricx and data was collected through Amazon Mechanical Turk. Experiment 1 consisted of a 2 (Regulatory focus: Promotion-focused vs. Prevention-focused) * 2 (Lockdown message frame: Positive outcome attainment vs. Negative outcome avoidance condition) between subjects design with a set of dependent variables to measure attitude of individuals towards lockdown. Sample size was

248. Regulatory focus was manipulated using the method of Wang and Lee (2006). Subsequently, participants were given descriptions of lockdown framed either in terms of positive outcome attainment (usefulness of lockdown in saving lives) or negative outcome avoidance (usefulness of lockdown in preventing deaths). A significant main effect of regulatory focus was observed [$F(1,244) = 6.31$, $p < .05$). It was observed that prevention-focused participants showed a more favourable attitude towards lockdown as compared to promotion-focused participants, thus confirming H1 ($M_{prevention} = 5.23$, $N = 127$, $SD = 1.39$ vs. $M_{promotion} = 4.78$, $N = 121$, $SD = 1.55$, $F(1,244) = 6.31$, $p < .05$). The two-way interaction between regulatory focus and lockdown message frame was significant [$F(1,244) = 11.29$, $p < .01$). Results of planned contrasts showed that prevention-focused participants had a more positive attitude towards lockdown as compared to promotion-focused participants when the lockdown related message was framed in terms of negative outcome avoidance [$M_{prevention/negative\ outcome\ avoidance} = 5.52$, $N = 63$, $SD = 1.18$ vs. $M_{promotion/negative\ outcome\ avoidance} = 4.44$, $N = 59$, $SD = 1.61$, $t(244) = 4.19$, $p < .01$). It was further observed that the difference between prevention-focused participants and promotion-focused participants in terms of attitude towards lockdown became non-significant when the lockdown related message was framed in terms of positive outcome attainment [$M_{prevention/positive\ outcome\ attainment} = 4.94$, $N = 64$, $SD = 1.49$ vs. $M_{promotion/positive\ outcome\ attainment} = 5.09$, $N = 62$, $SD = 1.43$, $t(244) = .61$, $p > .05$)]. It was observed that prevention-focused participants showed a more favourable attitude towards lockdown as compared to promotion-focused participants when the lockdown related message was framed in terms of negative outcome avoidance but this difference was attenuated when the lockdown related message was framed in terms of positive outcome attainment. Overall, the results support H1 and H2.

Experiment 2 consisted of a 2 (Regulatory focus: Promotion-focused vs. Prevention-focused) * 2 (Type of lockdown: Mandatory vs. Voluntary) between subject's design with a set of dependent variables to measure attitude of individuals towards lockdown. Sample size was 261. Regulatory focus was manipulated similar to Experiment 1. Subsequently, participants were given descriptions of lockdown framed as mandatory lockdown (strict stay at home orders with movement outside home allowed only for essential activities e.g., in China) or voluntary lockdown (e.g., not restricting the movement of citizens but encouraging them to wear masks and follow social distancing at public places etc. e.g., in Sweden). The two-way interaction between regulatory focus and type of lockdown was significant [$F(1,257) = 13.79$, $p < .01$).

Results of planned contrasts showed that promotion-focused participants had a more positive attitude towards lockdown as compared to prevention-focused participants when the type of lockdown was voluntary [$M_{promotion/voluntary\ lockdown} = 5.51$, $N = 67$, $SD = 1.23$ vs. $M_{prevention/voluntary\ lockdown} = 4.94$, $N = 63$, $SD = 1.32$, $t(257) = 2.77$, $p < .01$. It was further observed that prevention-focused participants had a more positive attitude towards lockdown as compared to promotion-focused participants when the type of lockdown was mandatory [$M_{prevention/mandatory\ lockdown} = 5.54$, $N = 63$, $SD = .82$ vs. $M_{promotion/mandatory\ lockdown} = 5.03$, $N = 68$, $SD = 1.22$, $t(257) = 2.48$, $p < .05$). Overall, the results support H3 and H4.

Implications and future research: The results of the current article suggest that the individuals who had supported the strict lockdown measures were the ones who felt more right about such measures and their efficacies as compared to individuals who did not support the lockdown. It would be useful for policy makers to create a personality profile of citizens of their nations using the Regulatory Focus scales (e.g., Carver and White, 1994) and take policy decisions which suit the regulatory focus of their citizens so that citizens feel more right about such decisions and are more compliant with the same. Future studies will test the process explanation of the findings of Experiment 1 and Experiment 2 and will provide more evidence

about the fit between regulatory focus and lockdown message frame/ type of lockdown mediating the impact of regulatory focus on attitude of individuals towards lockdown.

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Progress Framing in Loyalty Card Programs

Yuming Tang, Monash University

Abstract

Local stores often provide "buy N, get one free" loyalty cards to motivate consumers to repurchase. Previous studies show that consumers are more motivated to repurchase as the progress of loyalty cards accumulates. This paper proposes that the way progress is represented moderates the effect of goal progress on motivation to use the card. Framing the progress as how many product units have been consumed motivates people more in the initial stage of loyalty cards, whereas framing the progress as how much money has been spent motivates people more as progress proceeds. The proposed mechanism behind this moderating role of progress framing is the difference in the psychological process of valuation. Consumers will evaluate the progress by calculation under money framing but evaluate the progress by feeling under product framing. Two studies indicate there is a moderating effect of progress framing in the relationship between goal progress and motivation.

Keywords: Loyalty Card Program, Goal Progress, Progress Framing

The Out-Of-Stock Effect of Price-Promotion Products

Jun Yao, Macquarie University
Yi Li, Macquarie University
Di Wang, Queensland University of Technology

Abstract

Prior research has shown that the presence of out-of-stock (OOS) products in the decision environment prompts consumers to choose similar products. In this research, we propose that an OOS product (e.g., strawberry jam) on price promotion (vs. at regular price) lowers consumers' quality perceptions of the brand, which in turn shifts their choices of an available product (e.g., apricot jam) from the focal brand to the competing brand. A series of experimental studies provide converging support for this proposition and examine potential mediators, moderators and boundary conditions for this effect.

Keywords: Out-of-stock, Price Promotion, Brand Choice

How Smaller Denominations Prevent Tipping

Jay Zenkić, University of Melbourne
Jill (Jing) Lei, University of Melbourne
Kobe Millet, Vrije Universiteit Amsterdam

Abstract

Although millions of service staff in countries such as the United States rely on cash tips for their income, remarkably little research has examined how the cash that consumers possess may impact tips received. Across six experiments, we examine how cash denominations (e.g., $1 in ten 10c coins or a $1 banknote) affect consumers' likelihood to tip service staff and show that consumers are less likely to tip with smaller denominations (e.g., ten 10c coins) than larger denominations (e.g., a $1 banknote) because smaller denominations are more embarrassing to give away. This finding represents a reversal of the "denomination effect" which has shown that consumers generally prefer to spend smaller denominations over larger denominations. Our findings therefore contribute to the literatures on the denomination effect, tipping, and embarrassment, and we provide practical guidance on how tips with smaller denominations can be encouraged to improve service staff's financial wellbeing.

Keywords: Tipping, Denomination, Wellbeing

Marketing Analytics

Conceptualising Marketing Analytics and Innovation Based Competitive Advantage

Algewatthage Lakma Deshani, University of Queensland
Jay Weerawardena, University of Queensland
Kumar Ranjan, University of Queensland

Abstract

The explosive growth of data availability has prompted a discussion on how to leverage big data analytics for firm innovation-based competitive strategy. Emerging marketing analytics literature suggests that big data-driven insights contribute to firm innovation and competitive advantage through marketing analytics. Regardless of the substantial growth of research interest, the literature remains in the early stage of development and fragmented, reflecting a need for a comprehensive theoretical framework to understand the role of marketing analytics in firm's innovation-based competitive advantage. Against this backdrop, this paper adopts dynamic capability view of competitive strategy and proactive market orientation as the foundational theoretical premise to develop a comprehensive conceptual framework. This paper presents a set of propositions that can guide future research. Implications for theory, practice and policymaking are discussed.

Keywords: Marketing Analytics, Innovation, Competitive Advantage

Introduction and Research Aim

In an age of data deluge, firms experience a substantial challenge in making sense of big data, let alone using big data analytics for increased value creation. Intending to benefit from big data analytics, marketing managers have been using marketing analytics irrespective of their firm size. As an advanced form of market learning, marketing analytics involves collecting, managing, and analysing customer and competitor data to extract valuable insights to support effective marketing decision-making (Cao, Tian, & Blankson, 2021). Over the recent years, there has been a heightened interest among practitioners and researchers to understand how to leverage marketing analytics in big data context for firm strategic value creation and growth. However, current research in this emerging area has several notable limitations.

First, extant research in marketing analytics is fragmented and remains in the early stage of development with limited theoretical and empirical rigour (Iacobucci, Petrescu, Krishen, & Bendixen, 2019). Second, the role of marketing analytics in firm innovation-based competitive advantage is largely overlooked (Shuradze, Bogodistov, & Wagner, 2018). Third, as an area that is not widely and deeply investigated, the link between firm capabilities in big data analytics, marketing analytics, and marketing activities is underdeveloped and very little is known about their effect on firm innovation-based competitive advantage (Cao et al., 2021; Xu, Frankwick, & Ramirez, 2016). Fourth, in general, innovation literature has predominantly examined the role of technical product innovation as a source of firm competitive advantage, paying little attention to non-technical marketing innovation (Bartoloni & Baussola, 2016). Moreover, the link between product and marketing innovation, including their suggested contribution (individual and synergistic) towards firm competitive advantage, remains ambiguous, thus requires dedicated attention (Bartoloni & Baussola, 2016; Szczygielski, Grabowski, & Woodward, 2017; Chatzoglou & Chatzoudes, 2018).

Accordingly, to address the fragmented literature and above knowledge gaps, this paper presents a comprehensive theoretical framework to understand the role of marketing analytics in firm's innovation-based competitive advantage. For this, the conceptual framework is built upon two theoretical foundations, (1) dynamic capability view of competitive strategy (Teece, Pisano, & Shuen, 1997) and (2) proactive market orientation as the most recent development in market learning literature (Narver, Slater, & Maclachlan, 2004). The paper is structured as follows. First, by addressing the fragmented literature, the proposed conceptual framework is presented. Second, the implications to theory, practice and policymaking are elaborated.

Conceptual Framework

The proposed conceptual framework is depicted in Figure 01. Dynamic capability view recognises the firm's ability to build and alter its resource configurations in the face of market dynamics through distinctive processes/routines (dynamic capabilities) forming new sources of competitive advantage (Teece et al., 1997). On the one hand, dynamic capabilities enable firms to pursue their key competitive strategy by developing new and value-adding resource configurations (e.g., knowledge resources, operational routines) (Teece et al., 1997). On the other hand, proactive market orientation seeks to lead customer expectations by discovering and responding to their latent needs, thus facilitating long-term competitive advantage by introducing ground-breaking innovation (Narver et al., 2004). Drawing from these theoretical premises, the framework conjectures that firms are pursuing innovation as their primary competitive strategy build and

nurture dynamic capabilities in marketing analytics, big data analytics, and firm marketing activities. These capabilities provide unique knowledge and new resource configurations for greater value creation through innovations in both product and marketing aspects, enabling the firm to attain financial and market advantages over its rival firms. Therefore, the proposed conceptual framework emphasizes the "delineation" type of conceptual contribution (MacInnis, 2011).

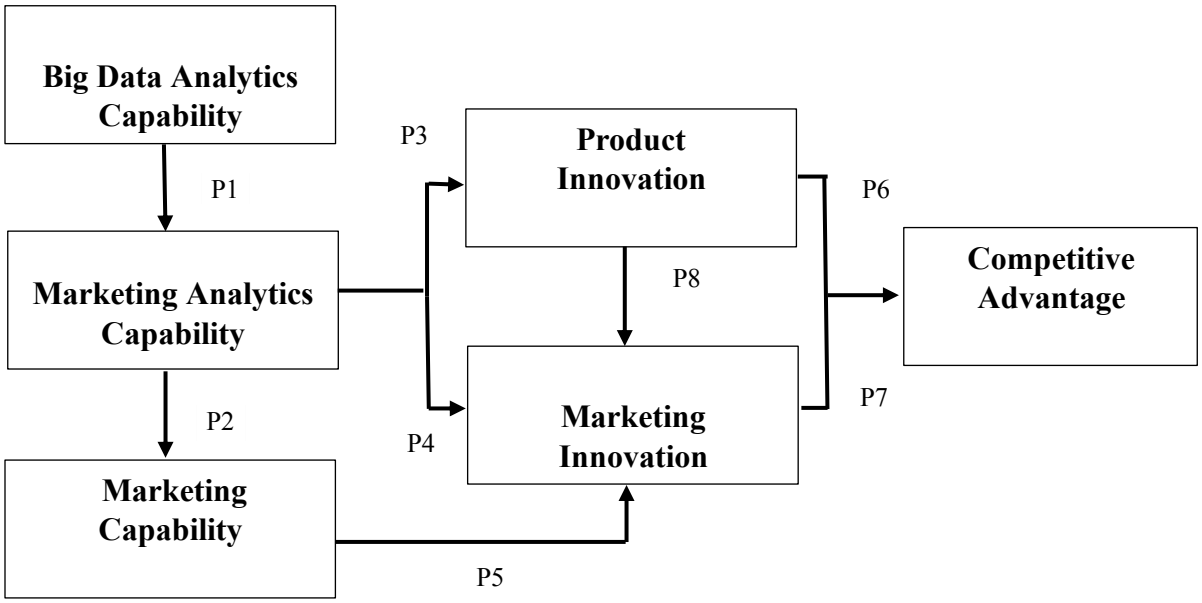

Figure 01: Conceptual Framework of Marketing Analytics Capability in Innovation Based Competitive Advantage

Implications: Theory, Practice, and Policy Making

This paper proposes a comprehensive interdisciplinary conceptual framework that highlights (1) how firms develop dynamic capabilities around big data analytics, marketing analytics, and marketing activities, (2) their interplay and contribution towards the creation of both product and marketing innovation, (3) the interplay between product and marketing innovation, (4) their individual and synergistic influence towards competitive advantage. This extends the theoretical premise of dynamic capability view and proactive market orientation, a noteworthy theoretical contribution in the analytics context. Further, the framework offers a feasible path for practitioners to understand the role of analytics and marketing capability in firm innovation-based competitive advantage by encouraging innovative strategies in both product and marketing aspects. Finally, the paper offers meaningful insights to understand the underlying routines of new knowledge configurations embedded in the aforementioned capabilities. Policymakers will benefit by recognising the importance of "big data technology" adoption and the supportive capability development that facilitates business firms' growth in Australia.

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Influencing Product Competition Through Shelf Design

Francisco Cisternas, Chinese University of Hong Kong
Wee Chaimanowong, University of Melbourne
Alan L. Montgomery, Carnegie Mellon University

Abstract

Placing products in desirable locations increases demand. This primary effect on shelf position is clear, but there is a secondary effect based on the relative positioning of nearby products. Intuitively, products located next to each other are more likely to compete. We introduce a model allowing demand correlations upon relative attractiveness of nearby products, showing that shelf design is an important competition moderator. Fitting this model to experimental data from physical and online environments, we outperform traditional models in fit and predictive power. We show that ignoring shelf-implied competition generates bias in the price sensitivity, affecting price and promotion strategies. We found that variation on shelf designs generate profit differences up to 7%. We use the model to generate guidelines to design displays with higher profitability, exploiting relative influence on competition, shifting demand to higher profitability products. These suggestions achieved a 3% increase in gross profits over current best designs.

Keywords: Shelf Design, Planogram, Product Competition, Choice model, Generalized Extreme Value Distribution, Spatially Correlated Logit Model.

Optimal Micro Targeting of Advertising

Peter J. Danaher, Monash University

Abstract

Historically, advertising allocation decisions operated mostly at a macro level, comprising determination of the total budget followed by apportionment among media channels. Owing to the rapid and sustained rise of digital media, an additional decision now operates at a micro level, namely, which specific customers to target with advertising. In the macro case, optimal control theory provides a powerful framework for firm profit maximization, specifically allowing for ad response, cost per medium, and discount rate, all in the presence of multiple competing brands. However, optimal control theory has never been applied to the situation of micro targeting individual customers. Consequently, in this study we show how optimal control theory can be adapted for application to individual customers. An empirical example demonstrates that using our optimal micro targeting method improves firm profits over existing ad scheduling methods by between 120% and 149%.

Keywords: Optimal Control Theory, Advertising, Digital Marketing

The Effect of Network Externalities in the Product Diffusion Process

Li Sun, Douglas College
Shanfei Feng, Monash University
Hean Tat Keh, Monash University

Abstract

To better understand the two opposing effects of network externalities—excess momentum and excess inertia—in this study we incorporate both possibilities in one model. We find evidence that in the U.S. video game market, both effects exist in the hardware adoption process. On the one hand, the warming effect due to excess momentum is not as simplistic as quantity effect or adoption externalities. The popular high-quality software or those with online features show more significant impact on hardware adoption. On the other hand, the chilling effect due to excess inertia does slow down the adoption process compared to the market in absence of such effect. Furthermore, in the video game market where indirect network externalities dominate, software supply captures the adoption threshold reasonably well, providing supporting evidence that indirect network externalities should be the main reason for the chilling effect in the video game market.

Keywords: Network Effect, Diffusion Model, Video Game

Dissecting The Digits: Patterns In Post-Testing Measurement

Emily Gray, University of South Australia
Nicole Hartnett, Ehrenberg-Bass Institute for Marketing Science
Rachel Kennedy, Ehrenberg-Bass Institute for Marketing Science
Zac Anesbury, Ehrenberg-Bass Institute for Marketing Science

Abstract

Post-test survey measures, such as ad recognition and likeability, are widely used by brands to assess advertising performance. Yet there is a lack of research explaining the variation within and across post-test survey measures as well as the relationships between these measures. Our pilot study systematically documents the variation in performance of 118 Australian chocolate television campaigns across 13 measures. Results show that there is more variation in memory measures (e.g., brand linkage) than evaluation measures. In contrast to earlier findings (Greene, 1992), this study also finds a strong correlation between specific evaluation measures (i.e., likeability, entertaining). suggesting brands may opt to only include one of the two measures. The research provides brands with clear expectations on post-testing surveys results, which help in interpreting results.

Keywords: Post-testing, Survey Measurement, Advertising Campaigns

"Constant and Stable Pricing: Can the Model Converge?" Developing and Estimating Price Promotion Model for Every Day Low Pricing (EDLP) Retailers

David Lie, Monash University
Ashish Sinha, University of Technology Sydney
Rahul Govind, University of New South Wales
Sonika Singh, University of Technology Sydney

Abstract

Setting optimal price for products and services is considered one of the most important decisions by retail practitioners. However, the extant literature on price promotion offers little guidance on developing and estimating price promotion models for EDLP retailers. Furthermore, the fact that EDLP retailers have relatively stable and constant pricing hinders model convergence as there is little variation across time. This research proposes a demand-group-market-share approach to develop a model that allows us to estimate the price elasticity for both the primary and secondary demand for EDLP chains. We applied the above method to the water heater category data from Home Depot, largest US-based EDLP retailer. Initial results identify three demand groups, and price elasticities for these demand groups are estimated. Using these price elasticities, we can obtain the optimum price for individual SKUs. Our simulation shows that profitability increases by 220% should Home Depot charge the suggested optimum price.

Keywords: EDLP, Price-Promotion Model, Price Elasticity

Managerial Assessments of Marketing Performance

Ofer Mintz, University of Technology Sydney
Paul Burke, University of Technology Sydney
Christine Eckert, University of Technology Sydney
Marc Fischer, University of Cologne

Abstract

Surprisingly, while establishing preferences for marketing performance metrics is critical for marketing practice, little to no empirical work has examined which type of performance metric matters most to which stakeholder (i.e., marketing executives, non-marketing executives, and investors) under which condition. To overcome this gap, this research proposes a conceptual framework based on knowledge management theory to determine managerial preferences for five types of marketing performance metrics. We test our framework using a choice based conjoint experiment involving 147 marketing executives, 146 non-marketing executives, 148 investors, and 156 marketing academics. We find bottom-line metrics have the greatest performance metric preference weights, while top-line metrics have the least. In addition, we find that assessments of better marketing performance are primarily driven by managers avoiding "certain" bottom-line losses. Finally, we note disconnects on the preferences for marketing performance metrics between academics and managers, which necessitate a better link between theory and practice.

Keywords: Marketing-finance Interface, Marketing Performance, Conjoint Analysis

Survivorship Bias Explains the Advertising Creativity/Effectiveness Paradox

Hume Winzar, Macquarie University

Abstract

A decade ago, evidence showed what we intuitively understood all along: more creative ads are more effective than less-creative ads. But some industry commentators recently have worried about a "crisis in creativity" where advertising award winners appear to be no more effective than other advertising campaigns. Surely these two ideas conflict? The answer is that advertising awards entrants are not representative of the population of advertising campaigns. Competition entrants represent “censored data” – data that have passed a threshold or filter, leaving other data unseen. When filtered like this, we risk a form of “survivorship bias”, thinking that evidence available to us is representative of all cases. Here, simulated data show that advertising award winners always severely understate the true relationship between creativity and effectiveness. Our conclusions are robust against all reasonable assumptions of true population characteristics.

Keywords: Simulation, Advertising Effectiveness, Survivorship Bias

Background

Intuitively and empirically, we know that more creative advertising is more effective than less creative advertising (Reinartz and Saffert, 2013; Rosengren et al., 2020). Some industry commentary suggests that creatively-awarded ads are no better than non-awarded ads (Twose & Wyn Jones, 2012; Field, 2019). While creativity awards contribute to just 4% of advertising creativity research, West, Koslow & Kilgour (2019) point out that it is the principal approach for studying the link between creativity and effectiveness. There are more advertising campaigns than are entered into award competitions. So, information from advertising awards represents what is known as censored data (Efron, 1981).

Censored data and Survivorship Bias

Censored data in this context is a technical term meaning that information does not exist or is not made available when a campaign was not entered into competition. Submissions to advertising creativity awards are self-censored. An agency will submit to a competition only those campaigns that managers are most proud of, and that they believe represent their best, most creative, work.

Survivorship bias refers to erroneous conclusions we might make if we focus on the survivors of some filtering process. For example, some popular publications list the traits and habits of successful companies and entrepreneurs (Covey & Covey, 2020, Peters & Waterman, 1984, Collins, 2001) by profiling those that are successful when, in fact, many unsuccessful organizations and entrepreneurs have the same traits and habits (Stewart & Roth, 2007). If we ignore the "failures" and focus only on the "successes" we risk drawing dangerously misleading conclusions (Shermer, 2014).

Simulating advertising campaigns

Following a metaphor suggested by Rossman (2012), let us consider an environment where we know all advertising campaigns. We avoid debate about how to measure Creativity and Effectiveness. This is an advantage of simulation – advertising campaigns can be compared fairly.

We generate artificial data with predefined parameters. In this simulation:

- Population size of advertising campaigns = 1000
- Creativity & Effectiveness are normally-distributed random variables mean=0, df=1.
- Population correlation (Creativity-Effectiveness) $\rho = 0.50$ (Rosengren et al. (2020) concluded the true relationship is between 0.2 and 0.6).
- Campaigns in the top 10% of the sum of Creativity and Effectiveness (100 cases) enter an award competition
- Competition entrants in the top 10% (10 cases) win an award

The R-code files are available from the authors.

Results

The correlation between Creativity and Effectiveness among competition entrants is -0.42, a moderate negative relationship among competition entrants. The correlation for winners is substantially negative at -0.89.

When the population correlation reaches a modest 0.40, then the chances of creativity or effectiveness competition entrants' correlations meeting or exceeding the population correlation are, in any practical sense, zero. We ran further simulations with non-normal data in many different forms. Our results hold up even with very fat-tailed distributions – highly skewed or kurtotic distributions where there are a very few extreme outliers.

Figure 1: *Artificially-generated population of Ad campaigns, showing correlation between creativity and effectiveness, highlighting top10% creativity, and top1% creativity winners*



Conclusions

We emphasize that there is nothing inherently wrong with most research based on advertising competition entries. For example, content analysis by Qiao and Griffin (2016) presents valuable insights into the relationship between advertising contents and consumer responses. Similarly, we do not dispute that short-term thinking and incentives encourage immediate results over medium to long-term brand building. There may indeed be a "crisis in creativity", but a poor relationship between creativity and effectiveness in advertising award competitions is insufficient evidence for the claim. Indeed, the evidence is that any measures based on such data are severe underestimates.

Our point is that it is unwise to infer relationships in the whole advertising industry based on censored data as seen in advertising competitions. Indeed, those practitioners and scholars who are concerned about the apparent non-relationship between advertising creativity and effectiveness can take solace in the fact that any measures of relationships among competition entries is likely to be an underestimate of the true situation in the industry.

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Marketing Education

Authentic, Collaborative, Assessment with Small Businesses Mentoring Services

Aleti, Torgeir, RMIT University

Abstract

Business faculties and colleges are increasingly encouraging staff to design authentic assessments to improve the student experience and make degrees more workforce relevant. A common approach towards authenticity is the increased involvement of industry partners in classrooms and assessments. This paper is a case study of an authentic assessments program in digital marketing where students work closely with an external mentor in crafting and implementing strategies for the small businesses at the Queen Victoria Market in Melbourne. Students freely choose to participate in the program as part of their coursework, providing a sense of autonomy and ownership. Qualitative and quantitative student feedback suggests a very positive attitude towards freely choosing assessment options, improved strategic implementation skills, and pride in their assessment outcomes. Moreover, working with small businesses were seen as an authentic experience, allowing students to directly put theory into practice and foster independent thinking and complex problem-solving skills.

Keywords: Authentic Assessments, Industry-based Learning, Digital Marketing

Four Value Propositions for Marketing Higher Education

Priyantha Bandara, Kent Institute Australia
Sardana Islam Khan, Central Queensland University

Abstract

The evolution of the student as consumer has been accompanied by corresponding developments in the marketing of higher education. This has both internal and external aspects. An integrated approach has been developed for higher education which employs the Extended Marketing Mix (7 P's) will be coupled to Social Power theory to suggest how a unified internal and external approach might be developed. The combination of these two rubrics interacting on a differentiated continuum reveals a heuristic which features multiple lines of intersection with four distinct sections emerging. These sections can be aligned to: Prospective students, current students, internal academics and external academics. Clarifying all four value propositions and reconciling contradictions between transaction and relational elements assists the delivery of aggregate value for higher education institutions.

Keywords: Marketing Mix, Value

Educating Marketing Students to Understand Designers' Thought-Worlds

Janneke Blijlevens, RMIT University

Abstract

To facilitate, often impeded, collaboration between marketers and designers in innovation teams, it is valuable to teach marketers about designers' ways of thinking. Approaches to teaching design thinking to marketing students often focus on students becoming more creative and intuitive themselves. However, integration of the two disciplines does not require that marketers become designers, and vice versa, as both bring unique skills necessary for successful innovation. An educational framework is presented that aims to teach marketing students an *understanding of the thought world of design thinking:* recognizing how the others' approach to the same goals are complementary to their own. Results of a questionnaire with ex-students and Good Teaching Scores show that it achieves this successfully through aligning design thinking phases with critical thinking phases, marketing students' dominant thinking style, through specifically chosen activities that scaffold the understanding of a design thinking approach to the development of innovative marketing ideas.

Keywords: Design Thinking, Critical Thinking, Marketing Education

The Value of Marketing in Creative Writing Education

Jacqueline Burgess, University of the Sunshine Coast
Paul Williams, University of the Sunshine Coast

Abstract

Marketing knowledge and skills are important for success as a creative writer due to the highly competitive publishing industry environment. However, undergraduate students studying creative writing are unlikely to have any explicit marketing content included in their studies. Therefore, this research aims to understand what marketing skills and knowledge creative writing students would likely graduate with. Five semi-structured interviews were conducted with creative writing students at a Queensland university. The participants (three female, two male) generally described selling, rather than marketing, and admitted a lack of knowledge, although they also expressed interest for more explicit marketing knowledge in their creative writing studies. Suggestions for undergraduate creative writing teaching practice are provided, which include team teaching, guest lecturing, more involvement from industry and authentic assessment.

Keywords: Creative Industries, Multi-disciplinary, Marketing Education.

Introduction

Graduate employability has become a critical issue globally (Healy et al., 2020) due to turbulent labour market conditions and changing career paradigms which has led to increased scrutiny worldwide on universities' role to produce 'employable' graduates. Employability refers to graduates having the ability, knowledge and skills to gainfully contribute to society and the economy across their working lives in multiple work settings (Winterton & Turner, 2019), ranging from employment to project work, as well as self-employment. This scrutiny includes Australia where, in order to compel universities to enhance graduate employability, federal government funding is in part tied to graduate employability outcomes (Karp, 2020). Furthermore, fees for more 'employable' degrees such as science, maths, engineering and health disciplines have decreased, while the humanities, for example Creative Industries (CI), have seen a 100 per cent increase (Karp, 2020). The cultural and creative economy in Australia contributed $111.7 billion to the Australian economy (6.4% of GDP) in 2016–17 and employed more than 800,000 people (8.1% of the total workforce) (Trembath & Fielding, 2020). However, employment in this sector is seen as precarious and CI degrees are criticised for failing to deliver adequate employability skills as CI industries commonly feature precarious employment and career progression (Crimmins et al., 2021). For students studying creative writing, whose career goals include publishing novels, this can be especially pronounced due to the high level of competition in the publishing industry and the long lead time to publish via an agent and publishing house or the difficulty required to successfully self-publish (Krasnoff, 2019). Due to the high level of competition, marketing skills to create an effective and differentiated value proposition would seem essential. However, authors' and creative writing students' knowledge and perceptions of marketing has not been explored. To address this research gap, and to provide information relevant to the curriculum design of creative writing majors and degrees, this research considered the following research question:

What are the understandings and perceptions of creative writing students towards marketing?

Background

Upon graduation, creative writing students would be considered a sole trader or contractor due to novels primarily being a solitary product to produce. This aligns to prior research that note most of those employed in cultural and creative industries operate as a small-to-medium sized enterprise (Salder, 2020). Furthermore, they would be entering a market with relatively low barriers for self-publication further highlighting the need to build awareness and differentiate their products. Self-published novelists can access multiple guides online and work through the process by themselves, or hire consultants (Krasnoff, 2019). However, this means that they would be faced with the need to breakthrough, differentiate themselves from other authors, and demonstrate they present a superior product (Conway & Hemphill, 2019). Ninety-five percent of Australians enjoy reading and the activity is among the country's favourite leisure activities with millions of books sold each year (Australia Council, 2017). However, this means there is intense competition and successful self-publishing requires investing time and resources into not just the writing and editing but also promotion and marketing activities, including utilising online platforms, social media, attending live events and conventions and even purchasing digital advertising space (Krasnoff, 2019). For authors who choose to publish more traditionally via a publisher, they are still expected to engage in many of the same activities to promote their books. Marketing and pitching are considered important enough that the Australian Association of Authors, the professional body for Australian authors, offers resources and workshops on marketing. Thus, marketing knowledge and skills would appear to be a key employability skill required by creative writing students and future authors.

Self-published authors are faced with either spending resources that are likely scarce (Salder, 2020), outsourcing some of this work or relying on their own skills. Furthermore, typically smaller businesses, such as authors and others employed in the creative industries, feature an absence of marketing skills and knowledge with marketing seen as a cost, rather than an

opportunity (Bacon & Schneider, 2019; Jones & Rowley, 2011). Since marketing is not often considered a required, core module or course in CI degrees, creative writing graduates would be unlikely to possess marketing knowledge and thus would likely not understand its value. For example, in 2018 just three CI degrees in the UK included marketing as a core study area. Two of these were postgraduate degrees and one was a dedicated Master of Marketing for Creative Industries. Within Queensland, the location of this research, desk research found that no creative writing major in the state offered a core marketing module.

Table 1: Queensland Universities' Inclusion of Marketing and Publishing Information in Creative Writing Majors

University	Explicit Marketing Content	Publishing Project
Bond University	No	Yes (as an elective)
Griffith University	No	Yes
Queensland University of Technology*	No	Yes
University of Queensland*	No	Yes (as an elective)
University of the Sunshine Coast#	No	Yes (as an elective)
University of Southern Queensland	No	No

James Cook University and Central Queensland University do not offer a creative writing major.

**Titled 'Writing'*

#*Titled 'Creative Writing and Publishing'*

Only two Queensland creative writing majors required a publishing project as a core required course, where students were presumably introduced to some of the realities of modern publishing including promotion. Therefore, the employability skills and knowledge that creative writing students require, including marketing, would appear to not be embedded in the curriculum. This research thus aimed to understand currently what marketing skills and knowledge creative writing students had and thus what they would likely graduate with.

Methodology

Students in second and third-year courses were selected as these students would be more likely to have developed at least partial career goals. Creative writing students at a Queensland university that offered a creative writing major were recruited for semi-structured interviews. The research received ethics and student survey approval and the recruitment and interviews were not conducted by an academic who taught any of the students. This research was exploratory in nature and adopted a qualitative approach using thematic analysis, which is appropriate when the context surrounding the research topic is important (Braun & Clarke, 2006). Semi-structured interviews were conducted with five creative writing students, which resulted in remarkable similarity across answers and thus achieved theoretical saturation. The use of semi-structured interviews allowed for follow-up questions, probing, clarification, and gaining rich insights (van de Weerd et al., 2016). The interviews were transcribed using an artificial intelligence powered software, Otter, and then checked and edited by the interviewer to ensure accuracy. A qualitive approach was utilised to ensure understanding of the interviewees' thoughts, feelings, and attitudes regarding their activities in relation to marketing (Guest et al., 2012). The interview transcripts were analysed one at a time, and analysis moved on to the next transcript when no new themes could be identified, or existing themes were not further refined. The process was iterative and continuous, and transcripts were returned to and re-examined to refine codes and groupings as the analysis progressed. Thus, the analysis also

applied the phenomenographic approach involving iterative familiarisation, analysis, and interpretations to consider collective meaning (Åkerlind, 2012). Peer debriefing was used to validate the thematic analysis (Creswell & Miller, 2000).

Findings

Of the five students interviewed, three were female and two were male. The table below displays their age, study progress and professional publications.

Table 2: Interview Participants

Participants	**Age**	**Prior Study and Creative Writing Degree Progress**	**Published Professionally**
Female 1	22	No prior study, third year of the creative writing degree.	No
Female 2	21	No prior study, second year of the creative writing degree.	No
Female 3	25	No prior study, first year of the creative writing degree.	No
Male 1	23	1 year of prior study, third year of the creative writing degree.	Yes, 1 poem
Male 2	51	9 years prior study, second year of the creative writing degree.	No

Each participant was asked to describe what marketing was and involved in their own words. It is worth briefly considering the American Marketing Association's (AMA) often-cited definition of marketing briefly here: 'marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large' (American Marketing Association, 2017). None of the participants mentioned value and only two (Male 2 and Female 1) explicitly mentioned audiences or readers. Participants described marketing as promotion or selling their work and raising awareness of it, although interestingly Female 2 also noted that marketing would also include selling herself, the author. As such, the creative writing students interviewed expressed a view of marketing that was more closely aligned to selling, rather than the marketing. The one exception would be Male 2 who described marketing as 'engaging the audience with your product', which aligns much more closely to the AMA's accepted definition. As such, the other participants' views of marketing would appear limited. All participants, including Male 2, expressed hesitancy and uncertainty when describing marketing and all three females prefaced their description by noting this. Only Male 1 was currently actively promoting himself, via a personal website, which needed to be updated. Male 2 used to use Patreon and Instagram but had ceased since he started his creative writing degree. Although all of the participants had personal online presences, such as Facebook, and none of them were currently using them to highlight their writing.

All five participants expressed the desire to publish fiction after they finished their studies, thus indicating they intended to become or attempt to become professional authors. Likewise, all felt that marketing was important for authors, although it was noted by all the participants they also wanted to write for the love of writing and thus they were not motivated by purely commercial considerations. However, all of the participants except Male 2 indicated they felt more marketing knowledge and skills in their creative writing studies would be beneficial. Male 2 explained that he personally felt he had enough marketing knowledge but acknowledged that more marketing content could be beneficial for others. However, he would not want it to be a required course. Thus, there appeared to be appetite among the participants for more explicit marketing knowledge in the creative writing major as well as some understanding of its value in the likely precarious and self-employed professional world they

would enter upon conclusion of their studies.

Implications for Practice

Despite its importance and value in enhancing creative writing students' employability and career success, explicit marketing content would appear to be rarely included in the curriculum of Queensland universities' creative writing majors. This means that students graduating from these programs are unlikely to possess marketing knowledge when attempting to publish their novels in a competitive industry, which these interviews with five creative writing students from one of these Queensland universities would appear to support. In general, the interview participants described selling, rather than marketing, although they also expressed interest in including more explicit marketing knowledge in their creative writing studies. As a result, including guest lectures from marketing academics or suggesting marketing courses as electives could be one way to address their marketing knowledge gaps. There could also be the potential for team teaching one or some creative writing courses by a creative writing and a marketing academic.

A required publishing project course that explicitly included marketing content, again potentially taught by a marketing academic or industry professional, could also be valuable for students and help emphasise the difference between marketing and selling and how to ensure differentiation and value. Other marketing concepts not mentioned by the participants, such as market research and brand management, could also be taught. Guest lecturers or question-and-answer sessions from professionals, who work in the publishing industry in marketing and public relations, could also be included so students explicitly understand the level of competition and the many activities they would be expected to undertake. Assessment could also include portfolios of marketing artefacts, such as blog posts, social media posts and a mocked-up website that promote their outputs to add further authenticity to students' studies. Students could also be exposed to the many self-publishing guides online and create a plan for implementing those guides and how they would promote and highlight the value of themselves and their work. Creative writing graduates likely face precarious and highly competitive industry conditions and universities that offer creative writing majors face government pressure to enhance employability. This research suggests that there is the potential for further focus on marketing in the creative writing curriculum to help address this, and there is utility in expanding marketing education into other non-marketing disciplines.

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Marketing Educations Transition From Oration To Curation

Kaye Chan, UTS Sydney

Abstract

Over the last decade, higher education has experienced a proliferation of teaching modalities. However, the pandemic has hastened the trajectory of transition to online, with a significant disruption to the routine of academic life. For academics', the impact of Covid-19 means that mid-session the typical routine was disrupted, and new tasks, with increased complexity, were introduced in a world of uncertainty. The rituals of a lecture were severed and for many the identity of their role as an educator was impacted. This paper uses a reflective case of the building of an online course. The discussion of this experience is intended to provide key stakeholders insights from the learnings. The implications of this discussion on higher education teaching practice are discussed, particularly the impact on self-identity due to the loss of rituals and the transition to student-centred learning.

Keywords: Higher Education, Rituals, Social-identity Theory

Reflections of Teaching Design Thinking: Empowering Higher Learning Orientations

Angela R. Dobele, RMIT University
Marian Makkar, RMIT University

Abstract

The basic tenets of capstone courses are to synthesise prior learning and demonstrate readiness for graduation. Readiness for graduation is exemplified by students' abilities to handle the increasingly complex, competitive and turbulent business environment that awaits them, exacerbated by the COVID-19 pandemic. Graduates need more than an ability to think linearly, focussing on minimal risk approaches to solution development. They need to be agile, innovative thinkers that are able to tackle wicked problems. This study synthesises two academic staff reflections around the teaching of an advanced design thinking subject aimed at marketing undergraduate students. Narrative practice allowed the staff members to make sense of their individual approaches to learning and teaching engagement. The conclusions involve the development of the 4Ts (texturing, timing, techno-materiality and tailoring) model of engagement and around experiential learning.

Keywords: Experiential Learning, Contemporary Challenges, Engagement, Design Thinking, Reflection Methodology

Exploring Stakeholder Perspectives of Marketing Threshold Concepts

Cassandra France, University of Queensland
Rosie Gallagher, University of Queensland
Ann Wallin, University of Queensland

Abstract

In these turbulent times, the increased demand for employability and authenticity in learning design heightens the importance of well-designed marketing curriculum. By exploring marketing threshold concepts across multiple stakeholder groups, this study examines the consistencies and differences in perceptions of the importance of marketing knowledge, comparing academics, students and recent industry graduates. Following an exploratory benchmarking study of top 20 Australian and New Zealand business schools, a series of semi-structured interviews examined threshold concepts in marketing across the three stakeholder groups, providing new insight into informed marketing curriculum design. Specifically, when exploring the three groups, broad consistency was revealed around customer-centricity, while a particular strategic emphasis also emerged. This research provides marketing educators new perceptions of curriculum design by considering the diverse perspectives of stakeholders as a mechanism to refine learning priorities and undercover any underlying assumptions in existing marketing design.

Keywords: Marketing, Curriculum, Stakeholder

Gender Transformative Advertising Pedagogy

Lauren Gurrieri, RMIT University
Fiona Finn, RMIT University

Abstract

We introduce a pedagogical approach to gender transformative advertising to support the integration of diversity, ethics and social justice in marketing education. We define gender transformative advertising as advertising that challenges harmful gender norms, roles and relations and promotes gender equality by transforming gendered representations beyond stereotypical and limited notions of masculinity and femininity. We detail how guided by feminist pedagogy this was implemented in the classroom through a problem-based learning assessment task and subsequently qualitatively evaluated. Our analysis highlights that challenging gender stereotypes stimulates student engagement with gender transformative advertising and enables students to identify, understand and attempt to challenge gendered inequalities in advertising. However, students more readily challenged hegemonic masculinity and struggled to transform femininity. Our paper highlights that whilst gender transformative advertising pedagogy sensitises students to gendered inequities in advertising, challenges nevertheless remain for students when integrating creativity and ethical thinking and negotiating unconscious gender biases.

Keywords: Advertising Education, Gender, Ethics

Chunking Content : When the Educator met the Publisher

Foula Kopanidis, RMIT University
Matthew Coxhill, McGraw Hill

Abstract

Higher education is observing rapid change. Attributed in part to technological innovation, student preferences for compartmentalisation of increasingly rich content is challenging traditional approaches to teaching and learning for both the educator and the publisher. The demand for educational content delivered in reduced and palpable 'chunks' is ushering in alternative pedagogies in the higher education space. As an emerging theory of learning, microlearning is considered where content is delivered in short segments and supported across different platforms. Although prominent in work based learning and corporate training, the use of microlearning may suitably lend itself in higher education. This conceptual paper's contribution is twofold; it will draw upon theoretical groundwork to present the merit of a constructivist teaching and learning model suitable for best pedagogical practices and propose how to go about at the operational level integrating instructional microlearning educational content including mind mapping, case studies, micro 'sound' and 'theory' bites.

Keywords: Higher Education, Constructivism, Microlearning,

The Mediating Role of Primary School Environmental Education in Promoting Children's Pro-Environmental Behavior

Peggy Mei-lan Ng, Hong Kong Polytechnic University
Cherry Tin-yan Cheung, Hong Kong Polytechnic University

Abstract

One major challenge for the education sector is enacting students' pro-environmental behavior. An influential strategy for educators or teachers is developing persuasive messages when delivering environmental education in school setting, with the goal of promoting students' participation in pro-environmentalism. Using prospect theory (i.e. message framing), the present study investigates to what extent a gain-framed or loss-framed messages influences students' self-report pro-environmental behavior with the moderating effect of environmental knowledge level (high or low) via experimental study in secondary schools. The findings from the experiment revealed that students with high environmental knowledge are more likely to engage in pro-environmental behavior when a gain-framed message is presented; however, students with low environmental knowledge are more likely to engage in pro-environmental behavior when a loss-framed message is used. These results offer managerial implication for education sectors on how to promote students' pro-environmental behavior when implementing effective environmental education in schools.

Keywords: Pro-environmental Behavior, Environmental Knowledge, Message Framing

Students' Intentions to Work in B2B Sales

Titta Pitman, LUT University
Jonna Koponen, University of Eastern Finland
Anssi Tarkiainen, LUT University

Abstract

The profession of business-to-business (B2B) sales has undergone major changes in this millennium and become more complex. While prior research shows that students' perception of sales has improved during the seven decades it has been investigated, students are still unwilling to work in sales. The purpose of this study is to measure business students' (N =84) attitudes and intentions toward working in B2B sales. The data were collected via an online survey in a business school. We found that even if the business students' attitudes toward B2B sales are somewhat positive, their intentions to apply for a B2B sales job position are low, and they are not very motivated to work in B2B sales. The results also indicate that increasing the students' sense of competence regarding B2B sales tasks can improve their motivation to work in B2B sales.

Keywords: Attitudes, Motivation, B2B Sales

Introduction and Research Aim

The profession of selling seems to be in constant change. Business-to-business (B2B) sales work tasks are becoming more complex and demanding (Marcos Cuevas, 2018). New types of skills are required, such as solution selling skills and sales communication competence (Koponen et al., 2019), as well as an ability to use social media and other new technologies effectively (Marshall et al., 2012). Companies are looking to universities to find modern and competent sales professionals. However, the attractiveness of working in B2B sales seems to have remained low over the years (e.g., Cummins et al., 2015), and recruiting students to professional B2B sales jobs remains a challenge (Cummins & Peltier, 2020). Despite extensive research on business students' attitudes towards sales careers (eg. Karakya et al., 2011; Ballestra et al., 2017), there are no current studies investigating the topic. Therefore, in this study we explore business students' attitudes toward applying for B2B sales jobs. We developed and empirically tested a model integrating the attitudinal approach of theory of reasoned action (TRA) (Fishbein & Ajzen, 2010) and the motivational approach of self-determination theory (SDT) (Ryan & Deci, 2000).

Conceptual Model

The conceptual model in this study is based on integrating TRA and SDT to measure business students' intentions to apply to an imaginary B2B sales job position which is modelled from the actual sales position advertisements. The hypotheses were formed accordingly:

Hypothesis 1 (H1): Students' attitudes toward B2B sales jobs affect their attitudes toward applying for a B2B sales job.
H2: Students' attitudes toward applying for B2B sales jobs are positively associated with their intentions to apply for a B2B sales job.
H3: Subjective norms influence students' intentions to apply for a B2B sales job.
H4: Students' perception of relatedness in the B2B sales position will affect their motivation to work in B2B sales.
H5: Students' perception of high competence in the B2B sales position will affect their motivation to work in B2B sales.
H6: Students' perception of autonomy in the B2B sales position will affect their motivation to work in B2B sales.
H7: Students' motivation to work in B2B sales will positively influence their intentions to apply for the B2B sales job.

Methodology

We collected the empirical data for this study via an online survey over a one-month period in 2020. The students did not receive any reward for their participation, and we offered full anonymity. Out of 360 students, 129 responded and full data was collected from 84 students. Of the respondents, 57% were female and 43% were male. Most of the students, 52%, had worked in sales before. A majority, 64%, had not taken any sales courses during their studies in the business school. The ages were not provided.

The measures were validated through exploratory factor analysis in SPSS version 26, and principal axis factoring was used as the estimation method. Items with factor loadings below 0.500 and items with communalities below 0.300 were all removed. To test the suitability of the variable in the factor analysis, the Kaiser–Meyer–Olkin (KMO) measure was used; the

KMO values in this study ranged from 0.740 to 0.861. Oblique rotation (promax) was applied if there was more than one factor present. Cronbach's alpha was used for internal consistency and reliability; Cronbach's alpha values in this study ranged from 0.682 to 0.956.

Results and Discussion

The factor analysis split *Students' attitudes toward B2B sales jobs* (H1) into *Students' attitudes toward B2B sales job outcomes* (H1a) and *Students' attitudes toward B2B sales job requirements* (H1b). These two variables explain 16.4% of the variance in *Students' attitudes toward applying for the B2B sales job* (R^2 = .164). H1 a is supported and H1b is not supported by the data.

The next estimated regression model had *Students' intentions to apply for the B2B sales job* as a dependent variable, and the independent variables were *Students' attitudes toward applying for a B2B sales job (H2)*, *Subjective norms (H3)*, and *Students' motivation to work in B2B sales (H7)*. The model explained 76.5% of the variance in *Students' intentions to apply for the B2B sales job* (R^2 = .765). H2 and H7 are supported by the data. H3 is not supported.

The third regression model had *Students' motivation to work in B2B sales* as a dependent variable, and the independent variables were *Students' perceptions of relatedness* and *competence*. The model explained 29.6% of the variance in *Students' motivation to work in B2B sales* (R^2 = .296). The data do not support H4, but H5 is supported.

The results indicate that the students' attitudes had a low but statistically significant impact on their intentions to apply for the B2B sales job. Rather than attitudes, the motivation to work in B2B sales had the strongest and most significant impact on students' intentions to apply for the B2B sales job. Further, the students' perception of competence toward the advertised sales position had a significant impact on their motivation to work in B2B sales.

Implications for Theory and Practice

This study contributes to the research on attitude (TRA; Fishbein & Ajzen, 2010) and motivation (SDT; Deci & Ryan, 1985). The integration of TRA (Fishbein & Ajzen, 2010) and SDT (Deci & Ryan, 1985) yielded some interesting results. The motivation to work in B2B sales had the biggest and the most significant impact on the students' intentions to apply for the B2B sales position. An important managerial contribution is the finding that the perception of competence toward the B2B sales tasks had a significant impact on the students' motivation to work in B2B sales.

The results are interesting for companies as the business students do not seem to find working in B2B sales very attractive. This finding is in line with the recently reported challenges that companies face in recruiting motivated and competent business school graduates as salespeople (Thomas, 2021). However, there are some promising indications in this study as well, as the results indicate that students' motivation to work in B2B sales jobs can be positively impacted by increasing the students' competence levels related to the B2B sales tasks. Several studies suggest that students' levels of competence in sales can be positively affected by sales education (e.g., Bristow et al., 2006). Furthermore, studies show that students' intentions to work in sales can be positively affected by educating students about sales through different teaching methods (e.g., Cummins et al., 2015).

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Impact of Ad-Hoc Change to Online Learning

Nicole Stegemann, University of Western Sydney
Dorothea Bowyer, University of Western Sydney
Lisa Rohanek, University of Western Sydney
Quynh Do, University of Western Sydney

Abstract

With the recent increase of students going fully online, there was little research on students' perception of education through technology only. The result of COVID-19 saw technology driving pedagogy and not the other way around. This study aims to look at students' perception of online education and use of technology driven by the recent ad-hoc change of learning format. In particular, the focus of this study is on students' perceptions of technology skills, level of pre-class preparation, group work interaction, online class engagement as well as preferences for learning and support during the transition from face-to-face to online class mode. A thematic analysis revealed that students are quite resilient and managed to adapt quickly to the changed learning environment, but also that they expect educators to be equally adaptable.

Keywords: Online Learning, Use of Technology, Class Interaction

Introduction and Research Aim

With the recent increase of students going fully online, there was little research on students' perception of education through technology only. The result of COVID-19 saw technology driving pedagogy and not the other way around. Distant learning and the concept of online classes are not new. A growing number of students have opted for online learning in lieu of a standard classroom setting driven by convenience, flexibility, autonomy, and personalisation potential of online classes (Fish 2016; Platt et al. 2014), reduction of lost time (Morice et al. 2020). Conversely, Landrum et al. (2020) have shown that while there are positives attached to online learning, students still have negative experiences during the process.

Research has highlighted a range of issues in a technologically enhanced learning environment from simple technology issues and increased Internet burden (Amir et al. 2020), to a lack of self-efficacy in students (Landrum et al. 2020), and an expectation of students being able to think critically and reflect without a formal guided learning process. In fact, there has been evidence of a lack of preparation for learners in engaging in online or blended learning, which is likely to lead to their underperformance as a result (Protopsaltis & Baum 2019). The quality of interaction, whether it is among learners (AlHamad et al. 2014) or between learners and instructors (Platt et al. 2014), also emerged as a concern in online learning.

A number of themes are present in reviewing the satisfaction levels of students in online learning, namely social interaction, group work, motivation and attitudes, cognitive presence and teaching presence. An intensive online learning course built on a community of inquiry aims to offer the social, cognitive and teaching presence for students. The social presence considers the way the students identify in the community and develop relationships (Garrison 2009). The teaching presence is the design and facilitation of the learning to support a worthwhile outcome, and the cognitive presence is the extent to which learners can construct meaning through reflection and discourse (Garrison et al. 2000). According to a recent study by Fatani (2020), the overall positive student feedback of online courses using web video conferencing was thanks to social, cognitive and teaching presence rather than the element of technology.

Although students might express willingness to participate in remote learning, it was found that they still tend to gravitate towards a face-to-face learning environment (Fish & Snodgrass 2015). This has been attributed to instructor variables (particularly instructors' explanations, enthusiasm, openness towards students and interests in student learning) and course variables (namely class discussion, quality of questions, evaluation and grading), where face-to-face student satisfaction was reported to be much higher than that of online students (Summers et al. 2005; Hale et al. 2009). A more recent study conducted by Amir et al. (2020) in the wake of COVID-19 has reinforced such findings, and further elaborated that communication is more efficient in the traditional classroom setting.

The aim of this study was to investigate students' perceptions of the ad-hoc change of learning format from face-to-face learning to online education driven by the recent pandemic. Specifically, this study explored the students':

RQ1: level of satisfaction with the ad-hoc change from classroom learning and online learning.
RQ2: interaction and engagement in group work and online classes.

Method and Analysis

Sample. In this research study, we collected formal and informal data through class discussion, focus group discussions and a survey including 93 undergraduate and postgraduate business students from an Australian university. Female students slightly outweighed their male peers

(50 female, 43 female) with 78% indicating they either worked part- or full-time. 50% of students were between 19 and 24 years old while a further 39% fell into the age group 25 to 34 years old, and the remaining 11% were 35 to 49 years old.
Data. For this paper, we conducted a preliminary qualitative thematic data analysis to assess students' perceptions of technology skills & expectations, student interaction and engagement as well as class preparation. A brief summary is presented below.

Results and Discussion
With respect to the use of technology, students generally seemed to be tech-savvy; most of them were already familiar with working online. They experienced some technical difficulties when making the transition, as outlined by Amir et al. (2020). However, they seemed to adapt quickly to the rapidly changing educational landscape. Tutors' technology capability emerged more as an important determinant for the online student experience. In fact, some participants showed concern that their tutors' reluctance to learn new technologies would cause the quality of teaching to deteriorate substantially while also adversely influencing the support they received. The transition issues experienced by tutors concur with the research results by Summers et al. (2005) and Hale et al. (2009) who found that educators' enthusiasm and student support may suffer, which would be compounded by a rapid change to online learning.

The level of interaction, whether it was student-student or student-educator was not as positive as face-to-face interactions. AlHamad et al. (2014) found a reduced quality of interaction amongst learners while Platt et al. 2(014) found the same outcome between learners and instructors. The decreased level of interaction was not helped by students having their cameras turned off, which was unfortunately commonplace. Students claimed that they did not feel part of the online class as they did in the traditional face-to-face setting. Needless to say that we made it mandatory for students to turn their cameras on the following teaching terms, which increased the level of interaction but also resulted in a slight decrease in attendance.

One interesting finding was that the online student experience and satisfaction were closely correlated with group work. Students' perception in the online environment indicated that their peers had the ability to hide and, therefore, became less reliable and less accountable for their actions. As a result, they reported that this behaviour took a toll on their group outcome and learning experience. The ad-hoc change in learning format did not allow educators to adjust their teaching presence and subsequently were not able to foster a social and cognitive presence as necessary for an overall positive student experience (Fatani 2020).

When it came to class preparation and participation, students seemed to prepare less because of the escape mode, for they were not as much in the spotlight and overall participation decreased. Their motivation would also decrease because not as many people were prepared to participate. Though, the lack in class participation might also be attributed to a lack of self-efficacy and expectation to think critically without guided learning process (Landrum et al. 2020). Further, a lack of preparation for learners in online or blended learning was reported by Protopsaltis & Baum (2019).

Implications for Theory and Practice
Students learned to be flexible and navigate an online environment and collaborate in a new technology intensified way. They acquired professional competency and soft skills independently and embrace a changing work environment to real world business practice. Though, the new found skills made them aware of educators' shortcomings regarding technology skills and abilities to foster a collaborative work environment for students where teaching presence would guide the social presence and encourage student engagement.

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Covid-19 Implications for Marketing of Higher Education: An Exploratory Study

Richard Walford, Eastern Institute of Technology
Surej P John, Eastern Institute of Technology
Jaikaran Narula, Eastern Institute of Technology

Abstract

The study analysed the service design and delivery factors that have the highest impact on students' and staffs' overall satisfaction in a tertiary educational environment. The study conceptually built on the theoretical foundations of service marketing mix, compared and contrasted the factors influencing the service quality and satisfaction of major stakeholders of higher education. Results suggest that the 6Ps of service marketing: product, promotion, place, people, process and physical evidence are important in marketing higher education. Factors including course structure, teaching effectiveness, academic mentoring and support, engagement opportunities, and overall learning experience were critical to satisfying student customers while educational technology, computer self-efficacy, management support, student engagement, learning opportunities, recognition etc. were found to be the key motivational factors for business academics. Our findings can be used to improve the quality of higher education particularly over blended platforms in the post covid higher education environments.

Keywords: Marketing Education, Student Satisfaction, Service Marketing, Academic Motivation.

Introduction and Research Aim

During the times of Covid-19 lockdown in New Zealand, around 329,335 domestic students and another 50,920 international students enrolled into various tertiary programs online (Ministry of Education, 2021). The popularity of online courses continues to increase in the higher education sector (Caskurlu et al., 2020). Following their success of online and blended course delivery models, universities and polytechnics are currently facing an unprecedented boom in domestic student enrolment (Leonard, 2021). Most universities and polytechnics in New Zealand have witnessed an average of 7-13% growth in domestic student enrolments in 2021 after 2020 lockdown learning periods (Leonard, 2021). Even though marketing higher education is not a novel topic of research among academics, very few studies have investigated the impacts of global crisis such as COVID-19 pandemic on the delivery of higher education services. The overall learning experience including social presence, cognitive experience, and teaching presence in tertiary institutions during a pandemic situation would be very different from what students and staff would have experienced before. Our research aims to fill this gap by investigating the emotions, feelings and overall satisfaction felt by both staff and students during their lockdown teaching and learning times. Current research aims to examine the impacts of teaching and learning on students and staff who have participated on online and blended learning models during lockdown and post lockdown periods in New Zealand. Further, prior studies in higher education have either focused on students' or teachers' perspectives, not both. The study is significant in the sense that it has identified the critical success factors that would help to improve the higher education service design and delivery of tertiary academic students and staff during the times of crisis. Further to its academic contributions, the study has wide marketing implications. Our findings can be used to improve the quality of higher education particularly over blended platforms in the post covid higher education environments. In particular, the study developed the following research questions.

RQ1: *What are the factors critical to the marketing of higher education in post covid-19 learning environment?*

RQ2: *What are the factors critical to the overall satisfaction of tertiary academic staff in post covid-19 teaching environment?*

RQ3: *What are the marketing implications of the findings from RQ1-RQ2?*

Background and/or Conceptual Model

Recent studies about marketing of higher education develop a consensus that students are the primary consumers of education services and their learning needs are to be met in the delivery of these services (Athiyaman, 1997; Pham et al., 2019). However, academic staff are the group of stakeholders who are trained and qualified to deliver these services in higher education service landscape. The current study is aimed to examine the teaching and learning experience encountered by both faculties and staff during the periods of pandemic crises in New Zealand. Towards this objective, the study adopted the 7Ps of service marketing (Kushwaha & Agrawal, 2015) as a framework to monitor and measure the tertiary student's overall satisfaction. Further, the study examined the academic staff satisfaction based on Hertzberg's popular two factor theory (Herzberg, 1966). In the context of service marketing, provision of quality service to students may be regarded as the single most element in attracting, satisfying and retaining the current and potential students to university campuses. This leads to the investigations involving quality of lectures and teaching effectiveness in higher education (Eberle & Hobrecht, 2021). The design of the courses and methods of delivery are other critical areas that determines customer satisfaction. In the context of higher education, the design of the course structure particularly learning objectives, activities and assignments, interaction and collaborative learning opportunities, play an important role in generating an enjoyable learning experience (Lee & Rha, 2009; Yawson & Yamoah, 2020). Prior research indicates

that academic and administrative support from the institutions were also critical to the learner satisfaction in both online and class room learning environments. These supports include provision of better facilities (Kärnä & Julin, 2015), financial support (Moneva & Jumag, 2020), and academic mentoring. Same as any other business, marketing of services requires promotions. Digital marketing promotions particularly via social media, web and mobile platforms create huge impacts on higher education marketing. For example, students use social media platforms primarily for searching academic information, staying in touch with faculties and other peers, sharing their reviews and learning experiences about various courses and programs (Constantinides & Stagno, 2011). Unlike physical goods that are preproduced in a factory environment, higher education services, are produced in a process in which students (consumers) interact with the teachers, the key personnel involved in the service delivery (Gronroos, 1998). Therefore, student's overall evaluation about the teachers' interaction and effectiveness of teaching, communication, networking and overall delivery of courses are important in influencing student satisfaction (Athiyaman, 1997; Grönroos, 2004).
In tertiary academic institutions, staff satisfaction may depend on two factors: 1) motivators including achievements, recognition, and career growth; 2) dissatisfiers such as working conditions, remuneration, administrative policies, and collegial engagement (Alrawahi et al., 2020).



Figure 1: The conceptual model of marketing higher education

Methodology

The current study employed qualitative research methods as it is well suited for determining how a particular sociocultural action or phenomenon such as delivery of higher educational service operates in an environment (Tetnowski & Damico, 2001). Ten in-depth interviews were conducted among undergraduate marketing students and academic staff members respectively of a well-known tertiary educational institution in New Zealand. Each interview approximately lasted 30-45 minutes. Interview invitations were sent to all students who have enrolled in three online marketing courses during the lockdown period. Out of fifty people invited, only ten of them confirmed their willingness to participate in the data collection process. Subsequently, ten academic staff members who taught online courses during the lockdown were randomly selected from the School of Business and were requested to participate in the project. All interviews were recorded and transcribed for data analyses.

Transcripts were analysed for suitable themes using NVivo version 12 software.

Findings and/or Discussion

Findings from our research revealed many interesting facts about students' and staffs' academic learning experience during the lockdown periods. The study confirmed the importance of service marketing mix in marketing higher education. As shown in Figure 2, students were concerned about issues including course structure, mode of delivery, quality of lectures and tutors, learning experience, opportunities and support systems available whereas academic staff satisfaction revolved around new course developments, familiarity with online teaching platforms, online and offline workloads, recognition and appreciation received from the head of the departments and schools. Like most businesses, quality of product /service offered were found to be most significant determinant of customer satisfaction. Quality of courses offered particularly, course structure, course design and delivery were important for influencing tertiary student satisfaction. The design of course assessments, peer evaluation, course schedules were particularly pointed out signalling the importance of the product quality in satisfying customer needs.

Process and physical evidence were also of concern for students. Both faculties and students were concerned about online learning platforms such as Moodle and Zoom. Online teaching process particularly pre-recorded lectures, live sessions via Zoom, Teams and Google meets, online forums etc. have received mixed opinion from students. While many enjoyed the sessions, some students found them confusing and difficult to meet their learning needs. Regarding the physical evidence, nearly 80% of the respondents expressed positive attitude towards campus-based class room learning compared to remote learning from homes. Our findings revealed that both academic and administrative facilities such as libraries, student learning centres etc. at the campus were highly influential in determining student satisfaction. People were also found to be critical for the service marketing mix in higher education. The study found that customer (student in this case) - employee (academic staff) contact during course delivery has a great influence on student's perceptions of service quality and service encounters. To our surprise, price was not a significant factor in influencing student satisfaction during the lockdown periods. Most students were not bothered about the tuition fees they were paying and scholarship opportunities exist for various courses. The study also identified the need for changing conventional promotional channels in marketing higher education. Our findings indicate that digital marketing strategies particularly over web, mobile and social media platforms would reach more target audience than traditional marketing platforms.

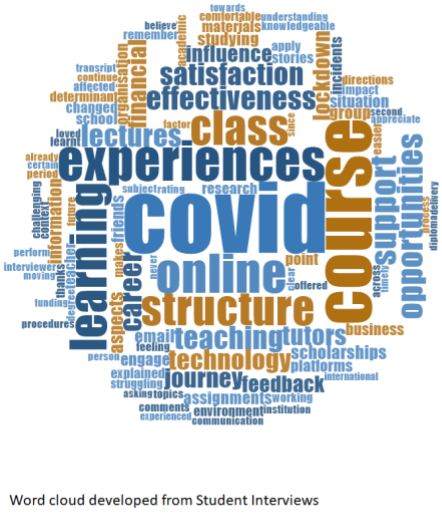
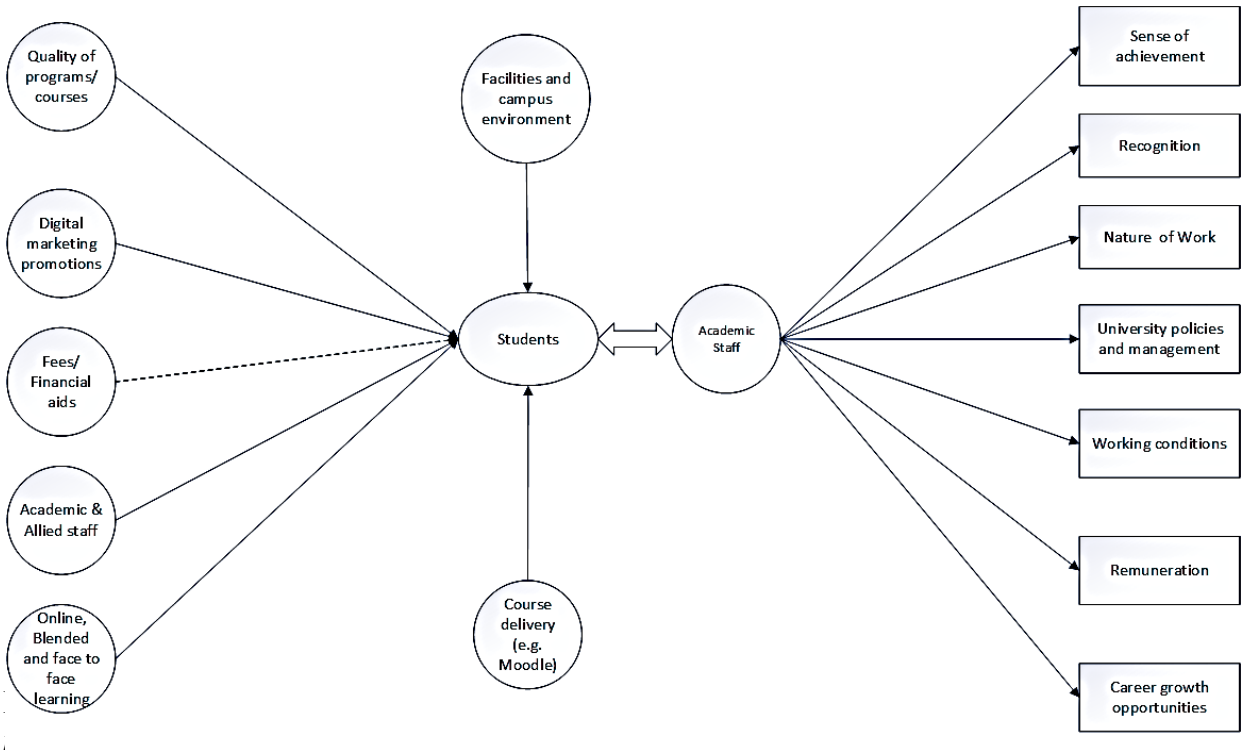


Figure 2: Word cloud based on qualitative research

Our findings also evidenced the applications of Hertzberg's popular two factor theory marketing higher education. Intrinsic motivational factors such as teaching satisfaction, feedback from students, engagement, recognition for their efforts, and career growth were significant in determining academic staff satisfaction. Besides the internal motivators, academic staff were also concerned about the potential job losses due to pandemic, salary and remuneration for overtime work at home due to lockdown, institutions policies regarding health and safety and employee welfare, managers and other work conditions exist in the workplace confirming our model of faculty performance and motivation in higher education. Figure 3 presents our final model of marketing higher education and academic staff satisfaction.



Implications for Theory and Practice

The study has theoretical and practical implications. The findings of our study significantly contribute to a better understanding of the factors affecting the marketing of higher education during and after Covid-19 pandemic. The study found critical evidences of service marketing mix that can be used by higher education providers and marketers to promote higher education among potential target market. Quality of programs and courses particularly the design and delivery of the courses, the skills and capabilities of people involved in course deliveries, service landscape, service delivery platforms, innovative channels of promotion such as social media, were found to be significant in developing student satisfaction. Based on our findings, the study strongly suggest that higher education institutions should strongly invest in service development programs that can strengthen the bond between students and institutions. These findings confirms the literature on relationship approaches in higher education (Bowden, 2011). One of the notable findings of the study is the change in student's perception towards the quality of education received online compared to face to face class room learning. Most students preferred face to face and blended learning due to its opportunities for socialisation and interaction between peers and academic staff members. Therefore, the study recommends educational providers to invest more time and effort in designing online and blended programs

based on their understanding of learner groups, learning outcomes and context of learning (So & Brush, 2008). Regardless of the platforms used for learning (online VS face to face VS blended), students expect care, learning support, friendship, and trust from their educational providers and academic staff. Properly addressing these concerns may lead to enhanced student satisfaction and loyalty, higher enrolments and overall profitability.

Further, the study examined the factors critical to the academic staff in enhancing their motivation and satisfaction during Covid-19 teaching environments. The study found that factors such as nature of work, remuneration, recognition, sense of achievement, career growth opportunities, supervisors / managerial support and interaction were important for boosting academic staff satisfaction and improved performance. Academic staff generally considered new ways of online and blended teaching methods challenging. This might be due to the lack of technology awareness and poor trainings they have received. University management needs to pay attention to these factors in enhancing employee satisfaction and retention rates in tertiary institutions.

The study offers valuable contributions to the current body of knowledge in higher education marketing. Based on the theoretical foundations of **7** Ps of service marketing mix, the study examined the factors critical to the success of higher education and marketing. The study identified the influence of service marketing mix including product, place, promotion, people, physical evidence, and process in higher education marketing. Product quality is found to be the most significant factor in attracting students in higher education. Nearly 90 % of the respondents considered course structure, teaching effectiveness, opportunities for interaction between peers and academic staff members etc. were important in influencing student satisfaction. Surprisingly, price was not a significant factor in satisfying customer needs in higher education in New Zealand. Affordable tuition fees and availability of interest free student loans might have helped the students not to worry about cost of education.

The current study also contributes to the management literature by providing evidences of both internal and external motivations of service providers. Internal factors including sense of achievement, appropriate recognition and appreciation received from colleagues and managers, the nature of the work etc. were found to be significant among academic staff members of higher education. In conclusion, the study examined the perceptions of both students and staff in tertiary education during and after a pandemic situation. As online and blended learning becomes a new norm in higher education environment after the Covid-19 lockdown, our findings and recommendations are expected to help the higher education marketers to develop and implement strategies efficiently.

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Co-creation in Learning: Scale Development and Application

Ava Huijuan Yu, The University of New South Wales
Mark D. Uncles, The University of New South Wales
Veronica Zixi Jiang, The University of New South Wales

Abstract

Despite previous efforts to develop co-creation scales, the distinction between the measurement of the co-creation process and its consequences is not entirely clear. This fact leads to a concern about the content validity of existing scales. In this paper, we use the C-OAR-SE method, which has an advantage over other procedures in terms of content validity, to develop a scale of co-creation in learning. We conceptualize the co-creation process into five dimensions to measure the degree of co-creation. Interviews, focus groups, and expert ratings are used in the scale development process. This rigorous process results in a 16-item scale to measure the degree of co-creation in learning. A pilot study was conducted to apply the new scale and explore factors that impact the degree of co-creation. Our study contributes theoretically, managerially, and methodologically and opens avenues for researchers and learning services practitioners to quantify aspects of co-creation in learning.

Keywords: Co-creation, Scale Development, C-OAR-SE

Introduction

Despite a growing number of co-creation (CC) studies, questions such as evidence of relationships between CC processes and their anticipated outcomes (Verleye 2015) and moderating factors (Oertzen et al. 2018) remain unresolved. Having a valid measurement instrument, which is core in any scientific endeavor (Bearden et al. 2011), enables these unresolved questions to be explored. Considering the importance of the learning economy, we develop a CC scale in the higher education (HE) context. The C-OAR-SE - an acronym for construct definition, object classification, attribute classification, rater identification, scale formation, and enumeration (Rossiter 2002) - is used to conceptualize and operationalize the CC scale. The new 16-item scale distinguishes the CC process from consequences and addresses the need for a scale with a multi-stakeholder lens. Its application adds credence to the adoption of C-OAR-SE and highlights novel features of CC in learning, some of which may impact future theoretical inquiry and educational practices.

Background

CC is defined as the joint creation and evolution of value with stakeholders, who interact with each other on engagement platforms to form an ecosystem of capabilities (Ramaswamy and Ozcan 2014). Knowledge-intensive services (KIS) and tourism and hospitality (T&H) are two of the most intensively studied CC contexts. However, CC scale development has tended to focus on T&H (e.g., Busser and Shulga 2018), not KIS. In response, we argue it is vital to develop a scale for KIS because of the heterogeneity of CC processes in different contexts (Verleye 2015) and the significance of contemporary learning economies for individuals, organizations, and nations (Lundvall and Johnson 1994). CC plays a vital role in the learning economy as solving problems and achieving targets in isolation is no longer normal (Lundvall and Johnson 1994). We choose HE as the context because of its importance in the learning economy (Fethke and Policano 2013) and the appeal for an evidence-based approach in evaluating the performance and contribution of HE services. Specifically, CC in HE is the process of integrating students' resources (e.g., feedback and capabilities) and institutional resources to generate mutual value for both groups (Dollinger, Lodge, and Coates 2018).

The development of CC scales symbolizes the transition from qualitative to quantitative CC studies in recent years. Qualitatively speaking, the core concept in the existing scales varies from being described as CC behavior (Yi and Gong 2013), CC experience (Verleye 2015), or value CC (Ranjan and Read 2016). CC behaviors and consequences are not clearly distinguished in some of the conceptualizations. This situation leads to doubts about the content validity of existing scales. Furthermore, most existing CC scale development papers take a one-sided perspective and have a single stakeholder as the respondent (e.g., Yi and Gong 2013; Verleye 2015) despite CC necessarily involving multiple stakeholders. Aligned with the appeal for valid and reliable measurement of co-created value (Busser and Shulga 2018), a scientific measurement instrument of CC is necessary to fully capture the essence of the concept.

Methodology

The C-OAR-SE method is an alternative to traditional psychometric scale development procedures (Ford et al. 2011). The type of phenomenon and its underlying measurement model determine which approach to use (Bearden et al. 2011). Dealing with CC in the complex HE context makes the content validity of the new scale of utmost importance. Moreover, an in-depth understanding of "customers, employees, work processes, and the underlying properties of metrics themselves" is critical in designing effective metrics (Hauser and Katz 1998, p.517). C-OAR-SE emphasizes the role of experts (i.e., rater entities) in developing a new scale to ensure content and nomological validity (Rossiter 2011). For these reasons, C-OAR-SE is seen as an appropriate approach to develop a new CC scale in HE. We followed a series of rigorous

steps (see *Table 1*) to develop our scale of CC in learning.

Table 1: Steps and Actions in the C-OAR-SE Scale Development Procedure (cf. Rossiter 2002)

Steps	Actions
Step 1 Construct Definition	Initial definition: *CC in learning* is the degree of learning co-creators' collaborative resource investment and involvement to achieve a good learning result or experience, as verified by the learning co-creators themselves.
Step 2 Object Classification	1) Initial one-on-one **interviews** (around 60 mins each) with 24 learning and teaching staff in a Go8 institution, primarily to explore the definition of CC and its key components. 2) Six 90-minute **focus groups**, involving 14 students, five tutors, and 11 lecturers, to explore the OAR of CC.
Step 3 Attribute Classification	3) **Follow-up interviews** (average 17 mins) with each focus group participant to seek extra information. 4) Revised definition: ***CC in learning*** is the degree of dialogue, autonomy, readiness, transparency, and reflection in achieving tangible or intangible learning artifacts, as verified by the co-creators themselves.
Step 4 Rater Identification	The rater entity is co-creators themselves, which fall into the category of group raters. The reliability estimation formula for the combination of a formed attribute and a group rater entity is 100-95%CI (Confidence Interval).
Step 5 Scale Formation	1) **Cognitive interviewing** with 16 raters from the same Go8 institution removes 9 items from the 37-item pool. 2) **Expert ratings** by six marketing scholars from Australia & New Zealand results in a new scale of 16 items. 3) Randomize the item questions. Two types of five-point rating scales are selected for the new scale. The frequency ratings range from never to always; the possibility ratings range from impossible to certain.
Step 6 Enumeration	1) The five options in the rating scales are assigned the scores: 0, 0.25, 0.50, 0.75, and 1.00 in the enumeration. 2) A **pilot study** was conducted in a course at a different Go8 institution using the index to calculate the scores.

Findings

After the six steps of C-OAR-SE, we end up with a new 16-item scale of CC in learning, surveying multiple parties such as students, tutors, and lecturers. The CC in learning is decomposed into five dimensions - dialogue, autonomy, readiness, transparency, and reflection - to measure the degree of CC. ***Dialogue*** refers to communication and conversation among the co-creators. ***Autonomy*** is the independence of co-creators and their level of freedom in participating in CC. ***Readiness*** highlights the co-creators' preparedness of CC. ***Transparency*** entails clarity in the information flow, such as the clarity of guidance and expectations in learning services. ***Reflection*** is defined as a reflective evaluation of the dialogue, autonomy, readiness, and transparency, focusing on their presence and related feedback channel.

The pilot study applies the new scale within a single course. It examines a few potential CC degree moderators (e.g., the *language barrier* in learning) that emerged from the interviews and focus groups in the scale development process. With a response rate of 16%, we got 70 valid responses (66 students and four facilitators) from the selected course. The 95%CI around the observed CC degree is ± 4%. Hence, the reliability of the new scale is 92% (100-8%), following the reliability estimation formula (Rossiter 2002). Early results imply that the *language barrier* is negatively related to *Autonomy* ($p=.01$, $R^2=.10$) and facilitators' *CC degree* ($p=.02$, $R^2=.09$). These results hint at the value of exploring moderators in future studies.

Contributions and Implications

This study conceptualizes CC processes in a learning context and develops an aligned and parsimonious scale to measure CC degree. Theoretically, the study deepens our understanding of CC by applying a multi-stakeholder lens. It also adds to the literature by examining potential moderators of CC. Managerially, confidence in the metric empowers the organization to make the right decisions (Hauser and Katz 1998). Our CC conceptualization helps the learning services practitioners to optimize CC management for better services results. Methodologically, researchers argue that C-OAR-SE is used either superficially or contradictorily (Sarstedt et al. 2016). In contrast, we deployed C-OAR-SE rigorously as an alternative to traditional psychometric methods, lending credence to its future application. Finally, the ready-to-use scale provides fresh avenues for future research. The new scale enables investigations of a range of factors that might impact CC processes. We also recommend a longitudinal design for future studies as value creation is shaped and re-shaped over time (Keeling et al. 2021).

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Service Marketing

Limited Functionality of Frontline Service Robots – an Experimental Study

Amelia Amelia, University of New South Wales
Christine Mathies, University of New South Wales
Paul G. Patterson, University of New South Wales

Abstract

With the capabilities of frontline service robots (FSR) still developing, companies need to consider the effects of FSR's service failures on customers' experiences and how to best minimise negative effects. This experimental study investigates the effect of a service failure incident on evaluative responses (i.e., perceived competence of the FSR and psychological comfort of the customer), and their subsequent effect on customer acceptance of FSR. The results indicate that locus of attribution and social presence play an important role: internal attribution (vs external attribution) and high (vs low) social presence displayed by FSR generate more positive evaluative responses following a service failure incident. The effects, in turn, influence customer acceptance of FSR. The results also support the moderating effect of perceived failure severity on the link between locus of attribution and evaluative responses. The discussion includes implications for managers to improve the delivery of services that involve FSR.

Keywords: Locus of Attribution, Social Presence, Frontline Service Robot

Donating Blood to a Robot: A Framework for Artificial Intelligence Based Blood Donation Process

Nadia Antti, University of Waikato

Abstract

This study explores the integration of Artificial Intelligence (AI) implications into blood donation services and develops an understanding of donors' engagement in this process. It presents an empirically derived framework─ the AI-based Blood Donation process (AIBD) for integrating AI into the blood donation process and fully transforming it from human-based transactions to robotic interactions. It illustrates the application of four AI implications: mechanical, analytical, intuitive, and empathetic intelligence, in different stages of the blood donation process, explaining which AI should be used at each stage. By drawing on a sample of 24 donors and semi-structured interviews, findings reveal the use of different AI implications to engage customers based on considerations of health and safety risks associated with the COVID-19 pandemic. The paper concludes by providing research implications and practical guidelines for blood donation agencies to leverage the advantages of AI.

Keywords: Artificial Intelligence, Blood Donation Process, Covid-19 Pandemic

1. Introduction

The global COVID-19 Pandemic has caused the blood collection agencies (BCAs) around the world to operate under unprecedented conditions. Blood donations in many countries are insufficient to cover the high transfusion needs arising from the Pandemic and various surgery and health issues (e.g. thalassemia, cancer treatment). This shortage could be the result of increasing demand and decreased donation opportunities (e.g. donor cancelations) (Kim, Kim, Badu-Baiden, Giroux, & Choi, 2021). Studies (e.g. Haw et al., 2020; Kim et al., 2021) suggest that anxiety and fear of contracting COVID-19 were key reasons why people did not, or would not, donate. Donor behaviour research faces the challenge of transforming various factors and practices, including changing collection processes and practices, and firming the social restrictions amongst other measures. This study develops a strategic framework for fully incorporating Artificial Intelligence (AI) into the blood donation process during, and post, Covid-19 Pandemic.

In recent times, AI has been increasingly utilised in services constituting a major source of innovation (Rust & Huang, 2014). AI has been defined as 'machines that exhibit aspects of human intelligence. AI can learn, connect, and adapt based on self-learning and connectivity (Huang & Rust 2021, p. 31). Service robots are 'technology that can perform physical tasks, operate autonomously without needing instruction, and are directed by computers without help from people' (Colby, Charles, Mithas, & Parasuraman, 2016,p.1). So far, there has been a lack of study exploring the full automation of blood donation agencies/services based on artificial intelligence. Specifically during the Covid-19 Pandemic, when the need to minimising human-to-human contact is of prime significance to control the spread of the disease. This study addresses this research gap by exploring applications of artificial intelligence in blood donor services. This study answers the important questions: how, and to what extent should blood collection service be provided by AI, and how will this use of AI can reshape blood donors' engagement in the process? The study develops a framework to describe and predict the way AI is likely to replace the human intelligence (HI) based tasks and jobs transform the ways blood banks and donor service are provisioned. In doing so, it presents an empirically derived framework involving mechanical, analytical, intuitive, and empathetic intelligence at different stages of the donation process. The blood donor experiences and engagement, in the provision of service across the four intelligence, are then analysed. This study contributes to the literature by proposing innovative ways in which AI can facilitate the blood donation process and enhance productivity. The implication of the framework can facilitate reducing the spread of the disease, well inform the public health campaigns, and facilitate establishing loyalty and donors' return.

In the past, blood donor motivation has been the focus of attention of scholars (e.g. Bednall, Bove, Cheetham, & Murray, 2013). While the increasing applications of AI into services open up new opportunities and ways of reshaping health services, there has been limited application of AI into blood donor services. However, with the rise of Industry 4.0 underpinnings, followed by an important AI typology for services, there is a need for scholarly contributions in understanding the implications of AI in BD services. In addition, donor's preference for human service or robot service in the context of a health crisis, such as COVID-19, is yet to be adequately examined in the literature. To date, AI and blood donor literature are largely investigated in isolation, yielding a paucity of insight into their interface. This study fills these gaps by developing a framework to understand the implications of AI into BD services during the Covid-19 Pandemic and also explains donors' engagement at different stages of the process.

2. Background

2.1.Donor Engagement

Customer engagement has received considerable attention from scholars (e.g. Brodie, Hollebeek, Juric, & Ilic, 2011;(Bowden, 2009). Patterson et al. (2016) describe customer engagement as 'the level of a customer's various presence in their relationship with the organisation. The presences include physical presence, emotional presence, and cognitive presence' (p.1). It is a psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service (Bowden, 2009). Customer engagement is conceived as consisting of three dimensions cognitive, emotional, and behavioural (Brodie et al., 2011). The cognitive dimension denotes the level of customer concentration on a focal engagement object, such as a brand/organisation, the emotional dimension of engagement refers to a customer's sense of belonging to the organisation/brand. Whereas, behavioural dimension delineates a customer's level of energy and mental resilience in interacting with a focal engagement object, often followed by loyalty or return behaviour (Brodie et al., 2011). This study views the engagement concept from the perspective of regulatory engagement theory (Higgins,2006). RET proposes that value is a motivational force experience (Lewin, 1951). A positive value from experiences derives attraction toward it whereas experiencing something as having negative value ends the relationship. In the light of RET, this study draws on the Theory of Planned Behavior (TPB) (Aijzen, 1991). TPB entails that the decision to donate depends on a positive outlook towards blood donation (attitude), perceived social pressure to donate (subjective norm), and beliefs that donation is under the individual's control (perceived behavioural control) (Bednall et al., 2013)**.**

2.2.Integrating AI into Donor Engagement Process

AI is increasingly utilised in service and considered a major source of innovation (Rust & Huang, 2018). AI machines have automated many parts of our lives, for instance; customer service is managed by self-service kiosks such as automated teller machines**.** Such developments declare that we are in the fourth industrial revolution in which technology is erasing the boundaries between the physical, digital, and biological spheres (Schwab, 2017). Customers have been found to have a positive disposition towards robots because of their functionality, efficiency, and ease of use of robots (Kim et al., 2021).

In this respect, Rafaeli et al., (2017) has proposed a three-generational framework for technology innovation. It constitutes automated technology, thinking technology, and feeling technology—illustrating how different technologies can be used for different goals in the frontline service context. This framework was further refined by Huang and Rust (2018) into four AI implications: mechanical, analytical, intuitive, and empathetic intelligence. Mechanical AI is designed to have limited learning and adaptive ability to maintain consistency. Analytical Intelligence is about information processing, logical reasoning, and mathematical skills This AI mainly uses algorithms to learn iteratively from data to find insightful information (Sternberg, 1999)**.** Empathetic Intelligence is the ability to recognise and understand people's emotions. It describes a machine that can feel or at least behave as though it has feeling. Intuitive intelligence is the ability to think creatively and adjust effectively to novel situations, it learns from experience (Huang & Rust, 2018).

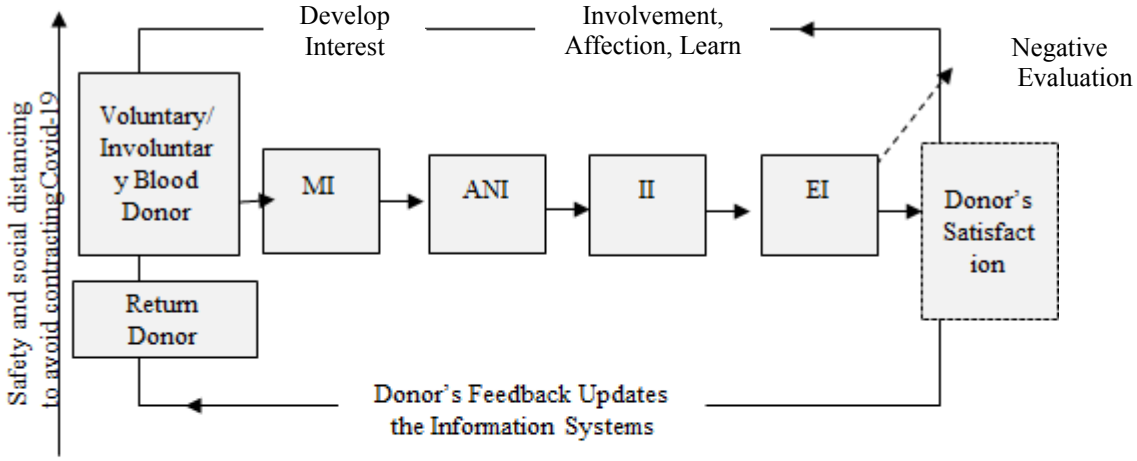
3. Methodology

For the purpose of this study, semi-structured interviews were conducted. As these allowed experiences and meanings to be explored in greater depth, and also enabled the researcher to clarify understanding of the respondents' views. The participants comprised both voluntary and involuntary blood donors. The most suitable sample for this study was non-random (purposive) because specific individuals – those with knowledge about the blood donation process – had to be selected, to get a cross-section of opinions from various internal and external perspectives. In selecting the blood donors, the technique of snowball sampling was used whereby one selected person willingly proposed the name of a potential respondent. Thus, a sample of 24 participants was obtained, out of which 19 were regular voluntary donors and 5 were involuntary donors. Interviews were conducted online using Zoom software and were scheduled by contacting the participants by telephone and email. In the initial introduction, the purpose of the study and a brief overview of the methodology were revealed. The process for automated blood donation was explained. Once the person expressed willingness to participate, the interview was conducted. Each interview lasted between 20-25 minutes and all information volunteered by participants was used for analysis. The interviews were transcribed manually. Pseudonyms have been used in place of any names to protect participants' identities. Analysis was done by using thematic analysis and employing qualitative data analysis software QSR NVivo-11. The transcripts from the interviews were uploaded into NVivo in MS Word files format. The data were analysed through the identification of recurring themes. In doing so, the communication structure of the data was recognised, data was read and re-read, and sub-themes were identified from the data. The sub-themes were re-examined, merged, and split to obtain more well-defined final themes to indicate the flow of the four bits of intelligence in the process based on their functionalities. It also helps identify the activities that can derive donors' interest at each stage of the process, such as, problem-solving. Based on the analysis, a framework AI-based blood donation process was developed.

4. Findings and Discussion

Findings revealed that due to the Covid-19 pandemic, the perception of possible contagion has influenced donors to undertake risk-averse behaviors, such as avoiding human-staffed BCAs. The significant uncertainty has caused a greater preference for robot-staffed (vs. human-staffed) because they are perceived to pose less exposure to the virus. Specifically, when donors have a relatively high perceived threat based on a pre-existing health condition. Hence, a strong preference for a robot-staffed (vs. human-staffed) BCA was prominent in the data when the perceived threat of COVID-19 is high (vs. low).

Previously, scholars (e.g., Dabholkar & Bagozzi, 2002) examined customers' attitudes toward technology-based services and found negative perceptions of non-human services. In contrast, this study found that donors who had a high desire for health safety while donating blood have a higher likelihood of using a technology-based service. Findings showed that certain factors such as awareness of need, cultural values, and altruism were motivating factors to donate in the context of the Pandemic. However, findings further showed that individual donor's interactions with self-service delivery options vary based on demographics (age, gender), technology readiness, and know-how. For instance, some donors might find the computerise systems hard to use/understand and may require human assistance. At the same time, concerns such as the risk of errors in the computer systems, dependence on the robots, and insecurity of data were highly reported in the data. Based on the empirical analysis, a framework AI-based blood donation process (AIBD) has been derived.



Mechanical Intelligence (MI)	Analytical Intelligence (ANI)	Intuitive Intelligence (II)	Empathetic Intelligence (EI)
Meet/ Greet Health Checks: heartbeat, weight Attention, physical	Clinical support system, Donor problems, enthusiasm, Human intelligence required	Collect Blood, Perform Diagnoses, Vigour, participation	Emotional support, queries, information, emotional, Human intelligence required

Figure 1: Framework for AI based Blood Donation Process

5. Framework for AI-based Blood Donation Process (AIBD)

The AIBD framework elucidates the integration of AI at different stages of the blood donation process. Figure 1 illustrates the four main stages of the process and integration of AI at each stage. This AIBD framework addresses the critical strategic decision that BCAs need to make that is when to use AI in the different stages of the donation process as opposed to human intelligence (HI). The AI-based blood donation (AIBD) framework answers this question as it illustrates the four AI applications in the different stages of the process. The first stage illustrates the application of Mechanical Intelligence (MI) which concerns the ability to automatically perform routine, repeated tasks. The MI can be applied to greet the donor on arrival through scripted content. It will also perform initial health checks and provide scripted responses to simple customer issues, listen to the heartbeat, check pulse, and read/write medical records. Automated intelligence is applied at the second stage to perform complex, yet systematic, consistent, and predictable tasks; such as to determine and record the blood groups of individual donors. Also, search for customer health records and any existent health condition to analyse the eligibility of the donor to donate blood. Intuitive AI is experiential, it will empathise and communicate with patients for emotional support and solutions. It can understand the symptom and diagnosis of any disease or problems in blood samples. For example, if a customer has an existent health condition, which does not make him suitable to donate blood, then intuitive intelligence would not register the customer as a donor and discontinue the process. The MI and Automated intelligence involve the cognitive/absorption dimension (concentration and participation) (Patterson et al., 2016) of donors' engagement in the process. The application of empathetic intelligence (EI), at the fourth stage, is the most advanced generation of AI, and current applications to service are still very few. Therefore, not much of this could be applied to the donor processes at this stage. However, it can answer customer queries based on the

information available in its database. The donor could ask a real question and get an immediate answer, just as if he is talking to a person. However, once the donor records and assessment are cleared the II robot command collects the blood, and EI provides any further information, the donation process is complete. On the other hand, if the health assessment failed the donor would not be registered by MI. The findings also showed that donor's willingness to engage in the interactions with machines and to donate was influenced by certain socio-demographic, physiological, and psychological factors. These include age, physical and mental health conditions, and family and social influences.

6. Conclusion

This study aimed to explore how the blood donation service be integrated by Artificial Intelligence (AI), and in what ways this use of Artificial Intelligence can reshape blood donor's engagement in the process. This article develops a strategic framework for the AI-based Blood Donation process (AIBD) to demonstrate the application of four AI implications: mechanical, analytical, intuitive, and empathetic intelligence, into the blood donor process. This framework lays out guidelines of how to use different AI implications (as opposed to HI) to engage donors in this automated process to avoid the risk of contraction and spread of COVID-19 disease.

6.1.Implications for Theory and Practice

Given that the COVID-19 pandemic has been dramatically changing many aspects of health services, the current study's findings provide useful practical implications. The AIBD framework addresses the critical strategic decision that BCAs need to make: When to use which AI in the process as opposed to HI. Enhanced insights into AI and engagement are expected to be valuable for marketing scholars and practitioners seeking to enhance donor relationships, retention, and loyalty. As illustrated in the AIBD framework, the BCAs should integrate AI to avoid the risk of COVID-19 spread within the community and especially among the donors who have pre-existing health conditions. The framework can also well inform the public health campaigns, and facilitate establishing loyalty and donors' return. However, BCAs need to provide clear instructions and guidelines to lower barriers to donors, to successfully implement and commercialise AI-based blood donation services. Findings also show that service robots are preferred by customers who have a high perceived risk of the pandemic. Thus, managers and marketers can apply the AIBD framework to identify donors' demographics and attributes associated with their health and safety risk perceptions and incorporate automated AI-based donation systems.

6.2.Research implication

Future researchers can develop new algorithms and models that can accommodate variability in the blood donation service without losing efficiency. There is scope to develop large-scale quantitative studies to test/validate the findings of this study and/or conduct experiments for more specific insights. Future research can be conducted as a quantitative investigation on the application of the AIBD framework in different health services. Many applications of AI such as feeling AI-enabled renationalisation and algorithms are still in development phases, thus, more studies are needed to fully execute it. Moreover, developing an acceptance index can provide a rich diagnostic context to understand donors' acceptance for the four AI implications illustrated in the framework.

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Facebook Funnies: Humour in Organisational Complaint Responses

Christine Armstrong, University of Newcastle
Alicia Kulczynski, University of Newcastle
Stacey Baxter, University of Sydney

Abstract

Humour is used by firms in consumer-firm communications to convey familiarity, foster consumer engagement and enhance consumer-brand bonds. The use of humour by firms in response to consumer complaints made via social media, however, can present risks for the firm if the humour is not well-received. Across three experiments, we demonstrate that the mirroring of humour/non-humour in firm complaint responses can generate psychological comfort in Virtually Present Others (VPOs) and improve attitudes towards the firm. Moreover, we show that severity of service failure acts as a boundary condition to the effect, in that, in the event of a high-severity service failure, the positive effect of mirroring humor is diminished. This research finds that humorous/non-humorous mirroring can be used to build comfort on social media and improve consumer attitudes, as well as decrease NWOM. However, the use of humor in complaint responses involving high-severity service failures should be avoided.

Keywords: Complaint Management, Social Media, Psychological Comfort

Value Co-Creation and Temporality in Frontline Services

Sarah Dodds, Massey University
Andrew Murphy, Massey University
Sandy Bulmer, Massey University

Abstract

Frontline interactions in services are crucial for facilitating value co-creation, particularly in service systems that are complex, recurrent and involve rich interfaces. Yet, little is known about the temporal nature of interactions and the process of value co-creation in 'high touch' service encounters. Multilevel data is gathered from two studies set in an SME private healthcare sector to explore value co-creation and temporality. Study 1 utilises a case study approach to investigate the perspectives of frontline service staff. Study 2 explores consumer experiences of value co-creation utilising a three-phase qualitative longitudinal research protocol. We uncover nine dimensions of time critical to co-creating value between consumers and frontline staff. We develop a temporal framework depicting the iterative and transformative relationships between healthcare service providers and consumers and contribute to theory by conceptualising temporality in the context of value co-creation in the service literature.

Keywords: Temporality, Value Co-creation, Service Encounters

How Gun Control Policies Influence Retailer Evaluations

Frank G. Cabano, University of Texas at El Paso
Amin Attari, NEOMA Business School
Elizabeth A. Minton, University of Wyoming

Abstract

This research investigates how the adoption of a gun control policy by a retailer influences consumers' brand favorability. Across three studies, this research documents several findings. First, we find that the adoption of a gun control policy by a retailer increases consumers' brand favorability. Second, we highlight a boundary condition to this effect, such that a gun control policy actually decreases consumers' brand favorability for people high (vs. low) in support for gun rights. Third, we show that value congruence (i.e., the alignment between a consumer's own personal values and perceptions of a brand's values) is the psychological process underlying these effects. Finally, we generalize the focal effects to a real world brand and, most interestingly and unexpectedly, demonstrate that the adoption of a gun control policy increases brand favorability for consumers low (vs. high) in patronage behavior of the brand.

Keywords: *Gun Control, Gun Control Policy, Retailer Evaluations*

Subtle Personalisation Failure and Service Recovery

Pingping Qiu, Monash University
Jiemiao Chen, Monash University

Abstract

With three experiments, the current research identifies one type of subtle service failure in personalisation and examines its impact on service evaluations. The current research the literature on emotional regulation and impression management and identifies a personalisation failure that elicits embarrassment emotion, which then negatively impacts service evaluations. Moreover, we integrally explore the various factors that may affect the effectiveness of the recovery of such subtle service failures, such as the types of recovery (server- vs. customer-initiated, direct vs. indirect), the awareness of recovery efforts, the timing of service evaluation, and emotion regulation. The paper contributes to the service literature by scrutinizing the nuances of subtle personalisation failure and recovery, as well as generates insights for frontline service providers by noting the impacts of contextual factors in service encounters.

Keywords: Personalised Service, Service Failure, Service Recovery

AI-Chatbots – An Emerging Form of Service Agents

Terrence Chong, University of New South Wales
Ting Yu, University of New South Wales

Abstract

While recognizing the importance and potential benefits of including AI-chatbots as part of service offerings, this conceptual paper highlights the differences between AI and human agents in building relationships with customers. The use of AI-chatbots at the current stage focuses on their functional roles for solving routine and standard questions, we however argue the importance of building relationship between AI-chatbots and customers. We propose promising research directions and theories which may be applied as a way to move forward. First, researchers may work on making AI-chatbots more accountable, which may help to minimize consumers' averse behaviours toward them. Second, explore how different designs of AI-chatbot features may help the building of customer trust in AI-chatbots. Third, we pose the possibility of building rapport between customers and AI-chatbots during service encounters, which will expand the traditional rapport framework.

Keywords: AI-Chatbots, Trust, Rapport

Organisational Frontline Participation – Towards An Extended Framework

Zahra Daneshfar, Curtin University
Aswathy Asokan-Ajitha, Indian Institute of Management Amritsar
Piyush Sharma, Curtin University
Russel Kingshott, Curtin University

Abstract

As technology-facilitated transactions have become an integral part of firm service delivery, it is important to understand the influence of various types of interfaces on the satisfaction of customers. This research extends the organisational frontline research by developing a conceptual framework using the sociotechnical systems and intelligence theories. We propose organisational frontline participation types affect customer satisfaction which is mediated by personal connection quality and moderated by service complexity. We also propose that customer-level, employee-level, and organisational-level CQ predict customer satisfaction which mediated by personal conncetion quality and moderated by customer ethnocentrism. These propositions help managers better understand the influence of organizational frontline participation types on customer satisfaction and plan the service encounters more effectively. It also indicate cultural intelligence will help to optimise the service-related outcomes.

Keywords: Self-service Technology, Personal Connection Quality, Cultural Intelligence

Mobile Payment Services in Hospitality and Tourism

Aditi Dang, Jagdish Sheth School of Management
Sayantan Khanra,Narsee Monjee Institute of Management Studies

Abstract

In the post-COVID-19 era, behavioral changes among the hospitality and tourism consumers may favor the adoption of human-contactless services, such as mobile payments. However, the existing literature on how hospitality and tourism service providers are enhancing payment experience for their consumers is scattered. Therefore, structuring the literature on mobile payment services in hospitality and tourism sector is of contemporary importance. The present study performed a co-citation analysis on 168 articles to identify important thematic areas in the extant literature. Consequently, this study synthesized the insights from prior literature in three thematic areas. The first theme encompasses trends in transactions, including consumers' purchase intention from one-stop-shops, mobile tourism platforms, ancillary service providers. The second theme highlights the trust on technology, referring to service authenticity, privacy and security concerns, and trust on service provider. The third theme captures consumers' attitude toward technology innovations, in general, in hospitality and tourism sector.

Keywords: Bibliometric Analysis, Digital Economy, Online Payment

Introduction: Mobile payment services hold promising potential to boost sales of personalized offerings to hospitality and tourism consumers (Morosan, 2014). However, there is a paucity of research to summarize existing knowledge about the use of mobile payment services in hospitality and tourism sector. The present study is dedicated to addressing the research gap with a co- citation analysis of prior research. This study synthesized the insights from prior literature in three thematic areas related to trends in transactions, trust on technology, and attitude toward innovation, respectively. As one of the earliest bibliometric analyses of the literature on mobile payment services in hospitality and tourism, this study has organized the fragmented literature to help future researchers navigate the field.

Background: The hospitality and tourism sector witnessed an unprecedented breakdown amidst the COVID-19 pandemic (Krishnan et al., 2020). Recovery from the breakdown may involve irreversible behavioral changes among the hospitality and tourism consumers (Deloitte, 2020; Sigala, 2021). On one hand, the low cost per transaction, high mobility, and convenience for consumers have promoted the mobile payment service providers to connect better with their consumers and create value for different stakeholders (Agag & Masry, 2017). On the other hand, hospitality and tourism consumers are found to postpone the adoption of mobile payment services (Khanra et al., 2021a).

Methodology: The literature selection for a bibliometric analysis followed three sequential stages for scanning, curating, and reporting a sample profile (Khanra et al., 2020). The publications relevant to this study were found by searching through all fields of the Scopus database using the pre-determined search string ((mobile AND payments) AND (hospitality OR tourism)) (Khanra et al., 2021b). This search conducted on 15 April 2021, identified 2952 articles published in Scopus listed journals available in English. Next, we restricted the source titles appearing with the search results to journals related to hospitality and tourism area. Subsequently, our final sample of literature included a total of 168 articles. Further, Semantic similarity is calculated from the modularity index, which is based on the intensity of the intra-cluster links relative to the inter-cluster links in the Louvain algorithm (Khanra et al., 2020). Further, the prestige of publications may be explored using an augmented PageRank algorithm originally proposed by Brin and Page (1998). This algorithm prioritizes publications that are co-cited with highly co-cited publications following an iterative process from a probability distribution of publications (Khanra et al., 2021c).

Findings: Using the modularity tool in Gephi software it is found that articles (nodes) in our sample are co-cited in 1123 combinations (edges). However, three major clusters comprising of a total of 68 nodes capture 86.73 percent of the network (= 974 edges) of co-cited articles. The five most prestigious articles from each of the three major clusters are discussed. Thematic areas connecting these articles were identified from a content analysis of the prestigious articles. Thematic areas for Cluster 1, Cluster 2, and Cluster 3 are related to trends in transactions, trust on technology, and attitude toward innovation, respectively.

Implications for Theory: Technology Adoption Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Trust Transfer Theory, Stimulus-Organism-Response (SOR) Framework, Valence Theory guided prior studies in the present context. Our framework connects the extant knowledge on the research topic within a simple framework.

Implications for Practice: Service providers have realized the multifaceted value connected with the different emerging technologies in tourism and hospitality sector (Shi et al., 2020). Standardization can be maintained thereon, and the managers can train their taskforce for

creating seamless personalized experiences or for those instances when technology fails to live up to the expectations. Real time decision making may be observed in booking and paying for itinerary during their travel (Morosan & Bowen, 2018), and providing tailored recommendations to the tourists based on their present location to suggest for nearby tourism products and services (Hew et al., 2018).

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Didn't You Hear? They've Been Cancelled!

Slade Richardson, University of Adelaide
Rebecca Dolan, University of Adelaide
Jodie Conduit, University of Adelaide

Abstract

Cancel culture has recently emerged as a prevalent social movement. Online spaces represent a powerful and often unfiltered platform where consumers engage with one another. This research focuses on cancel culture behaviours in the music industry. In this industry, artists have had their career trajectories altered by cancel culture as consumers continue to demand and enforce a higher degree of transparency and accountability. Despite the influential power that cancel culture holds for artists and consumers alike, there is little exploration in existing literature. We position cancel culture as a powerful form of customer engagement. Specifically, we explore cancel culture as a form of collective, negatively-valenced customer engagement. In doing so, we draw upon examples of cancel culture in practice to contribute to the emerging academic discourse on customer engagement as a collective phenomenon.

Keywords: Cancel Culture, Music, Collective Engagement

Role of Life-satisfaction on Purchase-happiness and Purchase-satisfaction with Moderation Impact of Self-control

Johra Kayeser Fatima, University of Canberra

Abstract

Considering bright or dark side of unexpected connections between general of life satisfaction to specific marketplace outcomes, aim of the study is to explore the influence of consumers' life satisfaction on frontline rapport, purchase-satisfaction and purchase-happiness with moderation impact of consumers' self-control. Partial Least Square based structural equation modelling was used to analyse the survey data on 252 Australian service consumers considering that services demand more consumer-employee rapport than product purchase. While the level of consumers' life satisfaction does not influence rapport with frontline employees and their purchase satisfaction, it significantly impacts on consumers' purchase-happiness. Also, intensity of consumers' self-control moderates the relationship between consumers' perceived rapport level and its impact on their purchase happiness. Practitioners can use these findings to design future promotions focusing on service consumers' purchase-happiness and rapport building strategies can customized to high self-control consumers to maximize their purchase-happiness.

Keywords: Frontline Rapport, Purchase Happiness, Purchase Satisfaction

Consumers' Resistance to Humanoid Social Robots

Jorge Carlos Fiestas Lopez Guido, University of Queensland
Peter Popkowski-Leszczyc, University of Queensland
Nicolas Pontes, University of Queensland
Sven Tuzovic, Queensland University of Technology

Abstract

The emergence of humanoid-social robots (HSRs) is one of the most important developments in retail technology that enhances the in-store customer service experience. HSRs are increasingly deployed alongside human staff to interact with consumers creating a multi-species retail environment. Prior studies have shown that HSRs' physical, behavioural, cognitive and emotional characteristics allow them to have human-like mannerisms, facilitating consumer-robot social interactions. However, scholars argue that research is needed to learn more about the barriers to the acceptance of HSRs. Interactions between humans and non-humans are complex, especially when humans interact with artificially intelligent agents that could trigger human bias and fears that result in rejection derived from speciesism, technophobia and identity threat. Therefore, this research provides a theoretical framework to understand the extent to which consumer fears and biases towards HSRs moderate human-robot interactions in a retail context.

Keywords: Humanoid-social Robots, Human-robot Interactions, Barriers for Acceptance

Obstacles for the Adoption of Smart Services

Kenneth H*ä*decke Chemnitz University of Technology
Cornelia Zanger Chemnitz University of Technology

Abstract

The last years impacted by the COVID-19 accelerated the technologic revolution and caused an increased use of technologies. In a time of growing interest on digital service solutions, this paper gives an impression of concerns consumers voice toward smart services in an automotive context. The data sources for the first study consist of transcribed interviews and secondary data, which have been analysed by using the grounded theory. The key findings illustrate the major obstacles which stand in the way of further consumer acceptance of smart services. A second study focused on the influence of videos to enhance the perceived transparency and control to increase the trust in smart services. A questionnaire with a within subject design was used and the data was collected from 1004 individuals. This study shows that video clips increase the perceived transparency and control. This paper offers concrete recommendations for action on business and research.

Keywords: Smart Service, Obstacles, Transparency

Introduction and Research Aim

2020 and 2021 were characterised by the Coronavirus crisis which expedited the digital revolution, leading consumers to accept the necessity of using much more often technologies in their every day's life. This openness towards technology paves the way for the development of new digital as well as smart service ideas, which leads to a steady connection between the service provider and customer and strengthens their relationship (Paschou et al., 2018; Hädecke, 2021). The connectivity of products and the arising connection result in a giant data basis for manufacturers and service providers. Depending on how the data get used, companies have the opportunity to screen their customers and to customise their offers. A more frequent use of sensors and vehicle data collecting via GPS and wireless internet will especially lead the automotive industry into offering predictive service solutions such as smart car workshop services. These services are based on mass data analysis and the permanent connection between the vehicle and all concerned parties (Hädecke and Zanger, 2019). Nevertheless, a successful implication of these new services is based on the understanding of customer concerns and expectations and the ability to derive concrete measures to satisfy customer needs. Hädecke (2021) described five different consumer acceptance categories depending on their individual expectations of smart service and gave a first overview about adoption barriers. This paper should increase the understanding of individual fears in conjunction with the adoption of smart services. Furthermore, previous research described transparency as an efficient tool to decrease fears and to increase the initial trust in smart services (Hädecke, 2021; Hädecke and Zanger, 2021). Also in his qualitative study, Hädecke (2021) offered the recommendation for action to create video content to enhance the perceived transparency.

Therefore, the aim of this study is:
To explore concrete concerns and obstacles of consumers towards adopting smart services in the example of the automotive industry. Furthermore, this study attempts to increase the perceived firm transparency and perceived control by using video clips. In addition, it should find practical implications for companies to increase the customers trust in the service.

We address three research questions in line with this aim:
RQ1: What are the main obstacles of consumers adopting smart services?
RQ2: Do video clips influence the perceived firm transparency and perceived control of smart services positively?
RQ3: What opportunities do companies have to increase the acceptance of smart services?

Background

In 2005, the term smart service first occurred in literature and the first characteristics of smart service were described (Allmendinger and Lombreglia, 2005). Further publications spoke of terms such as remote service (Wuenderlich, 2009), smart interactive services (Wuenderlich et al., 2013), smart retailing (Priporas et al., 2017) or service 4.0 (Hädecke and Zanger, 2019). Hädecke and Zanger (2019) compared smart services with service 4.0 and came to the conclusion that smart services reflect a theoretical perspective while service 4.0 is used for a more practical perspective of future services. Only in 2019 Kabadayi et al. characterised smart services as mainly data-driven and an anticipated service, which fulfils customer's needs even before they occur. Furthermore, Kabadayi et al. (2019, p. 330) firstly defined smart services as: *"... personalized and pro-active services that are enabled by the integrated technology and intelligent use of data that can anticipate and fulfill customer needs at specific times and/or locations based on changing customer feedback and circumstances.*" Further publications focused on influences of the acceptance of smart services or smart home and which distinction can be drawn between technical and non-technical influences (Allmendinger & Lombreglia,

2005; Hubert et al., 2018; Klein et al., 2018). Empirical studies identified different influence factors of the intention to use smart home applications and overall security risk could be recognised as the main predictor of the total risk perception of smart service (Hubert et al., 2018). In addition, Chouk and Mani (2019) could prove that consumer-lifestyle factors such as "mobiquity" (mobility and ubiquity) and self-image congruence have a positive influence on the resistance to smart services and even reduce the resistance. On the other hand, perceived security, complexity and general scepticism toward internet of things strengthen consumer's resistance to smart services (Chouk and Mani, 2019). Furthermore, literature reflected that assurance, transparency and controllability influence the perception of technologies and services with self-tracking components (Paluch & Tuzovic, 2019; Hädecke, 2021). Further investigations defined 25 mostly non-technical barriers for smart services which focus the perspective of manufacturing companies (Klein et al., 2018). On the one hand, Klein et al. (2018) describe barriers which can be assigned to the business context such as insufficient service solution development process, unclear value proposition of service solutions or unclear legal status of data ownership. On the other hand, they include some customer focused barriers which are customer's fear of losing control over information or customer's unwillingness to outsource. In addition, Hädecke and Zanger (2021) developed a structural model in their empirical study, which described perceived firm transparency as a major influencing factor for initial trust.

Overall, it can be seen that the smart service research has moved even more to the centre of scientific and entrepreneurial interest. The understanding of concerns and issues of customers can lead to higher satisfaction and acceptance, resulting in loyal customers and rising revenues. Consequently, this research explores in depth, what is keeping them from using smart services and how video clips may influence the perceived firm transparency.

Research Methodology

To reach the aim of the study, we have chosen the setting of a smart car workshop. This setting was selected because there is a common understanding of car workshop services and its processes. Furthermore, this sector offers various possibilities of creating smart services regarding digitalisation, connectivity and automation (Hädecke and Zanger, 2019).
To explore the obstacles for the acceptance and adoption of smart services in car workshops, we analysed 21 verbatim transcripts of semi-structured interviews (Silverman, 2006) which took place in April and May 2020 and got used for previous research on the theme of expectations of smart service customers in the automotive sector. The probands of the interviews aged between 18 and 82 come from twelve different states of Germany and have diverse levels of education. In addition to interview transcripts, the author had access to verbatim transcripts of a focus group discussion (Morgan, 1997), discussing the expatiations and reservations regarding a more digital and connected car workshop service. The combination of both secondary data sources allowed the researcher to confirm and verify the findings. According to the grounded theory of Strauss and Corbin (1994), the initial stage of the data analysis included open coding, the author listened the audio recordings and studied the transcribes to recognise the foci of the participants. In the second phase of analysing, axial coding determined the first categories of concerns. In the final phase, the selective coding to group all categories around a core category is encompassed (Strauss & Corbin, 1994). This approach demands a simultaneous gathering and analysing of the data. Overall, 1622 quotations from the transcripts were compared. The second study took place in august 2021 in Germany and used a within subject design to declare the influence of videos on perceived firm transparency and perceived usefulness of smart services. Therefore, a structured questionnaire with three sections was considered. The first section was used to collect some demographic

data. To make sure that all participants have the understanding of a smart car workshop, a description video based on previous results (Kabadayi et al., 2019; Hädecke and Zanger, 2019; Hädecke, 2021; Hädecke and Zanger, 2021) was produced. The second part of the questionnaire focused on collecting data of the constructs perceived firm transparency, based on the instrument developed by Dapko (2012) and perceived control, based on Ding et al. (2011). After section two, another video was presented to the participants, containing different situations during the smart service process where video clips were used to give customers further information and show the current proceeding of the service. This video contains three concrete examples: a clip which explains the data protection end encrypting, a clip that shows how the vehicle displays a problem and a video appears which shows the broken part, and a clip where the customer can observe the actual reparation of their car via the smart phone app. The third part of the questionnaire once again tested the constructs of perceived firm transparency and control after watching the second video. The understanding and clarity of both videos used in this study were tested twice on different probands which did not become part of the main study. To collect the data for the main study, the proband quotas based on the gender and age distribution of Germany. All in all, 1004 probands took part in the study, further probands could not enter the questionnaire because the quota was fulfilled. To analyse the data, the paired sample T-test of the software SPSS 27 (IBM Corp., 2020) and a confidence interval of 99,5% ($\alpha = 0{,}5\%$) was used.

Findings and Discussion

The first study disclosed two major groups of barriers for the acceptance of smart services, technical obstacles, non-technical obstacles with social obstacles as a subgroup.

Technical obstacles

The first group relates to the technical concerns of the consumers. The majority of the participants described situations where new technologies or apps didn't work well and that it took some time until technologies and systems function reliably. In the context of a smart car workshop service, it means that the consumers fear the situation where the smart system would produce false error messages. This specific situation would lead to additional expenditure of time where the consumers cannot use the vehicle or have to discuss the problem with the service provider. This point leads directly to the fear that the whole system could collapse. One proband explained his personal nightmare, where he assumed that in a smart and connected service environment, some reparations or updates can be done over the air via internet. He described that it could be a high risk if his car got updated while he used it, that similar to a computer, the vehicle could shut down and restart again, leading to a malfunction of some important parts such as the brakes. This individual concern reflects, that consumers compare new services to their known technical issues. Furthermore, the probands are afraid of a complicated app or control unit with complex and confusing representations. This leads to the assumption of the consumer, that they could make mistakes in the handling of the system and it would produce larger problems in their vehicles. Therefore, service providers need to ensure that the system is interactive enough to create a value for the customer and self-contained enough that the customer can't change any settings of the car or accidently buy or order any services. As well as the concerns about the system handling the consumers fear a communication overflow and many additional offers. One proband described that she would be interested in such a smart service, but if there were too many messages and offers, she would immediately drop it. This reflects the individual sensitivity for spam messages and information overload. Among the participant's most common concerns are perceived security and data privacy. Some participants allege that no digital data is safe and others made their trust dependent on where the data is hosted, reflecting the results of Hädecke (2021). Yet there is a striking paradox here. Many of the probands would prefer if their data was hosted simply on the server of the car workshop and

that they wouldn't like to have the data on the server of third-party provider. At the same time, they are scared of data theft and believe that a "normal" car workshop does not know how to create a safe server landscape. In addition, most of the consumers prefer if the data is hosted in Germany or at least the European Union. This reflects the uncertainty and missing trust to international data protection law. Three participants described in detail that they fear of weak data encryption methods the car would send to the service provider. For instance, a technology affine proband is worried that someone other than the service provider could steal the data and even take over his car. Indeed, that sounds like a science-fiction scenario, but it displays the missing trust in these kinds of technologies and services. Prior research confirmed that customers fear to lose control over their data and information (Klein et al., 2018).
All in all, it can be seen that many concerns of the consumers are related to the complexity of the visual system for the customer, the transparency of the service and the perceived data security, which earlier publications confirm (Paluch & Tuzovic, 2019; Hädecke, 2021).

Non-technical obstacles

A slight majority of the participants is scared to get tracked and to be monitored by the service provider. Some described that they don't want everything to be transparent and that it would disturb their privacy if there were be a permanent connection between the vehicle and the car service provider. In the literature of self-tracking technologies, this phenomenon is well known as well as the missing trust in new technical services (Paluch & Tuzovic, 2019). Furthermore, some probands are worried that, because of the collected data, they could get bound to a service provider and lose the flexibility to choose their car workshop. This occurred in the context of customer price sensibility, whereby some customers prefer to have their trusted workshop over a long period of time. This leads to the assumption that the customers prefer a flexible service system depending on their individual needs, which is confirmed by the importance of personal contact with the car mechanic. It could be seen that most of the probands fear to lose human interaction. This finding supports the results of earlier research, which found that the option to get advice on sales or services enhance the trust (Obal & Kunz, 2013; Hädecke, 2021). The last major non-technical obstacle reflects the worry of losing control and has assorted characteristics. In that case, the most common fear of the participants is premature repairs on their vehicles. For instance, customers assume that service providers would fix car parts just because the system is displaying it, even when it would work at least thousand kilometres more. This answer again reflects a lack of trust and missing confidence in the intentions of the workshop. Other consumers have the apprehension to get manipulated and order more services. Still, others drew the concern that they could be charged for repairs which would not be verifiable. Similar results can be seen in literature (Klein et al., 2018; Paluch & Tuzovic, 2019; Hädecke, 2021). Furthermore, we could explore some *social obstacles.* The last group of barriers focus on the influence of social contacts and status. Some probands described that they wait for friends or family to firstly experience something, or read online references of people and organisations they trust before trying a new service. The same can be seen in the answer of a proband who would not use such a smart service because his friends prefer to work on their own car, so feels pressured to do it by himself. This reflects the fear of losing standing in their social environment and the search for safety by relying on the experience of groups. In addition, two participants explained that they want to wait to use the service and that it would depend if people use the service, which mirrors the pressure to comply with the society's expectations. To sum up, it can be said that the majority of the obstacles are technical by nature but most of the fears and concerns could be eliminated with a transparent communication, which leads to study two.

Based on the paired sample T-test, the means of the constructs 'perceived control' and 'perceived firm transparency' became statistically compared before and after seeing the video, how video clips can get used in the smart service process. The results reflect the mean value of perceived control increased significantly by 0.51826 after the probands saw the video. Furthermore, the mean of perceived firm transparency rose around 0.20. The p-value of both paired T-test is 0.000 which signals a significant result because $p < \alpha$. In addition, also the t-value displays substantial result. It appears that videos can positively influence the transparency and perceived control.

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	99,5% Confidence Interval of the Difference Lower	Upper			
Pair 1	Perceived Control – Perceived Control A	-0,51826	1,06351	0,03356	-0,61268	-0,42384	-15,441	1003	0,000
Pair 2	Perceived Firm Transparency - Perceived Firm Transparency A	-0,20269	0,98043	0,03094	-0,28974	-0,11564	-6,551	1003	0,000

Figure 1: Result of the paired sample T-test

Implications for Theory and Practice

Gaining a better understanding of consumer concerns, we can use marketing campaigns to specifically encourage the acceptance of smart services. Service providers should create modular apps and systems to make them fit to different customers, where the design of the icons should be easy to understand. To minimise confusion during the settlement and maximise the transparency, service packages should be provided by the companies. Following the structural model of Hädecke and Zanger (2021) a transparent manner of the service provider is going to increase the trust into the smart services. Therefore, companies should try to be transparent about the process and show their conscientious handling of data they collect. Based on the results of study two, organisations should use videos which explain the process of data collecting, analysing and storing. Furthermore, the consumers should have the feeling of control over the reparation situation, which can be reached by representing the current status of the repairing work and giving the customer the opportunity to watch short videos, which show steps of the reparation of their vehicles. With this tool, customers can check what was completed, increasing the perceived transparency of the company and the perceived control. This leads to gain more trust into the service and will enhance the perceived usefulness of theses smart services (Hädecke and Zanger, 2021). Customers that are searching for further information should get offered detailed information in text form and short explanation videos in order to give them a competent and transparent image of the service and the provider. Transparent communication will enable competitive advantages and is going to increase the trust of the customers in future services and innovative solutions.

Future research should focus on further explaining the influence of transparency on the perceived security and privacy risks. In addition, research should evaluate which kind of video content has the highest effect on the perceived transparency and perceived control. Furthermore, studies should focus how the perceived transparency could be more enhanced. However, it needs to get evaluated, if there are more barriers in other industry sectors and if the customers in other fields have the same expectations of smart services. In addition, research concerning the use of smileys, emoji's, avatars or even photos to increase the acceptance of smart services or digital assistances, should be conducted. Concluding, much more research is needed, how customers' acceptance and adoption of smart services can be increased.

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Enhancing The Service Experience Through Intelligent Technologies

Heiko Holz, RWTH Aachen University
Stefanie Paluch, RWTH Aachen University

Abstract

This paper addresses the lack of knowledge on the opportunities and challenges of implementing artificial intelligent technologies into the customer service journey in civil aviation industry. It raises and answers the prevalent question of how and when artificial intelligence technologies enhance the customer service experience for travellers throughout their journey. Through a series of three empirical, exploratory studies, the authors identify key constructs to shape the contextual traveller experience to outline pain points negatively affecting the experience, show the role and potential of artificial intelligent technologies in enhancing the traveller experience throughout the journey and provide an integrative framework of AI-based creation of experiential value throughout the service experience journey for travellers in civil aviation. Based on the findings from the empirical studies, implications for researchers and managerial implications for service providers in the industry are given.

Keywords: Service Experience, Service Technologies, Artificial Intelligence

Store Attributes and Place Attachment in Offline and Online Retail Stores

Julie Horáková, University of Jyväskylä
Outi Uusitalo, University of Jyväskylä
Juha Munnukka, University of Jyväskylä

Abstract

With the shift from traditional physical places towards intangible online servicescapes, retail stores and their attributes have undergone complete transformation. In this paper we examine how the digitalization of retail store attributes affects consumers´ emotional attachment towards the place and the spread of positive Word-of-Mouth (WoM). Utilizing survey data obtained from a panel of Finnish consumers, we assess the relationships between store attributes, consumers´ place attachment and the spread of positive WoM in both offline and online retail environment. Our results confirm the importance of store attributes as antecedents of consumers´ place attachment and behavioural loyalty. Importantly, our study sheds light on how particular store attributes contribute to the formation of attachment bond in offline and online retail environment as well as to the spread of positive WoM. Furthermore, the study brings an important insight into the phenomenon of place attachment in online environment.

Keywords: Store Attributes, Place Attachment, Offline and Online Retail Environment

The Paradoxical Tensions in Human-Robot Service Interactions

Seyed Mohammad Sadegh Khaksar, La Trobe University

Abstract

Social robots are increasingly implemented in aged-care service ecosystems, indicating a growing need to better understand their roles in the spectrum of value formation for the elderly. Adopting the paradox theory perspective, this study helps better understand how social robots involve in value co-creation and co-destruction in aged-care service ecosystems. Using a longitudinal exploratory case study at a care-providing organisation (35 elderly participants) in Melbourne Australia, we identified three paradoxical tensions ((i) companionship vs monitorship; (ii) persuasion vs deception; and (iii) complementation vs substitution) in human-robot service interactions. We triangulated the data using interview, direct observations and document analysis techniques to ensure reliability and credibility of our analyses. Discussing theoretical and practical implications, we argue that the elderly experience of such technologies should be seen from the entire spectrum of value formation and ethical considerations must be considered as a platform to help improve this experience.

Keywords: Paradoxical Tensions, Value Formation, Human-Robot Service Interactions

Human Employee – Conversational Agent Collaborative Intelligence In Customer Services: An Interdependence Perspective

Khanh B.Q Le, University of Auckland
Laszlo Sajtos, University of Auckland
Karen V. Fernandez, University of Auckland

Abstract

This research proposes a novel framework Human Employee – Conversational Agent Interdependence (HECAI), that addresses the current under-researched topic on human-robot collaboration in service. We expect to collect data to empirically justify the importance of considering the notion of interdependence in HE-CA team design in service provision.

Keywords: Human Employee, Conversational Agent, Interdependence

Does Customer Participation Mitigate Service Failure Severity?

Wei Wei Cheryl Leo, Murdoch University
Isabella Maggioni, ESCP Business School
Yelena Tsarenko, Monash University

Abstract

Service firms increasingly view customer participation (CP) as an important competitive strategy, along with quality signals that highlight firm reputation and marketability. When severe service failures occur, customers participate to rectify the failure incident. However, the extent of participation in the face of severe service failure remain unclear. It is also not known as to whether customers' exposure to quality signals representing a firm's service promise changes the relationships. Consequently, this study examines CP as a key mediating mechanism between service failure severity and service outcomes. Furthermore, it tests quality signals as a boundary condition of the mediating relationships. The investigation takes a multi-methodological approach. Findings highlight the critical role of CP in mitigating the negative direct relationships between service failure severity and service-related outcomes through establishing its indirect effect. Second, the results establish that quality signals moderate the indirect effect of CP between service failure severity and service outcomes.

Keywords: Customer Participation, Recovery

Consequences of Employee Compliance to Customer Special Requests

Fang-Chi Lu, University of Melbourne
Liliana Bove, University of Melbourne

Abstract

Customers often make special requests of frontline employees (FLE) that are unexpected and require them to go beyond their job duties. Some of these requests need to be refused. However, little is known about how (non)compliance to such customer requests affects customer future behavioral intentions towards the FLE or the service business. Using cognitive appraisal theory and regulatory focus theory, we hypothesize differential consequences based on two different customer motives for the special request (need and just to see) and compliance/non-compliance by the FLE. Findings from a scenario-based online experiment demonstrate that customer motive for the special request and the FLE's response jointly affect promotion-focus emotions, rather than prevention-focus emotions, which further predict customer perceptions of FLE warmth and competence, and behavioral intentions (word-of-mouth, re-patronage likelihood) toward the FLE and business. The theoretical and managerial implications are discussed.

Keywords: Customer Special Requests, Cognitive Appraisal Theory, Regulatory Focus Theory

Customer Apologies and Frontline Service Employee Well-being

Lisa McQuilken, Deakin University
Nichola Robertson, Deakin University
Jeffrey Rotman, Deakin University
Allison Ringer, Deakin University

Abstract

Customer failures (CFs) remain underexplored despite their prevalence. CFs have a detrimental effect on frontline service employee (FSE) well-being, an important transformative outcome, but we advance that a customer apology can alleviate this by customers taking the blame for their failures. In study one, applying the critical incident technique, we develop a taxonomy of CFs and find evidence of the positive influence of customer apology on FSE well-being. In study two, using an experiment, we triangulate study one by testing the relationship between customer apology and FSE eudaimonic well-being, which is supported. In study three, as suggested by the study one findings, we examine the downstream implications of perceived supervisor support post-CF in the presence (versus absence) of a customer apology. Perceived supervisor support nullifies the negative effect of the customer not apologising, yet when perceived supervisor support is lacking, this washes out the positive effect of a customer apology.

Keywords: Customer Failure, Customer Apology, Frontline Service Employee Well-being

Extended Abstract

There is a large body of literature on service failure and recovery (Van Vaerenbergh et al., 2019), however surprisingly customer failures (CFs) have not been empirically examined. CFs are characterised by customers failing to effectively fulfil their role expectations. Much of frontline service employees' (FSEs') daily lives are spent co-creating services with customers (Cho, 2019) who frequently generate failures (Tax et al., 2006). CFs can negatively impact that customer's experience, the experience of other customers, and/or the company's productivity (Tax et al., 2006).

Prior research assumes that dealing with such negative customer behaviours is part of the FSE role (Stock and Bednarek, 2014), and the mantra of "the customer is always right" reinforces the inequality of FSEs versus customers (Henkel et al., 2017). Handling CFs requires FSEs to engage in emotional labour by behaving politely and pleasantly even when FSEs do not have these genuine feelings (Cho, 2019), and regardless of the poor performance of customers who hinder their delivery of service quality.

Despite the ubiquity and importance of CFs, the service failure and recovery literature rarely consider them, such as their types, and no prior research contemplates their downstream consequences on FSE well-being. FSE well-being is important, under-researched, and one of eight transformative service research (TSR) themes (Anderson & Ostrom, 2015). FSE well-being can generate positive outcomes, including increased FSE productivity and job satisfaction, enhanced morale and motivation, and reinforced organisational commitment (Robertson & Cooper, 2011). Conversely, stressed and unhappy FSEs are unproductive, demotivated and disengaged (Sawang, 2010).

We argue that the negative impact of CFs extends to FSEs who need to manage them. CFs have a detrimental effect on FSE well-being, an important transformative outcome, but we advance that a customer apology can alleviate this by customers taking the blame for their failures. Overall, apologies are a valued reward that redistribute fairness and trust in an exchange relationship (Walster *et al*., 1973). Apologies enable the victim to make sense of the apologiser and his/her failure (Basford *et al*., 2014). They can diminish anger, promote forgiveness (Radu *et al*., 2019) and enhance service evaluations (Hart *et al*., 1990).

Despite research examining how apologies from FSEs affect customer evaluations following a service failure, there is no literature on the flipped relationship of how customer apologies affect FSEs following a CF. This is surprising given that one in three service failures are customer-caused (Zeithaml & Bitner, 2003). In this paper, we argue that a customer apology, i.e., a customer message containing an acknowledgement of blameworthiness for the CF (Roschk & Kaiser, 2013), can alleviate the negative impact of a CF and improve FSE well-being. We suggest that FSE well-being is negatively affected by a CF due to the extra demand and responsibility it places on FSEs but can be restored by a customer apology that acknowledges blame and responsibility for CFs.

This paper reports on three studies that investigate this phenomenon. The initial study applies the critical incident technique (CIT) to develop a taxonomy of intentional and unintentional CFs and explores the influence of customer apology on FSE well-being following a CF. Semi-structured telephone interviews were conducted with 103 randomly selected FSEs from a range of business-to-consumer (B2C) service industries. The vast majority of CFs were found to be unintentional and align with the different service consumption stages. Although

relatively minor in severity, we confirm that CFs often have harmful implications for FSE well-being. This is particularly in the absence of a customer apology where FSEs frequently experienced negative feelings. In contrast, when describing their emotions following a customer apology, most FSEs felt happiness, delight and relief. This provides initial evidence of the positive influence of customer apology on FSE well-being. An overwhelming proportion of FSEs (79%) felt that there were benefits for themselves, the customer, and/or the organisation emanating from the customer apology. FSEs commonly spoke about the CF and apology incident (multi-coded) to managers (35.1%), co-workers (36%), and family and friends (13%). However, 32% of FSEs kept the incident to themselves.

Studies two and three utilised a full-factorial between-subjects scenario-based experimental design using Mechanical Turk (MTurk). In study two (n=91), we triangulate study one by testing the relationship between customer apology and FSE eudaimonic well-being (interpersonal and intrapersonal dimensions), which is supported. Furthermore, we demonstrate that FSE job satisfaction increases following a customer apology, along with positive affect. These findings extend the service literature by showing that customer apology is a promising approach to foster FSE well-being following CF.

Finally, in study three (n=216), as suggested by the study one findings, we examine the downstream implications of perceived supervisor support following a CF in the presence (versus absence) of a customer apology. Perceived supervisor support is the degree to which an FSE feels that he/she is supported by his/her supervisor in the context of a CF. FSEs feel valued when they perceive supervisor support, and this can buffer stress via emotional regulation (Cho, 2019). We argue that FSEs count on managers to relieve job stress and provide emotional support (van Jaarsveld *et al*., 2019) in problematic CF situations. Support helps to relieve the extra demand of CFs so that FSEs are not left feeling to blame or responsible. Our findings suggest that perceived supervisor support nullifies the negative effect of the customer not apologising for their failure, yet when perceived supervisor support is lacking, this washes out the positive effect of a customer apology.

Service organisations need to clearly communicate performance expectations to customers to reduce CFs. We also recommend that signage and other communication be used to emphasise customer responsibilities. FSEs could be trained to garner customer apologies by responding to CFs constructively, drawing customers' attention to their failures without being aggressive or vindictive. Given their prevalence, management should identify intentional and unintentional CF types and develop processes and procedures to minimise them. To promote effective communication between supervisors and FSEs, supervisors could be trained in empathy and emotional intelligence, e.g., via role-playing. High-risk FSEs who chronically experience CFs should be identified and provided intensive ongoing support.

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Consumer Negatively-Valenced Engagement with Transformative Services

Mariah Nankya Nakintu, Deakin University
Nichola Robertson, Deakin University
Ahmed Ferdous, Deakin University
Jodie Conduit, University of Adelaide

Abstract

Transformative services are designed to uplift consumer well-being. However, when consumers are disengaged or negatively engaged, the impact on well-being is unknown. Our paper addresses this gap. We further conceptualize the higher-level service system well-being outcomes that result from individual consumer disengagement and negative engagement. Our conceptual work integrates the transformative service research (TSR) and consumer engagement literature and utilises the concepts of value co-creation and co-destruction to explore consumer and system well-being outcomes. Decreased positive well-being outcomes result from reduced value co-creation where disengaged actors are prevented from creating new resources or modifying existing ones to solve challenges faced. Ill-being outcomes result from value co-destruction in service relationships where resources are mismatched, contributing to the deterioration of overall well-being. This study contributes to the TSR and engagement literature and considers individual and system resources needed for well-being co-creation to occur and the challenges faced when well-being is co-destroyed.

Keywords: Consumer Negatively-valenced Engagement, Consumer Well-being, Consumer Ill-being.

Introduction

Transformative services are known to enhance the well-being of consumers that engage with them (Anderson & Ostrom, 2015). Well-being is conceptualised as "the balance point between an individual's resource pool and the challenges faced" (Dodge et al., 2012 p. 230). This balance point empowers individuals to have improved life satisfaction, enhanced meaning and purpose in life, access, literacy, better decision-making, decreased health and well-being disparities, harmony, respect, support, and individual and collective health (e.g., Chen et al., 2020; Finsterwalder & Kuppelwieser, 2020). However, not all consumers engage with transformative services, and so the question arises: What are the well-being outcomes for those who are disengaged from transformative services? Furthermore, some consumers may actively, and yet negatively, engage with such services, which can also impact their well-being. There is, therefore, a critical need to understand the effect of the two forms of negatively-valenced engagement, negative engagement and disengagement, in transformative services on consumer well-being.

To address this research gap, we adopt a theory synthesis approach to develop a conceptual design (Jakkola, 2020). This approach integrates distinct literature streams offering a new view of the phenomenon by linking previously unconnected concepts in a novel way (Jakkola, 2020). To accomplish this, we problematise an existing theory or concept (negatively-valenced consumer engagement in a TSR context) and resolve unidentified dilemmas (i.e., consumer well-being outcomes) by introducing new theoretical concepts in transformative services. Accordingly, this paper introduces reduced well-being and ill-being outcomes that can result from well-being co-creation and co-destruction within transformative service relationships where consumers are negatively engaged. We describe reduced well-being as existing when the overall individual well-being diminishes to a reduced state of RCE imbalance, while ill-being is when the overall well-being state becomes worse. Our approach is expected to provide a more holistic account of the dynamic and transitory nature of service relationships (Hollebeek & Chen, 2014; Naumann, Bowden & Gabbot, 2017b). This will also foster an understanding of the implications of these engagement states on consumer well-being and subsequently the community (Naumann et al., 2017b) by detailing reduced well-being and ill-being that prior studies have fallen short in exploring.

This paper begins by providing a literature review on consumer disengagement, value co-creation, and reduced individual and system well-being outcomes. Next, consumer negative engagement and value co-destruction are discussed. This is followed by a discussion on system ill-being and value co-destruction. Finally, research implications for theory and practice are presented.

Literature Review

This paper adopts a resource-integration perspective and draws from the theoretical foundations of value co-creation and value co-destruction (Jakkola & Alexander, 2014), along with the aligned RCE perspective of well-being (Chen et al., 2020; Dodge et al., 2012), to provide new insights into the effects of negatively-valenced consumer engagement in transformative services. The key implication of this is that consumer disengagement and negative engagement either reduce well-being co-creation or contribute to well-being co-destruction, which creates an increase in challenges or a decrease in resources for both individuals and the system. Therefore, based on recent conceptualisations of well-being in TSR (Chen et al., 2020; Finsterwalder & Kuppelwieser, 2020), our propositions take into consideration the nature of well-being co-creation, the ratio of resources to challenges of engaged actors (resource-challenge equilibrium (RCE)), the extent of resource integration and actors' subjective well-being.

Consumer Disengagement and Reduced Value Co-creation

Researchers such as Finsterwalder et al. (2020) observed that disengagement impacted consumer welfare, with the most vital indicator being a reduction in consumer well-being. Recent observations by service scholars suggest that consumers who are fully engaged in a service relationship participate in value co-creation activities willingly through integration and application of both their own resources and those held by others (Chen et al., 2020; Dodge et al., 2012; Finsterwalder & Kuppelwieser, 2020). Given that resource integration provides an opportunity for actors to create new resources and to modify existing ones, consumer disengagement has a depressive effect on this (Mengcheng & Tuure, 2020). When consumers are passive or neglectful of value co-creation activities within service relationships (Naumann, Bowden, & Gabbot, 2017a; Naumann et al., 2017b), it suggests that there are fewer resources contributed (from consumers and for other actors) to integrate, leading to reduced value co-creation. Reduced value co-creation in such disengaged relationships suggests that disengaged individuals' well-being remains in an imbalanced state just like before resource integration. When this happens, it means that the challenges originally faced do not get any better due to failure in creating new resources or modifying existing resources to address such challenges. An imbalanced RCE may also indicate that optimal value co-creation in a service relationship has not been achieved, and hence the challenges faced remain or increase.

The CRCE seesaw due to disengagement, therefore, remains tilted away from the resource side, because fewer resources are available for integration to solve challenges faced, which in turn decreases overall consumer (positive) well-being. This imbalance and poorer RCE results from an increase in new challenges or no diminishment of existing challenges (Dodge et al., 2012) which we suggest being consumer reduced well-being. Based on Chen et al.'s (2020) description of well-being where actors have to reduce challenges and integrate resources to achieve well-being, we thus raise the following proposition:

Proposition 1: Consumer disengagement results in a reduction in resources to co-create value by the individual, which decreases individual well-being.

Consumer Disengagement and Reduced System Well-being

A service system has a complex multi-dimensionality that involves many different value co-creators playing diverse roles, which determines their involvement in well-being co-creation (Chen et al., 2020; Leo, Laud, & Chou, 2019). This is because interactions among actors are motivated by individual well-being and not necessarily by a desire to improve collective well-being (Frow et al., 2019). This implies that individual RCE is the end state that enables the whole service system to collaborate for its own balanced RCE. Consumer disengagement, therefore, causes an imbalanced RCE state for the system when disengaged consumers disregard resource integration and application with other actors to create new resources and modify available resources within the service system for collective well-being.

Consumer neglect as a form of disengagement contributes to a lack of access to resources and connections not only for consumers, but also for other actors. A lack of integration of resources by actors frustrates well-being co-creation within the service system (Chen et al., 2020). Mengcheng and Tuure (2020) also noted that actors' resource contribution to service relationships is driven by their capability to access, adapt and integrate resources through routine practices within service systems. This is because a lack of access to resources by actors threatens their resource base, and thus drives them to conserve and protect their own resources. For this reason, actors refuse to contribute to the creation of new resources, creating a lack of access to and modification of existing resources in time for well-being co-creation. Accordingly, a resource struggle is created, further building on the resource-

challenge imbalance state in the system (Finsterwalder & Kuppelwieser, 2020). Based on a review of the literature, we have not yet come across any detailed prior exploration of reduced system level well-being, as we offer here. We, therefore, propose that:

Proposition 2: An aggregated decline in well-being for individuals in the service system results in reduced system level well-being outcomes.

Consumer Negative Engagement and Value Co-destruction

Consumers' collaboration in service systems not only yields beneficial outcomes, but can also result in the co-destruction of value for those involved (Mengcheng & Tuure, 2020; Ple & Chumpitaz, 2010). Value co-destruction is characterised as a form of failed interaction in service relationships that has negative consequences (Jarvi, Kahkonen & Torvinen, 2018), especially with regard to well-being (Leo & Zainuddin, 2017). Since a reduction rather than an improvement in well-being can be experienced in the context of transformative services due to value co-destruction, we thus adopt Leo and Zainuddin's (2017) conceptualisation of value co-destruction of well-being in services. Value co-destruction in service relationships emerges when an actor (such as a consumer) fails to integrate or apply resources as expected by other actors (Leo & Zainuddin, 2017; Ple & Chumpitaz, 2010). Based on this definition, we argue that negatively engaged consumers co-destruct value when they continue contributing resources to a service relationship but do this in a way that is misaligned with the relationship objectives. This misalignment may be through misuse or deliberate withholding of resources, hence escalating negative well-being outcomes for the individual. We refer to these outcomes as ill-being outcomes because the consumer experiences a decrease in resources and at the same time, an increase in challenges faced which negatively affects their well-being.

Leo and Zainuddin (2017) specifically observe that resources may be inappropriately applied in terms of expertise and solutions offered that fail to sufficiently cater to the challenges faced by actors in an exchange. For instance, when consumers withhold specific information about a challenge faced by them during service interactions, their well-being state will worsen. This is because service providers will not be able to take concrete steps to solve the challenges faced by their clients. This is similar to negatively engaged consumers that may discredit a transformative service provider or even advocate for the boycott of a transformative service through negative word of mouth, which influences other actors to shun the service, which worsens their well-being state or even its absence. We describe this as ill-being because the individual is not taking advantage of the resources provided to improve their situation and, therefore the challenges keep escalating. Ill-being may be in form of social exclusion, anxiety, anger, depression, poor nutrition, substance use and mental health problems (Saunders, 2008), which are challenges faced that make it harder for individuals to improve their lives.

Negatively engaged consumers may misuse resources by consciously, actively and dedicatedly expressing negativity from the initial stage of service interaction and throughout (Bowden, Luoma-aho & Naumann, 2016). They may be negative during the service exchange because they wish to avoid integrating their resources with others for improved well-being. This negativity makes resource integration difficult to achieve because it contributes to scarcity of resources or insufficient access to resources in time (Mengcheng & Tuure, 2020). This is especially so when negatively engaged consumers terminate service use (Leo & Zainuddin, 2017). Termination of a service relationship may be due to absence of a sufficient gain in resources necessary for a positive change with respect to the challenges faced. This contributes to perceived resource loss (such as self-esteem loss), resource mismatch and unattainability within the service relationship (Mengcheng & Tuure, 2020). Such situations

create an imbalance in the consumer RCE because the challenges become more than the scarce resources available to achieve equilibrium, hence ill-being results. We conceptualise ill-being as an imbalanced state of the RCE, where individuals experience an increment in challenges faced, which increases their negative well-being characterized by far greater challenges faced than resources available to improve individual well-being.

We note that in the extant TSR literature focus has been placed on co-creation of (positive) well-being outcomes (Blocker & Barrios, 2015; Chen et al., 2020; Finsterwalder et al., 2020; Finsterwalder & Kuppelwieser, 2020) and not necessarily the negative outcomes that result from value co-destruction and its impact on individual well-being. We, therefore, propose that:

Proposition 3: Consumer negative engagement results in an increase in value co-destruction by an individual, which increases ill-being outcomes for the individual.

Individual Ill-being and Value Co-destruction

Value co-destruction has primarily been investigated in dyadic exchanges (Leo & Zainuddin, 2017), however we recognise that there is a need to understand value co-destruction in service relationships that have more than two actors, such as in transformative services. We advocate for this need based on the knowledge that co-destruction of value has the potential to negatively impact system well-being. This is because other actors involved in resource exchange expecting to improve their own well-being and those of others, may also become negatively engaged (Leo & Zainuddin, 2017). Jarvi et al. (2018) observe that a decline in well-being may be so great that parties may not wish to collaborate with each other in the future. When negatively engaged consumers encourage other actors to boycott or terminate services offered, it suggests that resources available will be inappropriately used (illustrated in Figure 1 as P4). As a result, the resource pool reduces for other actors who may have remained in the service relationship, causing their individual RCEs to become imbalanced. Inappropriate resource application further creates a perceived resource loss and resource unattainability by other actors in the service system, which we propose creates a decline in those actors' well-being. This is confirmed by Mengcheng and Tuure's (2020) recent study suggesting that gaining or losing resources is connected to an actor's ability to access and adapt resources. Moreover, it is suggested that individuals who fail to gain resources after investment can experience mental stress and other negative feelings, such as depression, anger, anxiety, emotional exhaustion, social exclusion, deprivation and unhappiness (Jarvi et al., 2018; Leo & Zainuddin, 2017). We thus suggest that the aggregate decline in well-being within a system contributes to other actors' RCEs remaining in an imbalanced state. Therefore, based on this we posit that:

Proposition 4: Consumer negative engagement results in an increase in value co-destruction activities by an individual, which decreases (positive) well-being outcomes for other individuals in the service system.

System Ill-being and Value Co-destruction

Value co-destruction by consumers in transformative service relationships has a detrimental effect on both the individual consumer and other actors during well-being co-creation (Jarvi et al., 2018; Naumann et al., 2017a). This is because misuse or withholding of resources prevents the consumer from taking advantage of the resource integration opportunities meant to improve his or her situation. This suggests that the consumer faces an escalation in negative well-being outcomes indicating ill-being outcomes. On the other hand, when consumers co-destruct value through misuse or withholding of resources in a service relationship, other

actors are prevented from utilizing the resources provided to improve their situation. Inaccessibility of resources faced by other actors to improve their well-being situation contributes to an escalation of challenges faced. We suggest that this indicates a decrease in their well-being. Such destructive behaviour leads to wasted resources across the service system because consumers and other key actors may be provided resources that do not necessarily address the challenges that they face, and in the process their well-being is reduced (Jarvi et al., 2018). Moreover, when resources are wasted, it implies that the value expected from such resource exchanges is destroyed (Ple & Chumpitaz, 2010) and the individual actor's resource pool is also reduced (Finsterwalder & Kuppelwieser, 2020). The reduction in resources and an escalation in challenges faced by both the individual consumer and other actors makes their RCE seesaw tilt towards an imbalanced state. Such an equilibrium state signals ill-being outcomes for the individual consumer and reduced well-being outcomes for other actors involved in the service system. When such individual challenges and reduced well-being of other actors extend to the community level, system ill-being results. This may be exhibited through deprivation, social exclusion and under development of the community. Hence based on this argument, we therefore propose that:

Proposition 5: Consumer negative engagement results in: (a) value co-destruction activities increasing ill-being outcomes for individual consumers and reduced well-being outcomes for other actors in the service system; and (b) aggregated level ill-being effects for individual(s) and reduced well-being of other actors contributes to system ill-being.

Implications for Theory and Practice

Several important theoretical implications can be drawn from this study. We add to the engagement and TSR literatures by considering the effects of engagement on well-being, as theorized through value co-creation and value co-destruction. We give particular consideration to the CRE perspective of well-being, as it enables consideration of the effects of resource integration and the alignment of resources with challenges faced. This is important because consumer engagement is key to transformative services where consumers have to invest resources for their well-being. Until now, less attention has been given to negatively-valenced engagement where actors fail to invest resources. This is surprising given that existing research demonstrates that negative service relationships are actually more common than positive ones. From this perspective, this study therefore highlights the role of negatively-valenced engagement in transformative services by drawing on both the TSR and engagement literatures. Additionally, this paper adds new insights on consumer well-being outcomes within the TSR literature by considering the notion of the RCE of consumers and the service system. From the TSR and engagement literature integration, new concepts, such as reduced well-being and ill-being are studied as outcomes of consumer disengagement and negative engagement. This broadened approach to well-being provides a more realistic and balanced view of transformative service relationships involving negatively-valenced engagement, as well as positively-valenced engagement. Our study provides insights into how to identify the negatively-valenced behavior of consumers in transformative services, and the likely well-being related outcomes. We highlight the importance of service providers acknowledging the critical nature of the RCE in well-being co-creation. It is also vital for service organisations to understand the importance of resources in improving the well-being of both individuals and the community. Service managers should, therefore, work towards enabling integration and application of resource pools with other actors in order to reduce challenges faced.

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Cryptic Signalling: Hidden Markers of Inclusivity in Service Environments

Kelly Choong, Edith Cowan University
Rory Mulcahy, University of Sunshine Coast
Gavin Northey, Griffith University
Vicki Andonopoulos, University of Sydney

Abstract

In service settings around the world, ongoing systemic bias, discrimination and exploitation of vulnerable customers mean service delivery in many countries remains poor and fails to adequately reach socially excluded groups (Holland et al., 2012). To address this, some firms encourage service employees to wear badges or pins on uniforms as explicit demonstrations of support or acceptance for marginalised groups, such as those in the LGBTQ+ community. However, not all customers – like political conservatives – appreciate such explicit badges. This study examines the use and effectiveness of implicit badges as a way to provide 'cryptic' support that is recognised by members of the sub-culture, but not the broader population. Across four experiments, findings demonstrate explicit badges (rainbow flag) reduce trust and increase anger in political conservatives, thereby reducing expected service quality. However, implicit (pink triangle) badges provide cryptic signals to the desired audience without alienating other segments of the customer base.

Keywords: Cryptic Signalling, Political Ideology, Service

Customer Engagement Strategies for Value Preservation

Sebastián Ordóñez-Giraldo, University of Melbourne
Anna Hartman, University of Melbourne
Jennifer Beckett, University of Melbourne
Erica Coslor, University of Melbourne

Abstract

This paper furthers our understanding of service provider strategies for customer engagement by studying the concerted efforts of hospitality service providers to sustain value during COVID-19 pandemic. As the "frontline customer experience" is a powerful mediator in value cocreation, we examine how hospitality conveyed its value propositions when institutional, social and physical constraints limited its business-as-usual interactions. Initial findings illuminate how hospitality providers facilitated customer engagement strategies to provide 1) creative and experiential service extensions, and 2) cognitive-emotional appeals to entertainment, safety, and nostalgia. We also find evidence for the reciprocal nature of engagement with its outcomes of word-of-mouth and customer's altruistic-based financial support. We contribute to prior studies on strategies for customer engagement and to practices in how value is sustained during periods of extreme service disruption. 27 depth interviews were conducted over 2020-2021 with Australian hospitality providers (cafes, pubs, restaurants).

Keywords: Value Preservation, Customer Engagement, Service Extension, Covid-19

Social Networks and Service Employee Innovativeness

Ozlem Ozkok, Rennes School of Business
Simon J. Bell, University of Melbourne
Kwanghui Lim, University of Melbourne
Jagdip Singh, Case Western Reserve University

Abstract

Frontline interactions of service employees have been identified as crucial for service innovation and firm growth. However, several organisations struggle to continuously innovate from the frontlines. Our study brings a social network lens to the service employee innovativeness framework and identifies two relevant networks that can enhance service innovativeness: 1) knowledge exchange (KE) 2) self-governance (SG) networks. We theorise and show that the role diversity in SG networks positively moderate the effects of role diversity in KE networks. We contribute to service marketing literature by demonstrating joint actions of service employees that facilitate knowledge flows for new service ideas and mutual negotiation of service tasks and resources for executing service work are essential for sustainable service innovativeness. A key practical implication of this study is that organisations that encourage connecting service employees broadly can enact frontline knowledge for novel service solutions and sustain their competitive advantage.

Keywords: Service Innovation, Social Networks, Frontline Employees

Experience Co-Creation and AR: Heritage Producers Perspective

Tanvi Panhale, University of Strathclyde
Derek Bryce, University of Strathclyde
Eleni Tsougkou, University of Strathclyde

Abstract

Augmented Reality (AR applications to enhance tourists' experiences are becoming increasingly common, with a specific rise in its use in heritage tourism. The concept of co-creation is known to play a role enhancing tourist experiences, and hence, this paper attempts to uncover the potential for AR to facilitate experience co-creation, by adopting a supply side perspective. Qualitative semi-structured interviews will be conducted with heritage producers, to uncover insights regarding if, and how, AR in heritage is designed with attributes to facilitate co-creation. It is expected the research will contribute to heritage tourism and service management literature and provide practical guidance for heritage institutions regarding developing interactive and informative AR based offerings.

Keywords: Augmented Reality, Experience Co-Creation, Heritage Tourism

The Double Warm Glow Effect in Loyalty Programs' Prosocial Rewards

Aida, Mimouni-Chaabane, CY Cergy Paris Université
Béatrice, Parguel, Université Paris-Dauphine PSL

Abstract

Prosocial loyalty programs have attracted little attention from academics. In this research, we consider realistic loyalty programs design using two experiments to explore the effects of mixed bundles of rewards on prosocial redemption behavior and firms' CSR image. First, we show that loyalty programs offering mixed reward bundles of selfish and prosocial rewards increase firms' CSR image when customers can choose the benefitting charity. Second, mixed reward bundles allowing to split the donation between several charities improve prosocial redemption behavior and firms' CSR image. This last effect is both direct and indirect as prosocial redemption behavior increases warm glow which in turn enhances firms' CSR image. Altogether, our findings demonstrate a double warm glow effect in prosocial rewards effectiveness: through a mere exposure effect to the loyalty program information, independently of any redemption behavior, and when customers opt for prosocial rewards.

Keywords: Loyalty Programs, Prosocial Rewards, Warm Glow

Potential Risks of Developing Attachment to Social Chatbots: A Case Study of Replika

Iryna Pentina, University of Toledo
Tianling Xie, University of Toledo

Abstract

Increasing adoption of AI social chatbots, especially during the pandemic-related lock-downs, when people lack social companionship, amplify a need for in-depth understanding of relationship formation possibility with digital conversational agents along with its underlying risks and challenges. Following the grounded theory approach, we analyzed in-depth interview transcripts obtained from 14 existing users of AI companion chatbot Replika. The emerging themes were interpreted through the lens of the attachment theory. Our results show that under conditions of distress and lack of human companionship individuals can develop attachment to social chatbots if they perceive the chatbot to offer emotional support, encouragement and psychological security. The findings suggest that social chatbots can be used for mental health and therapeutic purposes but have a potential to cause addiction and harm real-life intimate relationships.

Keywords: Social Chatbot, Attachment Theory, Behavioral Addiction

Co-creation of Nation Brand Meaning in Crisis: Impact of COVID 19

Mai T. Pham, University of Auckland
Roderick J. Brodie, University of Auckland
Richard Starr, University of Auckland

Abstract

COVID-19 has an immense impact on every aspect of society, yet on brands of nations. Research on nation brands in crisis to date mainly focused on the consumer animosity and image repair theory, which failed to provide a holistic understanding of the complexity and dynamics of a nation brand in such context. With the combination of quantitative and qualitative text analysis, the study analyses the co-creation of the brand meaning of New Zealand during the global pandemic. The study demonstrates how social interactions co-create the desired brand meaning of New Zealand without any centrally coordinated branding effort. The theoretical framework suggests future research directions for nation brand in crisis and nation brand meaning co-creation. Practical implications for public policy and nation branding practitioners are provided.

Keywords: Nation Branding, Brand Co-creation, Crisis pandemic

Service Design Done Different: Wizard-of-Oz Virtual Simulations

Chelsea Phillips, Queensland University of Technology
Rebekah Russell-Bennett, Queensland University of Technology
Gaby Oderkerken-Schröder, Maastricht University

Abstract

This research presents the Wizard-of-Oz virtual simulation as a novel tool to effectively investigate experiential dimensions of prospective (future) and thus inaccessible service technology innovations. The findings demonstrate that the Wizard-of-Oz virtual simulation enables a technically feasible and timely tool for physically inaccessible and prospective service innovations focusing on experiential exploration, capable of addressing potential behavioural biases in the service context. In this research we outline a qualitative study of 30 participants who interacted with the Wizard-of-Oz prototype in a semi-structured interview about frictionless retail technology. The findings present evidence of the effectiveness of Wizard-of-Oz prototypes for addressing method barriers of future technologies. The Wizard-of-Oz virtual simulation can be used to undertake service design research differently and address many of the biases and challenges associated with research on prospective service technologies that have not yet arrived.

Keywords: Future Technologies, Service Design, Behavioural Economics

Perceived Harm and The Need For Distinction

Vivian Pontes, University of Queensland
Nicolas Pontes, University of Queensland

Abstract

Two experiments are used in this research to test the hypothesis that the effect of perceived harm to others on customer attitudes toward the service provider is moderated by one's need for distinction and mediated by negative moral emotions such that a mediation effect is found for consumers with a low need for distinction but not for those consumers with a high need for distinction. Our data supports the idea that when customers have a lower need for distinction, they naturally scan the environment and seek out information about others when judging their own experience. In contrast, customers with a higher need for distinction tend to disregard others' opinions and feelings, focusing solely on the benefits they receive from the service provider.

Keywords: Preferential Treatment, Moral Emotions, Need for Distinction

Dear bot, why should I trust you?

Ashish Viswanath Prakash, Indian Institute of Technology Kharagpur
Arun Joshi, Indian Institute of Technology Kharagpur
Shubhi Nim, Indian Institute of Technology Kharagpur
Dr Saini Das, Indian Institute of Technology Kharagpur

Abstract

Chatbots are expected to be a game-changer in customer service, according to recent industry reports. Though many business organizations have implemented chatbots to improve their customer service owing to the promising capabilities of artificial intelligence (AI, the low rate of users' adoption continues to be a challenge for practitioners and researchers. Trust is of critical importance in the acceptance of chatbots. However, research concerning the drivers and consequences of trust in chatbots is limited. To address this gap, we conducted a study to unearth the antecedents of consumer's trust in text-based AI-based customer service chatbots (AICSC and its influence on behavioural intentions. Our results reveal that conversational cues positively influence chatbots' functional and social attributes—these attributes and disposition to trust further impact trust formation. Finally, trust determines behavioural intentions. The effect of privacy risk on trust was nevertheless found nonsignificant. Possible guidelines for developers and theoretical implications are discussed.

Keywords: Artificial Intelligence, Chatbot, Consumer Trust

Managerial Well-being and Performance: An Integrative Framework

Piyush Sharma, Curtin University
Fabian Redden, Curtin University
Russel Kingshott, Curtin University

Abstract

Past studies show that service climate and internal service quality positively influence managerial well-being and performance, however, they do not explain the socio-psychological mechanism underlying this phenomenon. This paper aims to address this gap with an integrative conceptual model and a set of testable hypotheses. Specifically, it argues that internal service quality would partially mediate the negative effect of service climate on role stressors and fully mediate its positive effect on managerial well-being. A mixed method approach along with convenience sampling will be used to test the hypotheses. A structured questionnaire would be used to collect data from an online panel of managers across different levels. This study will extend current research by highlighting the negative mediating effect of role stressors and negative moderating role of managerial level in the process by which service climate and internal service quality influence important managerial outcomes, including their well-being, satisfaction, commitment and performance.

Keywords: Service Climate; Internal Service Quality, Managerial Well-being

Vulnerability and Dehumanisation in Health Services

Nichola Robertson, Deakin University
Yelena Tsarenko, Monash University
Michael Jay Polonsky, Deakin University
Lisa McQuilken, Deakin University

Abstract

Our study examines the association between feelings of vulnerability and dehumanisation, and the effects of consumer external information search, service provider informational support and service customisation. The unique and challenging health service of in-vitro fertilisation (IVF) is our research context, which has rarely been examined in the service domain. First, depth semi-structured interviews with women who have undergone IVF treatment and IVF clinic nurses were conducted (study one). Based on the findings of these interviews, alongside a review of the literature on vulnerability, we develop our conceptual framework, which we test using an online survey of women who are currently undergoing or have previously undergone IVF treatment (study two). We show that perceived dehumanisation is greater when consumers utilise external information (versus service provider informational support), which is explained by consumers' experienced vulnerability. Importantly, the mediating effect of vulnerability is moderated by service customisation, that is, the association between vulnerability and dehumanisation is attenuated when perceived service customisation increases.

Keywords: Vulnerability, Dehumanisation, In-vitro Fertilization

The Consumer Data Integration Process in Tech-infused Service Systems

Gauri Laud, University of Tasmania
Linda J. Robinson, RMIT University

Abstract

Data exchange service practices between consumers and service providers have a growing importance for facilitating competitive advantage. Data has become a new form of service that is consumed by customers thriving in technologically driven service systems. Using empirical data from twenty-seven in-depth interviews and content analysis of platform provider documents in the wearable technology service system context, this study draws on social contract and practice theories to present a theoretical framework of the consumer-driven data integration process. We identify four stages in the data integration process and 14 unique data integration practices which consumers engage in within tech-infused service systems. An understanding of this process has implications for managers and policy makers in appreciating the role of consumers and service providers in data governance. Further, a data practice portfolio offers opportunities for managers to guide different practices within service systems to enhance value outcomes.

Keywords: Data Integration, Data exchange,Practice Theory

Consumer Segmentation of Retail Experience with AR

Beatrice Romano, Swinburne University of Technology
Sean Sands, Swinburne University of Technology
Jason I. Pallant, Swinburne University of Technology

Abstract

Retailers increasingly seek to deploy technology to enhance the customer experience. Augmented Reality (AR) is one such technology that, while still emerging, is typically assumed to positively influence consumer attitudes and perceptions. However, little is known about the heterogeneity that exists in consumer attitudes towards AR, and resultant choice behaviour. We propose that a better understanding of these differences is important for retailers to effectively consider whether to introduce AR technology or not. Drawing on stimulus load theory, we provide insights into consumer behaviour when faced with engaging AR across the customer journey. Our results identify four distinct segments – Averse, Hesitant, Open, and Enthusiast – which vary in their preference for, and willingness to engage with, AR in retail experience.

Keywords: Augmented Reality, Customer Experience, Segmentation

Active Expectation Management in Chatbot Conversations

Martin Haupt, Justus-Liebig University
Anna Rozumowski, ZHAW Zurich University of Applied Sciences

Abstract

Chatbots have gained strong popularity in customer service, although users regularly experience unsatisfactory interactions and service failures, often due to highly exaggerated performance expectations. As a viable option, firms might therefore consider using 'active expectations management' by describing chatbot limitations. However, the question remains whether this strategy has a positive or negative impact on customer satisfaction and reuse intentions. Drawing on expectancy violation theory and the computers are social actors (CASA) paradigm, we empirically examine the effects of different expectation management strategies on user satisfaction and reuse intention. The results of a between-subjects experiment (n = 346) demonstrate that expectation management is an effective strategy to at least partly recover the failure. Furthermore, we show that different message types (i.e., 'adapt' vs. 'understand') have differential effects, whereas message positioning was found to be irrelevant. Our results enrich the service and chatbot literature and give managerial guidance for successful chatbot design.

Keywords: Chatbots, Human-machine Interaction, Expectation Management

Developing Practical CVP Performance Frameworks: A Field-Study

Rebekah Russell-Bennett, Queensland University of Technology
Kate Letheren, Queensland University of Technology
Lucas Whittaker, Queensland University of Technology
Natalie Bowring, Queensland University of Technology
Laura Peachey Burgess, Queensland University of Technology
Jean Sandall, Department of Transport and Main Roads
Vanessa Cattermole-Terzic, Department of Transport and Main Roads

Abstract

Customer Value Propositions (CVPs) are imperative for communicating value, supporting the customer experience and gaining competitive advantage. However, due to a lack of CVP research – particularly for the challenges faced by the public sector when designing meaningful CVPs – most extant knowledge on effective CVP creation remains fragmented. This paper reports a four-study mixed-methods approach to developing a theory-led CVP for a large public sector organisation. A critical literature review, customer workshops, hybrid staff/internal workshop and largescale customer survey revealed a six-factor CVP underpinned by SERVQUAL, SERVCON and Customer Experience frameworks, and a CVP Canvas demonstrating alignment between customer needs and organisational offerings for the public sector organisation. Finally we present a five-stage approach to developing a CVP performance framework.

Keywords: Customer Value proposition, Transport, Mixed-method

We gratefully acknowledge the contributions of Mr Rob Hudson (SpoutLogic) to this project.

Sponsorship Activation Activities – Effects On Customer Engagement

Jan Schönberner, University of Bayreuth
Herbert Woratschek, University of Bayreuth

Abstract

There is a lack of studies investigating the negative effects of sponsorship activations (Kelly et al., 2016). Authenticity may moderate the success of sponsorships (Cornwell & Kwon, 2020). Today firms aim to engage their customers to increase firm performance (Jaakkola & Alexander, 2014). We aim to test the effects of differently perceived sponsor's activations moderated by authenticity on spectators' customer engagement behaviour (CEB). Using factorial 2 (activation: negative/ positive) x 2 (authenticity: higher/lower) between-subjects design,we recruited 529 sports enthusiasts. Binary regression analysis showed a significant moderating effect of authenticity on the influence of valence of activation on CEB. There is a predicted probability of 91.50%, if an activation is negatively and the sponsorship as lower authentic perceived, 65.00% (negative/higher), 49.75% (positive/lower), and 14.60% (positive/higher) to engage in negative CEB. Consequently, sponsorship activations are not per se favourable for sponsors while negative CEB is more probable than positive CEB to occur.

Keywords: Sponsorship, Activation, Customer Engagement

Proposing and Examining Smart Service Value

Saadia Shabnam, Curtin University of Technology
Sanjit K. Roy, University of Western Australia
Gaganpreet Singh, OP Jindal Global University
Linda D Hollebeek, Tallinn University of Technology

Abstract

The growing adoption of in-store technology creates a special set of customer value, which has limited focus in the literature. Addressing this gap, this paper defined *smart service value* (SSV) as customer's perceived costs/benefits from in-store smart service applications. This research in the first study, conceptualizes SSV as a third-order, reflective-formative construct, contains customer-perceived costs/benefits, and found its sound psychometric properties. In the second study, this research validates SSV in a hypothetical smart retail setting to assess its effect on customer engagement, trust, and quality- of-life. The findings corroborate SSV's significant impact on these concepts, substantiating its importance and serve as initial construct validation. The results reveal that affective customer engagement/ trust mediates the relationship between SSV and customer-perceived quality-of-life. The paper concludes by discussing important implications bases on study findings and offer avenues for further research.

Keywords: Smart Retail Technology, Smart Service Value (SSV), Customer Engagement

Identifying Drivers of Exclusion in Service Ecosystems

Sajith Siriwardana, University of Tasmania
Gauri Laud, University of Tasmania
Rajesh Rajaguru, University of Tasmania

Abstract

Improvements to actor wellbeing through service inclusion requires an in-depth understanding of the drivers underpinning service exclusion and how these drivers come together to cause service exclusion across different contexts. Using the education service ecosystem as a research context, this study explores the drivers underlying service exclusion and its impact on underrepresented service users. Semi-structured in-depth interviews with a phenomenological approach to interviewing were conducted to collect data from parents of underrepresented service users, i.e., students-with-disability. Preliminary findings reveal four different types of drivers of service exclusion, viz. market-facing, belongingness-based, equality-based, and equity-based. Findings advance service theory by offering insights into the drivers underpinning service exclusion and therefore, 'how' organizations can practice service inclusion. Managerial implications entail insights into alleviating exclusionary experiences encountered by underrepresented service users like students-with-disability in the education service ecosystem.

Keywords: Complex Power Relationships, Service Exclusion, Relational Models Theory

Ambidextrous Sales Force and Superior Sales Performance

Keo Mony Sok, Swinburne University of Technology
Devin Bin, Independent Researcher, Cambodia
Phyra Sok, Monash University

Abstract

As customers are expecting more than just the products sold, business-to-business (B2B) firms are expecting sales employees to both sell products and provide service to customers (hereinafter sales-service ambidexterity – SSA). Yet, one has to be cognizant of the potential negative consequences brought about by requiring sales employees to engage in SSA. The results from a multi-source data reveal a negative indirect relationship in which SSA leads to role overload, which in turn is negatively related to sales performance. Information exchange is found to moderate this negative indirect relationship, such that the negative indirect effect is fully neutralized when information exchange is high but not when it is low. This study underscores not only the importance of the negative consequence of SSA on sales performance through role overload but also offer insights into how this negative impact is neutralized so that sales performance is maximized.

Keywords: B2B Sales Employees, Sales-service Ambidexterity, Sales Performance

Benefiting from the Wisdom of the Crowds

Mauricio Palmeira, University of South Florida
Gerri Spassova, Monash University

Abstract

Prior research suggests that expert service providers "punish" consumers who seek second opinion. Consumers are aware of this and avoid seeking advice from multiple providers, often compromising the quality of their decisions. In three online experiments we show that disclosing one's intentions to seek second opinion prior to receiving the advice mitigates these negative consequences and allows consumers to take full advantage of the "wisdom of the crowds," without incurring any interpersonal costs. Inferences about the extent to which one's advice is appreciated and liked mediate these results.

Keywords: *Expert Advice, Second Opinion*

Customer Engagement in Tourist Attraction Memberships

Angela Stacy (Swinburne University of Technology)
Nives Zubcevic-Basic (Swinburne University of Technology)
Jason Pallant (Swinburne University of Technology)
Heath McDonald (RMIT University)

Abstract

Tourist attractions actively promote membership subscriptions to ensure steady streams of revenue and visits. This study investigates Customer Engagement (CE) as a means of fostering member loyalty. This is the first study to conceptualise and measure CE in the context of tourist attraction memberships. For this study, data was collected via an online survey of an Australian zoos membership base. A 17-item CE scale was adopted and validated; comprising five dimensions: affective, cognitive, activation, identification, and awareness. Each CE dimension was found to exert different effects on members' behavioural intention of loyalty. Further, the findings suggest that in the context of tourist attraction memberships, the presence of children in a family reduces CE, while membership tenure increases CE. This study proposes a measurement of CE in the context of tourist attractions memberships that can provide organisations with insights into their relationship with their members, beyond traditional service metrics.

Keywords: Customer Engagement, Tourist Attraction, Memberships

Service Recovery in Self-Service Technologies Through Smart Services

MD Oliur Rahman Tarek, Alpen-Adria-Universitat Klagenfurt
Holger Roschk, Alpen-Adria-Universitat Klagenfurt

Abstract

Self-service technologies (SSTs), such as public EV charging stations and self-checkouts, provide fast and convenient services to customers. Hence, many companies across industries have adopted these services and customers have followed. Yet, SSTs are prone to malfunctioning and therefore service failures are common, often resulting in anger and frustration on the customers' side. To date, service failure and recovery in SST contexts have received little attention. In this paper, we develop a conceptual framework for service failure and recovery in SSTs that consist of multi-partner service providers and smart objects embedded in the technologies. The conceptual framework draws on insights from service failure recovery, self-service technologies, and smart services literatures.

Keywords: Service Recovery, Smart Services, Self-service Technologies

Introduction and Research Aim

Self-service technologies (SSTs) are "technological interfaces that enable customers to produce a service independent of direct service employee involvement" (Meuter et al., 2000, p. 50). Recent examples of SSTs include pizza vending machines that come with a built-in oven for baking pizzas; mini grocery stores in the size of a kiosk that provide self-access systems to customers and self-checkout systems; and public electric vehicle (EV) charging stations. SSTs offer a range of benefits to customers and businesses. Customers enjoy convenience, control, and privacy (Dabholkar & Spaid, 2012). For businesses, SSTs may offer improved efficiency and increased sales. For example, McDonald's has gained a 5%–6% increase in sales after introducing self-service kiosks in their restaurants (Peterson, 2017), and a separate survey revealed that more than 60% of the surveyed customers would visit fast food restaurants more often if they would offer self-service kiosks (Tillster.com, 2019). The SSTs market was valued at USD 28.3 billion in 2019 and the market is expected to witness a compound annual growth rate of 6.7% between 2020 and 2027 (Grand View Research, 2020).

Like other technologies, failures in SSTs is a common phenomenon and may comprise technology failures, process failures, poor designs, and customer-driven failures (Meuter et al., 2000). A recent survey administered among 1000 users of a self-service kiosk in the United States finds that about 67% of the respondents have experienced check-out problems with the kiosk (Raydiant, 2021). Consequences of service failures in SSTs include, for example, missed sales opportunities (Zhu et al., 2013), customer dissatisfaction (Meuter et al., 2000), customer anger and helplessness (Gelbrich, 2009), abandonment of SSTs (Fan et al., 2016; Zhu et al., 2013), and negative word of mouth (Robertson et al., 2012).

Although the service failure and recovery literature has grown into a major academic field, SST contexts remained yet under-researched (Khamitov et al., 2020). Moreover, existing research focused on traditional SSTs, such as job recruitment kiosks, car rental kiosks, and ATMs (Dabholkar & Spaid, 2012; Dong et al., 2008; Zhu et al., 2013). However, recent technological advancements gave rise to more advanced SSTs, where service delivery is marked by multiple service partners as well as smart objects that are embedded in the SST solution. Paralleling this development, prior research has further called for research addressing failure and recovery when there are multiple service partners (Van Vaerenbergh et al., 2019).

In the context of such advanced SSTs, which are based on a multi-actor delivery network and a certain smart functionality, different questions arise: How do the service employees know about a failure of a SST and how do they understand that their assistance is required? Who should the customer contact in case of failure in SSTs consisting of multi-partner service providers? How can the service employees recover the failures successfully? In addition, while prior research suggested different recovery formats—firm recovery (i.e., recovery performed solely by the firm), joint recovery (i.e., recovery performed jointly by the firm and the customer), and customer recovery (i.e., recovery performed by the customer without any assistance from the firm)—customers using advanced SSTs may lack the skills required for recovery, limiting the recovery options to firm recovery only.

We attempt to address these questions by developing a conceptual framework for service failure and recovery in the context of advanced SSTs, where service is delivered by multiple service partners and smart objects are embedded in the SSTs. A smart object is defined as a technological solution that is "able to sense its own condition and its surroundings and thus allows for real-time data collection, continuous communication and interactive feedback" (Wünderlich et al., 2015, p. 443).

Conceptual Framework

The conceptual framework will be explained in the context of public EV charging station, for different reasons. A public EV charging station consists of multiple service providers (BCG, 2021), making the service recovery a complex task. Additionally, public EV charging stations are prone to malfunctioning (Viswanathan et al., 2018). For example, travel across the European Union for an EV driver is difficult due to a lack of harmonized payment systems and a lack of real-time information about faulty chargers (Balko et al., 2021). Thus, public EV charging stations may provide a managerially and socially relevant context.

We briefly cover the key components of the conceptual framework next. We distinguish between a traditional SST and an advanced SST based on two criteria: (1) multiple service partners that provide the service through the SST, and (2) smart objects that are embedded in the SST. The service partners may, for example, include an equipment supplier (manufacturing and selling of SSTs), installation and field services providers (installing and repairing SSTs), and site and asset owners (facilitating the services to end customers). The smart objects in the advanced SSTs may comprise intelligent sensors, microchips, softwares, controllers, and microprocessors that are good at "digesting billions of data points, talking to one another about the data, controlling one another based upon the state of the data—all in a matter of nanoseconds" (Allmendinger & Lombreglia, 2005, p. 2).

When a service failure occurs in advanced SSTs, customers face in essence three options: not reporting the failure, reporting the failure, or trying to fix the issue. Typically, customers refrain from complaining (i.e., reporting), unless necessary (Zhu et al., 2013). Moreover, failure reporting may be impaired since the multiple involved service partners may make it more difficult to determine whom to complain to. Further, fixing the failure may not be possible due to the complexity of the service delivery (e.g., when an employee authorization is required). Thus, in the context of SSTs there appears a heightened need to proactively initiate the recovery process. For this, service providers may leverage the data transmitted through the smart objects, which may gather field intelligence (failure data), process those, and produce context-specific information in real-time (Dreyer et al., 2019; Wünderlich et al., 2013), enabling service employees to react to failures without requiring the customer to voice the problem.

On the recovery side, since there are multiple service partners involved, it may be more difficult and complex to determine the source of the failure, the partner responsible for the failure, and the partner responsible for the initiation and recovery of the failure. Based on the Service Delivery Network concept proposed by Tax et al. (2013), further issues such as the partners' interdependence on each other, guidelines and formalities required in the recovery, service orientation of the partners, and the roles of their employees for successful recovery will be discussed in the framework.

Implication for Theory and Practice

Although testing the framework is out of the scope of this paper, it creates grounds for further research addressing failure and recovery in advanced SSTs. We think that research that employs a mixed method may hold promises. Using interviews, researchers may explore the relationships suggested in this framework and may find additional relationships beyond this framework. Consequently, quantitative research may help to test the significance of these relationships. For service managers, this paper may provide insights for the growing application of SSTs.

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Impact of Service Robots on Human Colleagues

Rahul Sujan, Monash University
Dewi Tojib, Monash University
Junzhao Ma, Monash University
Yelena Tsarenko, Monash University

Abstract

Service robots (SRs) have been increasingly deployed alongside human employees by service firms to enhance customer service experience. This research explores the perception of human employees toward SRs as their colleagues and how it will influence their employee morale. Investigating employee morale is noteworthy as low employee morale is linked to decrease in employee productivity and performance. Through the lens of anthropomorphism, this research proposes that human employees will perceive SRs that possess higher levels of human attributes as more warmth and competence in serving customers. This in turn will increase perceived threat to their job security that will subsequently decrease their employee morale. The proposed conceptual model will be tested using a series of experimental studies. The findings of this research are of great significance as service firms can better designate the type of SRs to be placed alongside human employees that can foster a harmonious collaboration between them.

Keywords: Service Robots, Anthropomorphism, Employee Morale

Consumers-AI Interactions in a Decision-Making Context

Laszlo Sajtos, University of Auckland
Benjamin G. Voyer, ESCP Business School
Billy Sung, Curtin University
Marion Sangle-Ferriere, Université de Cergy-Pontoise

Abstract

Customers are increasingly interacting with AI throughout the customer journey. In this customer journey 3.0, making decisions with AI offers benefits, in the forms of customization, efficiency and decision support. There are, however, disadvantages in the form of reduced autonomy, privacy threats and risks. The aim of this conceptual paper is to offer a research framework that contributes to a greater understanding of decision making between humans and machines in a future where AI-enabled service retailing is the norm. We suggest that preserving customers' agency has implications in terms of the trade-offs they may be willing to make when making a shared decision with AI. Understanding the role of agency-sharing in an AI-customer decision is thus important, as agency represents a source, mechanism, delimiter and effect of a human's or a machine's actions. It may thus differ across various retailing contexts, and with it, the type of risks associated with human-AI interaction.

Keywords: Shared Agency, Consumers-AI interactions, Artificial intelligence

Thinking or Feeling Experience for Improved Wellbeing in using Robo-Advisor

Nila Armelia Windasari, Institut Teknologi Bandung
Nadia Anridho, Airlangga University

Abstract

Besides its monetary benefit, robo-advisor has been reported as appealing for customers due to enhanced customer experience. This shows the importance of AI-based service to not only provide functionality (i.e. financial benefit), but also emotionally engaging functions for users' psychological needs. We aim to explore the user experience with robo-advisors, and how the encounter affects users' wellbeing. Using semi-structured interviews with current and potential users of robo and human-advisor, our initial study found that cognitive and affective dimensions appear on the critical customer experience and triggered during the encounter, particularly on the recommendation-actions loop, while only affective experience appears during encounter with human advisor. This study will be followed-up by experimental design to test functional and emotional recommendation given by robo vs human advisor and expected to contribute to service literature by measuring the impact of customer experience to different measures of users' financial, social, and psychological wellbeing across ages.

Keywords: Customer Wellbeing, Digital Service, Robo-advisor

Introduction and Research Aim

Financial service nowadays has been developing towards digital and AI-based service, for instance: ecosystem-based payment, robo advisor, etc to ease individuals managing their personal finance. Robo advisor works as automated wealth management with AI-based algorithms to enable customer to decide effectively toward their investment portfolios. Despite its massive adoption, research on robo-advisor users' behavior is still limited at the adoption stage, more inclined to personal and sociodemographic variables (Belanche et al., 2019; Zhang et al., 2021). Besides increasing accessibility to obtain practical recommendation and other monetary benefits (i.e. minimum fee, rebalancing assets, etc), KPMG (2016) reports that robo-advisor is also appealing to the customer due to enhanced customer experience towards web and mobile apps. This shows the importance of AI-based service to not only provide functionality for enhancing financial benefit, but also emotionally engaging functions for users' psychological needs. Functional-emotional duality arises from the interactions of customer and robo service, thus should be viewed from the service system perspective rather than one-sided customer oriented view.

This study extends robo advisor studies, not only at customer adoption but also along the customer journey. Robo-advisor defined as digital platform with intelligent user assistance components to guide customers through an automated (investment) advisory process (Jung et al., 2018). We aim to explore the experience of users with robo-advisor, and how the encounter affects users' wellbeing (i.e., financial, psychological, and social wellbeing). This study shed a light on how customer experience with AI affects customers overall wellbeing. We further explore how different customer experience with AI such as cognitive and affective might be enhanced with different types of recommendations (functional and emotional) stimuli.

Literature review

We conducted a literature review in the recent three years to examine the current state of customer experience with various AI services (chatbots, virtual assistant, service robots). Studies show that digital, physical, and social realms should be integrated to create superior customer experience (Bolton et al., 2018), and the configurations of the digital/AI service should be modular to be infused into customer journey (Peters & Zaki, 2018). AI adoption has positive consequence for increased wellbeing (Ostrom et al., 2018), even though there is also potential negative effect of AI disclosure that can reduce purchase due to the perception of less knowledgeable and less empathetic (Luo et al., 2019). Meanwhile, particular consumer study with robo-advisor revealed several factors on robo-advisor adoption are merely explained from customer perspective-related factors, such as: trust, subjective norm, customer familiarity with tech-based service (Belanche et al., 2019) and risk perceptions (Jung et al., 2018). Less studies taken from robo design, eventhough affective responses and anthropomorphism are also dominant factors in determining robo-advisor usage (Hohenberger, et al., 2019; Adam et al., 2019). These studies imply delivering functional AI-based service is a must, but should be balanced with more affective features.

Methodology

In the initial study, we identify the most favorable and rewarding experience during users interactions with robo-advisors. We conducted semi-structured interviews with five users' who are actively trading with robo-advisors and human advisors within recent six months. Potential user was also interviewed in order to get additional insights about robo-advisor service compared to human advisor. The interview data then analyzed using manual open coding approach with iterative categorization (Neale, 2016). The selective codings are integrated with factors found on literature review to identify critical factors that matters to users during the interactions.

Findings and Discussions

Our initial finding shows several critical experiences in terms of customer encounter with the robo-advisor and financial advisor. We can infer that cognitive and affective dimensions appear on the critical customer experience and triggered during the encounter, particularly on the recommendation-actions loop. Other results are not presented here due to the page limitations.

Table 1. Findings of Customer Experience with Robo and Financial Advisor

Subject	Most Favorable Experience	Dimension	Implications (recommendation needed)
Current User A	Resource savings (time, effort, monetary) through top five recommendation and auto rebalancing	Cognitive	Robo-advisor is seen as an intelligent agent that saves users' resources, therefore understanding users' profile in providing recommendation is vital. *(functional recommendation – financial wellbeing)*
Current User B	Simple language, user-friendly, and intuitive	Affective	For less-experienced investor, easy navigation and natural language strongly affect their willingness to sustained use and interest learning on investment. *(emotional recommendation - psychological and financial wellbeing)*
Current User C	Easy to use and helpful for beginner investor to learn	Affective	
Current User D	Robo trigger investment habit through auto-invest that suit with the risk profile	Cognitive	Certainty and convenience drive users' habit. Once habit is formed, users' reliance is higher that demand trust and security *(emotional & functional recommendation – psychological wellbeing)*
Potential User	Financial advisor is comfortable for discussion and helpful in making investment decision	Affective	Human financial advisor is preferred than robo-advisor due to the physical existence and trust feeling *(emotional recommendation- psychological and social wellbeing)*

Implications

Our findings show that during service encounter with robo-advisor, both cognitive and affective experience appear. In addition, only affective experience appears during service encounter with human financial advisor. Based on these results, a follow-up empirical study is proposed to conduct 2x2x2 between-subject experiments design (human vs robo; functional vs emotional recommendation; affective vs cognitive trust). We propose that when functional recommendation is given by robo-advisor, cognitive trust is likely increasing and vice versa. Scenario and pictorial illustrations can be developed using the factors identified, following by realism and manipulation test. This proposed research is to empirically test whether functional or emotional recommendation given by robo-advisor or human financial advisor to the potential users have different outcomes to either users' financial, social, and psychological wellbeing. Future research may explore possible outcomes and third variables, such as customer efficacy, agency, and decision comfort. At last, the study can be extended into the need of aggressive investor towards automated financial service.

Our current study is limited to the mutual funds robo-advisory, with participants in similar risk profile (conservative to moderate). From this study we can conclude that: *First,* the service from robo-advisor are easy to use and convenient, especially for the beginner investor in emerging countries. *Second,* it is very helpful for users in making an investment decision, such as favorable and balanced portfolio. In line with Hohenberger et al. (2019), in robo-advising, this decision is not merely a cognitive decision but also affected by perceptual and psychological factors. *Third,* robo-advisor can elicit both cognitive and affective experience similar to human financial advisor, but at different extent depending on users' expectations and motivations prior adoption.

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The Impacts of Taste in Credence Services

Sabrina Wong, University of Queensland
Nicole Hartley, University of Queensland
Ann Wallin, University of Queensland

Abstract

Service organizations are increasingly integrating taste into their environments with food or beverages as a supplementary service offering to core service provision, ranging from barista coffee at bank branches to snacks at physiotherapy clinics. Despite this widespread practice, there is a lack of empirical understanding around the benefits and impact of taste on customer behaviours and emotions. This research seeks to extend sensory marketing frameworks by exploring the role of taste within credence service environments. A 2 x 2 between-subjects factorial design is adopted to evaluate the impacts of taste in a financial service setting focused on home lending. Findings indicate that taste influences emotions, information retention, and perceived level of interpersonal relationship. Results suggest that businesses should integrate sweetness in their service interactions, especially for emotional purchases. Interestingly, taste does not influence stress, which contradicts existing sensory marketing frameworks – hence, further research is required to highlight these exceptions.

Keywords: Taste,Credence Services, Sensory Marketing

Social Marketing

Diversity Advertising: Is That Me I See?

Amelie Burgess, University of Adelaide
Dean Wilkie, University of Adelaide
Rebecca Dolan, University of Adelaide

Abstract

Movements such as #BlackLivesMatter and #MeToo highlighted that recognising marginalised groups is imperative in enhancing connectedness in society. As such, marketers are increasingly using diversity advertisements to connect better with audiences (e.g., increasing racial, body and age-diverse identities in marketing media). However, failed attempts have resulted in large scale negative thoughts, feelings and behaviours towards brands. Despite this, there is little research to examine how diversity advertising impacts audience connectedness. This research suggests negative responses are characteristic of audiences not feeling connected, attributing said reactions to diversity advertisements not being perceived as well-intended or aligning with audience perceptions. Managerially, this study encourages marketers to better connect with audiences through framing diversity advertisements in a way that aligns with their sentiment held about diversity advertisements and perceptions of altruism.

Keywords: Connectedness, Diversity, Advertising

Introduction and Research Aim

In a climate greatly influenced by social values and change, brands are increasingly aligning themselves with social marketing practices (Sobande, 2019). Such alignment is evidenced through brands increasingly adopting diversity marketing (Kipnis et al., 2021). Diversity marketing is the integration and consideration of varying identities into marketing activities (Burgess et al., 2020). This commonly occurs through diversity advertising, which sees marketers represent identities in their marketing communications through visual or non-visual means. For example, in 2021, Australian underwear brand Bonds released the 'The Future is in Your Undies' advertising campaign showcasing a range of different ethnic, racial, gender, sexual and age identities. How the audience perceives diversity representation is critical, as it may impact how connected audiences feel to a diversity advertisement (Åkestam et al., 2017; Liljedal et al., 2020).

Despite this importance, there remains a lack of empirical and theoretical investigation regarding *how* diversity advertising forms and impacts audience connectedness. In this study, we address this by demonstrating the factors which influence audience connectedness. Connected audiences are important, as they are often characterised by feelings of positivity, belonging and optimism (Hutcherson et al., 2008; Khan et al., 2021). Further, connected audiences feel they and those they hold relationships with are adequately represented in an advertisement (Åkestam et al., 2017; Khan et al., 2021). A lack of audience connectedness can lead to negativity, rejection, isolation and anger (Lee, Draper & Lee, 2001). Hence, audiences are more likely to accept advertisements when they feel connected but reject them when they are not.

Established research indicates that sentiment towards diversity advertising and the perceived motives of the brand engaging in diversity advertising impact the degree to which audiences positively react to said advertisements (Sternadori & Abitbol, 2019). Studies within broader social marketing such as CSR and green marketing have found that the way social marketing initiatives are perceived is influenced by what the audience attributes to why a brand adopts social marketing practices (Bigné et al., 2012; Rifon et al., 2004). Given the potential impact of connectedness on the success of diversity advertising, the purpose of this paper is to identify the relationship between a diversity advertisement and connectedness, while considering the important factors that influence this relationship.

Theoretical Background

We adopt the theoretical underpinning of the similarity-attraction principle (SAP) to offer a deeper understanding of the role of diversity advertising in shaping audience connectedness. SAP is a theory that considers the degree of attraction (or likeness) people have towards a given object (e.g., a brand or an advertisement) based on perceived similarities (e.g., identities, values or attitudes) (Carter & Phillips, 2017). The SAP posits that individuals have more positive feelings towards and greater desire to interact with similar rather than dissimilar objects (Byrne, 1971). In the context of this research, the SAP can help to explain why perceptions of diversity advertising create similarity or dissimilarity with audiences, ultimately impacting audience connectedness.

Conceptual Model and Hypothesis Development

Drawing upon the SAP and prior research, we propose three dimensions that shape our understanding of the relationship between diversity advertisements and audience connectedness; a) perceived diversity, b) perceived altruism, and c) sentiment towards diversity advertising.

Perceived Diversity: While marketing research indicates adequate representation and consideration of specific diverse identities (e.g., sexuality and gender) in advertising is linked to increasing connectedness (Åkestam et al., 2017; Liljedal et al., 2020), these findings are not yet demonstrated for how broader diversity impacts connectedness. Increasing diversity in advertising builds on the SAP, which research suggests may positively effect connectedness by including multiple points of relation for the audience to feel similar towards (Åkestam et al., 2017). As such, we propose:

H1: There is a positive relationship between perceived diversity in advertising and audience connectedness

Perceived Altruistic Motives: Audiences hold beliefs about brands adopting diversity advertising due to intrinsic altruistic motives (e.g., having genuine concern about a societal issue) or extrinsic altruistic motives (e.g., for-profit or reputation enhancement) (Bigné et al., 2012; Rifon et al., 2004). Intrinsic altruistic motives are typically more highly regarded by consumers as they are perceived as less exploitative and more well-intended than extrinsic altruistic motives (Rim et al., 2016, Bigné et al., 2012). The SAP may explain that perceived altruistic motives enhance connectedness through audiences holding similar views to brands with intrinsic altruistic motives. As such, we propose:

H2a: Perceived intrinsic altruistic motives positively moderates the relationship between perceived diversity in advertising and audience connectedness

H2b: Perceived extrinsic altruistic motives negatively moderates the relationship between perceived diversity in advertising and audience connectedness

Sentiment Towards Diversity Advertisements: Sentiment towards diversity advertisements concerns the degree to which audiences have positive perceptions about diversity advertisements (Sternadori & Abitbol, 2019). In conjunction with SAP, prior research suggests that when audiences and contexts hold similar perceptions, their evaluations are more positive (Sternadori & Abitbol, 2019; Burgess et al., 2020). Thus suggesting that positive sentiment held about diversity advertisements should increase the audience's propensity to feel positive towards diversity advertisements. As such, we propose:

H3: sentiment towards diversity advertisements positively moderates the relationship between perceived diversity in advertising and audience connectedness

Proposed Methodology:

To test the proposed hypotheses, an online survey using existing scales will be used to collect data, which will be analysed via partial least squares-structural equation modelling.

Contributions

As brands increasingly partake in diversity advertising, there is a need to understand how these executions connect with audiences. The main implication of this study is its ability to formulate a better understanding of the key elements of diversity advertising in enhancing audience connectedness. We suggest that marketers can approach diversity advertising more effectively by revealing how sentiment towards diversity advertisements and perceived altruistic motives affect the relationship between perceived diversity and audience connectedness. This work, therefore, conveys a clear message to brands engaging in diversity advertising: their representations of diversity must be perceived as well-intended and align with audience sentiment towards diversity advertisements to better connect with audiences. As such, this research aims to pave a way forward to increasing equality through diversity advertising.

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Midlife Women: Proactive and Wellbeing Behaviours

Foula Kopanidis, RMIT University
Mike Reid, RMIT University

Abstract

Adopting a modified biopsychosocial model, this paper examines associations between biosocial, psychological, and cognitive characteristics of 904 middle-aged women, classified as high, medium, and low in terms of their proactive health and wellbeing behaviours (PHWB). Multinomial logit modelling reported the high proactive group was associated with older middle-age, better diets and good physical functioning, lower levels of anxiety and smoking, more positive attitude towards aging, stronger female masculinity traits, good personal relations and a clear purpose in life. Lower PHWB was associated with women aged 40-49 and 50-59 who reported lower levels of perceived behavioural control and intent towards engaging with PHWB's, more negative perceptions of aging, higher anxiety, and scored lower in personal relations and purpose in life however had a higher level of self-acceptance. Understanding this cohort has implications for health campaigns promotion and social marketing practitioners in setting this cohort up for a healthier older age.

Keywords: Middle Aged Women, Well-being and Aging, Health Promotion

Understanding Individual Participation in NGOs' Time Banking

Wilson K.S. Leung, Hong Kong Polytechnic University
Man Lai Cheung, Hang Seng University of Hong Kong
Ludwig M. K. Chang, Hong Kong Baptist University
Tsz Nok Cheung, Hong Kong Polytechnic University

Abstract

Population aging becomes a serious issue worldwide, particularly in the developed regions, resulting in a shortage of elderly-related care services in society. Recently, some non-governmental organizations considered time banking as a self-sufficient way to facilitate the exchange of elderly-related care services among the members voluntarily in the local communities based on the time credit unit. However, the rate of participating in time banking activities is relatively low owing to the people lacking trust in time banking organizers. Drawing on trust transfer theory, this study aims to investigate how individuals develop their swift trust towards the organizers and their subsequent behavioral responses. The results of the study based on 420 valid samples revealed that swift trust is positively affected by the sources of trust (except personality-based trust), which in turn influences individual trust behaviors, offering managerial and theoretical implications in time banking literature.

Keywords: Time Banking, Trust-building, Swift Trust

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1. Introduction and Research Aim

A time banking is a non-profit peer-to-peer service exchange system in which it enables community members to exchange their social resources with each other to satisfy their own needs (Kakar, 2018). The exchange unit is based on time credits rather than money (Yuan et al., 2018). In this regard, some non-profit and non-governmental organizations (NGOs) have considered applying the time banking model into the elderly-related care service because the rapid population aging, for instance, the sector of the global population aged 60 years old or above will be twice to 22% from 12% between 2015 and 2050 (WHO, 2018), makes a shortage of elderly-related care services. Thus, applying the model of time banking may alleviate this burden in the aging society.

Although the idea of time banking is appealing, the major disadvantage is a lack of trust since the earned time credit may not be redeemed from others in the future (Lin et al., 2019). Thus, understanding how to build a trusting relationship with the first-time participants becomes a major concern for the time banking organizers (Lim et al., 2006). Filling in this research gap, the study aims to examine the impacts of both online and offline trust sources on individual swift trust towards the organizers and subsequently affect their behavioral responses from a trust transfer perspective. In addition, individual behavioral responses are quantified into three aspects to reflect the overall time banking activity engagement, including 1) intention to participate in time banking activities, 2) intention to donate time credits, and 3) intention to spread positive word-of-mouth. The contributions in this study are as follows: a) identifying the significant determinants to build swift trust; b) enhancing the managerial understanding about how to improve the time banking program participation rate.

2. Background and/or Conceptual Model

2.1 Time Banking Development and System

Cahn (2000) is the first to introduce the concept of time banking in America and the U.K., creating a significant impact on the local communities. Typically, the service exchange among community members is managed and initiated by an organizer such as NGOs (Goodwin & Cahn, 2018). The major feature of time banking system is generalized service exchange, however, during the service exchange, the participants may not know each other well (Arcidiacono, 2018). Time banking participants, particularly for the first-time participants, are likely to rely on the trustworthiness of the organizers. However, empirical understanding on how trust can be developed swiftly towards the organizers is scant in the literature, thus, this study aims to investigate the willingness to engage time banking activities from the trust development perspective.

2.2 Trust Transfer Mechanism

The theory of trust transfer is one of the widely adopted theories to explain how individuals develop trust towards an unknown entity in different research contexts. The underlying mechanism of trust transference involves three actors, namely, trustor, trustee, and third person. It is a cognitive process in which trustors transfer their trust from one trustee (i.e., the unknown party) to a trusted third person (i.e., the trusted source) (Lim et al., 2006; Stewart, 2003). Robert et al. (2009) further suggested that when trustors have no experience or interaction with trustees (i.e., an unknown entity), they will have difficulties to evaluate the trustworthiness of the trustees. Thus, trustors are likely to rely on external sources, like the parties they trust or their previous experiences in similar situations, to develop their trust swiftly (Robert et al., 2009), which this trust formation is known as swift trust. In this regard, this research proposes five types of trust sources in both online and offline channels. We base on the study of McKnight et al. (1998) to regard three bases of trust in the offline context, namely, personality-based,

institution-based, and category-based trust, as the antecedent of individual trusting belief towards time banking organizers according to their previous experiences. Additionally, we propose informational support and emotional support as online trust sources to affect their trust towards the organizers through the trusted online members in social networking sites.

2.4 Research Model

As shown in Figure 1, our research model examines the impact of offline trust sources and online trust sources on first-time participants' swift trust towards time banking organizer, which in turn affects three types of trust performance.

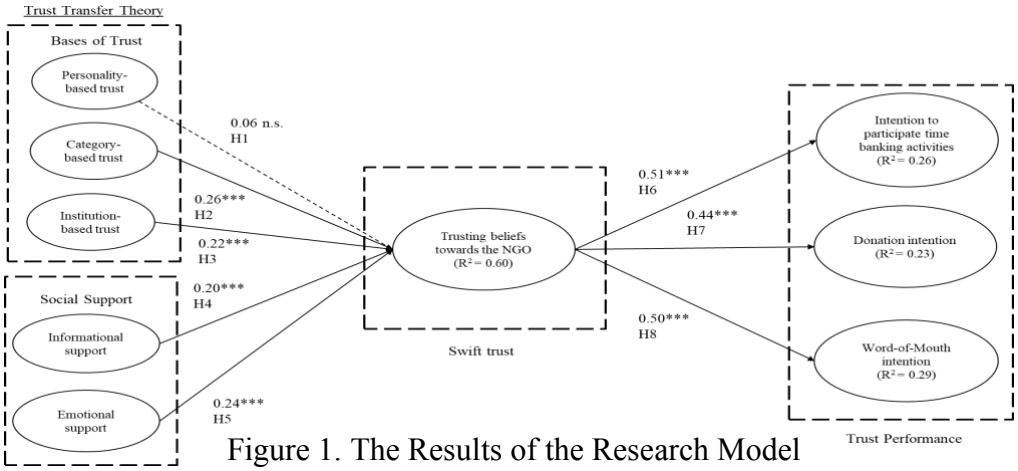

Figure 1. The Results of the Research Model

3. Methodology

A rapidly aging population has become a challenge for the Hong Kong government (Wong & Yueng, 2019). A NGO in Hong Kong has started a trial time banking program since 2021 for facilitating the elderly-related service exchange between teenagers and the elderly in the NGO. The NGO recruited Hong Kong university students as their new members by organizing a seminar to introduce the concept of time banking, its background, and its social media to the students. We asked the new members to fill out our survey at the end of the seminar. In total, 420 valid responses were collected for testing our model by using SmartPLS 3.0.

4. Findings and/or Discussion

Our results confirmed that both online and offline trust sources exerted positively effects on individuals' swift trust except personality-based trust and that swift trust subsequently affected their trust performance regarding time banking engagement.

Drawing on trust transfer theory, our findings suggested that first-time participants' trust beliefs will be transferred from trusted parties to unknown NGOs when they find there is a high level of similarity between them. A reliable organizational structured of NGOs and their social support among existing members will make the participants feel secure and therefore, increase their trust to time banking organizer.

5. Implications for Theory and Practice

Time banking organizers (i.e., NGOs) is advised to invite and cooperate with well-known NGOs in order to receive positive feedback and ratings from well-known parties. They should use the advantages of social media to provide incentives and social support for the participants, as well as to build trust with participants. Besides, the government should design a set of complete policies and regulations to protect the public's interest when they participate in the activities that organized by NGOs .

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Framing Hope: How Positive Emotions Reduce Food Waste Behaviour

Mary Khalil, University of Auckland, New Zealand
Gavin Northey, Griffith University, Australia*
Bodo Lang, University of Auckland, New Zealand
Felix Septianto, University of Queensland, Australia

Abstract

Food waste is a major global issue. Annually, more than 40% of all food produced for human consumption is sent to landfill, with significant environmental, financial and social implications. Importantly, most of this waste happens at the household level. As a result, policy makers and marketers must identify effective ways to influence consumer attitudes and behaviours to reduce household food waste. This study draws on prospect theory (Kahneman, & Tversky, 1979) to examine the effectiveness of gain and loss message frames for achieving consumer-level change. Results from two experiments show advertisements highlighting gain (vs. loss) messages have a positive influence on intentions and behaviours. Moreover, results show these messages elicit an emotional response (hope), which acts as the causal mechanism. In addition, gain (vs. loss) messages are more effective at eliciting hope when they also provide individuals with information detailing 'how' (vs. why) to reduce food waste.

Keywords: Message Framing, Hope, Food Waste

Health Literacy, Masculinity, and Help Seeking in Middle-Aged Men

Mike Reid, RMIT University
Foula Kopanidis, RMIT University

Abstract

Middle age is a pivotal period in one's life course in terms of finding a new or renewed purpose in life, addressing the excesses of youth, reducing work and life stress, and setting up behavioural patterns that influence healthy older age and wellbeing. From a men's health perspective, a more nuanced social marketing approach is needed to influence middle-aged behaviour and promote future health and wellbeing. The study examines relationships between several factors associated with poor health and wellbeing outcomes in middle-aged men including masculinity, health literacy, help seeking and associated barriers. The findings highlight the need for a more insightful discussion around men's health literacy, masculinity and health seeking behaviours and barriers to help seeking.

Keywords: Middle Age, Men's Health, Masculinity, Health Literacy, Help Seeking

Re-imagining issue framing: The Women's Butterfly Project

Rebekah Russell-Bennett, Queensland University of Technology
Melissa Bull, Queensland University of Technology
Nick Kelly, Queensland University of Technology
Kate Letheren, Queensland University of Technology
Joy Parkinson, Griffith University
Jinglan Zhang Queensland University of Technology

Abstract

While social marketers typically research and practice on topics such as homelessness, obesity and domestic violence, the negative framing of these social issues can undermine and restrict the solutions that can be designed. There is significant evidence to demonstrate that a strengths-based rather deficit approach to social issue framing is more effective; however, there is little guidance on how to move from negative framing of a social issue (deficit-approach) to positive framing of a social issue (strengths-based). Using service design and reflexivity, this research involved a cross-discipline team of 15 researchers, 15 expert-proxies and women of lived experience, 11 early responders and 13 user-testers to co-design a digital portal prototype to prevent homelessness for mature women. The findings identified four project features that require focus for a strengths-based approach. This research also developed a checklist for reframing a social issue as positive using a strength-based approach.

Keywords: Strengths-based, Co-design, Homelessness

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Introduction and Research Aim

Human beings are hard-wired to classify, sort and label phenomena (Liberman et al., 2017). Categorisation helps humans navigate our world and avoid danger; however, there can be unintended social consequences. While social marketers are familiar with these unintended social effects such as racism, exclusion or stigma and design programs to address these effects, we are less familiar with the unintended effect of negative framing of the social issues we investigate and how this framing can undermine the very efforts we seek to make. Despite recommendations to move from a deficit perspective on social issues to strengths-based and the substantial research about the benefits and effectiveness of a strengths-based approach compared to a deficits-approach (Maton et al., 2004), there is little guidance or evidence on how to shift from negative framing of a social issue (what's wrong) to positive framing of a social issue (what's strong). Indeed, there are many examples of initiatives that adopt a strengths-based approach but fail to embed that approach at the very first step, the framing of the social issue. One such area is homelessness, where, by definition, the social issue is framed negatively using deficit language – without a home. When reframed as strengths-based, this issue required re-naming using terms such as home-seeking or maintaining secure housing. The aim of this research is thus to identify how to positively reframe a social issue using a strength-based approach with evidence from a real-world project.

Background and conceptual frameworks

Positive framing of issues is derived from the strengths-based approach to social issues, which has a well-established history and demonstrates that positive framing leads to more effective outcomes. For example, reframing responses to domestic violence as help-seeking rather than help-lessness enhances the scope for solutions (Cook et al., 2004). Reframing mental illness amongst Indigenous Australians as well-being for First Nations peoples has resulted in more culturally relevant programs that leverage strengths and foster empowerment (Carey, 2013, Wellmob, 2021). Negative framing of the problem generates paternalistic interventions and fails to leverage the capabilities of people (Cook et al., 2004). The current research describes the design and implementation of a strengths-based cross-discipline social marketing initiative. Specifically, the initiative focussed on mature women who had experienced a key trigger of homelessness: a change of circumstances (partner, job or income). The approach to the prevention of homelessness is fragmented (Fowler et al., 2019), yet prevention has been lauded as a key pillar in the homelessness policies of many countries: e.g., Australia developed a national homelessness strategy in 2000 with prevention as a core theme (APH, 2000). Two key theoretical frameworks underpinning project and supporting the strengths-based approach were social support theory (Russell & Cutrona, 1990) and the Gallup Wellbeing Framework (Gallup, 2020), developed by the Boston University School of Public Health. We apply reflexivity (Gordon & Gurrieri, 2014) to focus on problematisation, and service design - specifically the four stages of the double-diamond (UK Design Council, 2020) - to leverage the capabilities of all actors and achieve research aims.

Methodology

The research method to design and implement the Women's Butterfly Project was the double diamond approach to service design (UK Design Council, 2020), where the problem statement is developed at the intersection of the two diamonds and not at the start. This method involved co-design workshops throughout the design process with 15 expert-proxies and women with lived experience, 11 service providers who come in contact with women experiencing the triggers and 13 potential users. The resulting qualitative data were analysed thematically. We adopted the actor-network theory (ANT) approach to reflexivity recommended by Gordon and Gurrieri (2014) due to the diverse nature of the actors in the

research, i.e., participants, partners and researchers from different theoretical and practice backgrounds with insider and outsider perspectives on the social issue.

Findings and Discussion



Through the co-design process, the brand, design principles and personas emerged for women, with the project being relabelled as The Women's Butterfly Project to reflect the positive concepts of empowerment, independence, and control for mature women. A prototype was then co-designed; an online portal with a persona quiz and curated pages of links to credible websites for mature women experiencing a change of circumstances (See image on left) aligned with each persona. Based on the quiz results, women interact through a portal page with websites under each well-being category that reflect the personas' needs (these pages were based on the literature review and co-design workshops). The user testing and accessibility testing identified small amendments to improve the user experience, however, there were overwhelmingly positive reactions from users and service providers operating in the homelessness space. Four project features were reframed throughout the project process as a result of reflexivity on the problem being addressed. During the project, numerous epiphany moments (Chilton, 2015) led to transformation amongst the actors (researchers, participants and experts) and a need to amend the project features to more strongly align with a strengths-based approach (see Table 1).

Table 1: Project amendments from deficit-based to strengths-based

Project feature	Deficit-based	Strengths-based
Title and description	Preventing homelessness for mature women.	Empowering mature women to maintain secure housing
Design principles	Removal of tangible, emotional and psychological barriers to prevent housing stress	Leveraging tangible, emotional and psychological strengths to enhance well-being and maintain secure housing
Persona profiles	Based on risk profile, language such as lack of, loss, missing. Focus on barriers.	Based on strength profile, language such as possess, skills, seeking. Focus on benefits/motivators
Prototype	Quiz – risk profile, negative experiences and emotions, serious tone Tools – Support language, helping, Resource focussed	Quiz – stability profile, positive experiences and emotions, uplifting tone Tools – well-being language, self-help, capabilities focused

Implications for Theory and Practice

With the best of intentions, the research team commenced the project with a strengths-based approach. However, the experience of implementing theory in practice identified unconscious assumptions that ultimately reflected a deficit mindset in the team, partners and participants. These assumptions were identified and challenged through a reflexive process, resulting in multiple iterations of research and project artifacts. The result was developing a checklist for reframing a social issue using a strength-based approach. The checklist has four key themes; reframing the social issue, re-wiring the mindset, revising the language through a lexicon and redesigning each method element. A key implication for social marketing theory is the importance of language in framing the social issue and designing the solution.

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A Bibliometric Analysis about Social Class in Marketing

Shaoshan Wang, University of Macau
Matthew Tingchi Liu, University of Macau

Abstract

This study investigated the current study of social class and provided further research agenda in the marketing discipline. Based on the bibliometric analysis, this study performed co-citation, network visualization through co-occurrence data, and hierarchical cluster analysis; and qualitatively evaluated the research domain (January 1980 – June 2021). This study found that research of social class was clustered in two dimensions, i.e., internal and external aspects of individuals. The content analysis found that consumption could enhance individuals' well-being in the internal aspect. Products and services focusing on individuals themselves may shape their sense of power, and culture could balance class inequality. Furthermore, the social class factor also raised problems. The external aspect suggests reducing economic and educational inequality policies.

Keywords: Social Class, Bibliometric Analysis, Network Visualization

Transformative Consumer Research & Public Policy

Older Consumers Learning ICT: Socialisation Agents Use[fullness]

Torgeir Aleti, RMIT University
Bernardo Figueiredo, RMIT University
Diane Martin, RMIT University
Mike Reid, RMIT University

Abstract

The fast pace of innovations in technology sectors drives consumers to learn and adapt to new digital devices and systems continuously. Consumers stay updated with the marketplace through active and passive interactions with socialisation agents. Although much is known about the agents of consumer socialisation early in life, little is known about who the principal socialisation agents are for older consumers when preparing for a digital consumer role. This research investigates the consumer socialisation agents' older consumers use to learn about information and communication technologies (ICT). Findings reveal that older consumers rely on younger family members first but that the agency they receive from additional sources is essential when preparing for a digital consumer role. Surprisingly, ICT knowledge is determined by the socialisation agency received by senior's second advice option – not the first. New avenues for research are provided that expands on how older consumers perceive various socialisation agents.

Keywords: Consumer Socialisation, Older Consumers, ICT Knowledge

Navigating Through Nutrition Labeling Effects: A Second Order Meta-Analysis

Belinda Barton, University of Technology Sydney
Natalina Zlatevska, University of Technology Sydney
Jan Hohberger, ESADE Business School
Chris Dubelaar, Deakin University

Abstract

Nutrition labeling interventions are designed to provide consumers with easily interpretable nutritional information at the point of purchase. However, despite the widespread implementation of these interventions, there is little consensus as to their effect on consumer behavior. Given the discrepancy in existing empirical studies regarding the nature of the nutrition labeling effect, a number of meta-analyses have been published in recent years. However, even among the existing published meta-analyses, there is little consensus as to what the effect of nutrition labeling on consumer behaviour actually is. In the present research, we use a novel methodology that combines second order meta-analyses to provide a comprehensive investigation of nutrition labeling effects. We find that nutrition labeling is more effective for encouraging the selection of products labeled as the healthier option, as compared to the selection and consumption of fewer calories, and these effects occur irrespective of the type of nutritional label used.

Keywords: Nutrition Labeling, Food Labeling, Meta-analysis

Why People Contaminate Household Recycling and Waste

Blaire Brooker, Monash University
Stephen Saunders, Monash University
Luke Greenacre, Monash University

Abstract

In most developed cities, people are expected to correctly sort their household waste before the weekly garbage collection. However, at times, people tend to incorrectly sort their household waste - a phenomenon known as household waste contamination. Our research aims to identify what leads people to contaminate their household waste. To guide our research we relied on Prototype Theory and Exemplar Theory (Goldstein, 2018). We conducted a series of semi-structured interviews and waste sorting tasks with 13 household representatives in Melbourne, Australia. The interviews were transcribed, coded and categorised for further thematic analysis in Nvivo. The exploratory findings showed that waste sorting was a complicated and confusing task that relied on a wide variety of complex information sources, sensory cues and intuition. We discuss these findings and highlight some important implications for practitioners and policymakers. We also provide some directions for future research.

Keywords: Contamination, Waste, Recycle

Curbing Risky Consumption with Authentic Communication

Sarah Dodds, Massey University
Alexandra Hess, Massey University
Claire Garnier, Kedge Business School
David Jaud, Kedge Business School
Gergaud Olivier, Kedge Business School

Abstract

Young people's risky behaviour, particularly around excessive drinking, remains a source of concern not only in the field of public health and psychology, but also in marketing and related industries. Despite numerous studies dedicated to understanding youth alcohol consumption and how to prevent over consumption, research is still needed on ways to promote responsible alcohol consumption. We utilise a family group interviewing technique with 48 young people and their parent/s to explore communication messaging that resonates with young people around responsible alcohol consumption. We find that communicating 'authentically' about both the positive and negative consequences of drinking alcohol resounds with young consumers. Accordingly, we develop a conceptual framework on 'authentic-positive messaging'. Practically, our framework can be used to develop messaging in social marketing campaigns and beyond. Our framework can also be implemented in other contexts that seek to address risky behaviour in youth, such as, drug use and safe-sex.

Keywords: Risky Consumption, Authenticity, Communication, Postive Psychology

Revealing the Lived Experience of Ageing Consumers Purchasing Independent Lifestyle Village Housing

Saadia Shabnam, Curtin University Perth
Graham Ferguson, Curtin University, Perth
Brian ‘t Hart, Trinity Western University

Abstract

Marketers rarely hear the ageing consumer’s voice when it comes to the experience of making important, long term decisions such as purchasing a place to live as we age. Without these insights marketers don’t understand ageing consumers’ mindset and therefore struggle to empower and positively affect their wellbeing. Most of the consumers seem to wait until they ‘need’ to downsize—and then seek an attractive lifestyle and community connection while preparing for securing their future. Some ageing consumers purchase or long term rent housing in an independent lifestyle village where buildings, facilities, services and a co-created community of ageing people provide a manageable, supported lifestyle. Participants re-construct their recent lived experience of purchasing a place in an ILV to reveal key themes of: recognising need for change, evaluating ILV living, and comparing ILVs. Through the lens of transformative research, the effect of such insights on wellbeing and service design are considered.

Keywords: Lived Experience, Transformative Research, Lifestyle Village, Ageing Consumer, Wellbeing

Three Frameworks to Combat Racial Exclusion in The Marketplace

Bernardo Figueiredo, RMIT University
Meriam Belkhir, University of Sfax
Myriam Brouard, HEC Montréal
Katja H. Brunk, Europa-Universität Viadrina
Mario Campana, University of Bristol
Marlon Dalmoro, UNIVATES
Marcia Christina Ferreira, Brunel University London
Daiane Scaraboto, University of Melbourne
Olivier Sibai, Birkbeck, University of London
Andrew Smith, Suffolk University

Abstract

Racial exclusion is a persistent problem and markets are raced in their core. A critical review of the literature reveals two pathways to mitigate market related racial exclusion. The first pathway is market survival, where individual consumers develop coping tactics to overcome racial discrimination in markets. The second pathway is market moralization, where marketers perform practices aimed at rendering markets racially inclusive. Based on a netnographic study of the consumer movement #myBlackReceipt, we identify a third pathway that we call market weaponization, where market forces are collectively harnessed to challenge the systemic origins of racial exclusion in society. We identify six tactics participants employ to sustain the movement: educate, facilitate, embolden, partner, normalize and separate. We also provide recommendations for policy makers, businesses, and social institutions

Keywords: Race, Exclusion, Marketplace Activism

Older Consumer Stereotypes as Productive Tensions for Technology Adoption and Consumption Research

Pao Franco, Radboud University

Abstract

Adopting and consuming tech-products is considered important for older consumer wellbeing. Extant studies examine what shapes older consumers' acceptances and resistances of technologies. However, studies risk reifying age-related stereotypes when often featuring older consumers as fearful of tech-products and having declining physical/cognitive capabilities. While stereotypes may hold a 'kernel-of-truth' and underpin well-intentioned research, this systemic literature review paper critically reflects on how age-related stereotypes may be sensitising research efforts in technology consumption scholarship in marketing. A 2x3 theoretical framework is developed that categorises extant literature based on the presence of age-related stereotypes (negative/non-negative) and portrayed orientations to technology (resisting/discerning/seeking) in findings and theory sections. The resulting six categories turn these considerations into 'productive tensions' for researchers, marketers, and policymakers to work with by mapping out future research directions and practical implications. These include under-researched perspectives of older consumers as active tech-seekers, and equally, non-adopters with non-technophobic reasons to resist adoption.

Keywords: Critical Reflexivity, Older Consumers, Technology Consumption

WELLBECARE: Taking Care of Caregiver Well-being

Carol Kelleher, University College Cork
Josephine Go Jefferies, Newcastle University, United Kingdom
Lisa Penaloza, KEDGE Business School
Nadina Luca, University of York
Lucie Ozanne, University of Canterbury
Hilary Downey, Queens University Belfast
Line Jenhaug, Inland Norway University of Applied Sciences
Sally Hibbert, Nottingham University

Abstract

The COVID-19 pandemic highlights the significant contributions that informal caregivers make globally. Serving as the backbone of formal care systems, caregiver needs are often overlooked. Recognising caregiving as rewarding as well as physically, emotionally, and materially demanding, research into supporting their well-being is underdeveloped. An integrative review of the caregiver and well-being literatures reveals a highly fragmented and cursory landscape. Building on a development perspective of holistic (material, relational and social well-being that accounts for both objective and subjective dimensions, we develop the WELLBECARE framework to characterise caregiver well-being. Our focus on the relational is highly salient to the caregiver-care receiver dyad, and provides new possibilities for understanding caregivers' well-being in contexts of shifting temporal, spatial and power dynamics in a human-centred care ecology. Furthermore, the WELLBECARE framework provides a new lens for research and policy on caregivers' well-being that addresses the limitations of previous well-being models.

Keywords: Caregiving, Well-being, Empowerment

Autonomy, Compassion and Tobacco Endgames: Perspectives from Smokers Living in Marginal Circumstances

Janet Hoek, University of Otago
Ivana Barbalich, University of Otago

Abstract

People who smoke may assert themselves as consumers who choose to smoke and oppose tobacco endgame goals proposing to reduce smoking prevalence to minimal levels. Few studies have explored tensions between endgame goals, consumer sovereignty, and proposed policy measures. We probed these potential conflicts by conducting 20 in-depth interviews with people who smoked daily and had marginal income sufficiency to explore how they interpreted potential policy interventions. Using reflexive thematic analysis, we identified two overarching themes: autonomy and a search for compassion. Participants drew on tobacco industry discourse to privilege their right to "choose", though a minority saw endgames as restoring the lost agency addiction caused. Many felt unfairly judged; greater public understanding of addiction could reduce stigma, support self-efficacy, and foster cessation. Industry denormalisation campaigns could challenge views of smoking as a personal choice, decrease self-blame among people who smoke, and present endgame goals as likely to enhance agency.

Increasing Food Intake of the Elderly with Extrinsic Food-Cues

Hei Tong Lau, University of South Australia

Abstract

The prevalence of malnutrition among the elderly is significant in Australia and many developed countries. Malnutrition in elderly is problematic and often associated with poor health outcomes and low quality of life. While the majority of past studies that aimed to increase the elderly's food intake have focused on intrinsic food elements (e.g. manipulating the food's taste or texture), this research has used extrinsic cues (e.g. environmental contexts of a dining situation). Predominant studies have investigated one extrinsic cue type, applied study designs that were unable to demonstrate causations and failed to account for the portion size effect on food intake. A 17-week experiment was performed to evaluate whether extrinsic food-cues (auditory, olfactory and cognitive) influenced elderly residents' food intake in aged care. The findings provide novel insights on extrinsic food cues and support the practicality of using auditory and olfactory food-cues to address issues regarding malnutrition among the elderly.

Keywords: Aged Care, Food Intake, Extrinsic Food-cues

Rethinking Customer Vulnerability For Men's Health

Jacquie McGraw, Queensland University of Technology
Rebekah Russell-Bennett, Queensland University of Technology
Katherine M. White, Queensland University of Technology

Abstract

Many men do not regularly use often life-saving preventative health services, citing threat to masculinity as a barrier. We propose that male customers who do not regularly use or avoid preventative health services, putting their health outcomes and well-being at risk, could be seen to experience customer vulnerability. Using latent class analysis, we analysed data from *Ten to Men: the Australian longitudinal study for male health* (n = 13,891) to identify influential masculinity characteristics of adult male customers of a preventative health service experiencing customer vulnerability. We also sought to predict if experiences of customer vulnerability changed over a 3-year timeframe. Findings show customer vulnerability could be experienced by most men in a preventative health context, regardless of masculinity norms, with masculinity norms influencing whether vulnerability is experienced as temporary or ongoing. Findings will help inform future initiatives seeking to engage men to use preventative health services.

Keywords: Men's Health, Masculinity, Health Services

What Can Coronavirus Teach Us About Messaging?

Scott D. Murray, Queensland University of Technology
Amisha M. Mehta, Queensland University of Technology
Clinton S. Weeks, Queensland University of Technology

Abstract

As the coronavirus pandemic reached Australia, messaging surrounding non-pharmaceutical interventions needed broader buy-in from the public compared to messaging for traditional emergencies (busfires/floods). Additionally, messaging needed to convey a higher level of complex information surrounding protective behaviours. We collected data from 699 participants randomly assigned typical coronavirus messages deployed at the early stages of the pandemic in Australia. We show that the messages framed in terms of the need for a collective response ("protect others", "save lives") and that called for simple, easy to follow actions were the most effective in terms of gaining trust and intention to act. Worryingly for policy makers we found that messages that asked people to check the accuracy of information they were following, or messages that included official statistics, were the worst performing messages. We highlight where insights can be further explored to help improve the effectiveness of emergency messaging moving forward.

Keywords: Risk Communication, Framing, Coronavirus

Are Coarse Ratings Fine? Application to Crashworthiness Ratings

Siqi Liu, Benjamin Shiller, Brandeis University
Bhoomija Ranjan*, Monash University

Abstract

Many rating organizations intentionally coarsen ratings before public presentation, for example by using a discrete badge rather than a continuous rating. We investigate the impact of coarsening empirically in the context of automobile crashworthiness ratings. Specifically, we construct a univariate continuous crashworthiness rating from crash test measurements and observed fatality rates. We then estimate a random coefficient model of vehicle demand under status quo coarse ratings and simulate outcomes under counterfactual continuous ratings. We find that consumers alter vehicle choices, thereby reducing fatalities by 7.4%, which implies 1,850 fewer U.S. fatalities annually. Finally, we explore whether incentives to produce crashworthy vehicles are reduced enough to offset benefits of finer information. We conclude that a continuous rating format would reduce fatalities.

Keywords: Structural Models, Durable Goods, Public Policy
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Digital Parents and the Wellbeing of Children

Yenny Purwait, Satya Wacana Christian University
Linda J. Robinson, RMIT University
Kaleel Rahman, RMIT University

Abstract

Despite the benefits to parents from their use of 'new media', such as maintaining the work-family balance or increasing parents' social capital, there is increasing concern on the consequences of parents' technology use on their children. Thus, this study investigates the potential effect of parents' 'new media' engagement while spending time with children on the parent-child relationship and children's wellbeing utilising data from 267 parent-child dyads. The findings from this study imply that both parents and children are aware of the adverse effect of parents' mobile device engagement on the quantity and quality of parent-child relationship, and that parents' mobile device use has a negative relationship with the child's psychological and social wellbeing. However, the children seem to understand that mobile engagement during parent-child time is a common phenomenon. Alongside theoretical contributions, this research suggests the need for social interventions to change habits around mobile device use during parent-child time.

Keywords: New Nedia Engagement, Parent-child Relationship, Child Wellbeing

Anticipated Challenges to Changing Consumer Practices

Alison M. Joubert, University of Queensland
Claudia Gonzalez-Arcos, University of Queensland
Daiane Scaraboto, University of Melbourne
Jörgen Sandberg, University of Queensland & University of Warwick

Abstract

In response to the global environmental crisis, several countries around the world have aligned with net zero emissions goals, implementing significant initiatives such as *no petrol* bans or restrictions on the production and sale of fuel-based cars. However, most attention has been allocated to changes to infrastructure or initiatives targeting individual behaviors (e.g., tax incentives), without much consideration of what social practices will require change for a desired uptake of electrical vehicles. Taking a practice-theoretical perspective, this research explores the unfolding of *no petrol* initiatives in Australia, tracking in real-time consumer responses to the interventions. We investigate the key challenges consumers face in changing their social practices, as required by the implementation of no petrol initiatives. Our preliminary findings indicate that consumers anticipate multiple challenges related to several interlinked social practices affected by the non-petrol initiative. We offer recommendations for the development and implementation of public policies related to electric vehicles.

Keywords: Practice Theory, Sustainable Consumption, No Petrol Initiatives

Creating Market Subjects Through Marketization

Flavia Cardoso, Universidad Adolfo Ibanez
Pilar Rojas-Gaviria, University of Birmingham
Daiane Scaraboto, The University of Melbourne

Abstract

This paper examines the process of marketization and its consequences for the shaping of market actors. In contrast to prior research focused on how schools adjust to the introduction of market logics in the field of education, we foreground the market-shaping effects of different conceptualizations of education on various interdependent actors. We examined discourses, policies, and practices in the education market in Chile over the last 40 years. This context is representative of the worldwide movement towards shortening the distance between educational systems and private markets through the increased adoption of market principles, language, and practices by educational institutions. Our findings show that– the emergence of "parents as consumers" in the education market prompts the emergence of multiple new market actors: regulators, operators, consumers, mediators, and enablers. These actors are in constant negotiation to shape the market and their unregulated actions have consequences at the systemic level.

Keywords: Marketization, Consumer Agency, Education

Antecedents And Consequences of Consumers' BNPL Usage

Lachlan Schomburgk, University of Adelaide
Arvid Hoffmann, University of Adelaide

Abstract

Despite the recent prominence of buy-now-pay-later (BNPL) payment services within the Australian retail landscape, literature assessing its potential drivers and effects of usage has seen little attention. BNPL services have been criticized for their role in increasing consumer's vulnerability to obtaining goods and services that they might not be able to afford without being subject to the strict lending obligations for alternative payment services such as credit cards. Using the concept of hedonism as a theoretical lens, this study addresses why consumers with an impulse buying tendency and lower self-control are more likely to use BNPL services. Unlike previous research, this study looks beyond the antecedents of BNPL usage to also assess the consequences of usage for consumers' financial and overall well-being. Furthermore, this study assesses the potential of how being mindful moderates BNPL usage, through applying multiple discrepancies theory. The results can guide future academic studies and policy initiatives.

Keywords: *Buy-now-pay-later Services, Hedonism, Financial Well-being*

Using Emerging Technologies to Improve Public Services

Piyush Sharma, Curtin University
Tak Yan Leung, Open University of Hong Kong

Abstract

Many developed countries face serious challenges to their public services, including education, employment, healthcare, housing, internal security and social welfare, due to their aging populations coupled with growing unrest and frustration among their youth. The widening intergenerational gap between these groups has also hurt social harmony and peace in recent years, raising concerns about the effectiveness of current processes being used to develop and implement public policies to address these serious issues. In this paper, we use a public policy co-creation perspective to develop a conceptual framework for more effective participation of the elderly and youth in the public consultation process. Next, we aim to test this framework by combining two emerging technologies - Gerontology and Gamification - to develop a Mobile App, and use it to conduct an empirical study in Hong Kong. We expect this study to help bridge intergenerational gap and lead to more effective public policies.

Keywords: Co-creation Perspective, Intergenerational Gap, Public Policies

Transforming Images of Disability in Paralympic Advertising

David S Waller, University of Technology Sydney
Simon Darcy, University of Technology Sydney

Abstract

This paper analyses video and print advertisements related to the Paralympic Games from 2000 (Sydney) to 2020/21 (Tokyo) that were found online. The organisations sponsoring these advertisements range from Paralympic Teams (Paralympics GB, Czech Paralympic Team and Canadian Paralympic Committee), media (ntv7 Malaysia and Channel 4 UK) and commercial companies (Westpac, Toyota, Samsung, and Swisse). Using semiotic analysis to examine the images in the advertisements, it can be seen that there has been an evolution in the images portraying disability in the ads. More specifically, the signals and themes in the advertisements transformed from using sympathy to raise money to showing the amazing physical abilities of Paralympians. Therefore, images in the Paralympic ads have evolved from charity to champions. Further, from the analysis a perceptual map has been developed based on the level of reality and the emotional intent, which has resulted in 4 quadrants: fake, authentic, charity and supercrip.

Keywords: Disability, Paralympics, Advertising.

Suspected Price-fixing Activities and Coping Strategies

Phoebe Wong, Hong Kong Polytechnic University,
Markus Vanharanta, University College Dublin
Tony Wong, Hong Kong Polytechnic University

Abstract

Price-fixing, as an anti-competitive activity by firms, violates the law, raises consumer prices, and limits consumer choice. Based on the social cognitive theory and neutralization theory, this research aims to investigate consumer perceptions and coping strategies, regarding price unfairness and reporting suspected price-fixing activities to authorities. Focus group interviews were used to investigate 23 informants' points of view regarding price-fixing in Hong Kong. The findings revealed that although informants agreed that price-fixing is unethical and unjust, most of them were reluctant to report the suspected price-fixing activities to the government agency of Competition Commission. Four emergent themes were detected as consumers' coping strategies, i.e., justification for not reporting suspected price-fixing activities to Competition Commission: (1) reduced search cost of price comparison, (2) low trust in law-enforcement agencies, (3) low perceived benefits, and (4) laissez-faire approach.

Keywords: Price-fixing, Neutralization Theory, Focus Group Interview



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